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Last Updated: 05/08/2023

THE WHITE HOUSE
WASHINGTON

September 12, 1981

MEMO FOR: JOSEPH W. CANZERI
FROM: RED CAVANEY *RC*
SUBJECT: Mexican Artist Amado Pena

Members of our staff are familiar with the work of Amado Pena, and they agree that he is an exciting artist.

We would not recommend a meeting with the President, however, since that would set a precedent for other significant ethnic artists to request similar recognition.

We have received a number of similar requests in the past, and we have declined them as a matter of policy. The legal staff also advises that unless the artist is extremely well known, it is difficult to avoid giving the appearance of a Presidential endorsement during these types of meetings.

cc: Bob Garrick

*Thanks much
for the
input!
RC*

THE WHITE HOUSE

WASHINGTON

September 9, 1981

TO: RED CAVANEY

FROM: JOSEPH W. CANZERI 

SUBJ: MEXICAN ARTIST AMADO PENA

Red, do you and Elizabeth feel this has any merit?
Would it tie into your plan for the week?

Attachments

OFFICE OF THE ATTORNEY GENERAL
WASHINGTON, D.C.
September 8, 1981

TO: MINE BEAVER
FROM: Bob Garrick *[Signature]*
SUBJECT: Mexican artist Amado Pena

I am passing this correspondence and art work on to you.

I believe the letter explains the objectives that the people have in mind. The tie-in with Hispanic Heritage Week would be a good one for the Administration, if the President has time for such a meeting.

In the event that the suggested could come about, I hope that in addition to what the Hispanic group does that the White House communications section would go all out to merchandise the meeting. To me it presents a good vehicle showcasing President Reagan and the Administrations interest in the Hispanics of our United States.



RODOLFO B. SANCHEZ
National Executive Director

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Washington, DC

September 1, 1981

Admiral Robert Garrick
Deputy Counsellor to the President
The White House
Washington, D.C. 20500

Dear Admiral Garrick:

It is with great pleasure that I forward to you this work of art of Amado Pena. If you will recall, when we had lunch on June 2 I urged you to make every effort to invite Mr. Pena to the White House. At that time I commented to you that recognition by the White House for the work of this great Hispanic artist would greatly benefit not only the Hispanic community but also the Administration by communicating to Hispanics that outstanding members of their culture are being recognized and appreciated.

The wide publicity of such recognition would not only motivate young Hispanics by their seeing that one of their own people is being honored in such a manner, but also would bring to the attention of the American people the contribution of our Hispanic society.

I am enclosing a copy of a letter I received along with the art work from the Dagen Bela Galeria of Texas, the agents for Mr. Pena. As you can see, he will be in town for Hispanic Heritage Week from September 15-17 and will be a guest of the Congressional Hispanic Caucus.

Your consideration of Mr. Pena's work and the above comments will be appreciated. I look forward to hearing from you.

Sincerely,


Rodolfo Balli Sanchez

RBS:sjl

enclosures: Etching by Amado Pena
Copy of letter from Dagen-Bela Galeria
Copy of letter to Mr. Ed Meese

RODOLFO B. SANCHEZ
National Executive Director

September 1, 1981

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General Counsel
John S. Hale
Washington, DC

Mr. Ed Meese
Counselor to the President
The White House
Washington, D.C. 20500

Dear Mr. Meese:

It is with great honor that I forward to you this work of art of Amado Pena. If you will recall, I had the pleasure of discussing Mr. Pena with you when I was having lunch with Admiral Garrick at the White House on June 2 and you joined us for a few minutes. At that time, I commented to you that recognition by the White House for the work of this great Hispanic artist would greatly benefit not only the Hispanic community but also the Administration by communicating to Hispanics that outstanding members of their culture are being recognized and appreciated. The wide publicity of such recognition would not only motivate young Hispanics by their seeing that one of their own people is being honored in such a manner, but also would bring to the attention of the American people the contribution of our Hispanic society.

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Sincerely,


Rodolfo Balli Sanchez

RBS:sjl

enclosures: Etching by Amado Pena
Copy of letter from Dagen Bela Galeria
Copy of letter to Admiral Garrick



August 19, 1981

Mr. Rodolfo B. Sanchez
National Executive Director, COSSAHO
1015 - 15th Street N.W. Suite 402
Washington, D.C. 20005

Dear Rudy:

We look forward to seeing you while we're in Washington for the Congressional Hispanic Caucus Dinner. As you know, Amado Pena, whose art we brought to the InterAmerican Development Bank for an exhibit last May, was commissioned to do a painting to commemorate Hispanic Heritage Week. He will be honored by having three paintings on display at the Organization of American States for a Hispanic arts reception September 16th and will be a special guest at the Congressional Hispanic Caucus dinner the following night.

I was delighted to hear that you had the opportunity to discuss Amado's work with Mr. Meese and Admiral Garrick at the White House. I have enclosed some additional information and a hand-colored etching for each of them, so they can fully appreciate his talent.

We will be in D.C. September 15-17th and hope you can join us for dinner Tuesday or Wednesday evening.

My best wishes to a good friend

Most sincerely,

Elaine
Elaine DagenBela

ML

Enclosure

*102 Concho Street - Market Square
San Antonio, Texas 78207
512-225-0731*


Pending

THE WHITE HOUSE
WASHINGTON

file

September 9, 1981

MEMORANDUM FOR JOSEPH CANZERI

FROM: RED CAVANEY 

SUBJECT: Hispanic Heritage Week Schedule Proposals

Our initial request for Presidential participation involved three elements as follows:

1. Monday, September 14, White House reception for National Hispanic Leadership (300).
2. Thursday, September 17, Presidential video tape message to Hispanic Caucus Annual Dinner.
3. Saturday, September 19, Presidential visit to McAllen, Texas.

The Monday reception was considered important since during the period Monday thru Thursday almost all national Hispanic leaders will be in Washington to celebrate Hispanic Heritage Week. Since the President could not personally consider the Thursday dinner (highlight of the Hispanic year), the combination of a taping and "opening" his house was suggested.

Several discussions between Elizabeth and Jim Baker resulted in the impression that the President's schedule would preclude the reception and taping, but that it was likely an event would be scheduled for Saturday. As a result, we are attempting to get Secretary Haig or the Attorney General for the Thursday dinner as well as identify other possible opportunities for Vice Presidential participation.

Therefore, our only firm recommendation is Presidential participation in an Hispanic event on Saturday, September 19, while returning to D.C. Our best current information would be consideration for McAllen, Texas. (See attached memo.)

Attachment

THE WHITE HOUSE

WASHINGTON

September 8, 1981

MEMORANDUM FOR RED CAVANEY *ll*

FROM: HENRY ZUNIGA

VIA: DIANA LOZANO

SUBJECT: Presidential Hispanic Event

I understand that the President may be available for a Hispanic event in the Southwest on September 19, late morning or early afternoon.

I recommend the following:

A rally in McAllen, Texas (the lower Rio Grande Valley) outside in a park.

Attendance: Estimated 10,000

Platform Participants: Governor Clements, Senator Tower and Congressman De la Garza, a Hispanic representative who supported the President's programs.

President remarks on Hispanic appointments, inflation, relations with Mexico.

Entertainment: Mexican music

Rationale for recommending in McAllen, Texas

1. Only one President has visited the valley during a noncampaign year in recent years (President Nixon).
2. It will be the final day of Hispanic Heritage Week.
3. Higher percentage of Hispanics in this area than anywhere else in the nation.
4. President Reagan won over 40% of the vote here in November -- a record for a Republican candidate -- potential in the future is even higher.

5. Media coverage in the area of Presidential visit should dwarf coverage of "Solidarity Day."

6. The President recently returned from California. A visit in Texas should have much more impact.

7. McAllen is one of the areas in Texas where the competition from Saturday afternoon college football is minimal.

Alternative Recommendation

A similar rally will be held in San Antonio, either at a scheduled festival at "La Villita", an outdoor patio large enough for a crowd of several thousand; or at a created event at the City market, indoors, with a capacity of several thousand.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

3rd Largest
City Nat'l
Hispanics

Major Event Houston

Parade —

Mexican American

② Benevides will
be honored
at Regt-
after.

Fiesta - Patricios

San Antonio Brunch

Mexican American Chamber
of Commerce

George ① 512-474
6914
② 512-476
2929

For Joe Canzani

THE WHITE HOUSE

WASHINGTON

September 8, 1981

Final Plan

MEMORANDUM FOR RED CAVANEY *RC*

FROM: HENRY ZUNIGA

VIA: DIANA LOZANO

SUBJECT: Presidential Hispanic Event

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THE WHITE HOUSE
WASHINGTON

September 8, 1981

Red, Informational Update

Henry spoke to Milo Burdette, with the Governor Clemments committee in Texas, to get the lowdown on the proposed Texas event. This is what we know:

* Jim Baker ^{already} called Gov. Clemments personally

* Clemments called Burdette for recommendations.

* They are discussing the relative advantages of a San Antonio event versus Houston. They have no specifics so far. They did not consider the Valley because they felt a larger city would be easier to work with. They are also concerned about factionalism among Hispanics in the Valley. (This is a real concern, but one which can be dealt with).

* Burdette is to call Baker back today with specifics about San Antonio/Houston.

* They may be willing to support a Valley event, because they want to have the Pres. attend a Cinco de Mayo event in San Antonio next year. If he goes to SA now, they fear it might not fly.


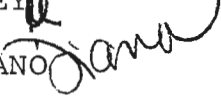
* Zuniga will stay in touch.

Diana

THE WHITE HOUSE

WASHINGTON

September 8, 1981

MEMORANDUM FOR: RED CAVANEY 
FROM: DIANA LOZANO 
Subject: Hispanic Caucus Dinner: Cabinet Speaker

I have consulted with Henry Zuniga on the appropriate Cabinet speaker to introduce the President's videotape if it is approved. Henry advises that it would be unlikely that the Hispanic Caucus would prevent a cabinet member from introducing the tape once the video has been approved and accepted by them. Please note, however, that we did not ask the Caucus specifically on this since the whole issue of the videotape is still up in the air.

Henry and I recommend the following cabinet members, in order of priority.

1. William French Smith, Attorney General--several hot issues are now pending in the Attorney General's office, including the Voting Rights Act (with emphasis on bilingual provisions), immigration policy and crime. He is considered by far the most relevant cabinet member right now to the Hispanic community.
2. Alexander Haig, Secretary of State--While Hispanics are not necessarily preoccupied with foreign affairs, they would be impressed by Haig's appearance. He has more name recognition among Hispanics than most other Cabinet officers, and he is not noted for his frequent appearances at "ethnic events". Hence, his participation would be considered special, and his stature would help offset the Kirkland remarks.
3. Drew Lewis, Secretary of Transportation--Lewis is recognized as a personality, and it is felt that he could make a warm, compelling speech to the Hispanic group.