

The original documents are located in Box 8, folder “Baroody, William J.” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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December 4, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

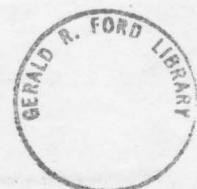
I spoke with Alan Jackson, OMB Senior Budget Examiner for Education Programs, earlier today regarding the rumored reduction in the Bilingual Education Program.

Alan informed me that on November 18 the President sent to the Congress a lengthy rescission and deferral request proposing among other things to rescind \$27,770,000 of the amount appropriated by the Congress for bilingual education programs in the current fiscal year.

This figure represents the difference between the amount requested by the President for bilingual education programs (\$70 million) in FY 76 and the amount actually appropriated by the Congress (\$97.7 million) for this purpose.

Under existing law, I am told, the Congress has 45 days in which to ratify the President's action. If the Congress fails to act within the prescribed time frame, then the agency would be authorized to spend the entire amount appropriated.

FECDeB:mmd:12/04/75



December 4, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

I have arranged to have the twelve-minute film composite on La Raza produced by McGraw Hill to be aired on Channel 2 at 3:30 PM, Friday, December 5.

I hope your schedule will permit you to view this excellent work on the Mexican-American community.

FECDeB:mmd:12/04/75



December 4, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

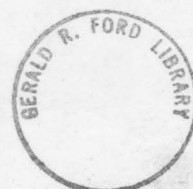
FROM:

FERNANDO E. C. DE BACA

What would be the possibility of securing the Roosevelt or Cabinet Room on the afternoon of the 15th or 22nd of January 1976 for a swearing-in ceremony for Gilbert Pompa, soon to be appointed Deputy Director of the Community Relations Service, Department of Justice (GS-18, Schedule C)? Mr. Pompa has been with the Department of Justice for approximately eight years and currently serves as Associate Director of CRS. He is tremendously popular with minority group leaders and is a highly regarded staff member of the Department of Justice.

Supreme Court Justice Rehnquist has agreed to administer the oath of office and the Attorney General could be asked to make a few remarks on behalf of the Administration. Participation by the President, while highly desirable, would be optional depending on the President's time and availability. Major Hispanic Administration appointees (12) and selected Hispanic community leaders (15) could be invited to attend the ceremony and White House press pool coverage could be arranged.

As an alternative to the above, however, I would recommend we set up a three-part series of events for Hispanic community leaders which would, in my opinion, benefit the President and the Administration immensely. I would propose we set up an afternoon briefing on the State of the Union Message for about 100 Cuban, Puerto Rican and Mexican-American community leaders from throughout the United States. The briefing would be followed by a late afternoon cocktail reception in the East Room or State Dining Room of The White House and could be accompanied by a 15-minute premier showing of a McGraw Hill film on La Raza. Arrangements

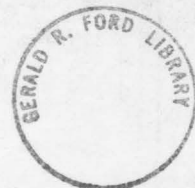


could be made to have the film narrated in person by screen artist Ricardo Montalban with live mariachi background music. Other famous Hispanic artists and sports personalities could be invited to the event such as Anthony Quinn, Vicki Carr, Lee Trevino and Cesar Romero.

An event of this nature would, of course, require the presence of the President (and the First Lady, if possible) to achieve the maximum degree of exposure for him. Press coverage could be arranged with English and Spanish language media and broad coverage of the event could be assured in areas of heavy Spanish speaking concentration. In my opinion, an event of this scope and magnitude could serve to demonstrate the President's appreciation of and commitment to the Spanish speaking people of this nation.

I would appreciate your thoughts and guidance on this matter.

FECDeB:mmm:12/04/75



THE WHITE HOUSE

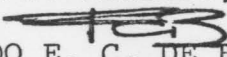
WASHINGTON

September 5, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:


FERNANDO E. C. DE BACA

SUBJECT:

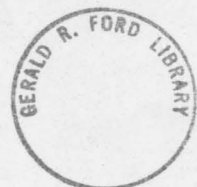
Your speech before the Commonwealth
Club of San Francisco

I have read and thoroughly reviewed a copy of your recent remarks before the Commonwealth Club of San Francisco.

Frankly, I think your "Fifth Branch" speech is a classic. It epitomizes what the President and members of his Administration have been striving for--the restoration of confidence in our political process and in our elected public officials. It also emphasizes the basic philosophical differences between our two major political parties and attempts to examine the reasons for our current socio-economic dilemma, particularly among middle class Americans. Your observation that "many of our social problems, such as juvenile crime, drugs, the decline in educational achievements and various moral and emotional disturbances, have their origins in the weakening of family structures" couldn't be more timely and more to the point. As a former welfare administrator, I can personally attest to the devastating impact welfare regulations have had on the cohesion of our nuclear family structure.

Your comments on the current renaissance and resurgence of ethnic pride and ethnic cultures and your assessment of the positive impact of cultural pluralism on our society all pleased me immensely.

In view of the importance and timeliness of the subject-matter of your speech, I recommend we get copies of your remarks to all organization leaders and to principal Administration officials for their use and reference.



August 4, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

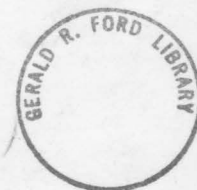
FERNANDO E. C. DE BACA

A potentially troublesome situation has developed at the Department of Defense which could prove embarrassing to the Administration if something isn't done about it within the next two weeks.

William J. Perez, an Hispanic of Puerto Rican ancestry, was informed by letter on July 29, 1975 of his pending termination as Director for Policy and Program Development (Civilian). The letter, signed by his immediate supervisor, H. Minton Francis (Deputy Assistant Secretary for Equal Opportunity), effectively terminated Perez as of Friday, August 29, 1975. A copy of the Francis letter and a brief background paper on the circumstances surrounding the dismissal are attached for your perusal.

What makes this incident so significant and so potentially explosive is that William Perez is the first and only Hispanic American to be appointed to a non-career supergrade position in the entire Office of the Secretary of Defense (OSD). Secondly, according to his peers and some of his superiors, he has been doing a superb job in his position as Director for Policy and Program Development. Thirdly, from what I understand, he had received no indication of dissatisfaction with his job performance prior to receipt of the July 29 letter.

Mr. Perez enjoys the full confidence and support of the Hispanic American community as evidenced by the attached press release from El Congreso requesting a congressional investigation into the circumstances surrounding the Perez dismissal.



It is almost certain that Senator Proxmire or Congressman Badillo will request a GAO investigation of the matter. I am further informed that Senator Proxmire is considering the possibility of conducting hearings to determine if the Perez dismissal is in some way related to Perez's role as Chairman of the DOD Study Group charged with conducting an internal DOD inquiry into the circumstances leading to the awarding of a contract to the Vinnell Corporation of California to modernize the Saudi Arabian National Guard. Perez was reportedly critical of the manner in which this contract was handled by certain DOD officials, including his immediate superior, Minton Francis.

John Calhoun and I have been looking into this matter. To date, we have met with Peter McPherson and Robin West of the Presidential Personnel Office as well as with various minority community leaders.

My own view is that William Perez is being persecuted for having done an impressive job of exposing the inadequacies of the DOD Equal Opportunity Office and for taking measures within the system to correct those inadequacies. Mr. Francis' action, on the other hand, appears to have been premature and motivated out of a basic sense of insecurity.

Because of the seriousness of Mr. Francis' action and the various questions it has raised with respect to Mr. Perez's competency, Mr. Francis' competency and the overall management effectiveness of the DOD Equal Opportunity Office, I recommend that (a) you contact Bill Brehm and suggest that he personally look into the matter; (b) with the assistance of the Presidential Personnel Office, we attempt to identify another suitable non-career supergrade position for Mr. Perez.

Bill Perez is a Republican, an attorney and an ex-NBC newsman from New York (and Connecticut). He enjoys the support of Republican Senators Javits and Weicker.

FECDeB:mmm:8/4/75



BCC: Peter McPherson, Robin West, John Calhoun

July 25, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Voting Rights Bill

Now that the Voting Rights Bill (HR 6219) has been passed by the House and Senate, it would appear to be in the President's best interest to hold a brief White House signing ceremony with key Black, Spanish Speaking, and other language minority group leaders present. This would allow Ted Marrs, Stan Scott, John Calhoun, and I, who deal with this significant voter segment, the opportunity to place the President in the best possible leadership position with respect to this important bill.

I would recommend at a minimum that the following Hispanic leaders be invited to the ceremony.

Mr. Manuel Fierro
President
National Congress of Hispanic American Citizens
400 First Street, N. W.
Washington, D. C. 20001
638-4483

Mr. Al Perez
Associate Counsel
Mexican American Legal Defense and Educational Fund
1028 Connecticut Avenue, Suite 1007
Washington, D. C. 20036
659-5166

Mr. Raul Yzaguirre
Executive Director
National Council of La Raza
1025 15th Street, N. W.
Washington, D. C. 20005
659-1251

Mr. Jaspar "Jay" Garcia
Director
Spanish Speaking Division - RNC
310 First Street, S. E.
Washington, D. C. 20003
484-6780



Mrs. Ada Pena
National Vice President
League of United Latin American Citizens
400 First Street, N W. Suite 716
Washington, D. C. 20001
362-6100

Mr. Lupe Saldana
State Chairman
American GI Forum
5600 Fishers Lane
Parklawn Building - Room 1022
Rockville, Maryland 20852
443-1960



July 24, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
ATTENTION: JO ELLEN WALKER
FROM: FERNANDO E. C. DE BACA

This has reference to our telephone conversation of this morning regarding the proposed reappointment of Julio Morales-Sanchez as U. S. Attorney for the District of Puerto Rico.

Based on the results of my contacts with leading Puerto Ricans on the Mainland and on the Island of Puerto Rico and based on my own knowledge of Mr. Morales-Sanchez's qualifications, I know of no reason to hold up the processing of Doug Bennett's memorandum to the President recommending him for the position in question.

FECDeB:mmd:7/24/75



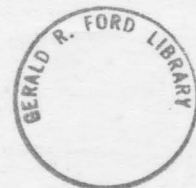
July 8, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: FERNANDO E. C. DE BACA
SUBJECT: National Hispanic Heritage Week

As you are probably aware, all Presidents beginning with Lyndon Johnson in 1968 have issued annual proclamations declaring the week of September 16 as National Hispanic Heritage Week pursuant to Joint Resolution 1299 dated September 17, 1968.

President Ford on September 3, 1974, you will recall, signed such a proclamation in a ceremony at the White House (Cabinet Room). Present at the ceremony as guests of the President were Senator Montoya and five of the six Hispanic Members of Congress (Lujan, Roybal, Benitez, Badillo and de la Garza). Also present were the top 14 Hispanic appointees of the Administration. Despite a White House press briefing following the event and a follow up news release, very little publicity was accorded the event by the press and almost no radio and television coverage was experienced.

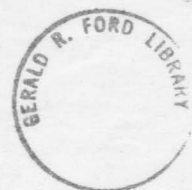
This year we hope to change all that. A special ad-hoc Hispanic Heritage Week advisory committee has been formed on the initiative of various Spanish speaking community leaders. As a result, several Federal departments and agencies and universities and school districts have announced plans to hold special Hispanic Heritage Week observances. Public celebrations are also planned in Los Angeles, San Francisco, San Diego, Dallas, Albuquerque, El Paso, New York, Miami, Chicago, Phoenix and in other parts of the country. In addition, at least one major television network (NBC) and several local network affiliates have expressed an interest in covering the event.



Since the time for issuance of this year's proclamation is rapidly approaching, we need to move quickly to insure Presidential participation for this event and maximum media exposure for the President in the Spanish speaking communities of the nation.

I have contacted Ron Kienlen in the General Counsel's office of OMB and Eliska Hasek to assure the timely preparation of a draft for clearance with the Department of Justice Legal Section and with the Federal Register Review Section. The State Department has agreed to prepare the draft Proclamation and Ron Kienlen will track and secure all of the customary clearances. In the meantime, I will prepare a Schedule Proposal for your review prior to submitting it to the Scheduling Office.

FECDeB:mmd:7/8/75



June 27, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: FERNANDO E. C. DE BACA
SUBJECT: League of United Latin American Citizens'
National Convention

Attached is a background paper on the League of United Latin American Citizens for use in connection with your speech to the LULAC National Convention in Milwaukee.

Paul Theis' Office is preparing your formal remarks to the group based on my earlier input.



THE WHITE HOUSE

WASHINGTON

June 26, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA 

Regrettably, I was unable to attend this morning's staff meeting because of a breakfast get-together with several of the Spanish speaking community leaders who had indicated a desire to meet with some of the Administration's top Hispanic appointees prior to departing Washington, D. C. Most of these individuals had travelled to the District at their own expense for last night's Hispanic appointees reception.

The reception itself ran very smoothly and everyone seemed pleased with the outcome. Approximately 100 persons attended the function including many key White House personnel (Rumsfeld, Marsh, Cheney, Marrs, Knauer, Scott, Anderson, Calkins, Leppert, Casselman, Venneman, et al.), Senators Domenici, Dole, Javits and Goldwater, and RNC Chairman Mary Louise Smith. Congressmen Rhodes, Lujan, Horton, and Goldwater, Jr., along with other invited Members of Congress had to cancel at the last minute due to pressing business on the House floor. At any rate, the Office of Public Liaison really "came through" in support of this event, much to the delight and appreciation of everyone.

Attached is a list of major Hispanic appointees in the Ford Administration as of June 1, 1975. All of the appointees have indicated a desire to get together periodically as a group. They would very much like to meet with you, Counselor Marsh, Ted Marrs and other key White House officials on an individual, informal basis to exchange ideas and make suggestions. Each has also expressed a desire to exchange occasional visits with the Administration's top women appointees, Black appointees and other top Administration officials.



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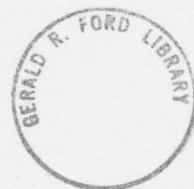
In the near future, perhaps in late July or in the month of August, I would like to arrange a small informal in-house session for them with you as principal speaker and discussion leader. We could then follow up with informal visits in the months ahead with other Administration officials.

I will work directly with Stan Scott and Pat Lindh on the possibility of setting up exchange visits between our respective constituent groups and keep you advised of progress in this area.

I would be interested in your reaction to the above and any guidance you might be able to offer me.

Mil grácias.

Copies to: Ted Marrs
Counselor Marsh



May 14, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

This memorandum is in response to your request for a report on the telephone and visitor traffic handled by this office. You requested also an assessment of the nature, scope and number of Hispanic organizations having contact with this office.

Telephone: A quick review of the telephone log for the Office of Hispanic Affairs reflects an average of 81 telephone calls per day, incoming and outgoing. I estimate that approximately 60% of my secretary's time and approximately 45-50% of my own time is taken up in responding to calls from throughout the nation.

Meetings and Visits: It is difficult to estimate on such short notice the number of formal and informal meetings in which this office has participated since the first of the year. A cursory review of my calendar for the period January 1 - May 13, 1975 reveals over 200 individual informal office interviews, 58 luncheon, 36 breakfast and 21 dinner meetings. Of these about 50 were of a more formal nature. These meetings involved not only individual Hispanics and leaders of Hispanic organizations but representatives of organizations like the National League of Cities, the National Association of Counties, the U. S. Conference of Mayors, the American Academy of Ophthalmology, the American Public Welfare Association, the National Education Association, the League of Women Voters, the RNC, NAM and others, as well as meetings with individual members of Congress concerned with the plight of Spanish speaking people.

Correspondence: Correspondence levels have remained moderate to high throughout my tenure on the White House Office staff. We average about 35 pieces of mail per day but until only recently were receiving all of the Cabinet Committee mail averaging well over 150 pieces per day.



Organizational Contacts: There are over 500 individual Hispanic organizations that claim to represent the interests of Spanish speaking people on a national or regional basis. The following are the largest and best-known of these:

• General Advocacy

Forum of National Hispanic Organizations
 National Spanish Speaking Coalition on Domestic Affairs
 Mexican American Political Association (MAPA)
 American G. I. Forum
 League of United Latin American Citizens (LULAC)
 Cuban National Planning Council
 National Council of La Raza (NCLR)
 National Latino Media Coalition
 Comision Femenil
 Mexican American Legal and Educational Defense Fund, Inc. (MALDEF)
 Spanish Speaking Political Association (SSPA)
 Chicano Federation
 National Chicano Planning Council
 Republican National Hispanic Assembly (RNHA)

• Employment and Professional Societies

IMAGE
 Operation SER
 National Puerto Rican Forum
 Personnel Management Association of Aztlan
 American Association of Certified Public Accountants
 Society of Hispanic Professional Engineers
 Mexican American Engineering Society
 Hispanic Organization of Professionals and Executives (HOPE)

• Education

Aspira of America, Inc.
 Association of Mexican American Educators (AMAE)
 National Task of La Raza in Education
 Association of Psychologists for La Raza
 National Association of Bilingual Educators (NABE)



- Health

National Coalition of Spanish Speaking Mental Health
Organizations (COSSMHO)
National Chicano Health Organization (NCHO)
National Spanish Speaking Commission on Alcoholism
Pan American Association of Ophthalmology

- Economic Development

National Economic Development Association
Puerto Rican Business and Marketing Association
Alliance of Savings and Loan Associations
Association of Western Spanish Speaking Community
Development Cooperatives
Pan American Bankers Association

My office maintains close contact with each of the above organizations in addition to the daily contact we maintain with hundreds of Hispanic community leaders who are not in any way associated with any of the foregoing groups.

FECDeB:mmmd:5/14/75



file

THE WHITE HOUSE

WASHINGTON

May 5, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: FERNANDO E. C. DE BACA *FEB*

I would like to set up a briefing for you and Ted Marrs at your earliest convenience during the week of May 12-16, 1975.

The briefing would cover progress to date on major goals and objectives of the Office of Hispanic Affairs and should afford the three of us an opportunity to assess major strategies and priorities of this office in the overall context of the goals and mission of the Office of Public Liaison.

I have asked my secretary to contact your assistant to arrange for suitable time on your calendar. I will submit by close of business, Friday, May 9, a briefing paper for your review.

OK (P)

*Thurs May 15
10:30 AM.*



THE WHITE HOUSE

WASHINGTON

December 24, 1974

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: FERNANDO E. C. DE BACA *FB*
SUBJECT: Travel Calendar

As I indicated to you on Saturday, I am scheduled to address the National Congress of Filipino Americans in Sacramento, California on Monday, December 30, 1974. This marks the first time that a high Administration official has been invited to speak to the largest gathering of Filipino Americans during their national day of celebration.

Additionally, I have been invited to participate as a guest of the Governor, in the inauguration of New Mexico's first Hispanic Governor in 50 years and to represent the Administration in formal ceremonies connected with this historic event.

Finally, I have set up a series of meetings in Denver with Hispanic leaders from throughout the Southwest to solicit their suggestions for tackling major problems and concerns affecting the Spanish speaking people. These meetings are also designed to draw attention away from negative reactions to the termination of the Cabinet Committee.

I have furnished my office with a list of telephone numbers where I may be reached during my absence from the office. In addition, I am in constant touch with the White House operator.

Happy holidays.



THE WHITE HOUSE
WASHINGTON

DATE: DECEMBER 23, 1974

TO: Jerry Jones

FROM: FERNANDO C. DE BACA

SUBJECT: Request for Travel

NAME FERNANDO E. C. DE BACA

(Typed and Signature)

DESTINATION Denver, Colorado to Santa Fe, NM to Sacramento, Ca.

PURPOSE OF TRIP To meet with national Hispanic leadership in Denver
re: termination of Cabinet Committee; to attend the
historic inauguration of the Hispanic Governor of New Mexico; to
address the National Association of Filipino Americans (principal speaker)

DEPARTURE DATE 12/24/74 RETURN DATE 1/3/75

MODE OF TRANSPORTATION Air Jet /First Class

LODGING ACCOMMODATIONS Denver: Heart of Denver
Santa Fe: Inn of the Governors
Sacramento: Senator Hotel

(Name)

(Address)

ESTIMATED TOTAL EXPENSES \$ 680.00

AUTHORIZATION OF SUPERVISOR /s/ William J. Baroody, Jr.

(Signature of Certifying Officer if appropriate)

ACKNOWLEDGED BY: Jerry Jones

(Submit in Duplicate)



December 24, 1974

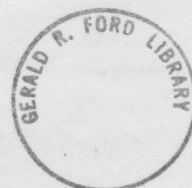
MEMORANDUM FOR: JOHN UNLAND
FROM: ROSE MARIE ROYBAL
SUBJECT: LISTING OF HISPANIC
LEADERSHIP

Attached is a listing of persons noted as
"Hispanic Leadership".

I've attempted to outline the thrust, nature,
and extent of most of the organizations re-
presented. If I can be of further assistance,
please let me know.

Happy Holidays.

RMR:fjo



December 24, 1974

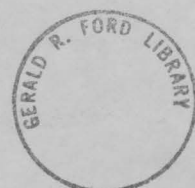
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December 24, 1974

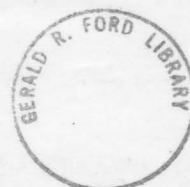
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The National Council of La Raza was organized in 1968, under the name of Southwest Council of La Raza. The organization adopted its present name in 1971. The purposes of the National Council of La Raza are to monitor data acquisition capabilities of Federal agencies, and disseminate this data to the Spanish speaking. The President of the Board is Mr. Maclavio Barraza, and the Executive Director is Mr. Raul Yzaguirre.

The League of United Latin American Citizens (LULAC) was founded in 1929, and is presently the largest Spanish speaking organization in the country. The National President of LULAC is Mr. Joe Benites, and the local Washington, D.C. chairman is Mr. Hank Aguirre.

The Latin American Manufacturing Association (LAMA) was founded in 1973 for the purpose of assisting Hispanic owned manufacturing firms in obtaining contracts by influencing the private sector to deal with Spanish speaking businessmen. The organization's President is Mr. Jose Aceves.

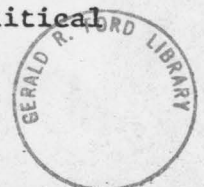
The Mexican American Political Association (MAPA) was organized in 1958 to provide the Spanish speaking community with training in citizenship and the democratic process, to train leaders, to educate the community on public issues, and to encourage and stimulate Spanish speaking citizens to participate in the electoral process. Ms. Margaret Cruz is President of the organization.

The American G.I. Forum was founded in 1947 to promote the well-being of Mexican American veterans and their families. Its function was later expanded to include all Spanish speaking People. The American G.I. Forum sponsors the Veterans Assistance Program, the Educational Scholarship Fund, and, in a joint venture with LULAC, the SER program (Service, Employment, Redevelopment). Mr. Antonio Morales is the National Chairman of the organization.

In 1971 IMAGE (Incorporated Mexican American Government Employees) was formed to promote the employment of Spanish speaking people in the public sector. The majority of its total membership, approximately 7,000, are public employees. Mr. Edward Valenzuela is President of IMAGE.

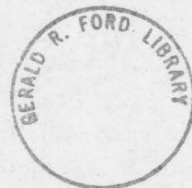
The National Spanish Speaking Coalition on Domestic Affairs was organized in 1972 as a development of the Spanish Speaking Advisory Committee to the Secretary of Labor. Its purposes are to assist other organizations and/or individuals who are addressing various issues affecting the Spanish speaking, and to initiate action in those areas requiring attention. The National Chairman is Mr. John Flores.

The Mexican American Legal Defense and Education Fund (MALDEF) was founded in 1967 to represent the interests of Mexican Americans on legal issues. Its principal area of activity is litigation in the field of equal educational opportunity, employment discrimination, and political rights. Ms. Vilma Martinez is General Counsel of MALDEF.



SER (Service, Employment and Redevelopment) is the largest Hispanic manpower organization in the United States. The organization has received approximately \$16 million from the Department of Labor to carry out manpower activities in various states and Federal regions. Mr. Ricardo Zazueta is the National Director of SER.

ASPIRA of America was founded in 1961 to encourage Puerto Rican youth to pursue an advanced education, providing remedial education in college preparation. It also provides programs in leadership development and college retention. Mr. Luis Alvarez is the National Executive Director of ASPIRA.



THE WHITE HOUSE
WASHINGTON

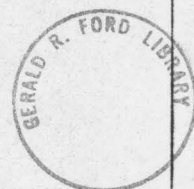
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Happy Holidays.



ACEVES, Joseph
145 Dorchester
San Leandro, California
B: 415/352-2782

- LAMA (Latin American
Manufacturers Association)
National Executive Director

ALVAREZ, Luis
120 West 97 Street
New York, New York
10025
B: 212/683-6054

- ASPIRA (
Executive Director

BENITES, Joe
3033 North Central Ave.
Suite 402
Phoenix, Arizona
85021
B: 602/263-5219
H: 602/956-9505

- LULAC (League of United
Latin American Citizens)
National President

CRUZ, Margaret
259 Monterrey Blvd.
San Francisco, California
94131
H: 415/585-1163
B: 415/334-7646

- MAPA (Mexican American
Political Association)
President

FLORES, John
709 East Peralta
Fresno, California

93705

B: 209/485-6290

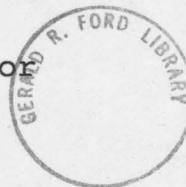
- Spanish Speaking Coalition
on Domestic Issues
National President

MARTINEZ, Vilma
1890 Clay St., Apt. 1403
San Francisco, California
94103
B: 415/626-6916

- MALDEF (Mexican American
Legal Defense and Educational
Fund)
General Counsel

MULLER, Ana
2040 Fourth Street, N.W.
Albuquerque, New Mexico
87102

- NEDA (National Economic
Development Association)
Southwest Regional Director



MORALES, Tony
3417 S. Main
Fort Worth, Texas 76110
B: 817/336-4880
H: 817/923-2605

- American G.I. Forum
National Chairman

VALENZUELA, Edward
909 East Loyola
Tempe, Arizona 85281
H: 602/968-3764
B: 602/261-3882

- IMAGE (Incorporated
Mexican American Government
Employees)
National President

VIVO, Paquita
2510 Virginia, Apt. 507 N
Washington, D.C.
H: 337-9258

- N.C.P.R.W. (National
Council of Puerto Rican
Women)
National President

YZAGUIRRE, Raul
10001 Menlo Avenue
Silver Spring, Md. 20910
B: 202/659-1251

- NCLR (National Council
of La Raza)
Executive Director

ZAZUETA, Ricardo
30443 Via Victoria
Palos Verdes, California
90274
B: 213/649-1511
H: 213/541-5241

- SER-Jobs for Progress, Inc.
National Executive Director



MEMORANDUM

D R A F T

THE WHITE HOUSE

WASHINGTON

To: Rumsfeld

Since my appointment as Special Assistant the various Hispanic American groups have strongly pressed for their various concerns. Within the Cuban community, the individuals and organizational representatives that have approached my Office, have been primarily concerned with matters pertaining to foreign relations with Cuba. Such issues are the domain of the Department of State. A clarification of the role of my Office is appropriate on this matter.

✓ Although a number of alternative roles are possible for this Office, it is in order to suggest that an official of the State Department be designated to deal with individuals and representatives from the Cuban community in the United States, on all issues raised relative to United States-Cuba relations.

I view this Office primarily as a vehicle for enhancing the nation's domestic interests and affairs, specifically addressing questions of policy as these pertain to Hispanic Americans' development within the United States. A proper and ongoing relationship needs to be established with the State Department, in order that these interests are properly channeled.

Your advice and recommendations pertaining to an initiative of my Office to discuss this issue with the appropriate officials in the State Department and/or other agencies is appreciated.

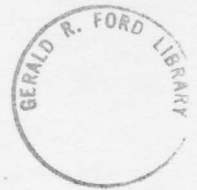


MEMORANDUM

D R A F T

THE WHITE HOUSE

WASHINGTON



To: D. Rumsfeld

I wish to inform you that I have taken the appropriate and necessary steps for insuring proper lines of communications between my office and the various immediate offices of the White House. These steps are designed to increase the effectiveness of my advisory role, as well as insure increased administrative effectiveness in all matters pertaining to Hispanic American affairs. I would appreciate any comments on your part that might augment this role, and any additional functions which you believe my office should assume.

In order to increase the effectiveness of this office, and provide for the needed coordination in the Executive Office on matters pertaining to the mission of my office, I am requesting that a decision on the following three items be made at the earliest convenience.

(1) the Cabinet Committee on Opportunities for Spanish Speaking People should, in the future, be directed to report to the Special Assistant's Office. All recommendations by that agency to any Executive Office agency are to be made through my office.

(2) when the Vice President assumes his official role and functions, a liaison on Hispanic American affairs should be designated by his Office. That liaison should be directed to report to my office, and otherwise work closely with my office. Recommendations by the Office of the Vice President pertaining to Hispanic Americans should be made through the Special Assistant's Office.

(3) on all matters pertaining to civil rights policies and matters relating to minority policies, the Office of Minority Relations should be directed to work closely with my office. This office should be a participant in the formulation of the above policies, and should be apprised of policy recommendations by the Office of Minority Relations sufficiently prior to consideration and decision-making on its recommendations by the President or his delegates, to allow for useful advice and input on my part, on behalf of the Hispanic American minority.

THE WHITE HOUSE

WASHINGTON

December 13, 1974

MEMORANDUM FOR WILLIAM J. BARRODY

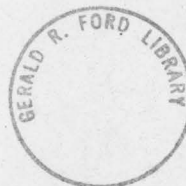
FROM: FERNANDO E. C. DE BACA

SUBJECT: PRESIDENT'S STATE OF THE UNION
ADDRESS AND HISPANIC AMERICANS

I would like to discuss with you the possibility of providing a brief insert to the Presidential State of the Union Address.

In the short period of 100 days, plus some, he has met with Hispanic Congressmen; met with Hispanic leadership from all parts of the nation; met with President Echevarria of Mexico on the immigration question so important to Mexican Americans; and has created an Office of Hispanic Affairs headed by a Spanish speaking, Spanish surnamed Special Assistant with credibility in the Hispanic communities as well as in the Republican Party. With your assistance, he will have also brought in the first Hispanic woman to work on the White House staff in a professional capacity.

I look forward to our meeting on Monday, December 16 at 4pm.





RECOMMENDED STAFFING STRUCTURE AND RATIONALE

As special assistant to the President, appointed to address the issues relating to Hispanic American affairs, I have had some 100 days within which to evaluate the nature of demands made on this office. I now feel more comfortable making the following recommendations on a staffing pattern necessary to respond effectively to the many requests and demands being placed on this office from all geographic areas having an Hispanic population since its inception.

The following TABLE OF ORGANIZATION is an attempt to rationalize a structure capable of addressing these multiple demands, and a mechanism for absorbing existing White House Staff who may have previously worked in a liaison capacity to Hispanic Americans.

With this basic organizational structure, it would be possible to address the multi-faceted "Hispanic issue" with integrity, since the Hispanic population is comprised of:

- 9 million Americans of Mexican descent
- 1.5 million mainland Puerto Ricans (and an additional 3.5 million persons on the Commonwealth Island)
- 600,000 Cubans
- 2 million Hispanics of Central and South American (Latin American) origin
- Spanish Speaking women (Hispanas)

MEMORANDUM

THE WHITE HOUSE
WASHINGTON



TO: ANN ARMSTRONG, COUNSELLOR

FROM: FERNANDO DE BACA, SPECIAL ASSISTANT

RE: Staffing needs- increased workload

Since my appointment as Special Assistant by the President, it has become apparent that I will need additional staff.

Increased visibility of my office, as well as expanded awareness of a Hispanic American Special Assistant to the President has encouraged many local constituents to contact my office. At the same time, my office and its staff are often constrained to do some "necessary leg work" to acquire information, or attend some meetings at federal agencies to acquire such information. The considerable number of requests from constituents in Washington is greatly surpassed by the requests from local constituents, organizational representatives of local, state, and regional or national organizations who have larger constituent bases. The upshot is that I am asked to be everybody's Congressman, Senator, and Cabinet Committee and advisor all rolled into one in terms of mail and phonecalls. I hate to see the day when some major issue arises for I will not be able with my very small staff to reply, much less provide any kind of useful responses. As you well know, in addition to such requests, I also receive requests from your office and from various other offices, each of which deserve a sound and detailed response. In short, I will need more staff.

December 13, 1974

OUTLINE

MEMORANDUM FOR:

William J. Baroody

FROM:

Fernando E. C De Baca

SUBJECT:

President's State of
The Union Message and
Hispanic Americans

-Met with Hispanic Congressmen

-Created an Office of Hispanic Affairs with Hispanic
Special Assistant

-Met with Hispanic leadership from M.A, P.R. Cuban,
and Women from across the Nation to elicit problem
statements, and recommendations for alternative
solutions.

-Sent the Special Assistant to 10 states, _____
and conferences to feel the pulse of the Hispanic
American population on concerns such as the
economy, immigration, and bilingual/bicultural educ-
ation

- _____ appointments of Hispanic men and women
to National advisory boards and commissions

-Attempting to integrate the needs of Hispanic
American women, youth, aged, veterans into
existing White House Offices.



Priorities

A work

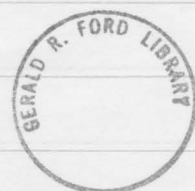
- ① Establishing objectives
- ② Developing change strategies
- ③ Implementing change strategies

B work

- ① Identify people/groups - resources ^{is (APSA)}
- ② Build ^{and maintain} network to do A work

C work

- ① Representational
- ② Constituent services



John Vickerman, AA to Mrs Armstrong

8:30 am Anne Armstrong's Office

Ramfield's





OBJECTIVES

- ① your objectives
- ② Latino objectives

- ④ Bigger share of the pie
- ⑤ Make The System responsive to needs

problem - defining pie in specific terms
and getting Hispanics to go to
The Depts. for solutions

Steps

- ① What do Latinos need? $\left\{ \begin{array}{l} - \text{JOBS} \\ - \text{Bilingual Ed.} \\ - \text{Health care, etc.} \end{array} \right.$
[^{set up} task groups]
 $\rightarrow$ ie, infant mortality rate

- ② Achieve consensus on objectives

- ③ Develop tactics $\left\{ \begin{array}{l} 1. \text{ fill Dept's jobs} \\ 2. \text{ advisory boards} \\ 3. \text{ meet with Dept's} \\ \text{etc.} \end{array} \right.$

File

THE WHITE HOUSE
WASHINGTON

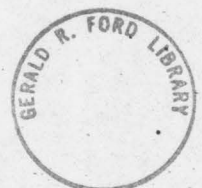
December 16, 1974

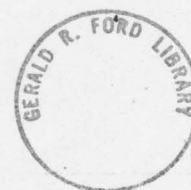
MEMORANDUM FOR: JOHN UNLAND
FROM: ROSE MARIE ROYBAL
SUBJECT: LISTING OF HISPANIC
LEADERSHIP

Attached is a listing of persons attending the
October 17 meeting with the President.

I'll be happy to discuss with you the thrust,
extent, and nature of each organization repre-
sented on this list.

If I can be of further assistance, please let
me know.





LULAC

ACEVES, Joseph
145 Dorchester
San Leandro, California
B: 415/352-2782

ASPIRA

ALVAREZ, Luis
120 West 97 Street
New York, New York 10025
B: 212/683-6054

BARRERA, Edward
1595 Vancouver Drive
Saginaw, Michigan 48603
B: 517/793-7218

LULAC

BENITES, Joe
3033 North Central Ave.
Suite 402
Phoenix, Arizona 85021
B: 602/263-5219
H: 602/956-9505

CASANOVA, Jose
7500 S.W. 82nd Court
Miami, Florida 33143
H: 305/279-1182

MAPA

CRUZ, Margaret
259 Monterrey Blvd.
San Francisco, California 94131
H: 415/585-1163
B: 415/334-7646

FIGUEROA, Ruben
79 Country Club Road
Middletown, Connecticut 06457
B: 203/566-4717

Sp. Sp.
COALITION
ON
DOMESTIC
ISSUES

FLORES, John
709 East Peralta
Fresno, California 93705
B: 209/485-6290

GJURICH, Gilda
926 N. Los Flores Avenue
Montebello, California 90641
H: 213/681-5006
B: 213/721-9581

GONZALES, Manuel
10 B Defoe Place
Bronx, N. Y. 10475
H: 212/379-8076
B: 212/460-5802

HEVIA, Arturo
2411 S.W. 83rd Ct.
Miami, Florida 33155
H: 305/226-2843
B: 305/649-2400

MARTINEZ, Vilma MALDEF
1890 Clay St., Apt. 1403
San Francisco, Ca. 94103
B: 415/626-6916

Ms. Ana Muller (NEDA)
2040 Fourth Street, N.W.
Albuquerque, New Mexico, 87102

MORALES, Tony G.I. Forum
3417 S. Main
Fort Worth, Texas 76110
B: 817/336-4880
H: 817/923-2605

VALENZUELA, Edward IMAGE
909 East Loyola
Tempe, Arizona 85281
H: 602/968-3764
B: 602/261-3882

VIVO, Paquita NCLP.R.W.
2510 Virginia, Apt. 507 N
Washington, D. C.
H: 337-9258

YZAGUIRRE, Raul NCLR
10001 Menlo Avenue
Silver Spring, Md. 20910
B: 202/659-1251

ZAZUETA, Ricardo SER
30443 Via Victoria
Palos Verdes, Ca. 90274
B: 213/649-1511
H: 213/541-5241

THE WHITE HOUSE
WASHINGTON

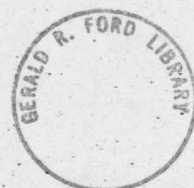
MAR 10 1975

March 7, 1975

MEMORANDUM FOR: WILLIAM BAROODY
FROM: MIKE FARRELL
SUBJECT: Escort After Dark - Ellipse Area

Occasionally, women on the staff who park on the Ellipse or a section of State Place not visible from the Southwest Gate will be required to work after dark. There have been several requests recently that they be escorted to their vehicles. A procedure to provide such an escort has been established with the Executive Protective Service. It would be helpful if you would inform members of your staff who might require this that they may phone the Division Watch Commander (Captain's Desk) on White House Extension 2118, providing 15 minutes advance notice. They will be met at the Southwest Gate and escorted to their vehicle.

Thank you.



November 25, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

This is in response to your memorandum of November 17, 1975 in which you request a list of ten names for possible State Dinner invitations.

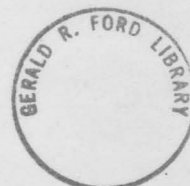
I offer the following: Manuel Gonzales, Manuel Gonzalez, Benjamin Fernandez, Jose Casanova, Dr. Alfred Marquez, Dr. Hector Garcia, Gilbert Chavez, Dr. Delfin Pupo, Dr. Ray Pisano, Mr. Nelson Carlo. (Attached sheets give the information full name, business title, business address and phone number, marital status, home address and phone number as we are able to supply at this time. Where there are blanks, we will fill in as we can.)

Alternate persons you may wish to consider:

Mr. Brownie Trevino, Mrs. RRita di Martino, Mr. John Garcia, Ms. Vilma Martinez, Mr. Ricardo Zazueta, Mr. Esteban Torres, Further information about these alternates is on sheet attached.

Other Hispanic dignatarieswhom you might wish to invite:

The Honorable Jerry Apodaca,
Governor of New Mexico
The Honorable Raul Castro,
Governor of Arizona
The Honorable Joseph M. Montoya,
U. S. Senate
The Honorable Manuel Lujan
The Honorable Edward Roybal
The Honorable Herman Badillo
The Honorable Elégio de la Garza
The Honorable Henry Gonzales
The Honorable Carlos Romero-Barcelo,
Mayor of San Juan, Puerto Rico
The Honorable Maurice Ferre,
Mayor of Miami, Florida



November 25, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

FERNANDO E. C. DE BACA

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The Honorable Edward Roybal
The Honorable Herman Badillo
The Honorable Elégio de la Garza
The Honorable Henry Gonzales
The Honorable Carlos Romero-Barcelo,
Mayor of San Juan, Puerto Rico
The Honorable Maurice Ferre,
Mayor of Miami, Florida



November 25, 1975

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WILLIAM J. BAROODY, JR.

FROM:

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The Honorable Herman Badillo
The Honorable Eladio de la Garza
The Honorable Henry Gonzales
The Honorable Carlos Romero-Barcelo,
Mayor of San Juan, Puerto Rico
The Honorable Maurice Ferre,
Mayor of Miami, Florida



November 25, 1975

MEMORANDUM FOR:

WILLIAM J. BAROODY, JR.

FROM:

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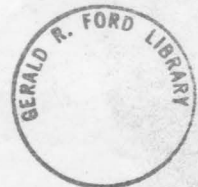
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The Honorable Herman Badillo
The Honorable Eladio de la Garza
The Honorable Henry Gonzales
The Honorable Carlos Romero-Barcelo,
Mayor of San Juan, Puerto Rico
The Honorable Maurice Ferre,
Mayor of Miami, Florida



5

Dr. Alfred Marquez
Physician

191 Hill Street
Colma, California 94014

Business Phone: 415 992-1400

Home Address:

20 Porto Billo Drive
San Rafael, California

Home Phone:

Marital Status: Married

Wife's Name:



7

Mr. Gilbert Chavez
National President
IMAGE
P.O. BOX 368
Arlington, Virginia 22210
Home Address:
1306 East Holly Avenue
Sterling, Virginia 22170
Marital Status: Married
Wife's Name: Yolanda

Home Phone: 703 437-0184

8

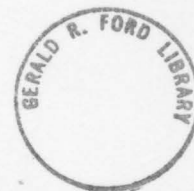
Dr. Delfin Pupo
D.H. Pupo & Associates
155 W. 68th. Street - Suite 25E
New York City, New York 10023 Business Phone: 212 724-3504
Home Address: 8615 Broadway
8615 Broadway
Elmhurst, New York 11373 Home Phone: 212 592-5187
Marital Status:
Wife's Name: Gloria

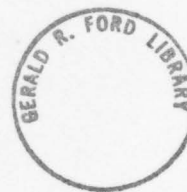
9

Dr. Ray Pisano
Optometerist
1344 North 35th. Avenue
Phoenix, Arizona 85009 Business Phone: 602 278-3462
Home Address;
3145 West Paradise
Phoenix, Arizona 85029 Home Phone: 602 942-0484
Marital Status: Married Wife's Name: Virginia

10

Mr. Nelson Carlo
Businessman
State Chairman Hispanic Assembly
Abbot Metals Corporation
3307 South Lawndale Avenue
Chicago, Illinois 60623 Business Phone: 312 376-7655
Home Address:
122 Scottsdale Road
La Grange Park, Illinois 60525
Marital Status: Married
Wife's Name: Patricia





~~Dr. Hector Garcia
Physician--- Physician
Founder, American G. I. Forum
Corpus Christi
(Contact: The Rev. Jas. L. Novarro, Houston 713 224-0616)~~

~~Bus. add.~~

~~Home add.~~

~~Marital status~~

~~wife's name~~

~~Mr. Gilbert Chavez
National President, IMAGE~~

~~P.O. Box 368
Arlington Va 22210~~

~~Home address:~~

~~Marital Status: Married~~

~~Wife's name: Yolanda~~

~~Dr. Delfin Pupo
D. H. Pupo & Associates
155 W. 68th Street - Suite 25 E
New York City, N. W. 10023
Telephone number: 212 724-3504
Home address: 8615 Broadway
Elmhurst, New York 11373
Telephone number: 212 592-5187
Marital status:~~

~~Wife's Name: Gloria~~

~~Dr. Ray Pisano 602-278-3462 Bus. 1344 North 35th Avenue
Optometerist 85009~~

~~Phoenix, Arizona~~

~~wife Virginia~~

~~Home: 3145 West Paradise
85029~~

~~Nelson Carlo
Businessman
State Chairman Hispanic Assembly
Chicago, Illinois
(Contact: Ben Fernandez)~~

16

Manuel Gonzales
National President

League of United Latin American Citizens

Business address:

Waco Term Supply Co.

Box 1542 - Waco, Tx. 76703

Marital status: single

Home address:

1712 N. 15th

Waco, Tex. 76707

Manuel Gonzalez

Professional

10 B DeFoe Place

The Bronx, N. Y. 10475

Marital status:

Wife's name: *Ida*

Phone number 817 512-0341

Home phone: 817-754-2185

phone 212-460-6493

Home

Mr. Jose M. Casanova

Banker - *Flagship National*

2500 S. W. 82nd Court

Miami, Florida 33143

*Bank of West Land
Business
phone 305 442-3420*

Business

1750 West 49th St.

Hialeah, Fl. 33012

Wife's Alicia

Mr. Benjamin Fernandez

Businessman

National Chairman

Republican National Hispanic Assembly

19913 Blackhawk St

Chatsworth, Ca. 91311

Bus. phone 213-882-4050

21145

Devonshire

Street

St

Marital status:

Wife's name: *23735 Park Del Monte*

Home: 213-789-1985

213 888-0995

Jacqueline Calabazas 9391302

Dr. Alfred Marquez

Physician

(San Francisco area--near San Mateo?)

191 Hill Street

Marital status: *Calma, Calif. 94014*

*415
992-1400*

Home 20 Porto Bello Drive

San Rafael, Calif (wife's)



Mr. Manuel Gonzales
National President
League of United Latin American Citizens
Waco Trim Supply Company
Box 1542

Waco, Texas 76703

Business Phone 817 512-0341

Home Address:
1712 North 15th.

Waco, Texas 76707

Home Phone: 817 754-2185

Marital Status: Single

Wife's Name:

Manuel Gonzalez

Professional

10 B DeFoe Place

The Bronx, New York 10475

Business Phone: 212 460-6492

Marital Status: Married

Wife's Name: Ida

Mr. Benjamin Fernandez

Businessman

National Chairman

Republican National Hispanic Assembly

21145 Devonshire Street

Chatsworth, California 91311 Business Phone: 213 882-4050

Home Address:

23735 Park Delmonte

Calabasas, California 91302

Marital Status: Married

Wife's Name: Jacqueline Home Phone: 213 888-0995

Mr. Jose M. Casanova

President

Flagship National Bank of West Lane

1750 West 49th. Street

Hialeah, Florida 33012

Business Phone: 305 442-3420

Home Address:

2500 S.W. 82nd. Court

Miami, Florida 33143

Marital Status: Married

Wife's Name: Alicia

Dr. Alfred Marquez, Physician

191 Hill Street

Colma, California 94014

Business Phone: 415 992-1400

Home Address: 20 Porto Bello Drive, San Rafael, Ca.

Marital Status: Married

Wife's Name:

Home Phone:

Dr. Hector Garcia

Physician

Founder, American G.I. Forum

1315 Bright Street

Corpus Christi, Texas 78405

Business Phone: 512 883-1789

Home Address:

401 Peerman Place

Corpus Christi, Texas 78411

Marital Status: Married

Wife's Name: Wanda

THE WHITE HOUSE

WASHINGTON

November 17, 1975

MEMORANDUM FOR: FERNANDO DeBACA

FROM: WILLIAM J. BAROODY, JR. 

Would you please list ten names of people, in priority order, that you deal with in your particular area, which you feel should at some point in the next twelve months attend a State Dinner or other like function.
The list should include:

Full name
Business title
Business address and phone number
Marital status
Home address and phone number

Thank you.





①

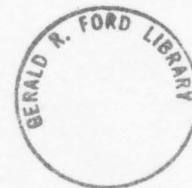
Manuel Gonzales
National President
League of United Latin American Citizens
Waco Trim Supply Company Business Phone: 817 512-0341
Box 1542
Waco, Texas 76703
Home Address ~~Bus~~Home Phone: 817 754-2185
1712 North 15th.
Waco, Texas 76707
Marital Status: Single
Wife's Name:

②

Manuel Gonzalez
Professional
10 B DeFoe Place
The Bronx, New York 10475 Business Phone: 212 460-6492
Marital Status: Married
Wife's Name: Ida

④

Benjamin Fernandez
Businessman
National Chairman
Republican National Hispanic Assembly
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Home Address:
23735 Park Delmonte
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Marital Status: Married
Wife's Name: Jacqueline



Ms. Vilma Martinez

MALDEF

Executive Director and General Counsel

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Wife's Name: Connie

Mr. Esteban Torres

United Auto Workers

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Marital Status: Married

Wife's Name: Arcy

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Mr. Jose M. Casanova

President

Flagship National Bank of West Lane

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Marital Status: Married

Wife's Name: Alicia

Mr. Brownie Trevino

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Home Phone: 214 337-6124

Marital Status: Married

Wife's Name: Patsy

Mr. John Garcia

P.O. Box 2175

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Business Phone: 713 928-2204

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1314 Sue Barnett

Houston, Texas 77018

Home Phone: 713 694-2021

Marital Status: Married

Wife's Name: Consuelo

Mrs. Rita Di Martino

(the rest of the information is not

available as of 11-25-75, but will be supplied later.)