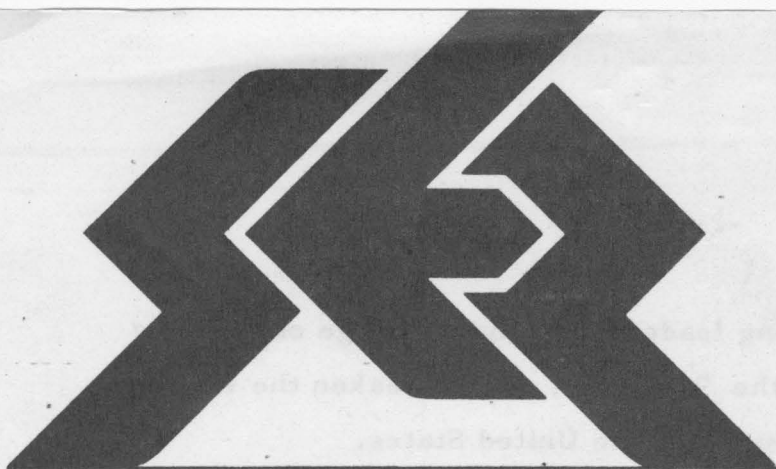


The original documents are located in Box 6, folder “1975/07/17 - Ford and SER Board of Directors” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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NEWS RELEASE

SER/JOBS FOR PROGRESS, INC. • 9841 Airport Blvd., Suite 1020 • Los Angeles, CA 90045 • (213) 649-1511

PRESS RELEASE: #75-13N

CONTACT PERSON: Miguel V. Calderon
213/649-1511

FOR IMMEDIATE RELEASE: July 17, 1975

PRESIDENT FORD ADDRESSES TOP LATIN LEADERS

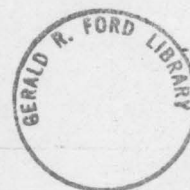
WASHINGTON, D. C. - In a historic meeting with leaders of the Spanish-Speaking community, President Ford today pledged the support of his Administration to promote the social and economic development of the Spanish-Speaking community in the United States.

The meeting marks a first time in history that a President has addressed, outside the White House, a national meeting of a community-based organization representing Spanish-Speaking Americans. The occasion for the meeting was the annual session of the National Board of Directors of SER/Jobs for Progress, Inc., an organization that for over a decade has been providing job training and job placement services for unemployed and underemployed Spanish-Origin Americans.

Issues discussed with the President were the extension of the Voting Rights Act which is now being debated in the U. S. Senate, the Rodino and Badillo Bills regarding the status of illegal aliens in this country; Bilingual Vocational Education, which addresses the needs of the people with limited English-speaking ability and the promotion of equal opportunity for the Spanish-Origin population in the United States.

President Ford assured the Spanish-Speaking leaders that he was working with members of the Senate to ensure passage of some type of Voting Rights Extension Bill. The President is recommending that the remaining 50 states be covered within the Bill's provisions. Other minorities would also be covered.

-MORE-



The reaction of the Spanish-Speaking leaders was that passage of a Voting Rights Extension Bill, as favored by the President, would weaken the voting impact of the Spanish-Speaking community in the United States.

The Latin leaders expressed the hope that the Senate would not go beyond the House version, as favored by the President.

Represented on the Board of Directors of SER are the National Chairman of the American G. I. Forum, Antonio Morales, Ft. Worth, Texas, who is SER National Board Chairman, the Immediate Past President of LULAC, Joe Benites, San Francisco, California; the Immediate Past President of IMAGE, Edward Valenzuela, Phoenix, Arizona; LULAC President, Manuel Gonzalez and Gilbert Chavez, National IMAGE President.

President Ford accepted SER Chairman Morales' request that SER leaders be present during the final signing of the Voting Rights Extension Bill.

Ricardo Zazueta, National SER Director, welcomed the President and thanked him for taking time from his busy schedule to address the meeting.

Currently, SER programs are located in 16 states. The National Office is located in Los Angeles with Field Offices in Dallas, Denver, Chicago and Los Angeles.

On his arrival, the President was greeted with a warm abrazo and a standing ovation from those present.

Zazueta hailed the meeting as a big success and expressed his hope for a continued dialogue in the future with the President on issues of vital importance to the Spanish-Speaking community in the United States.



FOR IMMEDIATE RELEASE

JULY 17, 1975

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
TO THE
SERVICE EMPLOYMENT REDEVELOPMENT/JOB

THE INTERNATIONAL INN
ARLINGTON, VIRGINIA

2:14 P.M. EDT

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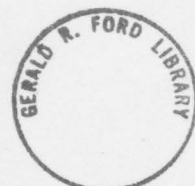
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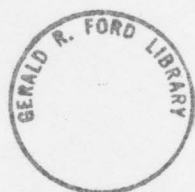
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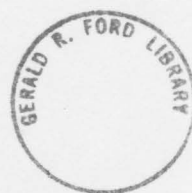
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Are you supporting the expansion of that Act that would include and guarantee the same franchise to the Spanish-speaking people of the country?

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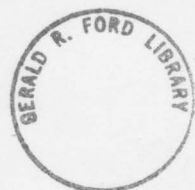
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It might be better, quicker and more certain to make it nationwide rather than the 15 States that are now included in the House version.

Thank you all.

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(AT 2:27 P.M. EDT)

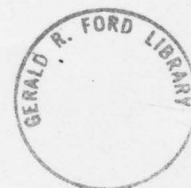


REMARKS BY
THE PRESIDENT OF THE UNITED STATES

BEFORE
THE SER BOARD OF DIRECTORS

PENTAGON QUALITY INN
CRYSTAL CITY, VA.

July 17, 1975

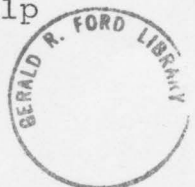


It's a pleasure to join you today for this meeting of the national board of directors of SER. I compliment you on your efforts to improve the opportunities of Spanish speaking Americans to share more fully in our Nation's blessings.

I know that some of you were present when Bill Baroody and Fernando De Baca spoke a couple of weeks ago to the League of United Latin American Citizens at its 46th annual convention. Bill mentioned in his speech the efforts we're making on behalf of Spanish speaking Americans, including bi-lingual education programs funded through HEW, and the 50-million dollar minority business enterprise program. I would simply add to his earlier comments that this Administration stands prepared to do everything we possibly can, within our budgetary restraints, to help Hispanic Americans.

I know that your major concern right now is jobs--and I can assure you that's a major concern of mine, as well. The unemployment rate is still the most disappointing of our economic indicators. It's an even more pressing problem with minorities than it is with many other segments of our society.

I am convinced that the best thing we can do to help Hispanic Americans find jobs is to make sure we have a



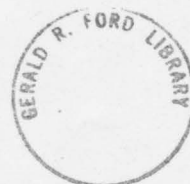
sound and strong across-the-board economic recovery. When the inflation rate is cut in half--as it has been in the last few months--that helps everybody. When economic recovery grows stronger--as it is doing now--all of us stand to benefit.

The most recent economic news is very encouraging. Personal income is up. Industrial production is on the increase, after months of decline. Inventories are being depleted and the stock market indices are on the rise as consumer confidence is regained. These are good, concrete signs that real economic recovery has begun, and we intend to make sure every American shares in that recovery.

SER's Jobs for Progress program is contributing substantially to reaching that goal in the Hispanic community. I thank you for those efforts. The role you play in this effort is of tremendous importance. I want to know what you're doing and what I can do to help. I want to continue the open communication I've enjoyed with the Hispanic community since long before I became President.

You're providing exceptional leadership. With the help of people like Fernando De Baca, Bert Gallegos and Alex Armendaris and some sixty other executive officers of Spanish heritage in this Administration, I'm getting some good advice on how I can be of help to you.

Muchisimas gracias, amigos.



July 16, 1975
Second Draft

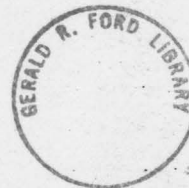
TALKING POINTS FOR PRESIDENT'S DROPBY -- SER NATIONAL
BOARD OF DIRECTORS, THURSDAY, JULY 17, 1975

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(more)





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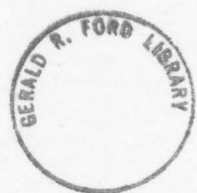
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~~closely as I can~~

Muchas Gracias, Amigo

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July 17, 1975

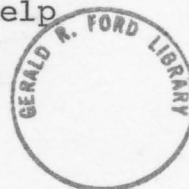


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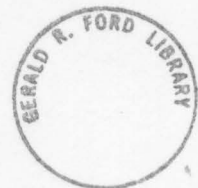
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Public Affairs

*Room 238
Old P.O. Bldg
12th + Penna.*

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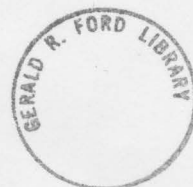
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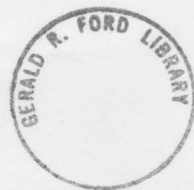
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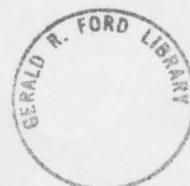
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The way that I think we can meet the challenge is in two directions: One, to make positive that our economy does recover, and I am completely and totally confident that it is going to happen. On the other hand, as we move out of the economic distress we have been in, we have to make honest and conscientious efforts to make certain that these job opportunities and these job responsibilities are available on a fair and equitable basis -- in some instances kind of make up for the discrimination that existed in the past and to insure that there is security and opportunity in the future.

If I might take just a minute or two and talk about our economy because it does involve a reduction in unemployment, but more importantly, an increase in job opportunity, at the present time, we have roughly 84 million people gainfully employed in our society. We had, as I indicated a moment ago, a substantial job loss, as well as increased unemployment.

The job loss for a period of four or five months was roughly 400,000 per month. In the last two months, we have had an upturn, and we have achieved a job increase of about 450,000.

I think this trend is going to continue, but in the meantime, we have been able to make some headway in other areas.

To refresh your memory just a bit, a year ago at this time we were suffering an inflation rate of approximately 12 to 14 percent, unbelievably high as far as by number of circumstance.

By doing the right thing, to the extent that man can control the economy, we have reduced that rate of inflation 50 percent -- it is now the annual rate of about 6 percent. That is still too high, but it is vitally important to all of the people who are employed and, just as important, if not more so, to the people who are unemployed.

MORE



What I am saying is that we have to work on a two track program, one to improve our economy with inflation, and at the same time provide greater employment.

I am confident that the American people are in a position mentally and otherwise to meet this challenge, and I can assure you that your Government is going to do everything it can to meet the challenge. I think we have made substantial headway.

But, I reiterate that just improving the economy is not enough. We do have to make certain those that you represent, whether it is in Government or whether it is in private employment, have an opportunity for a job and an opportunity for increased responsibility in the job.

I am always an optimist. I condition it with effort. People such as yourselves who are participating can make a meaningful contribution to helping others than those that you represent.

I see here some people that I have met before in various organization meetings where I have met with a group such as this, and I am delighted to have the chance to renew those acquaintances.

I must say that in the White House we have in Fernando DeBaca a person that is working with me and trying to keep the communication lines going with all of you and with others. We have Alex Armendaris here and we have others in the Administration.

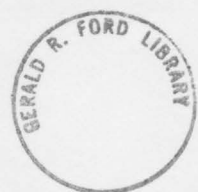
I can add one final subfootnote. We are making a maximum effort in the various boards and commissions and other job opportunities -- an effort to see to it that the Hispanic community is fairly and properly represented, and this is essential.

QUESTION: Mr. President, one of the critical issues today that our community is very concerned about is the extension and expansion of the Voting Rights Act that for the first time will include the Spanish-speaking people in this country.

Are you supporting the expansion of that Act that would include and guarantee the same franchise to the Spanish-speaking people of the country?

THE PRESIDENT: I believe in protecting the voting rights of every American citizen, including any minority group, which in this case, of course, includes the Spanish speaking.

MORE



There is a serious problem that has developed in the United States Senate, as you well know. The Act expires August 4. I had a meeting yesterday, and again I talked with some Members of Congress this morning.

I am very concerned that the Senate, in the compressed time that is available, might not have an opportunity or won't conclude action on the extension of the legislation.

I think that legislation, its extension is of maximum importance. You really have one of four choices: The simple extension of the existing law, the approval, in the second option, of the House version, the third is to broaden the Act so it takes in everybody in all 50 States, and fourth, which is the option I would oppose most, is no action -- but the last is a very serious possibility.

I can assure you that I am working with Members of the Senate to try and avoid the last option because if that takes place, you in effect have to start all over again. And with a law that has been on the statute book ten years, now, it is better to extend it, to improve it, than to start really from scratch again.

QUESTION: Do you expect the expansion to Spanish speaking?

THE PRESIDENT: I would accept it, of course I would. But I think it might well be in this period of time another option that might be preferable to make it effective in all 50 States rather than in the eight Southern States plus the seven additional States that have been added in part by the House version.

It might be better, quicker and more certain to make it nationwide rather than the 15 States that are now included in the House version.

Thank you all.

END

(AT 2:27 P.M. EDT)



PARA SU PUBLICACION INMEDIATA

17 DE JULIO DE 1975

OFICINA DEL SECRETARIO DE PRENSA DE LA CASA BLANCA
LA CASA BLANCA

DECLARACIONES DEL PRESIDENTE
A LA MESA DIRECTIVA DE
SERVICE EMPLOYMENT REDEVELOPMENT/JOB
(ORGANIZACION ENCARGADA DE ENTRENAR Y COLOCAR
EN EMPLEOS A LOS AMERICANOS DE ORIGEN HISPANO)

PENTAGON QUALITY INN

ARLINGTON, VIRGINIA

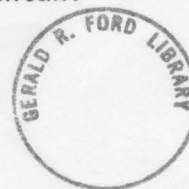
2:14 P.M. TEE

EL PRESIDENTE: Muchísimas gracias por la oportunidad que me brindan para reunirme con ustedes durante unos breves minutos y para ofrecerles ciertas observaciones y comentarios.

Tengo entendido que todos ustedes son participantes activos, ya sea, en la Mesa Directiva de SER o trabajando con SER, empeñados en mejorar las oportunidades de trabajo al igual que las responsabilidades de empleos de los miembros de las comunidades hispanas, quienes tengo entendido ascienden a unos 16 millones.

Debo decirles que durante los últimos meses he tenido la esperanza de reunirme con otras organizaciones que tienen unos lazos muy íntimos con los miembros de la comunidad hispana en los Estados Unidos, pero por una razón u otra ésto no me fué factible.

Esperamos que en los meses que tenemos por delante podamos hacer algo afirmativo y eficaz en lo que respecta a las oportunidades de trabajo y mayores responsabilidades, para aquellas personas que ustedes representan.



A mi juicio, este es un requerimiento muy significativo, debido a que creo que históricamente está bien reconocido que esas oportunidades y responsabilidades no han estado a disposición de los interesados.

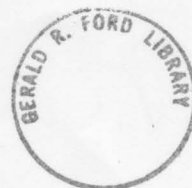
La situación en que nos encontramos hoy en día, desgraciadamente, es la de un período económico de recesión, aunque todo nos indica claramente en la actualidad, según algunos alegan, está concluyendo esa recesión y empezamos a elevarnos.

¿Cual es el significado de este hecho nuevo? Durante un período de 5 o 6 meses tan sólo hemos tenido malas noticias. Actualmente empezamos a encontrarnos con más, mucho más buenas noticias que malas.

Tengo absoluta confianza que durante el tercero y cuarto trimestres de este año, inclusive desde ahora, la situación va a mejorar considerablemente.

Esto significa que durante los últimos cinco o seis meses, mientras íbamos deslizándonos hasta el fondo de la recesión, no sólo perdimos empleos para todo mundo, sino que los diferentes grupos minoritarios fueron afectados más seriamente que los demás.

La forma en que creo que podemos hacer frente a esta situación es tomando estas dos direcciones: Una, asegurándonos de que nuestra economía se recupere; estoy completamente seguro de que ésto se va a convertir en realidad. Por otra parte, mientras salimos de este desastre económico en que hemos estado, tenemos que hacer un esfuerzo honesto y concienzudo para asegurarnos de que las oportunidades de empleo y trabajos de responsabilidad estén disponibles en una forma justa y equitativa y en



cierta forma compensen en algunos casos por la discriminación que existió en el pasado y aseguren que existan la seguridad y la oportunidad en el futuro.

Permítanme tomarme tan sólo uno o dos minutos para exponerles la situación de nuestra economía porque si bien incluye una reducción del desempleo, más importante todavía, un aumento en las oportunidades de empleo. En la actualidad tenemos aproximadamente 84 millones de personas empleadas en nuestra sociedad. Tuvimos, tal y como indiqué hace un momento, una pérdida de empleos muy significativa, al igual que un incremento en el desempleo.

La pérdida de empleos durante un período de 4 a 5 meses fue de aproximadamente 400,000 por mes. En los últimos dos meses hemos tenido una mejoría y hemos logrado un incremento en empleos de cerca de 450,000.

Creo que esta tendencia va a continuar, pero mientras tanto, hemos podido lograr cierto avance en otras áreas.

Para refrescarles un poco la memoria, hace ahora un año estábamos atravesando por una inflación de aproximadamente 12 a 14 por ciento, un porcentaje muy elevado.

Haciendo lo debido, al grado que el hombre puede controlar la economía, hemos reducido la tasa de inflación en un 50 por ciento--y ahora esa tasa anual es del 6 por ciento aproximadamente. Aún es demasiado elevada, y esto es de vital importancia para aquellas personas que están empleadas y, de igual o mayor importancia, para aquellos que están desempleados.



Lo que quiero decirles es que debemos trabajar en un programa de dos avenidas; una para mejorar nuestra economía en cuanto a la inflación, y proporcionar a la vez más empleos.

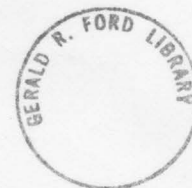
Tengo la seguridad de que el pueblo americano está mentalmente acondicionado y preparado para hacer frente a este desafío, y les puedo asegurar que vuestro Gobierno va a hacer todo lo que sea posible para enfrentarse a este desafío. Creo que hemos logrado un adelanto muy significativo.

Pero vuelvo a repetirles que tan sólo mejorar la economía no es suficiente. Tenemos que cerciorarnos de que aquellos que ustedes representan, ya sea en el Gobierno o en trabajos particulares, tengan la oportunidad de conseguir empleos y de contar con la oportunidad de obtener trabajos de mayor responsabilidad.

Siempre he sido un optimista. Pero condiciono ese optimismo con esfuerzo. Personas como ustedes, que participan, pueden hacer una contribución muy significativa para ayudar a otros, además de los que representan.

Debo decirles que en la Casa Blanca tenemos a Fernando de Baca, quien está trabajando conmigo y tratando de mantener abiertas las líneas de comunicación con todos ustedes y otros grupos. Aquí tenemos a Alex Armendaris y contamos con otros como él en el Gobierno.

Finalmente voy a agregar esta anotación. Estamos haciendo un esfuerzo máximo en varias juntas directivas y comisiones y en otras oportunidades de empleo--un esfuerzo para asegurarnos de que la comunidad hispana esté justa y adecuadamente representada, y ésto lo considero esencial.



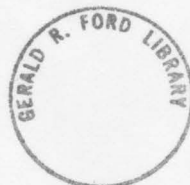
PREGUNTA: Sr. Presidente, uno de los temas críticos que más concierne hoy en día a nuestra comunidad es la prórroga y ampliación de la Ley del Derecho al Voto que por primera vez incluirá a la población de habla hispana en esta nación. ¿Apoya usted la ampliación de esa Ley que incluye y garantiza los mismos derechos a la población de habla hispana de la nación?

EL PRESIDENTE: Yo creo en proteger los derechos del voto de cada ciudadano americano, incluyendo cualquier grupo minoritario, como en este caso, por supuesto, incluye a los de habla hispana.

Como ustedes saben, en el Senado de Estados Unidos se ha creado un problema muy serio. La Ley se vence el 4 de Agosto. Ayer tuve una reunión sobre esto, y esta mañana volví a conversar con varios miembros del Congreso.

Estoy muy preocupado de que el Senado, en el corto tiempo de que dispone, no tenga una oportunidad o no concluya la acción respecto a la ampliación de la legislación.

Creo que la ampliación es de capital importancia para esa legislación. En realidad hay una de 4 alternativas: la simple ampliación de la ley existente; la aprobación, en la segunda alternativa, de la versión de la Cámara de Representantes; la tercera es ampliar la Ley para que cubra a toda la población en los 50 Estados y la cuarta es no hacer nada, o sea la opción a que más me opongo--pero esta última es una posibilidad muy seria.



Les puedo asegurar que estoy trabajando con los miembros del Senado para tratar de evitar la última alternativa porque si ésta se lleva a cabo, en efecto se tiene que volver a empezar. Y con una ley que ha estado en el libro de estatutos durante 10 años, ahora es mejor prorrogarla, mejorarla, que volver a empezar desde el principio.

PREGUNTA: Espera usted que la ampliación abarque a los de habla hispana?

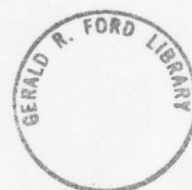
EL PRESIDENTE: La aceptaría, por supuesto que la aceptaría. Pero creo que sería mejor en esta ocasión otra alternativa que pudiera ser preferible para ponerla en vigor en todos los 50 Estados en lugar de en los ocho Estados del Sur, más los siete Estados adicionales que han sido agregados en parte por la versión de la Cámara de Representantes.

Puede que sea mejor, más rápido y más seguro incluir a toda la nación en lugar de los 15 Estados que están ahora incluidos en la versión de la Cámara de Representantes.

Muchas gracias.

FIN

(A LAS 2:27 P.M. TEE)
HM



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PENTAGON QUALITY INN
ARLINGTON, VIRGINIA

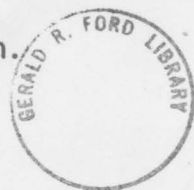
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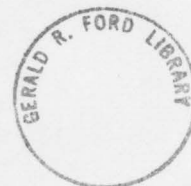
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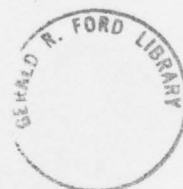
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