

The original documents are located in Box 10, folder “De Baca - White House Staff Memoranda, A - Z (1)” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

November 14, 1974

MEMORANDUM FOR: Phillip Areeda

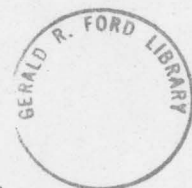
FROM: Fernando E. C. De Baca *FEB*

SUBJECT: Legal Services Corporation
Board of Directors

This has reference to our telephone conversation of November 13, 1974 regarding the recruitment of qualified Hispanic American candidates for the Board of Directors of the newly created Legal Services Corporation.

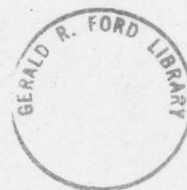
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Following the meetings, I sent to Dave Wimer and Andre Le Tendre, biographical information on two outstanding Spanish-surnamed nominees for the Board. I am appending copies of updated resumes on each of these gentlemen for your perusal. Either of these men, in my opinion, would prove an absolute asset to the Board.



Over the past six years, Mario Obledo and Cruz Reynoso have been at the forefront of every major constitutional and civil rights issue affecting the lives of millions of Spanish speaking Americans. Obledo, as former President and General Counsel of the Mexican American Legal Defense and Educational Fund (MALDEF), and Reynoso as former Director of the California Rural Legal Assistance program have a proven track record in the field of legal services to the poor. They have earned the respect of their fellow Hispanic Americans, understand the problems of the poor, know the unique needs of Hispanic American people and are committed to working within the system to secure social change.

While other individuals may appear stronger on paper, no other Hispanic American candidates enjoy the national reputation and respect of their fellow Spanish speaking Americans than Obledo and Reynoso. Other candidates, like Armando C. De Baca, Rodolfo Montejano, Arturo Ortega, Alfredo Hernandez, Roger Cisneros, and others, if appointed would bring, at best, only limited expertise to the Board. Once more, they would do little to bring this Administration closer to a large and significant community that has for so long felt ignored, excluded and apart from the American mainstream of activity. This Administration needs to make every effort to reach out to the nation's less fortunate citizens. Appointment of either Mr. Obledo or Mr. Reynoso to the Legal Services Corporation Board of Directors would go far to demonstrate to this nation's Hispanic Americans that they need not go unnoticed any longer.



PRESIDENTIAL APPOINTEE INFORMATION

NAME: Mario Obledo

LEGAL ADDRESS: 117 Aribé
San Antonio, Texas 78216

MAILING ADDRESS: 11 Blueberry Lane
Lexington, Massachusetts 02173

MARITAL STATUS: Married

FAMILY: Wife: Mary
Children: Sylvia
Sybil
Mario

EDUCATION: P.S. Pharmacy, University of Texas
LLB, JD St. Mary's School of Law, San Antonio,
Texas

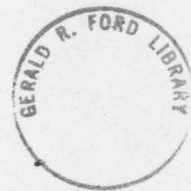
CURRENT POSITION & TITLE: Teaching Fellow, Harvard Law School

BUSINESS ADDRESS: Langdell Hall
Harvard Law School
Cambridge, Massachusetts 02138

EXPERIENCE: 1968-1974 - President and General Counsel
Mexican American Legal Defense and Education
Fund, San Francisco, California

1964-1968 Assistant Attorney General of Texas
Austin, Texas

1960-1964 Private Law Practice
San Antonio, Texas



Presidential Appointee Information

Mario Obledo

Page 2

POLITICAL

AFFILIATION:

Democrat (Moderate)

Business and/or

Professional

Affiliations:

Member, American Bar Association

Member, Texas Bar Association

Board of Directors, Public Advocates, Inc.

Executive Committee, National Legal Aid
and Defender Association

PLACE OF BIRTH:

San Antonio, Texas

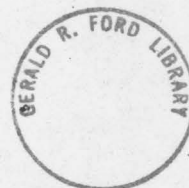
DATE OF BIRTH:

April 9, 1932

Telephone:

Home: (617) 861-6891

Business: (617) 495-3605



PRESIDENTIAL APPOINTEE INFORMATION

NAME: Cruz Reynoso

LEGAL ADDRESS: Star Route 152A
Alameda, New Mexico 87114

MAILING
ADDRESS: Same as above

MARITAL
STATUS: Married

FAMILY: Wife: Jean
Children: Trina
Ranene
Len
Rondal

EDUCATION: B.A. - 1953 - Pomona College
LLB, JD, Boalt School of Law, University of
California, Berkeley, California

CURRENT POSITION
& TITLE: Professor of Law, University of New Mexico,
Albuquerque, New Mexico

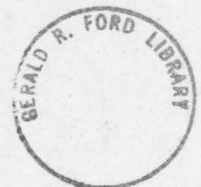
BUSINESS
ADDRESS: University of New Mexico Law School
University of New Mexico
1117 Stanford Street, N.E.
Albuquerque, New Mexico 87131

EXPERIENCE: Professor of Law - 1972 to present

1967 - 1968 - Director, California Rural Legal
Assistance Program, San Francisco, California

1967-1968 - Associate General Council, Equal
Employment Opportunity Commission, Washington,
D.C.

1959 - 1967 - Private Law Practice, El Centro
California



Presidential Appointee Information
Cruz Reynoso
Page 2

Business and/or Professional American Bar Association

Affiliations: Chairman, Council of Legal Educational Opportunities

Board of Directors, American Society of Law Teachers

Board of Directors, Mexican American Legal Defense and Education Fund (MALDEF)

Board of Directors, National Legal Aid and Defenders Association

Member, Council for Individual Rights and Responsibilities

Member, Legal Services in Developing Countries

California Bar Association

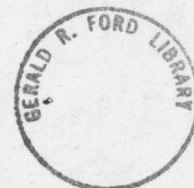
PLACE OF BIRTH: Brea, California

DATE OF BIRTH: May 1, 1931

Telephone:

Home:
505-898-7671

Business:
505-277-4737



THE WHITE HOUSE

WASHINGTON

November 14, 1974

MEMORANDUM FOR: Phillip Areeda

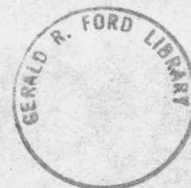
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SUBJECT: Legal Services Corporation
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THE WHITE HOUSE

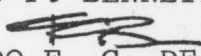
WASHINGTON

September 4, 1975

MEMORANDUM FOR:

DOUGLAS P. BENNETT

FROM:

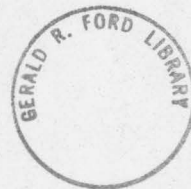

FERNANDO E. C. DE BACA

I understand that a vacancy has arisen on the Federal Trade Commission with the departure of Commissioner Mayo Thompson. I also understand that this position is earmarked for a Democrat and that the former incumbent is from the State of Texas.

In the interest of generating qualified candidates for this position, I have asked Ambassador Raymond Telles to directly contact you or Peter McPherson to apprise you of his interest in the position.

Mr. Telles is a career public servant. He is a former Mayor of the City of El Paso, a former Ambassador to the Republic of Costa Rica and is currently serving as a member of the Equal Opportunity Commission. He is a registered Democrat who has worked diligently for this Administration.

I would appreciate it greatly if you or Peter could find time to meet with Mr. Telles in the near future.



THE WHITE HOUSE

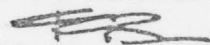
WASHINGTON

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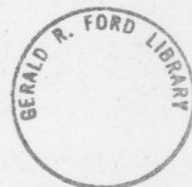

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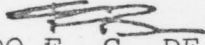
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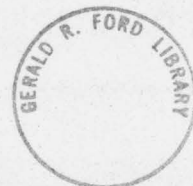

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THE WHITE HOUSE

WASHINGTON

July 3, 1975

MEMORANDUM FOR:

DOUGLAS P. BENNETT

FROM:

FERNANDO E. C. DE BACA

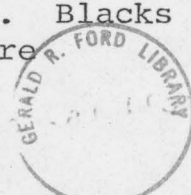
Congratulations on your latest challenging assignment as Director of the Presidential Personnel Office.

I would like to arrange a meeting with you, Bill Baroody and myself in the near future to discuss ways in which we might be able to improve the Administration's performance on behalf of the nation's second largest minority--the Spanish Speaking.

Since the President's assumption of office some eleven months ago, only three executive and supergrade level appointments have been made of Spanish ancestry persons. Two of the three were Nixon nominees whose confirmation hearings carried over into the Ford Administration.

Spanish speaking Americans comprise close to 6% of the nation's population. More importantly, they represent a potential swing vote in several states including California, Arizona, New Mexico, Colorado, New York, Illinois and Florida. In 1972, Hispanic voters cast 36% of their votes in favor of the Republican Presidential candidate (compared with less than 10% in 1968). In 1974, they elected two governors and a host of state legislators in a spectacular show of political strength and confidence.

But Hispanics--including Mexican Americans, Puerto Ricans, Cubans and South/Central Americans--have been desperately disappointed by the Administration's failure to aggressively seek out and recruit qualified and articulate Hispanic Americans to serve the President and the nation in responsible and visible policy-making positions. Blacks and women, on the other hand, have received far more



2.

favorable attention, notoriety and support from the Administration through the appointment of such visible personalities as Carla Anderson Hills, Bill Coleman and Lowell Perry--to mention only a few.

I believe we need to move more aggressively within the White House to restore the confidence of Spanish speaking citizens in their President and in this Administration. We need to identify top-level positions and top-calibre individuals to fill those positions. Naturally, we will need to work closely together to accomplish this objective.

Within the next few days, I will forward a detailed background paper on the problem with some ideas for addressing. Once you have had time to review the paper, perhaps we can set up the meeting.



THE WHITE HOUSE

WASHINGTON

July 3, 1975

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FERNANDO E. C. DE BACA

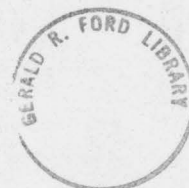
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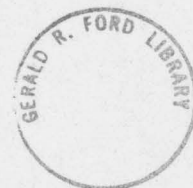


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July 3, 1975

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DOUGLAS P. BENNETT

FROM:

FERNANDO E. C. DE BACA

FEC DEB

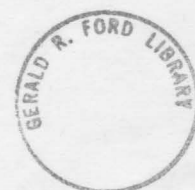
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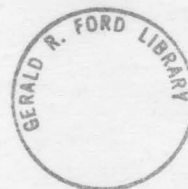
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FECDeB:mmd:7/3/75

BCC: Mr. Gilbert Chavez, Mr. Ben Fernandez



November 8, 1974

MEMORANDUM FOR: Philip W. Buchen
FROM: Fernando E. C. De Baca
SUBJECT: Standards of Conduct/Confidential Statement
of Employment and Financial Interests

Attached as you requested is my completed Confidential
Statement of Employment and Financial Interests.

Should you have any questions regarding this form, please
contact me at Extension 2701, Room 197.



November 8, 1974

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THE WHITE HOUSE
WASHINGTON

SEP 23

September 23, 1974

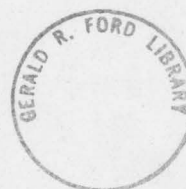
MEMORANDUM FOR: PHILIP BUCHEN
FROM: DEAN BURCH
SUBJECT: LULAC

At 12:30 p.m., Friday, September 20, I talked to John Rhodes about the Joe Benites appointment. I explained the situation and informed him that the President's Special Assistant, Mr. De Baca, was in the process of setting up a meeting between the President and Spanish-speaking organizational representatives. I assured John that LULAC (Mr. Benites) would undoubtedly be represented at such a meeting and that the meeting could probably be arranged prior to the election.

I hope all these assurances can materialize.

cc: ANNE ARMSTRONG -
☐ BILL TIMMONS
WARREN RUSTAND

bcc: ✓ Mr. De Baca ☐
Fred Slight ☐



November 25, 1975

MEMORANDUM FOR:

JOHN C. CALHOUN

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Your memo of November 17, 1975

This is in response to your memorandum of November 17, 1975 requesting a summary of activities conducted by this office in support of the Office of Public Liaison. A comprehensive report of activities engaged in by this office is in preparation and will be forwarded upon completion. In the interim, the following information is being provided to enable you to begin a compilation of your OPL report.

The Office of Hispanic Affairs has formally participated in nine Tuesday meetings and three Wednesday meetings. Because of staff limitations, only one such meeting was handled entirely by this office: TUESDAY AT THE WHITE HOUSE ON Bilingual Education; date Tuesday, March 4, 1975. A copy of the list of attendees is attached for your information.

This office has also formally participated in two of the several White House Field Conferences on economic and domestic affairs: Miami/Hollywood, February 25, 26, 1975 and San Diego, California, April 3, 1975.

The primary thrusts of the efforts of this office have aimed at individual and collective national Hispanic organization activities. I have participated as principal speaker and guest of honor in 21 major national Hispanic events spanning the country from coast to coast. Among these are

Spanish Speaking Program Conference sponsored by the Boston Federal Executive Board and the Providence Federal Executive Council in Newport, Rhode Island; the 1975 Western Region Conference of the National Association of Counties (March 21, 1975); Mexican American Leadership Conference of Houston, (March 22); National Hispanic Businessmen's Organization, San Diego (April 4, 5); Third Annual Latino Media Coalitions Conference, San Antonio, Texas (April 12);



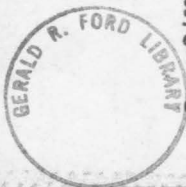
Las Mexican Chamber of Commerce Annual Businessmen's Luncheon, (April 24); Association of Mexican American Educators Bilingual/Bicultural Conference/Workshop, Oakland, Cal. (April 25); Tenth Pan American Congress of Ophthalmology, San Juan, Puerto Rico (April 29); IMAGE National Convention, Kansas City, Mo. (May 22); Albuquerque High School Commencement Address, Albuquerque, New Mexico (June 4); Second Annual Ethnic Press Conference, American University, Washington, D. C. (June 14, 15); The Brookings Institution Women's Caucus Speakers Luncheon, Washington, D. C. (June 23); LULAC Convention, Milwaukee, Wis. (June 28); National Institute on Access to Higher Education for the Mexican American, Albuquerque, N. M. (July 25); Southeastern Federal Recruiting Council Conference, St. Petersburg, Florida (July 31); American G.I. Forum, Cheyenne, Wyoming (Aug. 9); National Council of La Raza, Conference, Phoenix, Ariz. (Aug. 7); Manpower Conference, San Antonio (Sept. 10); Comite Mexicano Civico Patriotico Ceremonies, San Francisco (Sept. 15); Air Force Academy Graduation Address, Colorado Springs, Col. (Sept. 19); Human Relations Activities in observance of National Hispanic Heritage Week at invitation of the Commander in Chief, USAFE, to various European Air Force Bases (Sept. 21-27); National Awards Banquet JALA, San Francisco, Cal. (Oct. 18); International Conference of Personnel Management Association, Anaheim Cal. (Oct. 20); Annual Meeting of American Institute of Industrial Engineers (AIIE), York, Penna. (Nov. 12); International Population Conference, Washington, D. C. (Nov. 19); Archdiocesan Latin American Committee Annual Awards Dinner, Chicago, Ill. (Nov. 21); and to review 11th Naval District Affirmative Action Program and to visit Naval Rework Facility in San Diego, Cal. (Nov. 24).

This office has also organized and sponsored a number of briefings for National Hispanic and other minority leaders, including sessions on Minority Business Enterprise, Community Development Corporations, Bilingual/bicultural education, Manpower Training, Voting Rights Act, the impact of General Revenue Sharing and CETA legislation.

(Attached are a few news-cuttings which may be useful in your report)

(Dictated over the phone by Mr. De Baca 11/25/75 to secretary and not reviewed by Mr. De Baca prior to presentation to Mr. Calhoun)

(ATTACHMENTS: List of attendees at Tuesday at the White House, March 4, 1975; newscuttings as follows--July 5, 1975, Washington Post "FBI Probing Texas Beating of Chicano Rights Witness," ~~Jul~~- August 13, 1975, The Pueblo Chieftain "Ford Aide Meets Local Hispanos," Late Sept. or early Oct. 1975 issue of The Stars and Stripes "Hispanics to become largest U. S. minority group, Ford aide says," Oct. 10, 1975, San Bernardino News "Chicanos need to finish school - Ford aide says bilingual education may help," Oct. 13, 1975 The Washington Star "Ford Aide On Hispanic Status in U. S. - Q & A".



file

THE WHITE HOUSE
WASHINGTON

January 14, 1976

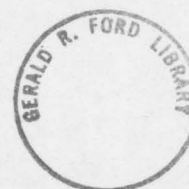
MEMORANDUM FOR: RICHARD CHENEY
FROM: ~~FORD~~ FERNANDO E. C. DE BACA
SUBJECT: Letter from Manuel D. Fierro to the
President dated December 11, 1975

This memorandum is in response to your communication of January 13, 1976 in which you request a report by close of business, Wednesday, January 14, 1976, on what the Administration, and this office in particular, is doing to address the needs of Hispanic American citizens.

I am attaching a copy of my letter of response to Mr. Manuel Fierro which, among other things, refutes many of Mr. Fierro's assertions. Mr. Fierro's letter is misleading in that it creates the impression that the Ford Administration has done little to ease the plight of Hispanics in this country.

Nothing could be further from the truth. This Administration has repeatedly demonstrated its concern for and commitment to Spanish speaking Americans by:

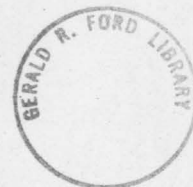
- o Providing active support for the 1975 Amendments to the Voting Rights Act of 1965, including support for specific voting guarantees for Spanish speaking and other language minority Americans;
- o Sponsoring White House meetings on Bilingual Education, Equal Employment Opportunity Programs, Minority Business Enterprise, Consumer matters and Ethnic Concerns;
- o Supported an increase in appropriations for bilingual education programs (from approximately 45 million to 70 million dollars);
- o Providing ombudsman-type services to Hispanic Americans seeking to participate in Federal programs and benefits;
- o Providing senior White House representation at major Hispanic community events.



- o Lending support for minority business development efforts through the issuance of a December 1974 memorandum on Minority Business Enterprise;
- o Appointing qualified Hispanic American citizens to major boards and advisory councils including the Presidential Clemency Board, the National Council on Educational Research, the Commission on International Women's Year, the Legal Services Corporation Board of Directors, the President's Manpower Planning Commission, the Corporation for Public Broadcasting Board of Directors and many others;
- o Providing support for the Civil Service Commission's Spanish Speaking Program through the issuance of a Presidential Memorandum in March 1975.

Despite these advances much work remains to be done by the Administration in addressing the needs of Spanish speaking citizens. We have made very little progress in identifying and appointing qualified Hispanic Americans to responsible Federal management posts at the supergrade and Assistant Secretary levels. We are, in my opinion, in desperate need of an Executive Order for the Spanish Speaking Program. We have not done nearly enough to bring about a greater involvement by Hispanic Americans in the policy planning and domestic program formulation activities of the Federal Government. These are not easy goals to accomplish. Those in positions of power are not prepared to simply step aside to permit racial and ethnic minorities an opportunity to participate in the setting of national priorities. Spanish speaking Americans are therefore understandably frustrated. They feel excluded from the mainstream of American political activity and have become cynical of government at all levels.

Over the next few weeks I hope to develop a list of specific objectives for accomplishment over the next several months. They will include a call for action by our Presidential Personnel Office to reach out and actively solicit the involvement of qualified Hispanic professionals in our executive recruitment process; a call for an Executive Order on the Spanish Speaking Program and specific legislative and administrative reforms designed to alleviate the problems of Hispanics in America. I hope you will find room to support these proposals.





El Congreso
**NATIONAL CONGRESS of
HISPANIC AMERICAN CITIZENS**

400 First Street, N.W. • Washington, D. C. 20001 • Suite 706 • Telephone: (202) 638-4483

NATIONAL BOARD OF TRUSTEES

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Denver, Colorado

December 11, 1975

Honorable
Gerald R. Ford
President of the United States
1600 Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Mr. President:

MEMBERS

JOE ACEVES
San Leandro, California
LOUIS ALVAREZ
New York, New York
RICH BELA, ESQ.
San Antonio, Texas
MANNY CALDERA
Los Angeles, California
GILBERT CHAVEZ
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ADALBERTO RAMIREZ
Brawley, California
MARIA RAMIREZ
Albany, New York
PAUL SEDILLO
Washington, D. C.
MARIO VIZCAINO
Miami, Florida
RICARDO ZAZUETA
Los Angeles, California

On behalf of our National Board of Trustees, and the 125 participating national, state and local Spanish speaking organizations, I would like to bring to your personal attention our very deep concern over your Administration's continued failure to firmly commit itself to the particular problems and concerns affecting our nation's second largest minority; the Spanish speaking community.

On numerous occasions, individuals and representatives of Spanish speaking organizations have repeatedly made known to the White House the pervasive social, economic, political and federal job discrimination that has historically been perpetrated against our Hispanic community. We have all rightfully asked whether these practices would continue under this Administration. Additionally, in many of these same occasions we have also discussed with senior White House staff persons whether or not this Administration was seriously going to be open and responsive, not only to our fervent pleas for equality of opportunity and for a meaningful opportunity to participate in its decisions but also whether this Administration would couple its responsiveness with meaningful and constructive action.

Now, if after sixteen months our Hispanic community is to judge this Administration by its past and present record in meaningfully and constructively



"A CITIZENS' LOBBY FOR THE SPANISH SPEAKING...AT THE NATION'S CAPITAL"

Hon. Gerald R. Ford

December 11, 1975

responding to our particular problems, concerns and needs, it can only conclude that this Administration is failing us miserably. And if we are to judge this Administration's leadership, again, we can only conclude that its leadership has been insensitive, indifferent and continues to callously and blatantly ignore the problems, concerns and needs of our nation's 16 million Hispanic American Citizens.

Mr. President, it is not without cause that we are expressing these very critical concerns to you. Let's take a look at the record:

- In the past 16 months you have met only once with a sizable representative group from the Hispanic community and on another occasion you briefly stopped by a board meeting of a Hispanic organization.
- In spite of over 15 million Hispanic American citizens in this country you have only made three Hispanic Presidential Appointments: Fernando De Baca, Special Assistant; Fernando Oaxaca, Associate Director OMB; and Bert Gallegos, Director of CSA.
- In spite of repeated requests and inquiries to the White House not a single Hispanic has yet to be appointed to any Sub-Cabinet posts, Federal commissions, regulatory agencies or any high level federal program staff positions.
- In spite of the demonstrated success of the Bilingual Education Program in meeting the needs our nation's limited English speaking children, you have once again demonstrated your total lack of support for this effort by requesting to Congress on November 18, 1975 a rescission cut of \$27.7 million for the Bilingual Education Program.
- In spite of repeated promises and commitments during the last six months from senior White House staff members that you would soon nominate a Hispanic to the Board of the Corporation for Public Broadcasting, you have failed to fulfill this promise and commitment.



Hon. Gerald R. Ford

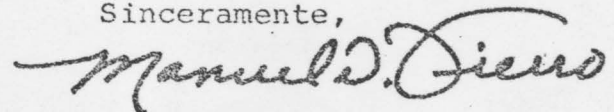
December 11, 1975

- In spite of repeated promises and commitments during the last year and-a-half from senior White House staff members that you would soon nominate a Hispanic to the Policy Board of the National Institute of Education, you have again failed to fulfill this promise and commitment.
- In spite of repeated requests by numerous individuals and organizations for the last year for the appointment of a Hispanic recruiter in the White House Personal Office, you have refused to positively act on this request.
- In spite of repeated requests for a strong and an effective enforcement effort in protecting the civil rights of the Hispanic community, this Administration has responded with its decision to stop all action against national origin discrimination complaints in HEW's Office of Civil Rights in the Dallas region.
- In spite of numerous requests and invitations for you to appear and address numerous Spanish speaking organizations and/or their conventions, you have literally rejected every single request.
- In spite of repeated efforts by individuals and Hispanic organization to obtain your support for the numerous legislative proposals that directly impact on our nation's Hispanic community that have been and are currently pending before Congress, you have failed to lend support to a single issue.

The list is endless, but I am sure it vividly illustrates our point. For these reasons, Mr. President, we cannot in good conscience be silent and allow this inexcusable situation to continue. We are therefore strongly urging you to personally begin the immediate resolution to these problems.

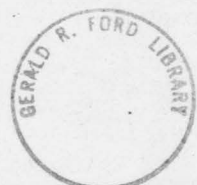
We very anxiously await your reply.

Sinceramente,



Manuel D. Fierro
President

MDF:jep



Hon. Gerald R. Ford

December 11, 1975

cc. Richard B. Cheney
Robert T. Hartman
Ronald Nessen
William Baroody, Jr.
Fernando C. De Baca
Theodore C. Marrs
William N. Walker
Douglas P. Bennet
Members of El Congreso Board
National Hispanic Organization



THE WHITE HOUSE

WASHINGTON

January 27, 1976

MEMORANDUM FOR: DICK CHENEY

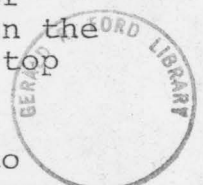
FROM: FRED DE BACA

This is a follow-up to my memorandum of January 4, 1976 regarding the attached letter to the President from Manuel D. Fierro, President, National Congress of Hispanic American Citizens.

Mr. Fierro's letter is unfortunately misleading in that it creates the impression that the Administration has done little or nothing to improve the condition of Hispanic Americans in this country. Such is not the case as evidenced by my letter of response to Mr. Fierro of January 9, 1976.

This Administration has repeatedly demonstrated its concern for and commitment to Spanish Speaking Americans by providing among other things:

- .Active support for the 1975 Amendments to the Voting Rights Act including support for specific voting guarantees for Spanish Speaking and other language minority Americans
- .Sponsorship of a White House Meeting on Bilingual Education on March 4, 1975
- .Increased appropriations for bilingual education (from 54 million to 70 million in FY 76)
- .Development of career opportunities for Spanish Speaking employees resulting in the advancement of qualified Hispanics to top agency and regional management posts
- .Provision of ombudsman-type services to Hispanic community leaders seeking to participate in Federal programs and benefits.
- .White House representation at major community and national Hispanic organization events



.Support for minority business development efforts through the issuance of a December 1974 memorandum

.Support for the Spanish Speaking Program through the issuance of a March 1975 memorandum

.Appointment of qualified Hispanics to major boards and Advisory Councils including the President's Clemency Board, the National Council on Educational Research, the IWY Commission, the Legal Services Corporation Board of Directors, the Manpower Planning Advisory Council, the Federal Regional Council and others.

Despite these advances, however, much work remains to be done by this Administration to address the needs of Spanish Speaking citizens. I shall cover these in another memorandum.



THE WHITE HOUSE

WASHINGTON

January 9, 1976

Dear Manny:

I have been asked to respond to your letter to President Ford of December 11, 1975.

Let me begin by thanking you on behalf of the President for conveying the concerns of El Congreso in a most candid and straightforward manner. Thank you also for affording us the opportunity to share with you the concern and commitment of the Ford Administration toward solving the problems of Hispanic Americans.

Like the National Congress of Hispanic American Citizens (El Congreso), this Administration is firmly committed to the elimination of systemic injustices and all forms of discrimination. That is why President Ford so strongly supported the 1975 Amendments to the Voting Rights Act and the specific inclusion of voting guarantees for Spanish speaking and other language minority Americans. This also explains the President's firm support of bilingual/bicultural education programs and other Federal measures to help conquer the language barrier facing many Spanish speaking people. Quality education, decent housing, comprehensive health care, meaningful employment, equal opportunity for all Americans have become hallmarks of this Administration along with the President's call for fiscal restraint and a sound defense posture.

At no time in history have Spanish speaking Americans enjoyed a higher degree of access to the White House and to other top decision-making entities in the Federal Executive Branch than under President Ford. The President has met, not on one occasion as your letter suggests, but on several occasions with representatives of Hispanic American communities from throughout the nation. In fact, one of the first actions taken by Mr. Ford shortly after assuming the Presidency was to meet with the Hispanic Members of Congress and his top Hispanic Administration appointees to discuss the problems facing Spanish Speaking Americans. That meeting, held on September 4, 1974 was followed by a public ceremony announcing my appointment on September 16, 1974.



Following that, you may recall, the President met with Spanish speaking leaders on October 17, 1974 at the White House and with Hispanic community representatives in Tubac, Arizona on October 21, 1974. There followed President Ford's historic visit with the National SER Board of Directors in Arlington, Virginia on July 17, 1975 (at which you were present) and the Voting Rights Bill signing ceremony on August 6, 1975 (at which you were also present). Ironically, on the very day your letter was written, December 11, 1975, the President was meeting with Hispanic American leaders from throughout the nation in the Cabinet Room of the White House.

In addition to the President's personal appearances before Hispanic groups, Presidential Assistants Robert Hartman, Donald Rumsfeld, Bill Baroody, Doug Bennett, Theodore Marrs and I have met on several occasions with Spanish speaking leaders. Bill Baroody presented the 1975 LULAC National Convention keynote address in Milwaukee and I addressed the IMAGE, AMAE, MAPA and American GI Forum conventions this past year.

To characterize the President as insensitive to the needs of Hispanic Americans is to deny some very significant accomplishments of this Administration.

President Ford is the first Chief Executive to recognize the importance of the Spanish speaking community in this country by taking action to appoint a Hispanic American to a top White House post (Fernando C. De Baca).

President Ford is the first Chief Executive to appoint a Hispanic American to a top Office of Management and Budget post. (Fernando Oaxaca).

President Ford is the first Chief Executive to appoint a Cuban American to a super grade position as head of the Cuban Refugee Program (Ricardo Nuñez).

In fact President Ford has taken strong measures to assure the meaningful involvement of Hispanics at all levels of government. He has either appointed, promoted or retained in office a total of 58 Hispanic super grade and management - level Hispanics including Bert Gallegos, Director of the Community Services Administration; Alex Armandaris, Director of OMBE; Raymond Telles, EEOC Commissioner; Carmen Maymi; Director of the Labor Department's, Women's Bureau; Sam Martinez, Federal Regional Council Chairman;



Joe Maldonado, Regional Director of HEW (San Francisco); Gilda BJORQUES Gjurich, IYW Commissioner; Rudy Cervantes, Manpower Planning Commissioner; Rudolph Montejano, National Board of Directors of the Legal Services Corporation; Gilbert Pompa, National Deputy Director of the Community Relations Service, Department of Justice; Victor Rivera, Regional Director of SBA (San Francisco); Edward Aguirre, Regional Commissioner of Education (San Francisco); Edward Baca, Regional Commissioner of Education (Dallas); Edward Pena, Director of Compliance, EEOC; Lorenzo Ramirez, Regional Director of EEOC (Dallas); Angel Rivera, Associate Administrator for Field Operations, CSA; Luis Ramirez, Associate Administrator for Economic Development, CSA; Carlos Villareal, Postal Rate Commissioner; Eddie Mercado, Regional Director of EEOC (New York); Roger Moure, Executive Officer, US Public Health Service, HEW; John Molina, Director of Bilingual Education, U.S. Office of Education HEW; John Rodriguez; Assistant Commissioner of Education, HEW; and many others. The list is lengthy. In fact, at no time in the history of our nation have so many Hispanics occupied important decision-making posts in the Federal Government than under the present Administration.

To be sure, much work remains to be done to insure the fair and equitable representation of Hispanic Americans in all branches of the Federal Government and at all pay grades and levels. In this connection, you will recall, that last March President Ford called on all department and agency heads to lay heavy emphasis on the identification, recruitment and selection of Hispanic Americans for Federal career posts at all levels. He called for a strengthening of the Spanish Speaking Program and for the bolstering of Federal civil rights efforts.

I trust this letter responds positively to your concerns regarding this Administration's commitment toward solving the problems of Spanish Speaking Americans. You will be pleased to know that Tomas Arciniega has been cleared for appointment to the NIE Educational Research Advisory Board and that we are moving forward on the CPB Board of Director's appointment.

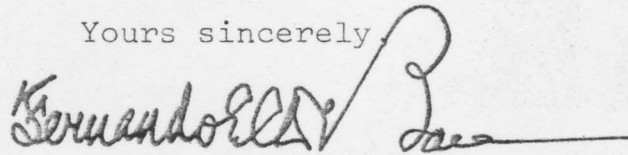
Thank you again for your interest and concern for the needs of Spanish Speaking Americans. Your comments and suggestions for effectively addressing these needs are indeed appreciated and welcomed.



I know that by working together with you and El Congreso we can begin to close the gap between promise and fulfillment and to shorten the time frame for the attainment of solutions to our nation's problems.

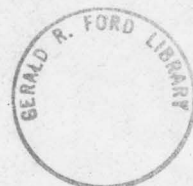
With the President's best wishes, I remain

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Fernando E. C. De Baca", with a long horizontal flourish extending to the right.

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, Northwest
Washington, D.C. 20001



THE WHITE HOUSE

WASHINGTON

January 9, 1976

Dear Manny:

I have been asked to respond to your letter to President Ford of December 11, 1975.

Let me begin by thanking you for candidly conveying the concerns of El Congreso and of your participating organizations. At the same time, I want to thank you for affording me the opportunity to share with you the concern and commitment of the Ford Administration toward solving the problems of Hispanic Americans.

Like the National Congress of Hispanic American Citizens (El Congreso), this Administration is firmly committed to the elimination of systemic injustices against Hispanic Americans and to the total eradication of all forms of social, political and economic discrimination. That is why President Ford so strongly supported the 1975 Amendments to the Voting Rights Act and the specific inclusion of voting guarantees for Spanish speaking and other language minority Americans. This also explains the President's firm support of bilingual/bicultural education programs and other Federal measures to help conquer the language barrier facing many Spanish speaking people. Quality education, decent housing, comprehensive health care, meaningful employment, equal opportunity for all Americans have become hallmarks of this Administration along with the President's call for fiscal responsibility and a sound defense posture.

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In fact President Ford has taken strong measures to assure the meaningful involvement of Hispanics at all levels of government. He has either appointed, promoted or retained in office a total of 58 Hispanic super grade and management level Hispanics including Bert Gallegos, Director of the Community Services Administration; Alex Armandaris, Director of OMBE; Raymond Telles, EEOC Commissioner; Carmen Maymi, Director of the Women's Bureau; Sam Martinez, Federal Regional Council Chairman; Joe Maldonado, Regional Director of HEW (San Francisco); Gilda Bojorquez



Gjurich, IWY Commissioner; Rudy Cervantes, Manpower Planning Commissioner; Rudolph Montejano, National Board of Directors of the Legal Services Corporation; Gilbert Pompa, National Deputy Director of the Community Relations Service, Department of Justice; Victor Rivera, Regional Director of SBA (Denver); Edward Aguirre, Regional Commissioner of Education (San Francisco); Edward Baca, Regional Commissioner of Education (Dallas); Edward Peña, Director of Compliance, EEOC; Lorenzo Ramirez, Regional Director of EEOC (Dallas), Angel Rivera, Associate Administrator for Field Operations, CSA; Carlos Villareal, Postal Rate Commissioner; Eddie Mercado, Regional Director of EEOC (New York); Roger Moure, Executive Officer, US Public Health Service, HEW; John Molina, Director of Bilingual Education, U.S. Office of Education HEW; John Rodriquez; Assistant Commissioner of Education, HEW; and many others. The list is lengthy. In fact, at no time in the history of our nation have so many Hispanics occupied important decision-making posts in the Federal Government than under the present Administration.

To be sure, much work remains to be done to insure the fair and equitable representation of Hispanic Americans in all branches of the Federal Government and at all pay grades and levels. In this connection, you will recall, that last March President Ford called on all department and agency heads to pay significant attention to the identification, recruitment and selection of Hispanic Americans for Federal career posts at all levels. He called for a strengthening of the Spanish Speaking Program and for the bolstering of Federal civil rights efforts.

I trust this letter responds positively and definitively to your concerns regarding this Administration's commitment toward solving the problems of Spanish Speaking Americans. You will be pleased to know that Tomas Arciniega has been cleared for appointment to the NIE Educational Research Advisory Board and that we are moving forward with the CPB Board of Director's appointment.

Thank you again for your interest and concern for the needs of Spanish Speaking Americans. Your comments and suggestions for effectively addressing these needs are indeed appreciated and welcomed.

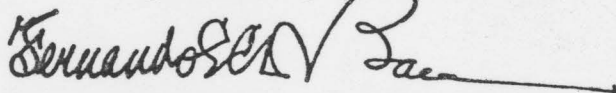


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I know that by working together we can continue to close the gap between promise and fulfillment and to shorten the time frame for the attainment of solutions to our nation's problems.

With the President's best wishes, I remain

Respectfully yours,

A handwritten signature in dark ink, appearing to read "Fernando E. C. De Baca", with a long horizontal flourish extending to the right.

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, Northwest
Washington, D.C. 20001



File

THE WHITE HOUSE

WASHINGTON

November 22, 1974

MEMORANDUM FOR:

KEN COLE

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Presidential Letter Promoting
Federal Minority Business
Programs

I have reviewed the attached draft Presidential letter to the Cabinet Officers stressing support for Federal minority business programs. This latest draft represents a significant improvement over its earlier version and should serve to stress both Presidential interest in, and support for the Federal Government's efforts in promoting minority business programs.



THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: November 21, 1974

Time:

NOV 21 1974

FOR ACTION: Roy Ash

cc (for information):

Phil Buchen Bob Hartmann

~~Fred DeBaca~~ Jack Marsh

Roland Elliott Stan Scott

FROM THE STAFF SECRETARY

DUE: Date: Monday, November 25, 1974

Time: noon

SUBJECT:

Cole memo (11/15/74) re: Presidential
Letter to the Cabinet Officers Promoting
Federal Minority Business Programs

ACTION REQUESTED:

☐ For Necessary Action

☒ For Your Recommendations

☐ Prepare Agenda and Brief

☐ Draft Reply

☒ For Your Comments

☐ Draft Remarks

REMARKS:

This was originally staffed to you on
November 6 but has been rewritten to
strengthen the message.



PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a
delay in submitting the required material, please
telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

WASHINGTON

November 15, 1974

MEMORANDUM FOR: THE PRESIDENT
FROM: KEN COLE
SUBJECT: Presidential Letter to the Cabinet
Officers Promoting Federal Minority
Business Programs

The attached letter, proposed by Secretary Dent, would serve to stress your support of the Administration's Minority Business Enterprise Program and would encourage government agencies whose participation in this endeavor has been minimal to be more responsive. The letter would also be a first step in the Administration's current re-examination of the minority and small business programs.



THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR

THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE ATTORNEY GENERAL
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE
THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT
THE SECRETARY OF TRANSPORTATION

I want to stress that an important objective of my Administration will be assistance to disadvantaged minorities to further allow their participation in the economic benefits of the private enterprise system. Too little attention has been given to this objective in certain sectors of the Federal Government. I am, therefore, seeking improvements in the Government's minority business development program.

Although the Office of Minority Business Enterprise in the Department of Commerce and the Small Business Administration have had primary responsibility for minority business programs, their success to date in these efforts has been due in large measure to the support of other Federal agencies. Your strong backing of this objective is essential to a meaningful Federal effort, and I ask that you undertake a reexamination of your agency's commitment to assisting the creation of successful minority businesses and of the effectiveness of your program. Please submit a report of your findings to me by January 31, 1975.

During this difficult economic period, many minority businesses are particularly vulnerable. They need every help the Government can reasonably provide. It is especially important, therefore, that your agency look for every appropriate opportunity for minority businesses to participate in Government programs as contractors, subcontractors, bankers, etc., and that management, technical and financial assistance be provided whenever feasible.

I am confident of your support of this important effort.



THE WHITE HOUSE

WASHINGTON

March 9, 1976

MEMORANDUM FOR:

FERNANDO DE BACA

FROM:

JAMES E. CONNOR

SUBJECT:

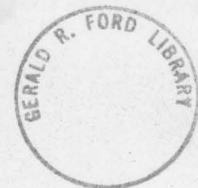
Guest Lists for Groups Meeting with
the President and the First Family

When you are notified the President will meet with guests for whom you have the responsibility, the following points should be considered:

1. Lists must be typed and in alphabetical order, with the last name first, then the first name and middle initial. (Special Note: For married women this should not be JONES, Mrs. John C., but rather JONES, Laura B.) Supplements to the original list should be avoided whenever possible.
2. When the list includes guests who do not regularly meet with the President, it may be necessary to provide the following information:
 - (a) Name
 - (b) Address
 - (c) Date and place of birth
 - (d) Social Security number

Please designate someone to contact Jane Dannenhauer to review these requirements (extension 2345).

3. The alphabetized lists should be submitted four days before the function and should be directed to:
 - (a) Officer in Charge
Appointments Center
Room 060, OEOB



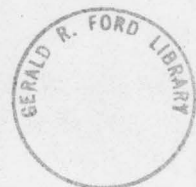
(b) Mr. Richard Keiser
U. S. Secret Service
Room 1, OEOB

(c) Miss Jane Dannenhauer
Room 43, OEOB

On all groups larger than 40, copies should be provided to Mike Farrell, Visitors Office (for groups less than 40 you may delete this requirement). In those cases where the event will occur in the Residence, please also provide a copy to Rex Scouten, Ushers Office.

4. The requirements for guests meeting with Mrs. Ford or other members of the First Family are the same as for the President. However, the procedures are different and you should be in direct contact with Susan Porter, Mrs. Ford's Appointments Secretary, or the Social Secretary's Office. Special Note: In those cases where a Presidential event also involves the participation of the First Lady or where refreshments, music or social aides are required, prompt contact should be made with the Social Secretary's Office. A copy of the guest list should be provided to them.
5. It would be helpful if you would have someone contact Mike Farrell in advance of each scheduled event to discuss the requirements of the list, suggested gate of arrival, parking and other requirements (i.e., 40 or larger).

Thank you very much.



THE WHITE HOUSE

WASHINGTON

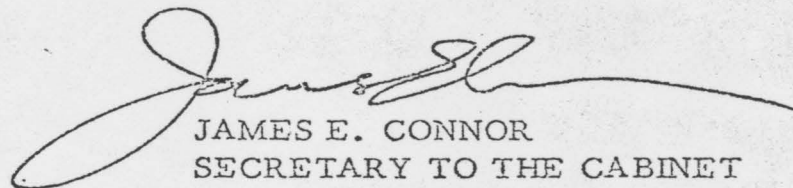
February 5, 1975

MEMORANDUM FOR

THE VICE PRESIDENT
THE SECRETARY OF THE TREASURY
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF AGRICULTURE
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH, EDUCATION AND WELFARE
THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT
THE ACTING ATTORNEY GENERAL
THE ACTING SECRETARY OF TRANSPORTATION

SUBJECT: Talking Points on Supplemental Assistance for
Cambodia and South Vietnam

Talking Points on supplemental assistance for Cambodia and South Vietnam were requested at the Cabinet Meeting on January 29th. General Scowcroft has prepared the attached material for your use in this connection.


JAMES E. CONNOR
SECRETARY TO THE CABINET

Attachment

bcc: Counsellor to the President Hartmann
Counsellor to the President Marsh
Counsel to the President Buchen
Assistant to the President Rumsfeld
Alan Greenspan, Chairman, CEA
William Seidman, EPB
Richard Cheney
William Baroody ✓
Max Friedersdorf
Ron Nessen
Jerry Warren



TALKING POINTS

Supplemental Assistance for Cambodia and South Vietnam

General Situation

Cambodia

-- The situation in Cambodia is serious. The Communists -- no doubt encouraged by the low level of our aid -- continue to believe a total military victory is possible. They are now conducting an all-out offensive. We believe they will only come to the bargaining table when they see they cannot defeat the Cambodian army on the battlefield.

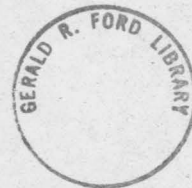
-- The Cambodian Government has shown it can thwart Communist advances if given the means to defend itself. A year and a half ago, many predicted the imminent collapse of the Government. In fact, the opposite has occurred: The Government and its forces have kept up the fight. They are now holding their own and have kept the Mekong River open so that supply convoys can reach Phnom Penh.

-- They are, however, in danger of defeat for lack of the material means to defend themselves. Funds currently available for military assistance will be totally exhausted and the army out of ammunition by April. At the current levels of economic aid, the Cambodian economy will probably experience a serious downturn in April and could collapse in June or July.

South Vietnam

-- The situation in South Vietnam is also serious. The South Vietnamese have also shown they are fully capable of defending themselves if given adequate levels of assistance. The recent tenacious stand by the garrison at Phuoc Binh in the face of armor attacks and against great odds, proves beyond any doubt that the South Vietnamese are willing to defend themselves.

-- The problem is that the present level of U.S. assistance does not allow them to adequately defend themselves. Our aid was sufficient until last June (1974) when cuts were imposed by the Congress. This



forced a reduction in ammunition expenditure. At the same time, the Communists stepped up attacks. The result was a great increase in casualties, a loss of mobility and a deterioration in the military situation. Government casualties were higher in 1974 than any previous year except 1972 (the year of a major Communist offensive). At the same time, ammunition expenditure dropped nearly 70 percent between 1972 and 1974.

-- Some have argued that if we cut our aid we would force a political settlement. Last year the Congress cut our assistance in half. The result was just the opposite. Hanoi saw Saigon in a weakened state and opted for increased military action. Cutting aid actually increased the fighting and the dying.

-- What is needed in both cases are relatively small increases to cover costs of ammunition, gasoline and other basic items.

U. S. Commitment

-- Some have said that granting additional aid would mean making a recommitment in Indochina.

-- We are not asking for a new commitment which would lead us down the path to greater involvement. We are just seeking to insure survival.

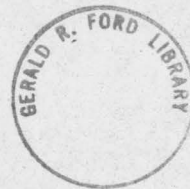
-- We are on the way out, not in.

-- We have already spent 98 percent of what it will take to end our involvement. The final two percent is critical to preserving what we built there.

Implications of Not Providing Adequate Aid

International

-- We have made a commitment to a friend. The depth of that commitment, in the eyes of the world, is measured not just by what we say but by the tens of thousands of American lives which have been lost and the many tens of billions of dollars which have been spent. The world



is watching us and the constancy of our pledges. If, after demonstrating the depth of that commitment through the expenditure of so much blood and treasure, we withdraw, who can have faith hereafter in our word?

-- Two years ago we signed an agreement that climaxed the longest military undertaking in our country's history. The agreement was endorsed by every great power in the Western World. Now, two years later a country of 13 million people has torn it to shreds and the survival of an American ally is threatened -- and we apparently stand helpless, our fidelity in question, our word at stake. Under the terms of that agreement we established the right to provide replacement items of equipment so that the South Vietnamese could take care of their own security. Now, in the face of massive infusion of Communist arms and supplies, we aren't even exercising that right. Current funds will allow only for the provision of critically needed fuel and ammunition. If we fail to do even that, our credibility as an ally will be totally lost.

-- The repercussions could be enormous. If our adversaries see our constancy and determination lacking here, they may be tempted to test our will in other areas of the world.

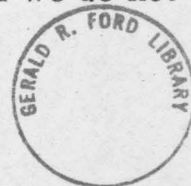
-- And, with our friends, the message is even more vital. We ask them to trust us, to work with us. In this world of ours, it is not without hazard to be a friend of the U. S. While our power is obvious, it is the strength of our will which is the vital ingredient in inducing our friends to stand at our side.

-- We are now involved in delicate negotiations in the Middle East. The success of these negotiations may well rest on whether the other parties believe we will keep our word and honor the commitments we make.

-- Like it or not, the burden of leadership of the western world is ours. Friend and foe alike judge us by our performance. If we falter, those who rely on us will be quick to make other accommodations to protect themselves. The results would be an alien world in which the costs for our survival would dwarf anything we have ever known.

Domestic

-- The Vietnam war seriously divided this country. Vietnam must not be allowed to become the central issue of American domestic politics. The question of American reinvolvement is not at issue. If we do not



provide sufficient aid, the danger of an all-out Communist victory will be very real. Should this come to pass, we will have to choose whether we are going to abandon an ally or become directly involved in Vietnam again. Whichever choice is taken will rend the country and leave a stain which we may never be able to erase. To keep this question from arising, we must provide the South Vietnamese with the modest amounts necessary for their self defense. With sufficient money, Saigon can stand alone and defend itself. The question of American involvement need never arise.

-- How we end our involvement is vitally important. We have made many sacrifices and have a tremendous investment: Fifty thousand Americans died and we were spending \$30 billion a year. We achieved our purpose. South Vietnam remained free to choose its own course and was strong enough to defend itself. Now for want of a small amount, it all may have been for naught.

-- By providing what is needed now, our aid can be significantly reduced in the near future.

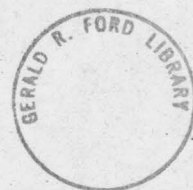
The Best Way to End Our Involvement

-- The South Vietnamese do not want to go on fighting, they want peace. On three separate occasions they have called for full implementation of the Paris Agreement with a specific date set for elections. The Communists have turned down these offers and broken off negotiations. They also have refused to let us search for our missing men, refused to contribute to the ICCS peacekeeping budget and attacked and overrun 11 government district capitals and one province capital.

-- As long as their survival is threatened, the South Vietnamese will fight back. All they ask is that we give them the wherewithal to defend themselves.

-- Giving them the means to do this is the best way to end America's involvement in Indochina.

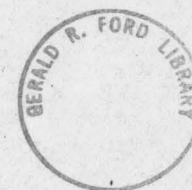
-- America has never abandoned a friend. The American people do not want such an end for Vietnam and Cambodia.



1/30/75

FACT SHEET

U. S. Military and Economic Assistance to
Cambodia and Vietnam for FY 75



	<u>Administration Request</u>	<u>Authorized</u>	<u>Appropriated</u>	<u>Additional Amounts Requested</u>
<u>South Vietnam</u>				
Military	\$1.45 billion	\$1.0 billion	\$700 million	\$300 million
Economic	\$750 million	\$449.9 million	appropriation process now underway	0
<u>Cambodia</u>				
Military	\$362.5 million	\$200 million ¹	appropriation process now underway	\$222 million
Economic	\$110 million	\$100 million	" "	0 ²

¹The Foreign Assistance Act also authorizes the President to use "drawdown authority" to provide an additional \$75 million of military stocks to the Cambodian Army. The President authorized the use of these funds in early January 1975. The \$75 million of drawdown authority is not included in the ceiling on aid to Cambodia.

²There is no need for any additional economic assistance funds for Cambodia. The problem is that the Foreign Aid Authorization Act sets a ceiling of \$377 million on total aid to Cambodia during FY 75. With \$200 million for military assistance and \$100 million for economic aid, this leaves only \$77 million for commodity assistance within the PL-480 program. Originally \$77 million was thought to be enough. However, due to the significant number of new refugees created by the current Communist offensive, price rises and some initial inaccurate estimates, it is now clear that additional assistance, mainly food for refugees, is required. The commodities are available. No additional appropriation is required. However, unless the ceiling is lifted, they cannot be sent.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR: THE WHITE HOUSE STAFF
FROM: JAMES E. CONNOR 
SUBJECT: Secretarial assistance during holidays

Many staff members are now making plans for annual leave during the Thanksgiving and Christmas holidays. This memorandum is a reminder that each office head must insure that adequate staff coverage, including secretarial assistance, is available from within his or her own office from the end of November through early January. Though we would like to be able to furnish the offices with secretarial help from the Correspondence Section, we will not be able to do so. Regrettably, this is an especially busy time for the Correspondence Section. I am sure that we can count on your cooperation in this matter.

Thank you.



August 18, 1975

MEMORANDUM FOR:

JANE M. DANNENHAUER

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Request for name to be placed
on Access List

Mr. Clayton Willis has had a complete full-field security clearance for his employment at EEOC and occupies a critical-sensitive position so that his credentials should be easily established for an immediate clearance for the ~~EOB~~ Access List.

CEOB

He will be working from this office and coming and going to and from Room 171 for a couple of weeks. Would your office please make arrangements for his name to be placed on the Access List?

Thank you very much.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 14, 1974

MEMORANDUM FOR:

ROLAND ELLIOTT

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

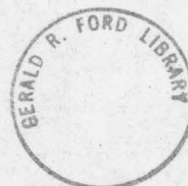
Thank you for attending our
October meeting with the President

Attached is a draft of a letter which I would like to go out at your earliest convenience. The attached list contains the names of individuals who are to receive this letter.

Please prepare a letterex set for each letter with envelopes.

When the letters are prepared, please send them to my office, Room 197, OEOB.

Thank you for your assistance, as I have not had clerical assistance (except for November 7 & 8) since my appointment as Special Assistant to the President on September 16.



THE WHITE HOUSE

WASHINGTON

November 14, 1974

Dear _____:

On behalf of President Ford, I want to thank you for your articulate and effective participation at our historic meeting with the President on October 17, 1974.

This meeting was most successful in calling to the President's attention the necessity for immediate and decisive action on many of the social and economic problems facing Hispanic Americans today. The President was most pleased with the meeting and has instructed me to work closely with you, Members of the Congress, Members of the Cabinet, and with Counsellor Armstrong and other senior members of his staff to implement solutions to the problems surfaced by you at the meeting. I have already prepared an action follow up report for the President and will be sharing the essence of that report with you as we begin to implement many of the solutions and recommendations submitted by you and others at the meeting.

I hope you will accept the enclosed photographs as an expression of our appreciation for your participation at the meeting.

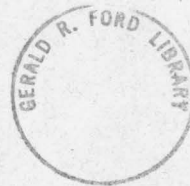
Muy Atentamente,

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



RECIPIENTS OF FERNANDO E. C. DE BACA'S TELEGRAM RE:

OCTOBER 17, 1974 MEETING WITH THE PRESIDENT



Jose

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

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

Manny

Luis

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

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

Ed

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

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

Vilma

Joe

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

MONROY, Jesus
P. O. Box 3000
Los Banos, Ca.
B: 209/826-4444

Jess

Jose

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

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

Tony

Margaret

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

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

Ed

Ruben

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

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

Paquita

John

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

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

Raul

Gilda

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

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

Ricardo

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 11, 1974

MEMORANDUM FOR: ROLAND ELLIOTT

FROM: FERNANDO E. C. DE BACA

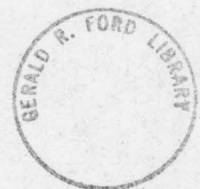
SUBJECT: Letter to thank individuals
for expressed interest in
a position in my office.

Attached is a draft of a letter which I would like to go out at your earliest convenience. The attached list contains the names of individuals who are to receive this letter.

Please prepare a letterex set for each letter with envelopes.

When the letters are prepared, please send them to my office, Room 197, OEOB.

Thank you for your assistance, as I have not had clerical assistance (except for November 7 & 8) since my appointment as Special Assistant to the President on September 16.



D R A F T

Dear _____:

Thank you for your expressed interest in a position in this office.

Although there are no positions available in my office, I will be sharing your SF 171 with individuals in the White House, and in various federal agencies. I will also ask that they contact you directly regarding the possibility of employment, should a suitable position become available.

Again, I appreciate your interest.

Sincerely,

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



INDIVIDUALS TO RECEIVE "THANK YOU FOR YOUR EXPRESSED INTEREST
IN A POSITION IN MY OFFICE"

Ms. Gladys Gallagher
2246 Brightseat Rd.
Landover, Md 20785

Mrs. Mary H. Gonzales
1701 16th Street, NW #202
Washington, DC 20036

Ms. Kathleen Donoghue Gillette
950- 25th Street, NW
Apt. 505 N
Washington, D.C. 20037

Mrs. Rita A. Calvin
3339 S. Wakefield
Arlington, VA 22206

Ms. Beatrice A. Mirabal
1535 N.16th Road, Apt 202
Arlington, VA 22209

Ms. Romanita Lucero
5840 Cameron Run Terrace #903
Alexandria, VA 20230

Ms. P. Elizabeth Vigil
1000 Marquez Place, D1
Santa Fe, New Mexico 87501

Ms. Sandra Irene Colon
2015 University Avenue - 4CS
Bronx, New York 10453

Ms. Carmen Eliz Montijo
11608 Lockwood Drive
Silver Spring, MD 20904

Ms. Maria Mercedes Pena
1200 Lebanon Street, #6
Silver Spring, MD 20903

Ms. Aida J. Gatell
6534 Lee Valley Dr. #202
Springfield, VA 22150

Ms. Aida Neff
2755 Ordway Street, N.W.
Apt. #515
Washington, D.C. 20008

Ms. Yvonne A. Legarreta
2020 N. Calvert St., #24
Arlington, VA 22201



MEMORANDUM

#94

THE WHITE HOUSE

WASHINGTON

November 14, 1974

Labels

MEMORANDUM FOR:

ROLAND ELLIOTT

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Thank you for attending our
October meeting with the President

Attached is a draft of a letter which I would like to go out at your earliest convenience. The attached list contains the names of individuals who are to receive this letter.

Please prepare a letterex set for each letter with *labels for* envelopes.

When the letters are prepared, please send them to my office, Room 197, OEOB.

Thank you for your assistance, as I have not had clerical assistance (except for November 7 & 8) since my appointment as Special Assistant to the President on September 16.



P.F.E.C. DeB* 3

THE WHITE HOUSE

WASHINGTON

November 14, 1974

18

Dear _____:

On behalf of President Ford, I want to thank you for your articulate and effective participation at our historic meeting with the President on October 17, 1974.

This meeting was most successful in calling to the President's attention the necessity for immediate and decisive action on many of the social and economic problems facing Hispanic Americans today. The President was most pleased with the meeting and has instructed me to work closely with you, Members of the Congress, Members of the Cabinet, and with Counsellor Armstrong and other senior members of his staff to implement solutions to the problems surfaced by you at the meeting. I have already prepared an action follow up report for the President and will be sharing the essence of that report with you as we begin to implement many of the solutions and recommendations submitted by you and others at the meeting.

I hope you will accept the enclosed photographs as an expression of our appreciation for your participation at the meeting.

Muy Atentamente,

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

ENCLOSURES

with
SC stamp

F.E.C. DeB: 11



RECIPIENTS OF FERNANDO E. C. DE BACA'S TELEGRAM RE:

OCTOBER 17, 1974 MEETING WITH THE PRESIDENT



Jose

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

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

Manny

Luis

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

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

Ed

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

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

Vilma

Joe

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

MONROY, Jesus
P. O. Box 3000
Los Banos, Ca.
B: 209/826-4444

Jess

Jose

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

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

Tony

Margaret

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

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

Ed

Ruben

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

VIVO, Paquita
2510 Virginia, Apt. 509 N
Washington, D. C.
H: 337-9258

Paquita

John

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

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

Raul

Gilda

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

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

Ricardo

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 27, 1974

MEMORANDUM FOR: Roland Elliot

FROM: Fernando E. C. De Baca

Subject: Envelopes (legal and regular size) and labels with addresses of individuals per attached list

Please prepare 25 each of both sizes of envelopes and labels per individual listed on attachment, by December 2, if possible.

When they are prepared, please send them to my office, EOB 197.

Thank you for your continued cooperation and assistance.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 26, 1974

MEMORANDUM FOR:

ROLAND ELLIOT

FROM:

FERNANDO E. C. DE BACA

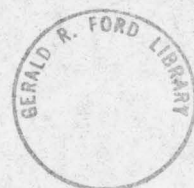
SUBJECT:

Biographical Sketch of
Fernando E. C. De Baca

Attached is a draft of a biographical sketch which I would like to go out by November 28.

Please prepare 250 "Biographical Sketch" forms on White House stationary and send them to my office, EOB 197.

Thank you for your consideration and assistance.



THE WHITE HOUSE

WASHINGTON

BIOGRAPHICAL SKETCH

OF

FERNANDO E. C. DE BACA

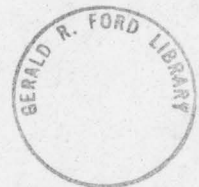
SPECIAL ASSISTANT TO THE PRESIDENT

Fernando E. C. De Baca was appointed Special Assistant to the President by President Gerald R. Ford on September 16, 1974.

Prior to this appointment he served as Regional Director to the U.S. Department of Health, Education and Welfare in San Francisco and as Chairman of the Federal Regional Council for the Western United States. As Regional Director, Mr. De Baca was responsible for all HEW programs in California, Arizona, Nevada, Hawaii, Guam, American Samoa, and the Trust Territories of the Pacific, totaling more than \$11 billion a year in scope. As Chairman of the Federal Regional Council, he served as the top coordinating Federal official on the West Coast and as senior spokesman for the Administration on Domestic policies and programs.

Mr. De Baca has an impressive background in private industry and public service. Prior to his appointment as Federal Regional Council Chairman and HEW Regional Director, he served as Special Assistant to the Chairman of the US Civil Service Commission and as Commissioner of the New Mexico State Department of Motor Vehicles. Prior to that, he served as Special Assistant to the Governor of New Mexico as a District Tax Director.

Mr. De Baca is a graduate of the University of New Mexico and a veteran of the Viet Nam Conflict. At age 36, he is the youngest and highest ranking Federal executive of Hispanic descent in the nation.



November 25, 1974

MEMORANDUM FOR:

ROLAND ELLIOTT

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

Letter dated November 22:
"It was good seeing you in
Las Vegas,"

Attached is a draft of a letter which I would like to go out at your earliest convenience. A list of recipients is attached.

Please prepare a letterex set for each letter and envelopes.

When the letters are prepared, please send them to my office, Room 197, OEOB.

Thank you for your assistance. As I have been unable to obtain clerical assistance on a temporary basis, it is very much appreciated if you could expedite these response letters.

Attachments



THE WHITE HOUSE

WASHINGTON

November 22, 1974

Dear _____:

It was good seeing you in Las Vegas, Nevada, during our recent meeting with the American Association of Spanish Speaking Certified Public Accountants (AASSCPA).

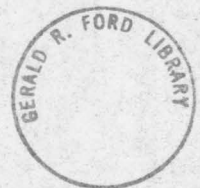
On the whole, I feel the meetings were most productive in giving us a better perspective of the necessary yet complex task of developing a comprehensive business strategy for this nation's 12 million Spanish speaking citizens.

As I indicated during our brief visit, I intend to move ahead in securing the appointment of one of the leaders of our major national Hispanic organizations to the Cabinet Committee Advisory Council as a show of "good faith" on the part of this Administration.

Thank you once again for the opportunity of sitting down to discuss meaningful approaches to the solutions of problems facing our Hispanic communities.

Muy atentamente,

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



John

Mr. John Flores, President
National Spanish Speaking
Coalition on Domestic Affairs
709 East Peralta :
Fresno, California 93705

Manny

Mr. Manuel Fierro, RASSA
400- First Street, N.W.
Washington, D.C.

Jonny

Mr. Antonio Morales, President
American GI Forum of the U.S.
3417 South Main
Fort Worth, Texas 76110

Raul

Mr. Raul Yzaguirre, Executive
Director, National Council of
La Raza
10001 Menlo Avenue
Silver Spring, MD 20910

Ricardo

Mr. Ricardo Zazueta
Executive Director
Jobs for Progress
30443 Via Victoria
Palos Verdes, CA 90274





Edward Valenzuela
Antonio Morales
John Flores
Ricardo Zagnata

Raul Yzaguirre

bcc: (Miles letter to)
Joe Benitez, LRAA

bcc: Manuel Fina, RASSA

Dear Ed:

It was good seeing you in
Las Vegas, Nevada during our
recent meeting with the American
Association of Spanish Speaking
Certified Public Accountants (AASCPA).

On the whole, I feel the meetings
were most productive in giving us a
better perspective of the necessary yet
complex task of developing a
comprehensive business strategy for
this nation's ^{12 million} Spanish speaking
Americans. Antezena

As I indicated during our
brief visit, I intend to move
ahead in securing the appointment
of one of the heads of our major
national Hispanic organizations to the
Cabinet Committee Advisory Council as
a show of "good faith" on the part of this Administration.

Thank you once again for the
opportunity of sitting down to discuss
meaningful approaches to the
solution of ~~the~~ ^{our} problems
facing our Hispanic community.

My atentamente,

November 25, 1974

MEMORANDUM FOR: ROLAND ELLIOTT

FROM: FERNANDO E. C. DE BACA

SUBJECT: Copy of my recent letter
 to your National President

Attached is a draft of a letter which I would like to go out at your earliest convenience. A list of recipients is attached.

Please prepare a letterex set for each letter and envelopes.

When the letters are prepared, please send them to my office, Room 197, OEOB.

Thank you for your assistance.

Attachments

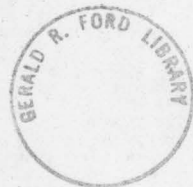


IMAGE LEADERSHIP

Ms. Josie Gurule, IMAGE
First Vice President
4460 Delaware
Denver, Colorado 80216.

Mr. Chris Carlos, IMAGE
Second Vice President
12 South Van Dorn Apt V205
Alexandrig, VA 22304

Mr. Robert Agonia, IMAGE
Treasurer
3584 Newland Ave.
Las Vegas, Nevada 89121

Ms. Victor Salazar, IMAGE
Municipal Representative
City of Kansas Health Dept
2301 Jarboe Street
Kansas City, MO 64106

Ms. Berta Manos, IMAGE
Municipal Representative
5403 W. 122nd St
Hawthorne, Calif 90250

Mr. Henry Diaz, IMAGE
State Representative
3453 W. Redfield Rd
Phoenix, Arizona 85023

Mr. George Chavez, IMAGE
State Representative
P.O. Box 615
Fairview, New Mexico 87532

Mr. Martin Samaniego, IMAGE
Secretary
1300 N. Central Ave.
Phoenix, Arizona 85004

Mr. Armando Gonzalez, IMAGE
Division Director
Federal Energy Office
1030 15th St., Rm 1050
Washington, D.C. 20461

Ms. Linda Vigil, IMAGE
Division Director
Equal Employment Opp Comm
505 Marquette National Bldg #1717
Albuquerque, New Mexico 87101

Ms. Elida M. Cardenas, IMAGE
5605 E. 139th St
Grandview, MO 64030

Mr. Dan Galvan, IMAGE
635 Pinehurst Drive
Richardson, Texas 75080

Mr. Tony Arguello, IMAGE
Denver Public Services Careers
1311 Lafayette
Denver, Colorado 80218

Mr. Manuel Fernandez, IMAGE
Weaver County Mental Health
2126 Reaves
Ogden, Utah 84401



Ms. Gladys Gallagher
2246 Brightseat Rd.
Landover, Md 20785

Mrs. Mary H. Gonzales
1701 16th Street, NW #202
Washington, DC 20036

Ms. Kathleen Donoghue Gillette
950- 25th Street, NW
Apt. 505 N
Washington, D.C. 20037

Mrs. Rita A. Calvin
3339 S. Wakefield
Arlington, VA 22206

Ms. Beatrice A. Mirabal
1535 N.16th Road, Apt 202
Arlington, VA 22209

Ms. Romanita Lucero
5840 Cameron Run Terrace #903
Alexandria, VA 20230

Ms. P. Elizabeth Vigil
1000 Marquez Place, D1
Santa Fe, New Mexico 87501

Ms. Sandra Irene Colon
2015 University Avenue - 4CS
Bronx, New York 10453

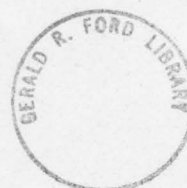
Ms. Carmen Eliz Montijo
11608 Lockwood Drive
Silver Spring, MD 20904

Ms. Maria Mercedes Pena
1200 Lebanon Street, #6
Silver Spring, MD 20903

Ms. Aida J. Gatell
6534 Lee Valley Dr. #202
Springfield, VA 22150

Ms. Aida Neff
2755 Ordway Street, N.W.
Apt. #515
Washington, D.C. 20008

Ms. Yvonne A. Legarreta
2020 N. Calvert St., #24
Arlington, VA 22201



fyi

THE WHITE HOUSE
WASHINGTON

August 13, 1975

MEMORANDUM FOR:

SEE ATTACHED LIST

FROM:

JEFFREY P. EVES
OFFICE OF PUBLIC LIAISON

Attached for your information is an outline for the White House Conference on Domestic and Economic Affairs to be held in St. Louis, Missouri on Friday, September 12. The Conference will be sponsored by the White House Office of Public Liaison and co-sponsored by 18 local and state organizations from the State of Missouri. Approximately 800 persons plus up to 300 members of the press may attend.

The Conference and all related activities will take place at Stouffer's Riverfront Tower in St. Louis. Activities for the Conference will begin Thursday evening at 7:30 p.m. with a special dinner with top editors and publishers from Missouri. There will be a special breakfast on the morning of the Conference beginning at 7:30 a.m. with heads of the co-sponsoring organizations. The Conference will conclude Friday afternoon about 5:30 p.m. after the President's address.

Beginning Friday, September 5 the White House Conference Office will be set up at Stouffer's Riverfront Tower. You may contact me or John Schlaes, Deputy Director, White House Conferences or any member of the White House Conference Office Planning Team by calling (314) 241-6434. We may also be reached through the White House operator anytime or the Signal Board beginning about September 5th.

A full day of events beginning early Friday morning and lasting through the entire Conference with extensive press activity is planned. Those persons actually participating in the Conference are asked to keep themselves available for the duration. We will work closely with you and your staff for the most productive and efficient utilization of your time. As soon as possible please advise us of your arrival and departure times and the number of persons travelling in your party.



You will be met at the airport upon your arrival in St. Louis. The person meeting you will have your complete itinerary as well as your hotel key and room assignment. He will be your driver throughout your stay in St. Louis.

Please review the attached information carefully and call me or John if you have any questions. If there is anything I or any member of my staff can do to make your trip more pleasant just let us know. Thank you for your support of the White House Conference Program.

No official announcement of the St. Louis conference is expected until approximately September 5th.



OFFICE OF PUBLIC LIAISON
WHITE HOUSE CONFERENCE ON
DOMESTIC AND ECONOMIC AFFAIRS

August 8, 1975

SITE: St. Louis, Missouri

DATE: Friday, September 12, 1975

TIME: All day (8:30 AM to 5:00 PM)

CONFERENCE
LOCATION: Stouffer's Riverfront Towers
200 South Fourth Street
St. Louis, Missouri 63102
(314) 241-9500

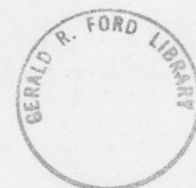
CONFERENCE
CHAIRMAN: William J. Baroody, Jr.
Assistant to the President and Director
Office of Public Liaison

WHITE HOUSE
COORDINATION: Jeffrey P. Eves
Director, White House Conferences
Office of Public Liaison

White House Conference Planning Team:

Jeffrey P. Eves, Director
John B. Shlaes, Deputy Director
Doug Lee (Press Arrangements)
Harry Wells (Transportation & Research)
Mary Featherall (Accommodations)
Libby Goltra (Scheduling)
Connie Crupi (Office Manager)
John Unland (Handouts)

PRESIDENTIAL
ADVANCE: Red Cavaney



CO-SPONSORS:

Advertising Club of Greater St. Louis

Arts & Education Council of Greater St. Louis

Associated Industries of Missouri

East-West Gateway - Coordinating Council

Higher Education Coordinating Council

Missouri American Revolution Bicentennial

Missouri Federation of Women's Clubs

Missouri Medical Association

Missouri Press Association

Sierra Club - Ozark Chapter

St. Louis O.I.C.

St. Louis Police Officers' Association

St. Louis Regional Commerce & Growth Association

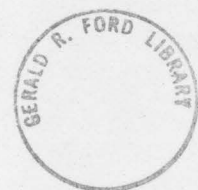
The Missouri Bar Association

Urban League of St. Louis

Vocational Industrial Council of America -
Missouri Chapter

Women's Crusade Against Crime

World Trade Club of St. Louis



WHITE HOUSE
PARTICIPANTS:

The President

The Honorable David Mathews
Secretary of Health, Education and Welfare

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

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

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

The Honorable Frank G. Zarb
Administrator, Federal Energy Administration

The Honorable Russell E. Train
Administrator, Environmental Protection Agency

The Honorable Richard L. Thornburgh
Assistant Attorney General, Criminal Division

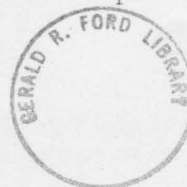
The Honorable Richard D. Parsons
Associate Director for Justice, Crime,
Civil Rights & Communications
Domestic Council

ACCOMMODATIONS:

Reservations for all those going to St. Louis will be made at the Stouffer's Riverfront. This office must make all room reservations. Just let us know your needs. Normal check-in and check-out procedures will not apply. You will be billed directly for your room unless you choose to go through standard check-out procedures.

TRANSPORTATION:

Each government official attending the Conference should make his own travel plans to and from St. Louis. This office will provide ground transportation throughout your visit in St. Louis. Your auto and driver will meet you at the airport with your hotel room key and complete itinerary during your stay.



PRESS:

So as to maximize press activity, it is requested that government participants arrive in St. Louis late afternoon or very early evening Thursday evening, September 11.

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

HANDOUTS:

All agencies and departments participating in the Conference are encouraged to have handout material for the press and the conference delegates. If you intend to have handouts, please notify John Uland on 456-6262. He will be responsible for the organization and distribution of all materials. All materials for distribution must be in St. Louis no later than Friday evening, September 5.

INVITATIONS:

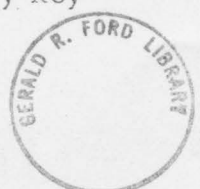
The co-sponsoring organizations are extending all invitations. Those government officials wishing special invitations to be extended to particular individuals in Missouri should contact John Shlaes with the person's full name and address.

SPECIAL BREAKFAST
FRIDAY, SEPT. 12:

The heads of the 18 co-sponsoring organizations and their top staff person will host an informal "get acquainted" breakfast on the morning of the Conference with the Conference participants and the staffs at 7:30 a.m. in the hotel. Because this will be the only opportunity to meet our hosts, you are asked to make every effort to attend.

SPECIAL DINNER
THURS., SEPT. 11:

The Missouri Press Association will host a special gourmet dinner for the senior government officials participating in the conference on Thursday evening beginning about 7:30 p.m. In addition to the government participants the dinner will be attended by key publishers and editors from across the State.

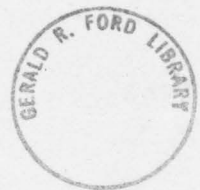


PROGRAM
FORMAT:

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

BACKGROUND
INFORMATION:

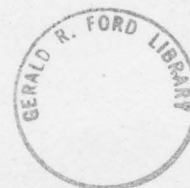
The White House Conference Office will supply you with background information on current issues making the news in Missouri. That information will be in the packet given to you by your airport driver.



TENTATIVE PROGRAM

Moderator: William J. Baroody, Jr.

7:45 a.m.	Registration
8:30 a.m.	Introductory Remarks - William J. Baroody, Jr.
9:00 a.m.	Education - Secretary Mathews makes 15 minutes of remarks then takes 45 minutes of Q&A
10:00 a.m.	Break
10:15 a.m.	Crime - Mr. Thornburgh will give 10 minutes of remarks and then introduce Mr. Parsons who will also give 10 minutes of remarks to be followed by 55 minutes of Q&A
11:30 a.m.	Reception/Luncheon Banquet
12:30 p.m.	Economy - Mr. Seidman will give 10 minutes of introductory remarks followed by Q&A
1:05 p.m.	Break
1:15 p.m.	Budget - James T. Lynn, Director of the Office of Management and Budget will give 15 minutes of introductory remarks followed by 45 minutes of Q&A
2:20 p.m.	Break
2:30 p.m.	Energy and the Environment - Mr. Zarb gives 15 minutes of comments. He then introduces Mr. Train who will also give 10 minutes of comments. The remaining 60 minutes will be devoted to Q&A.



St. Louis Program

-2-

3:55 p.m.

Break

4:00

The President

- 10 minutes of remarks to be followed by
45 minutes of Q&A and 5 minutes of concluding
remarks

5:00 p.m.

Conference concludes



THE WHITE HOUSE

WASHINGTON

December 6, 1974

MEMORANDUM FOR: DR. THEODORE MARRS

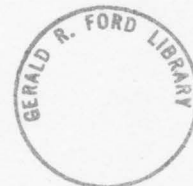
FROM: FERNANDO E. C. DE BACA

SUBJECT: Possible areas of coordination
for activities of Office of
Public Liaison and Office of
Hispanic Affairs

Mr. John Undland of your office verbally requested from my assistant a list of Hispanic leadership. Upon inquiry she learned of intentions of your office to conduct a series of one-half day sessions (referred as "Wednesday Meetings") which are to include 15-25 leaders of particular sectors of American life and provide them the opportunity to exchange ideas and make recommendation in their field to the President and/or various Administration officials.

The other aspect of your program I understand, will entail a series of field conferences where members of state and local organizations (business associations, labor unions, consumer and citizens groups, etc.) represented in specific geographical areas will assist the White House Public Liaison office to sponsor a conference (referred to as "White House Conference on Domestic and Economic Affairs").

Although the topic will frequently be the economy. I understand it is expected that other national issues and policy areas under the jurisdiction of departments represented at the particular conference may be addressed.



Since this office too has a constituency in the private sector, it would appear that the office of Hispanic Affairs might assist you to accomplish your purpose of establishing liaison between the White House and all non-governmental organizations of the Hispanic private sector; to discover what representatives of the Hispanic sector are thinking; what their problems are; and what are possible solutions and approaches to these problems of Hispanics.

This office is keenly interested in the encouragement of cross-fertilization of ideas between groups. For so long, Hispanic groups have been relegated to a position of talking only to themselves--so ably called "Preaching to Choir".

Since our President would like communication between government and groups, and groups to groups, this office would like to assist in fulfilling this desire.

As we are well aware, people have differing ideas not only about solutions to problems, but also about what the problems are.

This office is willing to assist you in your charge to approach segments of the American private sector through Hispanic participation in the proposed mechanisms of liaison: Wednesday Meetings; Field Conferences; Special Meetings. For reference purposes, I would appreciate a copy of reports similar to that available after the Electric Utility Industry Meeting on November 20 from 10:30 a.m. to 12:30 p.m. in the Roosevelt Room.

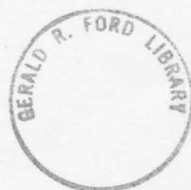


THE WHITE HOUSE
WASHINGTON

October 8, 1975

TO: Fernando E. C. De Baca
FROM: Sheila Rabb Weidenfeld *SRW*
RE: New Times Article on Mrs. Ford

Many thanks for sending me the article on Mrs. Ford from New Times. I shared your warm note and the clipping with Mrs. Ford and she was appreciative of both.



June 2, 1975

MEMORANDUM FOR: MARBA PERROTT
FROM: FERNANDO E. C. DE BACA
SUBJECT: Mrs. Ford's Letter to LULAC

I attach our Spanish translation of your final draft of Mrs. Ford's letter to the members of the League of United Latin American Citizens.

Thank you for the opportunity to be of help. Please let me know if we can be of further assistance to you.

FECDeB:mmd:6/2/75



Distinguidos Amigos:

Yo desearía haber podido aceptar el alto honor que los miembros de La Liga de Ciudadanos Unidos de Latino-America tan generosamente me ofrecen, para unir~~me~~ a UNIRME a ustedes esta noche en la ocasión del primer Banquete Anual Hispano. Mirando hacia el futuro yo puedo visualizar muchas esplendidas ocasiones que seguirán a esta y le estoy agradecida por la bondad de invitarme a ser parte de tan especial celebración.

COLECTIVAS

Como una nación cuya grandeza es el resultado de las contribuciones colectivas de diversas culturas, Los Estados Unidos tienen una deuda con los talentos y virtudes de incontables personas de otras tierras quienes han traído sus vitalidades a su nuevo hogar. Es fascinante considerar, por ejemplo, que más de diez EJEMPLO millones de Hispano-Americanos su origen data de más de cuatro siglos en nuestro país y que la civilización Española estaba floreciente cuando los Peregrinos desembarcaron en el Plymouth Rock. Los Hispano- HISPANO- Americanos continúan hoy agregando a nuestras realizaciones nacionales y enriquecen la calidad de vida en el arte, la ciencia, el deporte y la religión.

CIENCIA

ES MI
Es mi esperanza que el evento de esta noche será la fuente de regocijo y orgullo, tan bien como de rededicación a los excelentes programas de su organización. Reciban cada uno de ustedes mi más calido saludo.

CADA

Muy Sinceramente,



THE WHITE HOUSE

WASHINGTON

May 31, 1975

Memorandum to: Fernando de Baca

From: Marba Perrott

msf

Here is our final draft of Mrs. Ford's letter to the members of the League of United Latin American Citizens for your translation into Spanish.

Thank you so much for your help.



Dear Friends:

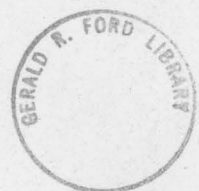
How I wish that I might have been able to accept the honor which the members of the League of United Lation American Citizens so generously offered--of joining you tonight at the first of your annual Hispanic Heritage Banquets. In looking ahead, I can visualize many splendid occasions following this one, and I am grateful for your kindness in inviting me to be a part of this special celebration.

As a nation whose greatness is the result of the collective contributions of diverse cultures, the United States owes a debt to the talents and wisdom of the countless people from other lands who brought their vitality to their new home. It is fascinating to consider, for example, that the more than ten million Americans of Hispanic descent trace their origin back more than four centuries in our country and that the Hispanic civilization was flourishing when the Pilgrims landed at Plymouth Rock. Hispanic Americans today continue to add to our national achievement and to enrich the quality of life in the arts, sciences, sports, and religion.

It is my fond hope that tonight's event will be the source of enjoyment and pride, as well as of rededication to the fine programs of your organization. You each have my warm wishes.

Sincerely,

Betty Ford



May 30, 1975

MEMORANDUM FOR: MARBRA PERROTT
FROM: FERNANDO DE BACA
SUBJECT: Your memorandum of May 27

Attached is a suggested draft of message to be sent by Mrs. Ford to the ladies of the League of United Latin American Citizens (LULAC) at the occasion of their first annual Hispanic Heritage banquet on Friday, June 6, 1975.

I would be pleased to translate your final draft into Spanish when you are ready.



I wish that I might have been able to accept the honor the ladies of LULAC offered me - to join with you tonight at the first of your annual Hispanic Heritage Banquets. In looking ahead, I can visualize many splendid occasions following this one tonight, and I am very sorry not to be in at the beginning.

Looking back, I am fascinated to recall that the more than ten million Americans of Hispanic origin trace their origin back more than four centuries in our country. As we all know, Hispanic civilization was flourishing in what is now the Southwestern United States when the Pilgrims landed at Plymouth Rock.

The great city of El Paso itself, resting on the edge of the Mexican border, has long been the center of an emerging, rich and inspiring culture characterized by the will and determination of a people dedicated to home, country and love of family.

Ours is a nation of immigrants - a nation founded and brought to greatness by the collective contributions of countless people from other lands.

Hispanic Americans today contribute to our national diversity, enriching the quality of life in the arts, the sciences, sports and religion.

Thank you for wanting me to be part of your celebration tonight. Please ask me another time!

THE WHITE HOUSE

WASHINGTON

May 27, 1975

Memorandum to: Fernando de Baca

From: Marba Perrott 
Director of Correspondence
For Mrs. Ford

Attached is a copy of an invitation for Mrs. Ford to attend the League of United Latin American Citizens' first annual Hispanic Heritage banquet. Although the First Lady is unable to attend, she would like to send a message to be read to the group.

Would you furnish inspiration for a message on hispanic heritage in the United States--its contributions to our history and culture?

Mrs. Ford thought it would be nice if her letter were in Spanish. Would you translate our final draft?

Thank you very much.





"All for One, One for All"

1-31 1976
MESSAGG
*Send a nice message
then give to Nancy Howe
League of United Latin American Citizens
so she can have her shirt
translated into Spanish - Miss
LADIES LULAC COUNCIL 664
El Paso, Texas*

Office of Mrs. Mary Inocencio, President *we are*
5708 Creston
El Paso, Texas 79904 *This effort*

January 27, 1975

Mrs. Gerald Ford
The White House
Washington, D.C. 20500

Dear Mrs. Ford:

The ladies of the League of United Latin American Citizens (LULAC) Council 664 cordially invite you to be their honor guest at their first annual Hispanic Heritage Banquet to be held on Friday, 6 June 1975, at 7:30 p.m. at the El Paso Airport Hilton Inn.

The interest expressed by your office on our invitation to you last September prompted us to again extend an invitation to this most significant event.

Climax of the evening will be the presentation of winners of the Hispanic Heritage Contest by a yet unannounced celebrity. The ladies of LULAC Council 664 are sponsoring a contest entitled, "What My Hispanic Heritage, Country, and Citizenship Means to Me". The contest is open to all local high school students and will be judged by five local civic minded individuals (non-LULAC members). Five finalists will be selected prior to the evening of the 6th of June. The five finalists will make an oral presentation of their essays and two winners will be selected by our panel of judges. The prize for the two finalists will be approximately \$100.00, or more, depending on the outcome of our fund raising projects.

Inclosed is a summary of Ladies LULAC Council 664, literature that has been distributed, and pictures that have been taken at various occasions.

It would be a distinct honor to have you join us. Your consideration to this request would be greatly appreciated.

Sincerely,

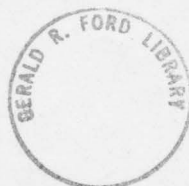
Maria Luis A. Inocencio

MRS. ANTONIO (MARY) INOCENCIO

568-4515 - Bureau

755-2543 - Rm.

Incl
as



February 25, 1975

Dear Mrs. Inocencio,

Your thoughtful invitation to Mrs. Ford to attend the first annual Hispanic Heritage Banquet being planned by Council 664 of the League of United Latin American Citizens is greatly appreciated. Although Mrs. Ford will be unable to be with you on June 6th, she would be pleased to send a message to be read. Closer to the date the message will be sent directly to you.

With best wishes to all who are actively involved in these preparations and warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mrs. Antonio Inocencio
Council 664
League of United Latin American Citizens
5703 Creston
El Paso, Texas 79904

SP/sr

ENTIRE FILE TO MARBA PERROTT FOR MESSAGE