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One black binder of Schedule Proposals
re Presidential and Vice Presidential involvement
in Hispanic events sent to OKM from
the office of Jim Cicconi.

Enclosures filed in

Over-size Attachments #

10/30

10/16/85 EWB

NATIONAL HISPANIC HERITAGE WEEK SEPTEMBER

MONDAY 10

TUESDAY 11

WEDNESDAY 12

THURSDAY 13

FRIDAY 14

SATURDAY

10:30 to 11:00 a.m.

Proclamation signing ceremony designating Hispanic Heritage Week

Rose Garden

President invited

200 Hispanics invited

1:00 Opening Day ceremonies of National Hispanic Heritage week.

Sponsored by the Inter-Agency Committee of Hispanic Employment Program Managers (Departmental Auditorium) (Const. Ave., Between 12th & 14th)

Pres. invited - OPL (Villalpando recommends VP)

12:00 Noon Luncheon (RNHA) Shoreham Hotel, DC VP Honree

5:00 RNHA Reception honoring Hisp. Appointees (Shoreham Hotel) D.C.

12:00 Noon Luncheon -RNHA Shoreham Hotel D.C. Honoree Kirkpatrick

8:00 Presidential dinner honoring Pres & Mrs. Reagan Pres & Mrs. R invited 1300 participants & guests of 1984 Nat'l Hisp. Leadership Conf. (RNHA) (Shoreham Hotel)

10:00 or 11:00 WH briefing for Hisp. Youth Leaders (450 OEOB) OPL Villalpando recommending Presidential drop-by

200 participants from various states w/ sizable Hisp. population age group 10-20

OPEN: Rose Garden Ceremony for Hisp. Youth and Educators President invited

A Presidential ceremony for graduating trainees and members of the Houston Ser Jobs for Progress project.

Time open. Rose Garden

5:00 Puerto Rico Coalition Recep. Indian Treaty Rm. 150 guests VP & Sec. Pierce honorees OPL-Villalpando

NATIONAL HISPANIC HERITAGE WEEK

SEPTEMBER 1984

MONDAY (17)

TUESDAY (18)

WEDNESDAY (19)

THURSDAY (20)

FRIDAY (21)

SATURDAY (22)

U.S. Hispanic Chamber
of Commerce, Nat'l
Convention, San Antonio,
Texas (1,000 attendance
representing 363,000
Hispanic businessmen

Hispanic Mayors
of Texas
1st Convention
Laredo, Texas
52 mayors
Attendance 2 - 3,000
attending ceremony

— PRESIDENT

7 8

THE WHITE HOUSE

WASHINGTON

AUGUST 17, 1984

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS & SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: The President to drop by a White House briefing for Hispanic professional and business women.

PURPOSE: To highlight the major contributions Hispanic business and professional women have made in the development of the Hispanic community and the nation in general.

BACKGROUND: Hispanic women are very active entrepreneurs and many have achieved national recognition within the professional and business sectors of the nation. This event will serve to demonstrate their support for the President's economic policies and for the White House to recognize the achievements of this group in the overall economic growth of our country.

PREVIOUS PARTICIPATION: None

PARTICIPANTS: Approximately 200 participants from various states with sizable Hispanic population.

DATE AND TIME: August 29, 30 or 31, OR first week of September.

LOCATION: East Room or OEOB 450

REMARKS: Coordinate with Speechwriter's Office.

PRESS COVERAGE: Coordinate with Press Office.

RECOMMENDED BY: James Cicconi

PROJECT OFFICER: Cathi Villalpando

Background

This will be the second briefing held at the White House for Hispanic business and professional women. However, the first one did not have Presidential or Vice Presidential participation.

This is a group of very supportive Hispanic women, who have expressed great interest in obtaining the President's recognition for their strong support.

This Briefing will highlight their achievements and the speakers panel will be made up of top Hispanic appointees (see attached tentative program).

The time and dates for this event are open.

It could also be held during the first week of September.

BRIEFING FOR HISPANIC BUSINESS AND PROFESSIONAL WOMEN

DATE: 29,30,31 of August

LOCATION: 450 OEOB

TIME: 9:00-12noon

SEQUENCE OF EVENTS

9:15-9:20 Welcoming remarks - Faith Whittlesey
9:20-9:35 Introduction and
9:35-10:35 Panel Presentation - Mary Jo Jacobi
Speakers: Rita M. Rodriguez
Director
Export-Import Bank of the U.S.

Elizabeth Flores Burkhardt
Board Member
National Credit Union Administration

Irenemaree Castillo
Acting Deputy Administrator
Small Business Administration

10:35-11:35 Second Panel presentation - Cathi Villalpando
Speakers: Donna Alvarado
Deputy Assistant Secretary
of Defense
James Richardson-Gonzalez
Director
Minority Business Development
Administration

James C. Sanders
Director
Small Business Administration

11:30-11:45 President drops by -
11:45-12:00 Secretary Mottley or Adis Villa - Central America
12:30- 2:00 LUNCH

THE WHITE HOUSE

SCHEDULE PROPOSAL

WASHINGTON

AUGUST 2, 1984

TO: FREDERICK J. RYAN, JR, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: Proclamation signing ceremony designating Hispanic Heritage Week - September 10-16, 1984.

PURPOSE: To highlight the major contributions of the Hispanic community to the development and progress of this nation and to officially open the activities of this week.

BACKGROUND: In recognition of the many achievements of the Hispanic American community, the Congress, by joint resolution approved September 17, 1968 (82 Stat. 848), authorized and requested the President to issue annually a proclamation designating the week which includes September 15 and 16 as National Hispanic Heritage Week.

PREVIOUS PARTICIPATION: Every year, the President takes part in several events scheduled during this week. In 1983, the President participated in meetings and briefings with Hispanic educators, military personnel and Hispanic appointees.

DATE & TIME: Monday, September 10, 1984 10:30 or 11:00 a.m.

LOCATION: Rose Garden

PARTICIPANTS: Approximately 200 Hispanic leaders from throughout the country and including representation from states not previously invited to White House events.

OUTLINE OF EVENTS: President makes brief remarks, signs Proclamation, poses for photographs and departs.

REMARKS REQUIRED: Coordinate with Speechwriter's Office.

MEDIA COVERAGE: Full press coverage. (Coordinate with Press Office.)

RECOMMENDED BY: James Cicconi

PROJECT OFFICER: Cathi Villalpando

Background

This ceremony which will be attended by 200 Hispanic leaders will personalize the President's recognition of the major contributions of the Hispanic community to the development and progress of this nation.

THE WHITE HOUSE

SCHEDULE PROPOSAL

WASHINGTON

AUGUST 17, 1984

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: The President to attend and be keynote speaker at
Republican National Hispanic Assembly Annual
Hispanic Leadership Conference Banquet.

PURPOSE: To highlight the progress of Hispanic involvement
within the Republican Party and to extend an
opportunity to the many Hispanic Republican leaders
from throughout the nation to demonstrate their
continued support of this Administration.

BACKGROUND: In 1983, the President participated in the RNHA's
National Hispanic Leadership Conference Banquet
where over 1100 guests enthusiastically received
his message of hope and progress for the Hispanic
community. This event will once again serve to
focus on the progress that Hispanic Republicans
have made throughout this nation.

PREVIOUS
PARTICIPATION: 1983

PARTICIPANTS: Over 1300 guests are expected.

DATE AND
TIME: September 12, 1984 8:00 p.m.

LOCATION: Shoreham Hotel - Washington, D.C.

FIRST LADY
PARTICIPATION: Yes

REMARKS
REQUIRED: Coordinate with Speechwriter's office.

PRESS
COVERAGE: Full press coverage.

RECOMMENDED
BY: Dr. Tirso del Junco, James Cicconi, Cathi Villalpando

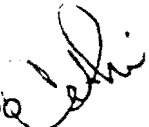
PROJECT
OFFICER: Margaret Tutwiler

THE WHITE HOUSE

WASHINGTON

August 16, 1984

MEMORANDUM FOR FRED RYAN

FROM: CATHI VILLALPANDO 
SUBJECT: THE REPUBLICAN NATIONAL HISPANIC
ASSEMBLY'S PRESIDENTIAL DINNER,
SEPTEMBER 12, 1984

Dr. Tirso del Junco, Chairman of the Republican National Hispanic Assembly, has informed me about the Presidential dinner planned by the Republican National Hispanic Assembly's 1984 National Hispanic Leadership Conference at the Shoreham Hotel, Washington, D.C. on Wednesday, September 12, 1984 at 8:00 p.m. Attached is a copy of this invitation.

I strongly endorse this request, for it will be of great importance for the 1300 Hispanic Republican leaders gathered here in Washington to honor the President and Mrs. Reagan. This same conference hosted another Presidential dinner last year which was a great success and received broad positive press coverage.

The event will be held during National Hispanic Heritage week, which will highlight the President's strong relationship with the Hispanic community. The participation of the President and Mrs. Reagan would be an indication of his appreciation to the Republican Hispanic Assembly membership for their "Viva 84" effort. They will have exceeded the one million dollar goal pledged at last year's dinner.

Thank you for your consideration and if you should need any additional information, please do not hesitate to contact me.

Attachment

cc: Cicconi
Spaeth
Donatelli



Republican National Hispanic Assembly

Tirso del Junco, M.D.
National Chairman

April 4, 1984

Mr. Frederick J. Ryan
Director
Presidential Scheduling
Room 188, Old Executive Building
The White House
Washington, D.C. 20050

Dear Fred,

During the week of September 10-14, 1984, the Republican National Hispanic Assembly will be hosting a three day Hispanic Leadership Conference.

The Conference, to be held at the Shoreham Hotel in Washington, D. C., will bring together over 500 Hispanic Republican leaders from around the nation for seminars and workshops. The event will be concluded with a gala banquet on Wednesday, September 12th. Well over 1300 Hispanic Republicans are expected to attend the closing banquet.

We would like to invite the President to be our honored guest and speaker at Wednesday's banquet. The format will be similar to last year's highly successfully Presidential Dinner, which generated very favorable media coverage nationally.

This year's dinner is scheduled to begin at 8:00 PM with a 30-minute VIP reception immediately preceding the event. The President's participation in this Hispanic Heritage Week event would be a significant boost for the Republican Hispanic movement.

If you need any further information, please feel free to call me at (213) 666-3103 or call Jim Brulte, RNHA Executive Director at (202) 662-1355.

April 3, 1984

I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Tirso".

Tirso del Junco, M. D.

cc:
Ed Rollins
Cathi Villalpando

REVISED
SCHEDULE PROPOSAL

THE WHITE HOUSE
WASHINGTON

AUGUST 17, 1984
REVISED

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS & SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: The President to hold an award ceremony for
Hispanic educators and Hispanic youth.

PURPOSE: To highlight the talent and potential of Hispanic
youth throughout the country; to emphasize this
Administration's commitment to youth through the
Youth Employment Opportunity Wage Act and the fo-
cus on "excellence in Education", and to provide
these youth with an opportunity to interact with
White House officials and other Administration
officials.

BACKGROUND: During the Nixon Administration, a White House event
was held for Hispanic youth entitled "Hispanic Youth
Leadership Conference." This was the first and only
time that Hispanic youth have been singled out for
recognition by any Administration. A similar event
now would serve to highlight the significance of
this age group in the development of the Hispanic
community nationwide. This time we are requesting
Presidential recognition to key educators to high-
light the President's commitment to excellence
in education.

PREVIOUS
PARTICIPATION: None

PARTICIPANTS: Approximately 200 participants from the various states
with sizable Hispanic population. Age group would be
between 16-20.

DATE AND
TIME: Thursday, September 13, 1984 - Time is Open ✓

LOCATION: Rose Garden

REMARKS
REQUIRED: Coordinate with Speechwriter's Office

PRESS
COVERAGE: Coordinate with Press Office

RECOMMENDED
BY: James Cicconi

OPPOSED BY:

PROJECT
OFFICER: Cathi Villalpando

SCHEDULE PROPOSAL

THE WHITE HOUSE

AUGUST 1, 1984

WASHINGTON

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS & SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: The President to hold an award ceremony for Hispanic educators and Hispanic youth.

PURPOSE: To highlight the talent and potential of Hispanic youth throughout the country; to emphasize this Administration's commitment to youth through the Youth Employment Opportunity Wage Act and the focus on "excellence in Education"; and to provide these youth with an opportunity to interact with White House officials and other Administration officials.

BACKGROUND: During the Nixon Administration, a White House event was held for Hispanic youth entitled "Hispanic Youth Leadership Conference." This was the first and only time that Hispanic youth have been singled out for recognition by any Administration. A similar event now would serve to highlight the significance of this age group in the development of the Hispanic community nationwide. This time we are requesting Presidential recognition to key educators to highlight the President's commitment to excellence in education.

PREVIOUS PARTICIPATION: None

PARTICIPANTS: Approximately 200 participants from the various states with sizable Hispanic population. Age group would be between 16-20.

DATE AND TIME: Tuesday, September 13, 1984 - Time is open
(Second day of National Hispanic Heritage Week)

LOCATION: Rose Garden

REMARKS REQUIRED: Coordinate with Speechwriter's Office

PRESS COVERAGE: Coordinate with Press Office

RECOMMENDED BY: James Cicconi

OPPOSED BY:

PROJECT OFFICER: Cathi Villalpando

Background

The U.S. Hispanic Chamber of Commerce will sponsor youth from various communities to attend this White House Briefing. This White House Briefing will highlight the Administration's commitment to youth and will specifically deal with issues dealing with education, employment and international relations. We would like to have speakers such as:

- Secretary Terrell Bell, Dept. of Education
- Assistant Secretary Frank Casillas, Dept. of Labor
- Linda Chavez, Staff Director, U.S. Civil Rights Commission
- Luis Del Rio, Director, Inter America Region/Peace Corps
- Manuel Justiz, Director, National Institute of Education

The purpose of the briefing will be twofold: 1) to provide youth with an opportunity to interact with top Administrative officials and 2) to highlight top Hispanic appointees who will in turn serve as role models.

The State Department will also provide us with speakers who will give presentations on Central America, U.S./Soviet relations and arms control.

The Rose Garden ceremony with the President will be the highlight of the day's activities. This event will highlight the President's commitment to excellence in education and youth interest in general. We are proposing that in addition to honoring the youth, that the event could recognize Hispanic educators for their contributions to the advancement of the Hispanic community through education.

Jim

the ones with Dots
have been submitted
others on are Frank's
desk -

OUTLINE OF HISPANIC EVENTS
FOR PRESIDENTIAL PARTICIPATION

AUGUST 29, 30, or 31, OR LAST WEEK IN SEPTEMBER:

Hispanic Business & Professional
Women Briefing; 230 women

SEPTEMBER 10-15th: HISPANIC HERITAGE WEEK

Monday 10th	Proclamation Signing Ceremony Rose Garden
Wednesday 12th	Republican National Hispanic Assembly Dinner Shoreham Hotel
Thursday 13th	Hispanic Youth Briefing Rose Garden Ceremony to highlight top Hispanic Educators and Students
Friday 14th	Hispanic Graduation Ceremony for SER Jobs for Progress participants. Rose Garden
Friday 21st	U.S. Hispanic Chamber of Commerce National Convention, San Antonio, Texas
Saturday 22nd	Hispanic Mayors of Texas Association First Convention, Laredo, Texas

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

AUGUST 17, 1984

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS & SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: A Presidential ceremony for the graduating class of the SER Jobs for Progress trainees of Houston.

PURPOSE: To highlight the graduation of 25 project participants of the SER Jobs for Progress in Houston. The President will present these 25 trainees with their certificates of completion, will highlight the participation of corporations such as: ARCO, IBM and Gulf Oil in their success of this project; and to introduce Frank Casillas, Assistant Secretary of Labor.

BACKGROUND: The SER Jobs for Progress project of Houston has been recognized as a model project for its high cost effectiveness and placement rates, and most important of all for its total private sector funding. The graduating class will present the President with a plaque naming him an Honorary Amigo of SER.

PREVIOUS PARTICIPATION: None

PARTICIPANTS: Approximately 50. Twenty-five graduating trainees, representatives of the National SER Jobs for Progress Board, the Corporate members of the Amigos for SER Board and Hispanic Leaders.

DATE AND TIME: Friday, September 14, 1984 (Open)

LOCATION: Rose Garden or 450 OEOB

REMARKS REQUIRED: Coordinate with Speechwriters Office

PRESS COVERAGE: Full Press

RECOMMENDED BY: Cathi Villalpando

PROJECT OFFICER: Cathi Villalpando

Background

This SER Jobs for Progress project of Houston has been identified for its high successful training and placement rates. It is totally funded by the private sector. Secretary Donovan attended the graduating ceremony of a class which completed training two months ago. The trainees are mostly single women and heads of households.

This organization is affiliated with the National SER Jobs for Progress, whose board includes LULAC and American G.I. Forum and has a National corporate board of 40 corporations who are crucial for their funding.

THE WHITE HOUSE

SCHEDULE PROPOSAL

WASHINGTON

AUGUST 17, 1984

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS & SCHEDULING

FROM: FAITH WHITTLESEY

REQUEST: The President to visit Laredo, Texas to address
first conference of Hispanic mayors.

PURPOSE: To highlight the importance of the City of Laredo,
Texas as a focal point for the economic develop-
ment of the Southwest border region and its crucial
role in increasing relations between Mexico and
the United States.

BACKGROUND: Laredo historically has served as the gateway to
Mexico. At present, it is the most economically
devastated region as a result of the peso devalu-
ation. The President's visit would reaffirm the
Administration's commitment to the economic develop-
ment of the region and emphasize the large amount
of federal programs presently in effect aimed to
enforce this commitment.

PREVIOUS
PARTICIPATION: None

PARTICIPANTS: 2,000 - 3,000

DATE &
TIME: Saturday, September 22, 1984. Time is open.

LOCATION: Laredo Civic Center

REMARKS
REQUIRED: Coordinate with Speechwriter's Office.

PRESS
COVERAGE: Full press coverage.

RECOMMENDED
BY: James Cicconi, Cathi Villalpando

PROJECT
OFFICER: Cathi Villalpando

STATE OF TEXAS - HISPANIC MAYORS

August 1984

Rudy Villarreal
Mayor of Alamo

Octavio Riguerola
Mayor of Alice

San Juanita Zamora
Mayor of Alton

Adrian E. Baca
Mayor of Anthony

Mike R. Saenz
Mayor of Arcola

Ramon de la Fuente, Jr.
Mayor of Asherton

Angwl Abila
Mayor of Barstow

Jesse T. DeRusse
Mayor of Beeville

Fernando A. Caballero
Mayor of Benavides

Jesus M. Cortez
Mayor of Big Wells

Eudocio Bocho Garcia
Mayor of Bishop

Emilio A. Hernandez
Mayor of Brownsville

Ralph E. Salinas
Mayor of Carrizo Springs

Marcus Ybarra, Jr.
Mayor of Charlotte

Ray Espinosa
Mayor of Crystal City

Frank D. Gomez
Mayor of Dell City

Jose M. Yanez
Mayor of Donna

Enrique Montalvo
Mayor of Eagle Pass

Manuel Lopez
Mayor of Edcouch

Richard Alamia
Mayor of Edinburg

Carlos Nunez
Mayor of Elmendorf

Antonio Barco
Mayor of Elsa

Ernesto Villarreal, Jr.
Mayor of Falfurrias

Roy Sanchez
Mayor of Floresville

Celestino Zambrano
Mayor of Gregory

Samuel C. Lozano
Mayor of Harlingen

Louis Mexia
Mayor of Hewitt

Eduardo C. Vela
Mayor of Hidalgo

Hector Lozano
Mayor of La Grulla

Hector Elizondo
Mayor of La Villa

Jesus Vicinaiz
Mayor of Los Fresnos

Mary A. Ybanez
Mayor of Los Ybanez

Gilbert Dominguez
Mayor of Mercedes

Fernando Ortegon
Mayor of Mission

Jessie Rodriguez, Sr.
Mayor of Odem

Ramiro Vela
Mayor of Palmview

Ruben Leal
Mayor of Pearsall

Frank Sanchez
Mayor of Pecos

Fidencio R. Barrera
Mayor of Pharr

Trinidad Rocha, Jr.
Mayor of Point Comfort

Baldemar Alaniz
Mayor of Point Isabel

Salvador Almanza, Jr.
Mayor of Poteet

F. Tino Perez
Mayor of Premont

Julio Garcia, Jr.
Mayor of Robstown

Jose C. Saenz
Mayor of Roma-Los Saenz

Daniel L. Esparza
Mayor of Runge

Henry G. Cisneros
Mayor of San Antonio

Cesar G. Gonzalez
Mayor of San Benito

Rubert Canales, Jr.
Mayor of San Diego

Hector Palacios
Mayor of San Juan

Jesus Calderon
Mayor of Valentine

Hector Farias
Mayor of Weslaco

V.P.

11
—

VICE PRESIDENT

SCHEDULE PROPOSAL

THE WHITE HOUSE

WASHINGTON

AUGUST 8, 1984

TO: JENNIFER FITZGERALD

FROM: CATHI VILLALPANDO

REQUEST: Vice President to drop by at the Opening Day ceremonies of the National Hispanic Heritage Week

PURPOSE: The Inter-Agency Committee of Hispanic Federal Employment Program Managers in cooperation with the White House, is sponsoring the opening day ceremonies to kick-off National Hispanic Heritage Week. This Ad Hoc Committee has been working diligently in planning for this event. I would like to highly recommend that Vice President Bush agree to drop by to officially greet the many Hispanic federal employees and guests as they take part in these opening day ceremonies.

PREVIOUS PARTICIPATION: None

DATE & TIME Monday, September 10, 1984 1:00 p.m.

LOCATION: Departmental Auditorium (Constitution Avenue between 12th and 14th Streets)

PARTICIPANTS: 1,000 Federal employees and guests

OUTLINE OF EVENTS: Attached agenda

REMARKS REQUIRED: Coordinate with Speechwriter's Office

MEDIA COVERAGE:

RECOMMENDED BY: Cathi Villalpando & Joseph Salgado, Presidential Personnel

PROJECT OFFICER: Cathi Villalpando

THE WHITE HOUSE

WASHINGTON

BACKGROUND

The Hispanic Employment Program Managers within the Federal agencies have formed an Ad Hoc committee to organize the opening day festivities for National Hispanic Heritage Week - September 10-16, 1984.

These opening day ceremonies will be held at the Departmental Auditorium, located on Constitution Avenue, between 12th and 14th streets, on September 10, 1984 at 1:00 p.m.

Approximately 1,000 people are expected to attend this highly visible and important event to the Hispanic community. Arrangements are being made for extensive media coverage.

The Vice President's participation at this event would emphasize this Administration's interest and concern with issues affecting the Hispanic community. This would also provide the Vice President with the opportunity to highlight the White House involvement and support of National Hispanic Heritage Week.

The Ad Hoc Committee to plan for opening day ceremonies has been meeting at the White House every two weeks. This White House involvement has heightened the interest on the part of all Federal departments and agencies towards insuring a successful Hispanic Heritage Week.

I highly recommend the Vice President drop by to greet those in attendance and join in officially opening the activities of National Hispanic Heritage Week.

PROGRAM

NATIONAL HISPANIC HERITAGE WEEK

SEPTEMBER 10-16, 1984

"Hispanics - Part of America's Excellence"

OPENING CEREMONIES - SEPTEMBER 10, 1984

DEPARTMENTAL AUDITORIUM

1:00 p.m. Opening Music - USAF Reserve 443rd PAW ALAMO WING Mariachi
Group - U.S. Marine Band

1:30 p.m. Welcome - Council Chair

Posting of Colors - Armed Forces Color Guard

National Anthem - Marine Band

Pledge of Allegiance to the Flag

Roy Benavidez, Congressional Medal of Honor Recipient

Invocation

Fr. Vicente Lopez - National Catholic Conference

Retirement of Colors

Introduction of Guests - Master of Ceremonies

Roland Massa - Master of Ceremonies, USIA

- o Departmental/Agency Representatives
- o Hispanic Leadership
- o Other guests

Musical Presentation - Oyster Elementary School

Presentation of Mural Award to Oyster School
by Margarita's Mexican Restaurant

Presentation of Hispanic Employment Program
Achievement Award

Juan Ramirez, Special Assistant

Hispanic Employment Program Office

Presenter - Loretta Cornelius

Deputy Director

Office of Personnel Management

Musical Presentation - Mariachi

Presentation of Award to National Hispanic Scholar of
the Year

A. Wayne Roberts, Deputy Under Secretary
for Intergovernmental/Interagency Affairs
United States Department of Education

Introduction of Hispanic Appointees
Cathi Villalpando - Special Assistant to the
President

Introduction of Keynote Speaker
Donna Alvarado - Department of Defense
Deputy Assistant Secretary
for Equal Opportunity
and Safety Policy

Keynote Speaker - Lieutenant General Leo Marquez
Deputy Chief of Staff
for Logistics and Engineering
U.S. Air Force

Musical Presentation - Mariachi

Speaker
Ambassador Thomas Aranda, Jr., Uruguay

Musical Presentation - Mariachi

3:00 p.m. Conclusion

SCHEDULE PROPOSAL

THE WHITE HOUSE
WASHINGTON

AUGUST 17, 1984

TO: JENNIFER FITZGERALD

FROM: CATHI VILLALPANDO

REQUEST: Vice President to attend a Bar BQ hosted in his honor in Hebbronsville, Texas.

PURPOSE: Mr. Tony Salinas is organizing this event for the Vice President, which will include guests from throughout south Texas. Mr. Salinas and his group have a long track record of support for the Vice President. He has organized events for the Vice President since his congressional years. We have been assured of a gathering of 5,000 people or more.

PREVIOUS PARTICIPATION: Yes

PARTICIPANTS: Approximately 5,000 or more

DATE AND TIME: Saturday, September 15, 1984

LOCATION: Hebbronsville, Texas

OUTLINE OF EVENTS: The Vice President will arrive to Laredo where he will be greeted by a group of Hispanic leaders. Then, he will drive to Hebbronsville.

REMARKS: Coordinate with Speechwriter's Office

PRESS COVERAGE: Full Media

RECOMMENDED BY:

PROJECT OFFICER: Cathi Villalpando

THE WHITE HOUSE

SCHEDULE PROPOSAL

WASHINGTON

AUGUST 17, 1984

TO: JENNIFER FITZGERALD

FROM: CATHI VILLALPANDO

REQUEST: The Vice President to drop by a reception honoring the leadership of the National Puerto Rican Coalition and guests.

PURPOSE: To highlight the contributions of the Puerto Rican community and specifically, the work of the National Puerto Rican Coalition in furthering the development of this community.

BACKGROUND: This event will present an opportunity for members of the Puerto Rican community to also demonstrate their support for Vice President Bush and Secretary of Housing & Urban Development, Samuel Pierce. This gathering will also serve to announce a grant from HUD to the National Puerto Rican Coalition in the amount of \$475,000.

TIME AND DATE: Friday, September 14, 1984 5-7 p.m.

LOCATION: OEOB 474 - Indian Treaty Room