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THE WHITE HOUSE

Office of the Press Secretary
(El Paso, Texas)

For Immediate Release

REMARKS BY THE PRESIDENT
TO THE 35th ANNUAL AMERICAN G.I. FORUM

1:38 MDT
3:38 EDT

Civic Center
El Paso, Texas
August 13, 1983

THE PRESIDENT: Thank you. Thank you very much. You did that. Thank you very much, Ernie, for those kind words, our chairman, Mr. Ambassador, reverend clergy, your national chairman, Jose Cano, Senator Tower, the very distinguished guests here at the head table and you ladies and gentlemen.

Let me say right off that our Administration knows how responsive the man you have honored here, John Tower, is to the concerns of the G.I. Forum. John is easily one of the most experienced and powerful members of the Senate. He has been a great friend to you. He is one of the major reasons America is moving towards strength and prosperity and I join you in saluting Senator John Tower today. (Applause)

But seeing John and all of you is a great pleasure. You know it is an odd thing but the farther we get from Washington the better I feel. As a Westerner, of course, I feel at home here in Texas. For one thing there is the food. You know about my inclinations in this area. After all, we served enchiladas to the Queen of England. And sometimes when a Cabinet meeting starts to drag I wonder what would happen if the jelly bean jar there and the Cabinet table was filled with jalapeno jelly beans. (Laughter) I am thinking of trying it one of these days.

I relish every stop we make while we are on the road. But I have to tell you that this gathering today is one I have especially looked forward to. Speaking to the G.I. Forum gives me a chance to do something that not many Americans have done, to say something important to all Americans of Hispanic descent, something that should have been said a long time ago.

The G.I. Forum was founded by Hispanic Americans who wore our country's uniform, who fought in our wars, who account for some of the most astonishing acts of valor and personal sacrifice in the great and long history of our Nation's Armed Forces. (Applause)

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I don't think I have to recount those deeds to you. I know you are proud of them, and I know they are part of the proud heritage that you pass on to your children.

That's why I thought you might like to know about something that happened recently in Washington -- something that says a lot about the courage and contributions of Hispanic Americans to our freedom.

The Pentagon has a wonderful tradition of dedicating their hallways to some of our greatest military figures. Now, like myself, most of you who were in the military probably didn't spend much time in the Pentagon during your careers. But, as President I have had a chance to see some of the exhibits and memorabilia in those corridors dedicated to great men like Generals MacArthur and Eisenhower.

Every citizen should know Americans of Hispanic descent have an impressively high, if not the highest honor recipient for their representation in the military. (Applause) There is a permanent exhibit at the Pentagon, not to a single person, but these 37 men of valor -- names like Lucian Adams, Jose Lopez, Cleto Rodriguez, Rodolfo Hernandez, Joseph Rodriguez, Louis Rocco, and Roy Benavidez. I am proud to tell you today that just last week, Secretary Weinberger opened a new exhibit near the Hall of Heroes with a portrait depicting each of these American heroes of Hispanic descent. It is a real crowd pleaser. (Applause) I hope many of you have a chance to visit it. But whether you get there or not, remember one thing: that exhibit -- your exhibit -- is an inspiration to all the American people.

The exhibit is only a small sign of what I see when I visit our military installations or ships throughout the world -- Hispanic names and faces everywhere. Those names are a sign of all you have given, and continue to give to America. America has always been blessed by the diversity of our people and the rich heritages they brought to our shores. But the contribution of Hispanic Americans -- your devotion to country, your belief in the values of family, work, neighborhood and religion -- these are among our most precious gifts. And so today, as perhaps the first President who has had the chance to say it, and on behalf of every American -- I want to thank Hispanic Americans who have served so valiantly in our armed services, and who serve today. (Applause) Yours is a record of honor and devotion that makes not just you, but every American proud.

And maybe we should be reminded that these gentlemen up here, holders of the Congressional Medal of Honor, it is given for service above and beyond the call of duty.

But you knew better than most that Hispanic Americans have not always been remembered for their service or valor, have not always been treated with the dignity, respect, and fairness they deserve. This was particularly true at the end of World War II, when those who had fought for their country had returned home to confront discrimination in education, health care, housing, employment, and other areas. But true to your tradition, you responded with

character and courage. One of your number, Dr. Hector Perez Garcia, a physician and surgeon in Corpus Christi, founded this forum and under his leadership -- (applause) -- under his leadership, veterans gathered to fight for the rights of Americans of Mexican descent. Within a year's time, there were over 100 chapters in Texas alone. Word of your courage and success spread throughout neighboring States, and then the entire Nation, and today you have 500 chapters in approximately 200 cities in 33 states upholding the rights of Hispanic Americans.

As you fought for your rights everywhere, you helped preserve the dream that began this country: the dream of Government that worked for the people and not the other way around, the dream of equal justice under the law, of the right of every man, woman and child to enjoy the blessings of liberty, not as a function of their class or background, but only because they bore the simple title -- that proudest of all boasts: "I am an American." Your fight against discrimination was every American's fight. Your efforts made America better for all of us, and today, on behalf of all your countrymen, I thank you for that too.

As Americans of Hispanic descent take their rightful place in the front ranks of our Nation's leadership, I know you will always remember those who began so much in Texas 35 years ago.

Dr. Garcia, all of us pay tribute to you today. I speak for everyone here when I say to you, sir -- and I hope I can get this right -- viva usted muchos anos en buena salud, y con dinero. (Applause)

With my inability at languages, you may not have to translate that for the Anglos, you may have to translate it for the Hispanics.

Now, I don't need to tell you, the struggle against discrimination is never over. And this Administration will stand beside you as you continue the struggle. We have appointed more than 125 Hispanics to key positions in this Administration. And our Justice Department is ever alert to safeguard your civil rights and those of all Americans.

Let me just say a word about our excellent relations with the G.I. Forum. They begin with the efforts of one outstanding individual, your Chairman, Jose Cano. Now, he and I may not always agree, but we have worked well together to accomplish a great deal and my pledge to him is my pledge to you: You have a friend in Washington. As long as I am there, the Oval Office will be a place of warmth and hospitality for Hispanic Americans.

Ladies and gentlemen, the concern that you have shown for justice for your own people is the best tradition of America. You should be especially proud that even in the seventies, when the demands of special interest politicians were in full cry, you always advanced your own cause within the framework of advancing your

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country's interest first.

Now, we have just emerged from the era of special interests, a sad time when coalitions were built with an eye toward the next election, not what's good for the country. Some would have us forget what that kind of politics did to us, especially to those at the bottom of the socio-economic ladder. It was those Americans -- many of them of Hispanic descent -- who suffered most from the economic mess that was left to us in 1980. It was they who were deprived of the only chance they ever really wanted: the chance to show how far their faith, dreams, and talents could take them in a free society.

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Today, many who still practice the politics of the past would take you back to the days of lost opportunities, special interest politics, tax and tax, spend and spend. Let me remind you what those days were like. In the 1970's, it was special interest politics that tripled Federal spending. And, special interest politics doubled Federal taxes in just five years between 1976 and 1981. All that big spending and taxing drained life and energy from the economy. Opportunities dried up and lower income Americans found it harder to make ends meet.

Think back to those desparate days when paychecks grew smaller and the grocery bills grew higher and higher. In 1980, we had the worst inflation since the Second World War, the highest prime interest rate -- 21 - 1/2 percent -- in more than a century, soaring taxes and rising unemployment. But what had you heard from those in Washington: that you suffered from a malaise, that it was your fault, that you wanted too much, that you had to give up your hopes and tell your children not to dream, as you once dreamed.

The bureaucratic profiteers were in full control. Even as the economy was collapsing around them, they could only come up with more and more schemes to superintend their disasters and run our lives -- even down to restricting credit cards and supervising thermostats.

But, there's a strain of pride, independence, and common sense that runs through this country which no fast-talking, chicken-in-every-pot politician has ever really escaped for long. From the very beginning of this country, our people have had an uncanny knack for reminding politicians who is really in charge here, who it is under the American constitution that has the final say.

And so the people spoke. They spoke for the future and their children's future. They spoke for change.

And that's when we went to work even as the special interest politicians predicted doom and disaster. They said we couldn't do it -- indeed, they fought us all the way -- but we cut the growth in Federal spending by 40 percent. They said we couldn't do it -- they fought us all the way -- but we cut every American's tax rates by 25 percent. They said we couldn't do it -- they fought us all the way -- but we came up with the most important reform of them all. In 1985, your income tax rates will be indexed, so that never again will you be pushed into higher tax brackets just by inflation by which government profits. (Applause)

In a little over 2 - 1/2 years we have moved from economic disaster to economic growth. Sure we have a long way to go but look at the results coming in: the prime rate is down by nearly half; inflation is down by 80 percent; the economy grew last quarter at an annual rate of 8.7 percent; purchasing power is going up; and more Americans are now working than ever before in the history of the United States.

But you know there is an easier way that you can tell that our program is working. Our critics don't call it "Reaganomics" any more. (Applause) Let me touch on one more important area where we are moving forward trying to make things better. When I visited San Antonio in May I expressed my concern about the impact of the peso devaluation on the people of southern Texas and the border areas of other States. I said this is not just your problem. It is our problem and we will meet it together. Well, that is exactly what we are doing. I designated the Southwestern Border States working group to study the problems and give me recommendations. They have done that just a few days ago. And I am pleased to announce that today we are ready to move. I have just asked the Vice President to oversee the establishment of an interagency action group. We are determined to coordinate every government program we can tap to mitigate economic hardship in your border regions. We will work with your State and local leaders to help stimulate jobs and diversify your economies and we will start doing it not next year or next week -- today. (Applause)

I believe that we are beginning to restore hope and confidence in America. And it doesn't stop with the economy. Remember a few years ago when American prestige seemed to decline with every new crisis, when Soviet intervention on four continents was going unchecked, even unnoticed? Remember when American embassies were sacked, when our hostages were taken, when our government seemed to be intimidated by every two-bit dictator in this hemisphere and elsewhere? Remember how our national defenses were crumbling?

Today our defenses are being rebuilt. The Soviet Union's attempts to dominate the world are being checked and we have begun hard bargaining that can result in realistic and verifiable arms control treaties. (Applause)

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Let me say something here about a foreign policy area I know you have a special interest in. Our policy in Central America can be very simply put and clearly understood: We want to see the peoples of those nations escape the poverty and oppression of their past, we want to see them move toward societies where democratic and human rights are protected and where a decent standard of living is assured. We will bend every effort through economic and technical assistance to help them accomplish this goal. But I know that you'll agree with me that they will never have a chance to build their future of freedom and prosperity if they are surrendered to the tender mercies of Fidel Castro, Colonel Qadhafi, and their superintendents in Moscow. We can't let that happen, we won't let that happen. (Applause)

The goal of our policy south of the border is plain: The Americas belong to the peoples of the Americas and nobody else. And we are all Americans. From the South Pole to the North Pole -- and no other place on earth can say this -- all of us in the more than 30 countries of this Western Hemisphere are Americans.

Yes, we respect and we honor our national sovereignty and we are loyal, each to our own countries, but where else in the world do you cross a border as you can here into another nation and still be among Americans?

Now, I realize the naysayers and doomcriers are not tripping over each other to give us credit for a stronger foreign policy, updated defenses, or economic recovery, and I can sympathize with them -- just think of all those campaign speeches that would have to be rewritten.

The special interest politicians may forget. But the record is clear. Because Americans didn't take no for an answer, they believed in their future, rejected counsels of retreat and supported this Administration's efforts to get our measures through the Congress, America is growing in pride and strength at home and abroad.

It seems to me that those naysayers have some explaining to do. They are the ones who said we couldn't do it, but we did it. They are the ones who said it wouldn't work, but it's working. And always remember, they are the ones who fought us all the way and are still fighting us today.

The theme of your convention is the Hispanic American renaissance. During your meetings, I hope you'll keep in mind the real message I have goes far beyond the statistics I've recited or the economic growth that we're enjoying. The fundamental question before us today is not just the Hispanic American renaissance, it is our country's renaissance. Do we keep our country upward bound and on the move again? Or do we go back to big Government, and economic decline? Will we hold fast to the values of work and family, or will we return to never-ending Government intrusions into how we spend our paychecks and how we raise our children?

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There isn't time to outline all that we're trying to do to give back to you, the American people, control over your own lives and destinies. Even as we fight to restore prosperity at home and our prestige abroad, we're dealing firmly and imaginatively with the menace of crime and drugs that has cost us so dearly, especially here in Texas. We've expanded the success of the South Florida Task Force by establishing 12 similar task forces throughout the Nation, including one in Houston.

That means more than 1200 new investigators and prosecutors will be cracking down on the drug racketeers. We're launching a frontal assault on organized crime with the recent appointment of a Kefauver-style Commission, headed by a distinguished jurist, that will hold regional hearings throughout the country. And we're moving in another area: To end the politicizing of education, bring excellence back to our schools, and better opportunity for our school children, including effective bilingual programs so important for Hispanic children. (Applause)

And I hope you will join me in persuading to the Congress to accede to the overwhelming desire of the American people for a Constitutional amendment permitting prayer in our schools. (Applause)

Here then are the questions before you and before every American in the years ahead: Will we be better off with a future aimed at growth and opportunity, or one bogged down in lowered expectations and economic decline? Will we choose a future with a sparkling economy where young men and women can climb as far as their talents take them or will Americans of Hispanic descent face a future with more government, more taxes and more bureaucracy which suffocates enterprise and initiative?

Will we be better off relying on our pride, respect and accomplishments as a people or must we sink into dependency through government bussing and quotas and all the other elaborate social schemes dreamed up in Washington during the past 40 years?

And what about our national security? Which road will we take there? Will we be better off with a future where America's interests are firmly protected and defended, or will we choose a future where the only clear goal seems to be a deal cut at almost any price with America's adversaries in the world?

Hispanic Americans are at the threshold -- I think you can sense your own power, your ability to influence America in the future. The decisions you make in the next few years will have an enormous impact on our society. As we move toward the 21st century, you will be increasingly in positions of power -- and your fellow citizens will look up to you for leadership and guidance.

I urge you today to remain true to the values -- the devotion to God, family and country -- that have made you the proud people you are today. Hold fast to the dreams you have always had for your children, reject those who say that your dreams cannot fashion your future, that your destiny is in the hands of unelected bureaucrats and social engineers in Washington. Cherish your dreams, cherish them because they are what brought you or your fathers or their fathers to this country and have contributed so much to America's growth and vitality.

America is "a willingness of the heart," F. Scott Fitzgerald once said. Well, the hearts of Hispanic Americans have always been willing. You have defended America on countless battlefields, you have strengthened our economy, enriched our culture, broadened our perspectives.

"A man won't sell his life to you," William Manchester wrote of his days as a Marine in the South Pacific, "but he will give it to you for a piece of colored ribbon." You have always understood this better than most. You have known that the values, faith and dreams of a people mean far more than a thousand promises of an easy life or a comfortable existence. You have reminded us that independence, honor and devotion to country and family are more than just words.

You have stood by those values, you have lived them, and you have been an inspiration to your children and your countrymen.

As I said when I began, I have come here today to thank you for all that. But I came here today, too, to speak of the future and to challenge you to the role that you must play in it. Because the people have spoken for change,

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America is better off because of that than she was a few years ago. Now it is in your hands to continue that progress -- through this century and the next. Don't let America sink back into the boredom and mediocrity of collectivism, into the politics of envy, protest and special interests.

Keep America upward bound, on the move, keep her always that shining city, that inspiration, that "last best hope" to all the oppressed and helpless of the world.

God bless you and God bless America.

Thank you.

THE END

(2:04 MDT)

(4:04 EDT)

The American G. I. Forum
of the United States



A NATIONAL VETERAN'S FAMILY ORGANIZATION

Cordially invites you to
Join and Become
a Member

By: JOSE CANO

National Chairman

MARTHA VILLALOBOS

National Chairperson

VINCENT RODRIGUEZ

National Youth Chairperson

AND

LOUIS P. TELLEZ

National Executive Secretary

BACKGROUND OF THE ORGANIZATION

The American GI Forum of the United States is a Patriotic National Veterans Family Organization that is known throughout the United States of America, composed primarily of Mexican Americans and expanding to other Hispanic groups.

Local Chapters include Men, Women and Youth Forums. A constituency of local chapters make the State Organization.

The American GI Forum was founded in Corpus Christi, Texas on March 26, 1948, by Hector P. Garcia, M.D. shortly after he returned from the battle fields in Europe where he served as a Major in the Army Medical Corps. The Forum was organized to combat the discriminatory injustices against the Mexican American Veterans who were returning from World War II. The Mexican American Veteran was being subjected to discriminatory practices in regard to: Medical attention, Employment, Education, Housing and the exercising of the GI Bill of Rights. The Mexican American was subjected to similar discriminatory practices prior to entering the armed forces.

The organization spread throughout Texas, New Mexico, and Colorado. Moreover, the cries for assistance from the Mexican American Communities throughout the Southwest and the Mid West became loud and clear. The American GI Forum took on the fight and marched forward. It organized into a National Organization with the help of former Major Vicente T. Ximenes who had recently returned from combat in the African and European theaters. He set up the mechanics for a national organization and helped organize it. The GI Forum spread rapidly to other States and wherever it went, its presence and its influence was felt, extending to the Nation's Congressional leaders and the White House.

1948 AMERICAN GI FORUM IS BORN--1948 CIVIL RIGHTS MOVEMENT BEGINS

The American GI Forum began the Civil Rights movement through factual, systematic and legal approaches with elected officials, U.S. Senators, Congress and the Judicial system. During the militant years of the 60s the American GI Forum pushed ahead but stayed on track--it did not deviate from its goals and objectives and the method in accomplishing them. It did not fall prey to the militant tactics since the membership believes that our goals and objectives can best be accomplished through an intelligent, factual, systematic manner within our system of democracy.

Many outstanding American GI Forum leaders have followed since. They emerged from every sector of our Country where the American GI Forum is organized. Raul Morin in his book "Among the Valiant" made it known to our Country that the Mexican American in proportion to the population won more Congressional Medals of Honor than any other ethnic group. The loyalty of this Ethnic group was beyond question.

The American GI Forum continues to be a viable organization with new ideas and directions. It stands second to none when it takes on the tough issues. The American GI Forum has led the way on issues related to the Administration of Justice, Employment, Education, and Economic Development which its members believe to be the heart and soul of democracy and all its citizenry.

SECOND TO NONE

To carry on the work of the American GI Forum is not easy, we never said or thought it would be easy nor did we expect it to be easy, but we know its work must be carried on. The strength of the organization is the commitment of its members.

STRENGTH - MEMBERSHIP COMMITMENT

The strength of the American GI Forum lies within its membership. The members on the local level are in the forefront tackling issues related to them--their voices are heard in City Hall, business, schools, elected officials, voter registration drives, you name it, the American GI Forum is there.

WOMEN - VITAL - BACKBONE YOUTH - TOMORROW'S LEADERS

The American GI Forum Women have played a very vital and prominent role in the American GI Forum and have always been considered the backbone of the organization because of their role in organizing the GI Forum. At times in situations where the men could not speak up for fear of retaliation in their employment, the women spoke on the issues. She has led in and taken positive approaches to issues in Education and Health. The American GI Forum is perhaps the first national organization where women's rights have been and are practiced prior to national attention.

The Youth Forums have played a very important stepping stone in developing its leaders. The American GI Forum is proud to develop its youth by exercising their leadership style.

GI FORUM SPECIAL PROGRAMS

- A. SER, JOBS FOR PROGRESS - The first National Employment and Training program to help the Hispanic. This program is established in over forty-five cities through the country. In addition to helping the un-skilled, it has served as a training ground for the development of more Hispanics in the managerial administrative positions in the nation more than any other program.
- B. VOP (VETERANS OUTREACH PROGRAM) - The Program is geared toward assisting and helping veterans with special emphasis in providing services to Vietnam era veterans.
- C. LOCAL BUSINESS DEVELOPING ORGANIZATION - Develops loan packages and provides technical assistance in starting or expanding businesses.
- D. HISPANIC EDUCATION FOUNDATION of American GI Forum - A corporation whose purpose is to solicit funds to provide scholarships, grants and research in Education affecting the Hispanic.
- E. WICS (WOMEN IN COMMUNITY SERVICE) - AMERICAN GI FORUM WOMEN are one of the five organizations which comprise Women in Community Service. A Coalition of: Church Women United, National Council of Jewish Women join hands to fight a common foe: poverty among unemployed young women.
- F. SCHOLARSHIPS - Since its beginning the GI Forum Chapters throughout the nation have awarded millions of dollars in scholarships.

With the formation of the first national voice of the Mexican American, victory in the area of veteran's rights are won. The American GI Forum has hence broadened the scope of its goals and objectives to include a program for improvement of the economic, social and political status of its communities in our country.

The aims and objectives of the AMERICAN GI FORUM are as follows:

1. To develop leadership by creating interest in the Spanish speaking population to participate intelligently and wholeheartedly in community, civic and political affairs.
2. Advance understanding between citizens of various national origins and religious beliefs in order to develop a more enlightened citizenry and a greater AMERICA.

3. Preserve and advance the basic principles of democracy, the religious and political freedom of the individual, and equal social and economic opportunities for all citizens.
4. Secure and protect for all veterans and their families regardless of race, color or creed, the privileges vested to them by the Constitution and Laws of our COUNTRY.
5. Combat juvenile delinquency through the Youth GI Forum Program which teaches respect for law and order, discipline, good sportsmanship and the value of teamwork.
6. Uphold and maintain loyalty to the CONSTITUTION and FLAG of the UNITED STATES.
7. Award scholarships to deserving students.
8. Preserve and defend the United States of America from all enemies.
9. Aid needy and disabled veterans.
10. Create a stronger economic base for our community.

Our Motto is "EDUCATION IS OUR FREEDOM AND FREEDOM SHOULD BE EVERYBODY'S BUSINESS." Therefore the main objectives of the American GI Forum is EDUCATION. Each year every Chapter in the nation of the American GI Forum is expected to encourage and support higher education for needy qualified Mexican American and other students of Hispanic descent, through a system of grants and scholarships, to further their education. The monetary value of these awards have been insignificant to the incentive that it creates in the hearts of the young scholars.

The American GI Forum is a non-political organization, but encourages its members to participate in politics as an individual. The organization, however, is interested in legislation affecting the Spanish speaking and endorses such and other legislation which is in the interest of the organization. It also seeks, evaluates and recommends qualified Spanish speaking to appointed positions at all level of our government. It does not endorse candidates for political elective offices nor does it support or endorse any political party. Many Chapters do invite candidates for all interested citizens of the community.

In peace time GREAT PROGRESS is being made by MEXICAN AMERICANS and OTHER HISPANICS in many fields. Let us continue this pattern of success, by taking ACTION in the following areas:

1. Education
2. Employment
3. Administration of Justice
4. Economic Development
5. Political Education

The GI Forum is the vehicle which will continue to push forward toward bringing about the needed changes.

ORGANIZATIONAL STRUCTURE

LOCAL STRUCTURE

The Organizational structure of the American GI Forum starts at the local level, which is the local Chapter. All members of the American GI Forum belong to a Chapter. GI Forum Chapters are organized in many cities throughout the United States. Each Chapter has meetings where the members gather to transact the chapters business of the organization as it affects it in a local level. Each Chapter has officers who form the Board of Directors and meet to plan and guide the local Chapter. All members of the local Chapter have a full voice in the organization. All matters affecting the local Chapter are brought before the membership for vote. The highest officer at the local Chapter is the Chairman who presides at all meetings. Other officers are the Vice-Chairman, Secretary, Treasurer, etc. Officers are elected annually by the membership.

STATE STRUCTURE

Following the local structure, is the State. The State organization is composed of all the Chapters in the various cities throughout the state. The supreme body at the State level is the State Convention. Business as it affects the state is transacted at the State Convention by vote of the delegates from the local Chapters. A slate of officers, who are known as State Officers are elected by the delegates at the State Convention. These officers are known as the Executive Board. The Executive Board with delegates from each local Chapter is known as the State Board of Directors and they transact the business of the organization as it affects the State between Conventions. The highest elected at the annual convention serves as the chief elected officer of the organization. Also elected is the state vice chairman and other officers much like the local chapter.

NATIONAL STRUCTURE

The supreme body of the American GI Forum of the U.S. is the National Convention. It is held annually in a different city in the United States. Every state is allocated delegates in accordance to membership strength to represent state concerns at the National Convention. Delegates are selected and/or appointed to represent their state.

A slate of National Officers is elected at the annual National Convention. The National Chairman is the Executive head of the Organization. The National Women's Chairperson is head of the Women's Organization and the National Youth Chairperson is head of the Youth Organization. The National Organization is administered by a National Executive Secretary - Treasurer. The State Chairmen from various states, and the National Officers compose the National Board of Directors which meet at set intervals prior to the annual Convention to transact business affecting the National Organization.

GI FORUM WOMEN

All women, who are American citizens or legal residents 18 years of age or older are eligible for active membership.

Said person's membership must be recommended by a simple majority vote of the GI Forum where membership is solicited.

The GI Forum Women are formed into Chapters similar to the GI Forum Chapters and are known as the Women Chapters. They have a structure on the local, state and national level similar to the Forum. They meet in conventions on a State and National level in conjunction with the Forum's Convention, where they elect their own officers to guide them throughout the year. The American GI Forum Women's organization is the oldest and largest Hispanic women organization in existence. Female veterans have the option of joining the Forum or the women's group.

YOUTH GI FORUMS

All young persons, who are American citizens between the ages of 14 to 21 shall be eligible for active membership in the organization.

Said person's membership must be recommended by a member and must be approved by a simple majority vote of the GI Forum where membership is solicited.

The main objective of the Youth Forums is to provide a network where today's youth can prepare themselves to become tomorrow's leaders.

AMERICAN G I FORUM HISPANIC EDUCATION FOUNDATION

A HISPANIC EDUCATIONAL ENDEAVOR

As the official educational arm of the American GI Forum, the foundation's main objective is to meet the needs of today's Hispanic youth in achieving a higher education and the public and private sector efforts to assist this large segment of this nation's society.

The Forum is a national Hispanic civil rights organization and works in approximately two hundred cities in thirty three states with its five hundred chapters. These chapters, with the assistance of other Hispanic groups, will assist in identifying high school applicants from throughout the United States. Graduate and undergraduate students will also be accepted for scholarship and grants.

In addition the national office is doing extensive research in identifying scholarships, grants, loans and endowment/trust funds to match the unlimited applications of Hispanic students.

The Foundation is committed to develop:

- An effective outreach program
- A financial aid support system specifically sensitive to the needs of Hispanic students
- A career placement program

In order to serve the Hispanic student the Foundation is accepting contributions from individuals and corporations. For additional information on the Education Foundation of the American GI Forum and the status of the Hispanic community, please contact the national office.

Education Is Our Freedom and Freedom Should Be Everybody's Business

1157 E. SEMINARY DRIVE • FORT WORTH, TEXAS 76115 • (817) 926-6871

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American GI Forum
NATIONAL VETERAN'S OUTREACH PROGRAM

3701 San Pedro
San Antonio, Texas 78212

AMERICAN GI FORUM
VETERANS OUTREACH PROGRAM

THE AMERICAN GI FORUM HAS FOR MANY YEARS AND IN MANY WAYS DISTINGUISHED ITS SERVICE TO THE COMMUNITIES BY ITS INNOVATIVE APPROACHES AND FUTURISTIC THINKING. SERVICE TO THE VETERANS HAS ALWAYS BEEN PRIMARY IN ITS OBJECTIVE DEVELOPMENT.

IN 1972 THE AMERICAN GI FORUM ONCE AGAIN LED THE WAY BY DESIGNING AND IMPLEMENTING THE VETERANS OUTREACH PROGRAM. BREAKING AWAY FROM THE TRADITIONAL, THE VETERANS OUTREACH PROGRAM ACTIVELY SEARCHES FOR THE VETERANS WITHIN THE CONFINES OF THEIR OWN ENVIRONMENT. OUTREACH ACTIVITIES INCLUDE STREET LEAFLETING, HOME CONTACTS, FIELD COUNSELING, AND PUBLIC SERVICE ANNOUNCEMENT.

OFFICE SITES ARE CAREFULLY SELECTED TO ALLOW A DISTINCT APPEARANCE CLEARLY VOID OF THE USUAL BEAUROCRATIC SLOW-DOWN BUT YET PROFESSIONAL AND CONDUCIVE TO THE PERSONALIZED SERVICES THAT ARE BEING PROVIDED. AMONG THE ASSISTANCE PROVIDED ARE JOB PLACEMENT, V.A. BENEFITS, COUNSELING, OUTREACH FOLLOW-UP AND REFERRAL.

FROM THE FIRST IDEA IN 1972 THE VETERANS OUTREACH PROGRAM NOW HAS OVER FIFTEEN OFFICES PLUS VARIOUS OTHERS AROUND THE NATION.

IN ITS EVOLUTION FROM FIRST OPENING THE V.O.P. HAS ADAPTED WELL TO VARYING CHANGES IN SERVICES AND GUIDELINES. THE MAIN THRUST, HOWEVER, REMAINS UNCHANGED AND THAT IS "TO SERVE THOSE WHO SERVED THEIR COUNTRY".

"Hire the Veteran"

TEXAS VOP OFFICES

HEADQUARTERS Austin 701 San Pedro San Antonio, Texas (512) 223-4096	McAllen Killeen Del Rio Temple	Harlingen Denver Ft. Stockton Lubbock Victoria	San Angelo Odessa Houston Corpus Christi El Paso
--	---	--	--



Business Development Center

of the

American G I Forum, Inc.

1159 E. Seminary Drive • Fort Worth, Texas 76115 • (817) 926-0255

Richard S. Contreras
Executive Director

Board of Directors

- Manuel Jara**
Chairman
Jara Printing Co
- John White**
Secretary
White, Sabant, Fleming,
Attorneys
- Sam Garcia**
Service Construction Co
- Thomas Garza**
Attorney—Lubbock
- Leon J. Pesty**
Insurance—Abilene
- Abel Quintana**
Woolley Tool & Mfg. Division
Odessa, Texas
- Janice Montgomery**
Branch Manager
Mortgage Broker
- Joe J. Trevino**
Academy Surplus, Inc.
Killeen

The Business Development Center of the American G. I. Forum, Inc. is a federally funded affiliate of the United States Department of Commerce, Office of Minority Business Enterprise. Of course, all this sounds very impressive, but what does it really mean to the person who has started or is in the process of starting a business?

The Business Development Center was organized and formulated by the American GI Forum to enhance economic growth in the minority community. This means that the BDC is there to see that you have every possible means of professional help and support. The BDC has a professionally trained staff, who have the experience and expertise to assist entrepreneurs in starting a new business or strengthening their existing one. The staff will assist you in preparing business plans and in approaching financial institutions for loans. Further, the BDC staff will assist you to implement approved business packages and will counsel you on a continuing basis.

In its few years of existence, BDC has produced over \$31.5 million dollars in loans, bonds and contracts. In Fort Worth alone, the BDC has produced 12.4 million dollars. The BDC now has offices in Abilene, Lubbock, Odessa and Waco.

Preparing business packages and securing loans is not, however, where the services of the Business Development Center end. This is actually only the beginning. Once a business is running and on its way, the DBC staff is available for consultation whenever needed.

The Business Development Center sponsors seminars on all aspects of business. Tax seminars, personnel seminars, accounting seminars, etc. Technical assistance is given including marketing, production processes, purchasing, distribution and financing.

So, if you hear of someone who has a fabulous business idea, tell them about BDC . . . believe in us and support the work of the American G. I. Forum, Inc.

Abilene
1175 North 2nd Street
Abilene, Texas 79604
P. O. Box 3502
(915) 677-3538

Fort Worth
1159 E. Seminary Drive
Fort Worth, Texas 76115
(817) 926-0255

Lubbock
1003 13th, Suite 212
Lubbock, Texas 79401
(800) 763-9103

Odessa
342 N. Texas, Suite 14
Odessa, Texas 79701
(915) 332-4345

Waco
Citizens National Bank Tower
501 N. Franklin, Suite 616
Waco, Texas 76701
(817) 753-6434

An affiliate of the Office of Minority Business Enterprises, Dept. of Commerce



SER-Jobs for Progress, Inc., is a private, non-profit, community-based organization aimed at upgrading the socio-economic status of the economically disadvantaged, with special targeting of Hispanics.

The SER acronym, "to be", stands for service, employment and redevelopment. The organization was created in 1964 in Corpus Christi, Texas, by the American GI Forum and the League of United Latin American Citizens as a voluntary employment and training program. Two years later, SER negotiated its first federal contract for \$250,000. Today, 14 years later, SER's operating base exceeds \$60 million.

Most of SER's performance contracts come from the federal government, including the Department of Labor, the Department of Commerce and the Department of Education, and Department of Health and Human Services. Private industry and business also contributes substantially to the organization's financial base through a corporate advisory council called the National Amigos de SER. Fortune 500 companies are representative of more than 60 Amigos which contract with SER for services.

SER is recognized as one of the largest employment and training agencies in the United States and has consistently been rated by the U.S. Department of Labor as a cost-effective agency with demonstrated effectiveness.

SER presently operates 130 programs in 98 cities across the country. Each local program is structured to meet the specific employment needs of the community in which it is located.

SER is based out of the National Office in Dallas, Texas. SER has a Department of Western Operations in Los Angeles, a Department of Eastern Operations in Washington, DC, and field offices in Chicago and Denver. These regional offices characterize SER's national expansion and provide the national network necessary to better serve the Hispanic community.

NATIONAL OFFICERS

SENIOR FORUM

Jose Cano
National Chairman
P. O. Box 50842
Dallas, TX 75250
214/767-6004 WORK
214/265-2154 HOME

I.C. Plaza
National Vice Chairman
4409 S. 19th
Omaha, NE 68107
402/341-6877 WORK
402/733-1049 HOME

Louis P. Tellez
National Executive
Secretary
P. O. Box 7515
Albuquerque, NM 87104
505/247-4910 WORK
505/242-5440 HOME

Manuel Zepeda
Sergeant at Arms
3416 S. Main
Fort Worth, TX 76010
817/924-7519 HOME

Rev. Msgr. Erwin Juraschek
Chaplain
Route 1 Box 20
Falls City, TX 78113
512/745-2633

Dr. Hector P. Garcia
Founder
1315 Bright Street
Corpus Christi, TX 78405
512/883-1789
512/883-1780

WOMEN OFFICERS

Martha Villalobos
National Chairperson
6321 Wieland
El Paso, TX 79925
915/772-2363 HOME
915/542-4459 WORK

Maxine Rodriguez
National Vice Chairperson
374 S. Mill
Kansas City, KS
816/926-7111 WORK
913/621-3731 HOME

Isabelle Ogaz Tellez
National Recording
Secretary
625 Gabaldon Road, NW
Albuquerque, NM 87104
505/247-9044 WORK
505/242-5440 HOME

Maria Atencio
National Treasurer
2696 South Irving
Denver, CO 80219
303/935-5631 HOME

YOUTH OFFICERS

Vincent Rodriguez
National Youth Chairperson
728 Ralph Street
Salina, KS 67401
913/827-1132

Vincent Valdez
National Secretary
2318 Schoolside
Monterey Park, CA 91754

Russell Lopez
National Vice Chairperson
207 - 5th Street
Fort Lupton, CO 80621
303/857-6543

Nobert Domingo
National Treasurer
7403 Woodmont
Detroit, MI 48228

JOIN THE GI FORUM
A NON-PROFIT, NON-PARTISAN,
NON-SECTARIAN ORGANIZATION
FOR MORE INFORMATION
CONTACT THE STATE OFFICER IN YOUR AREA

1977
1978
1979
1980
1981
1982
1983

AMERICAN GI FORUM MEMBERSHIP APPLICATION

Name _____ / _____ / _____
Last First Initial

Address _____
Street PO Box City State Zip

Name of Chapter _____

Place of Birth _____ / _____ / _____
City State Telephone

U.S. Citizen: Yes No Veteran: Yes No

Membership: New Renewal _____ / _____ / _____
Date Paid

Signature of Member _____

LOCAL Chapter forward this application with State and Local Dues to State Forum Office--STATE OFFICE forward this application to NATIONAL with NATIONAL DUES National Office, P.O. Box 7515, Albuquerque, New Mexico 87104.

**American GI Forum
Membership Receipt**

\$ _____ Paid

Date: _____ 19____

in payment of dues for _____

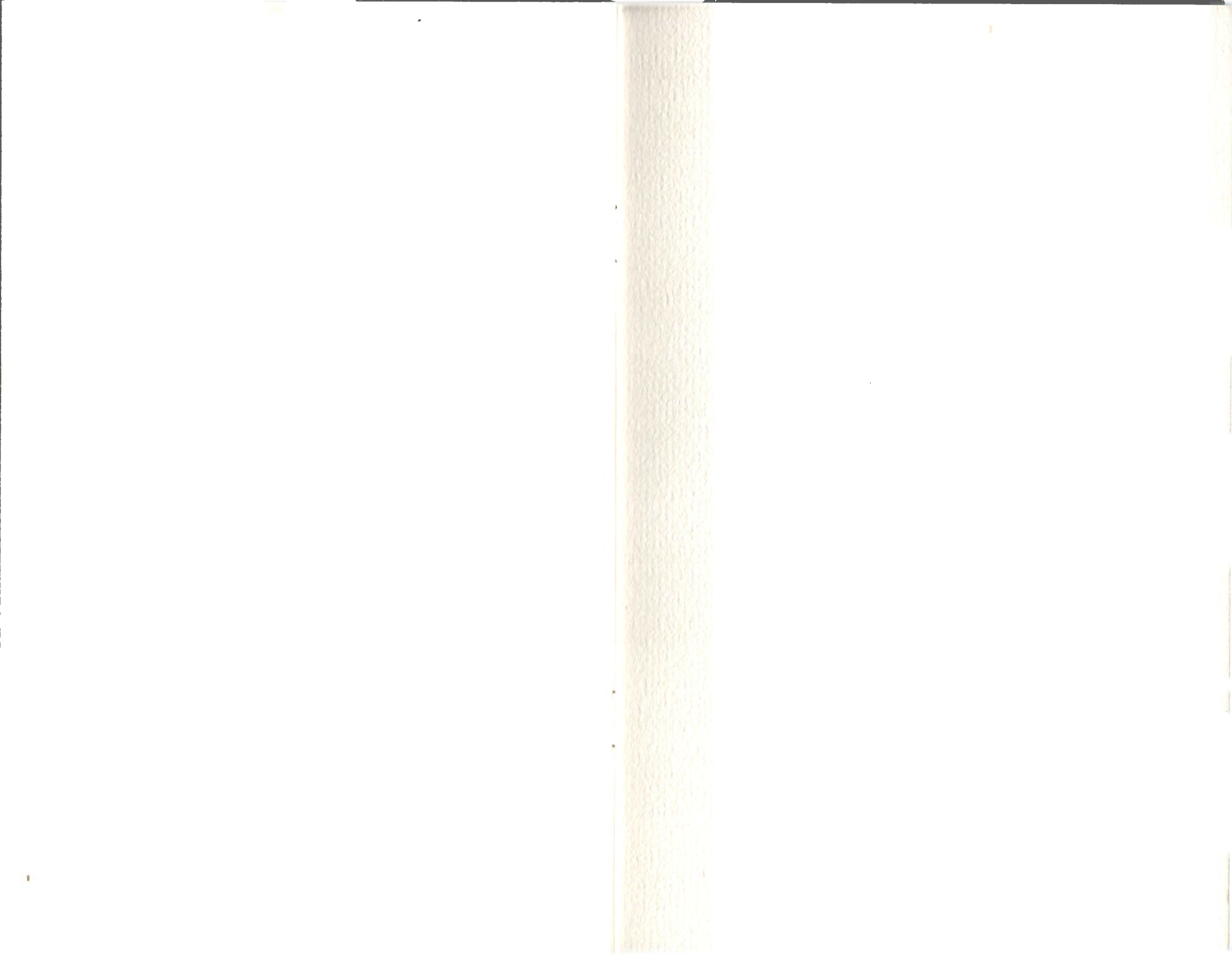
_____ Member

Signature of person receiving dues _____

1980-1981

STATE	CHAIRMAN/CHAIRPERSON	ADDRESS/TELEPHONE
Arizona	Albert Cerino	4529 E. Morland Phoenix, AZ 85008
Arkansas	Jose G. Ronje	210 South 7th Street Gordon, AR 71743
California	Jake Alarid	11212 Archway Dr. Whittier, CA 90604 213/922-1617 WORK 213/941-2607 HOME
	Marianna Rodriguez	5475 Yale Drive San Jose, CA 95118 408/267-2898
Colorado	Rick Delgado	5960 W. Virginia Ave. Lakewood, CO 80226 303/934-9059 HOME 303/292-9690 WORK
	Maria Atencio	2696 S. Irving Street Denver, CO 80219 303/935-5631
Connecticut	Mario Lugo-Baez	P. O. Box 632 Bridgeport, CT 06601 203/367-7134
Illinois	Julian Guerrero	4033 Lake Park Ave. Park City, IL 60085 312/623-6151
	Guiselda Barbosa	542 Washington, Apt 1202 Waukegan, IL 60085
Kansas	Mario Diaz	309 E. Moore Street Blue Springs, MO 64015
	Maxime Rodriguez	374 S. Mill Kansas City, KS 66102 816/926-7110 WORK 913/621-3731 HOME
Maryland	Jose Martinez	5168 B. Bennet Ct. Andrews AFB, MD 20335 202/695-7376
Massachusetts	Donald J. Silva	P. O. Box 276 Lawrence, MA 01842 617/682-3766 WORK
Michigan	Thomas Zuniga	330 S. Washington Saginaw, MI 48607 517/753-9810
	Ollie Zuniga	2210 Hanchett Saginaw, MI 48602 517/753-9810
Missouri	Melchor Nunez	431 S. Bales Kansas City, MO 64124
Nebraska	Charles I. Garcia, Sr.	4405 South 45th Omaha, NE 68117 402/734-4272
	Cathy Aguilar	545 South 47th Street Lincoln, NE 68510 402/488-2579
Nevada	Harold Ortega	1111 Las Vegas Blvd So. Las Vegas, NV 89104

<u>STATE</u>	<u>CHAIRMAN/CHAIRPERSON</u>	<u>ADDRESS/TELEPHONE</u>
New Mexico	Jose Casarez	604 Sandia Drive Clovis, NM 88101 505/784-3311, Ext 2576 505/763-3251 HOME
	Christina Sanchez	3900 Ruffin, SW Albuquerque, NM 87105 505/877-1394 HOME
New York	Hector Pinero	244 Fieldstone Terrace Bronx, NY 10471
Ohio	San Juan Romero Acting Chairman	P. O. Box 75051 Cincinnati, OH 45275 513/341-9291 HOME 513/684-2472 WORK
	Lillian Veliz	3067 Denver Avenue Lorain, OH 44055
Oklahoma	John S. Martinez	3828 S.W. 37th Oklahoma City, OK 73119 405/685-4493
	Becky Newlin	P. O. Box 56 El City, OK 73644
Oregon	Jose R. Coto	12644 SE Rhone Portland, OR 97236
Tennessee	Edgar Saavedra	1404 Gherald Memphis, TN 38102 901/682-8502
	Amalia Saavedra	1404 Gherald Memphis, TN 38102 901/682-8502
Texas	Manuel Casanova	717 Corpus Christi Laredo, TX 78040 817/745-2633
	Frances Zepeda	3416 South Main Fort Worth, TX 76110 817/745-2633
Utah	Joe Alaniz	233 West 200 N. Salt Lake City, UT 84103 801/534-1070
Virginia	Jose Garza	4500 Lantern Place Alexandria, VA 22306
Washington, DC	John Santos	2624 N. Sycamore St. Arlington Virginia 22202
Washington State	John Ybarra	17125 First Avenue Seattle, WA 98148 206/246-4111 HOME 206/442-1356 WORK
	Clemintina Aguilar	4206 W. Tapps Drive Sumner, WA 98390
Wyoming	George Robles	P. O. Box 1736 Cheyenne, WY 82001 307/328-1110
	Frederika Barela	1200 E. 7th Street Cheyenne, WY 82001 307/632-5390



COMPLIMENTS
of
GULF OIL CORPORATION
Houston, Texas

May 13, 1982



The Lulac Foundation — Advisory Board

Corporations Represented:

Adolph Coors Company
American Telephone & Telegraph
Associate General Contractors of America
Bechtel Power Corporation
The Coca-Cola Company
Dickshire-Coors, Inc.
El Paso Natural Gas Company
IBM
Lockheed Corporation
Merrill Lynch Pierce Fenner & Smith, Inc.
Montgomery Ward
Philip Morris Inc.
Rockwell International
Southern California Edison Company
Standard Oil Company (Indiana)
Stauffer Chemical Company

The Lulac Foundation — Board of Directors

Hector Godinez, Chairman
Manuel Gonzales, Vice Chairman
Roberto Ornelas, Secretary
Pete Villa, Treasurer
William Bonilla
Paul Garza, Jr.
Oscar M. Laurel
Alfred J. Hernandez
Eduardo Morga
Eduardo Pena
Ruben Bonilla, Jr., Immediate Past National President
Tony Bonilla, Lulac National President

LULAC — The League of United Latin American Citizens — is the oldest and largest active Hispanic Service organization in the United States. It was founded in 1929 to insure equal employment and educational opportunities for Hispanic Americans.

Over the years, LULAC has been successful in realizing its goals. Two organizations — SER — Jobs for Progress — in the manpower and employment field, and MALDEF, the Mexican American Legal Defense and Educational Fund, was founded by LULAC.

Great strides have been made because of LULAC's effectiveness. LULAC's pioneering legal efforts provided precursor cases in 1930 and 1947 for the 1954 Supreme Court decision on school desegregation and established the right of Hispanics to sit on juries.

Currently in addition to major programs in employment, education and economic development, LULAC continues its work to improve housing and the particular plight of women and the elderly.



THE BOARD OF DIRECTORS
of
**THE LEAGUE OF UNITED LATIN AMERICAN
CITIZENS FOUNDATION**

invites you to join them

in

honoring

THE ADOLPH COORS COMPANY

for its contribution to the Hispanic Community

at

THE FIRST NATIONAL LULAC AWARDS DINNER

Thursday, the thirteenth of May, 1982

Hyatt Regency Hotel
East Tower Ballroom
151 East Wacker Drive
Chicago, Illinois

Please reply

6:00 Cocktails

7:00 Dinner

Reservations will
be held at the door

Black Tie Optional

Coors

Memo From:
JOHN McCARTY

4/26

Carolyn Sundeth
Rm 191 OEOB
White House
Wash D.C. 20500

Dear Carolyn
great talking to you. After
4 years, the Hispanics are treating
Coors better as you can see
from the attached.

all the best, more
later!!

J. McCarty



April 14, 1982

Mr. Jack Wilson
National Federation of Independent Business
150 West 20th Avenue
San Mateo, CA 94403

Dear Mr. Wilson:

The League of United Latin American Citizens (LULAC) Foundation is holding its first national awards dinner here in Chicago on Thursday, May 13, at the Hyatt Regency Hotel, 151 East Wacker Drive. The dinner's purposes are to honor persons who have contributed significantly to improving the quality of life for Hispanic Americans, increase the corporate community's understanding of LULAC and to raise money for the LULAC Foundation.

The LULAC Foundation's purpose is to assist in providing financial and in-kind services support for LULAC's economic, educational and social programs in local communities and nationally. LULAC is the oldest and largest Hispanic service organization in the United States with more than 500 councils here and overseas.

To fully achieve its goals, LULAC needs an improved partnership with business. The May 13 dinner provides an excellent opportunity for stimulating this relationship.

At this beginning of "The Decade of the Hispanic," you are invited to join with us in this manifestation of the partnership that is developing between Hispanic and Corporate America.

Enclosed is your invitation from the Board of Directors of the LULAC Foundation. I hope you will consider it favorably and buy a ten person table for \$1,500.

On behalf of the Board and personally as well, we look forward to seeing you at the Hyatt Regency on the 13th. It will be an enjoyable and significant evening for our country.

Sincerely,

Jack D. McFadden

Jack D. McFadden
Director of Public Affairs

encl.

*abz
Cawley
How does the gift you?*



AMERICAN
GI FORUM

DEPARTMENT OF CALIFORNIA

FOR IMMEDIATE RELEASE
August 20, 1981

X The American GI Forum (AGIF) has voted to discontinue its 10-year-old, nationwide boycott of Coors beer and other products manufactured by Coors Industries, it was announced Thursday by Jake Alarid, Chairman of the California chapter of the nationwide Hispanic organization.

Delegates to the 33rd Annual National GI Forum Convention in Dallas voted August 8 by a two-thirds margin to end their Coors boycott on a nationwide level.

The AGIF board of directors made a similar decision in February 1979. However, the boycott was not considered over until approval was received from the organization's full membership at the Dallas convention.

The California AGIF had voted in June to extend indefinitely its boycott against Coors. However, Alarid has notified all California chapter presidents and regional directors by mailgram that "...the American GI Forum of the United States of America voted to discontinue the boycott against Adolph Coors Company. The American GI Forum Department of California will honor this decision by the national body."

"The American GI Forum recognizes Coors' ongoing corporate commitment to the Hispanic community and other minority groups through its excellent hiring record and promotional opportunities," Alarid said.

A recent report by an AGIF fact-finding committee cited Coors for:

- * A proportionate increase in the number of Hispanic employees at Coors.
- * A representation by Hispanics in all job categories at Coors.
- * Establishing an affirmative action manager with goals for hiring and promoting women and minorities.
- * Safe working conditions for all employees.

(cont.)

AMERICAN GI FORUM
OF THE U.S.

* U P D A T E *

APRIL 19, 1982

Mr. Jose R. Cano
NATIONAL CHAIRMAN

AMERICAN GI FORUM
HISPANIC EDUCATION FOUNDATION

The Hispanic Education Foundation was created by the American GI Forum to support the intense commitment it has to upgrading the educational opportunities of its constituents.

The Foundation is the Official Educational Component of the Organization. As such it receives the donations made for educational purposes and designs programs for equitable distribution. The present system involves a matching incentive for all local chapters of the American GI Forum. Any chapter that raises funds thru their own efforts may submit to the Foundation for a matching grant and thus double their scholarship award. The system has been highly successful and has expanded our scholarship award. The system has been highly successful and has expanded our scholarship program tremendously.

The ongoing activity of the Foundation has also introduced the American GI Forum to many new benevolent groups interested and supportive of our aims. The educational advancement of the Hispanic population is a tremendous task, but one that must be pursued undauntingly. This is why we consider our Hispanic Education Foundation so vital to our progress.

The Foundation also has other peripheral functions that compliment its operation. It maintains current data on the educational problems of Hispanics, it has an outreach system to effectively contact possible scholarship candidates, and offers career planning assistance.

The staff at the foundation also assists the chapters of the American GI Forum with technical advise on awarding scholarships, preparing fund-raisers, designing tutoring assistance, and promoting educational opportunity.

The American GI Forum carries as its official motto the phrase "Education Is Our Freedom and Freedom Should be Everybody's Business". We sincerely believe it and we sincerely pursue it.

AMERICAN GI FORUM
NATIONAL PROGRAMS ADMINISTRATION, INC.

This entity was created by the American GI Forum in 1980 to address the needs of a growing volunteer organization and the external commitments it must maintain.

The National structure of the American GI Forum and the diversity of its involvement with issues demands increasing sophistication in organizational administration, fiscal security, advocacy role and most important of all, leadership continuity.

The concept of this new office was derived under the auspices of the National Board of Directors which is the governing body of this corporation. The plan was presented to private sector firms for funding support. To date this office has received financial commitments from Sear Roebuck and Company and the Adolph Coors Company.

The short term thrust of this administrative wing of the American GI Forum is to bring uniformity to the reporting process of all organizational units, provide a central clearing house to maximize activity without duplication of effort, and provide incoming officers of the organization a more stable channel of entry. The National Programs Administration also has the facility of representing our organization before other groups and in promoting the issues we stand for.

The organization has also designed intermediate and long term goals for this program. Included among these goals is the eventual self sufficiency aspect that many volunteer organizations lack. While the Amer-

ican GI Forum has successfully operated under its own devices for over thirty years, thru this office we predict to extend efforts into new areas of revenue accomplishments.

Presently the National Programs Administration is headed by Mr. Mario Diaz from the Headquarters in Kansas City, Kansas. The Program has only been with us for a short period but already the inroads that have been established indicate clearly that the path was well chosen. The American GI Forum is proud of its history and this latest refinement of its organizational structure prepares it for venturing onto new heights of service.

AMERICAN GI FORUM
NATIONAL VETERAN'S OUTREACH PROGRAM, INC.

The National Veteran's Outreach Program, Inc., was founded by the American GI Forum in 1972. The basis for this venture was the tremendous need the American GI Forum recognized among its young Vietnam Veteran's membership. The vetes were not seeking assistance thru traditional channels available and yet demonstrated prominent readjustment problems and employment needs.

The Veteran's Outreach Program was designed to contact veterans within their own environment and offer them peer group assistance in securing employment and making use of their available veteran's benefits. Thru an award made by the U. S. Department of Labor the program was launched in 1972 and succeeded beyond all expectations. The program has continued to operate successfully since then and has become a nationally recognized leader in veterans' service. The true compliment of success is replication, and this original concept by the American GI Forum has been replicated by various veterans organizations, the Veteran's Administration, and numerous C.E.T.A. Prime Sponsors across the nation.

The program presently operates offices in eleven cities with primary concentration being the employment aspect of service to veterans. The objective is to match private sector employment opportunities with available veterans. The system does not use expensive training prior to placement, but rather emphasizes already acquired skills and the high levels of responsibility most veterans were exposed to. To the veterans, the program

emphasizes upward mobility, opportunity thru use of their GI Bill benefits. To compliment these two major points of trust, the Veteran's Outreach Program also offers individual counseling, VA benefits information and assistance, discharge upgrading, and referral for other social service needs.

The program has now entered its tenth year of operation. The experience gained has made it possible for the National Veteran's Outreach Program to provide the highest production level at the lowest cost per placement of any major operating agency. As recently as January 1, 1982, this program was awarded the single largest contract by the U. S. Department of Labor Veteran's Employment Service to continue providing quality service to veterans.

The American GI Forum is extremely proud of its National Veteran's Outreach Program because it epitomizes the foresight our organization displayed before all others made it glamorous to support Vietnam Veterans, and because it demonstrates the ability of these young vets to readjust properly when provided just a helping hand.

The American GI Forum was founded in 1948 as it fought for a veterans rights and it will continue to defend these patriots.

APR 02 1981



AMERICAN GI FORUM OF THE UNITED STATES
NATIONAL VETERANS FAMILY ORGANIZATION

NATIONAL OFFICERS

CHAIRMAN

Jose Cano
P. O. Box 50842
Dallas, TX 75250
214/767-6004

VICE-CHAIRMAN

I. C. Plaza
Omana, NE

EXECUTIVE SECRETARY

Louis P. Tellez
Albuquerque, NM

SERGEANT AT ARMS

Manuel Zepeda
Fort Worth, TX

CHAPLIN

Rev. Msgr. Edwin Jurasczek
Falls City, TX

CHAIRPERSON-WOMEN

Martina Villalobos
5321 Wieland
El Paso, TX 79925
915/742-4459

VICE-CHAIRPERSON

Maxine Rodriguez
Kansas City, KS

RECORDING SECRETARY

Isabel Tellez
Albuquerque, NM

TREASURER

Marta Atencio
Denver, CO

WICS LIAISON

Dominga Coronado
New Braunfels, TX

CHAIRPERSON-YOUTH

Vince Rodriguez
725 Raigh St.
Salina, KS
913/527-1132

VICE-CHAIRMAN

Russel Lopez
Pueblo, CO

TREASURER

Jess Valdez
Los Angeles, CA

RECORDING SECRETARY

Robert Dominguez
Detroit, MI

SPECIAL ASSISTANT TO THE CHAIRMAN

Mario Diaz

FOUNDER

Dr. Hector P. Garcia

TO: ALL NATIONAL, STATE, AND LOCAL OFFICERS

FROM: LOUIS P. TELLEZ, NAT'L EXEC., SEC'Y-TREAS

LPT NATIONAL OFFICE
P. O. Box 7515
Albuquerque, NM 87104
505/247-4910

SUBJ: NATIONAL BOARD OF DIRECTORS MANDATE Re: COORS
MEETING February 28, 1981

DATE: March 21, 1981

The National Board of Directors Meeting on February 28, 1981 adopted the following Mandate:

MANDATE:

The National Board reaffirmed that it disengaged from the boycott February 17, 1979, and that now and forever consider the matter closed, further that disciplinary action will be taken against any member or state organization or local chapter who violates this Mandate.

On February 17, 1979, when the National Board disengaged from the Coors Boycott notice was given to the American GI Forum Nationally and including all other supportive organizations.

In the best interest of the American GI Forum it is incumbent on all officers at every level to enforce compliance of the National Board of Directors Mandate.

AGIF fact-finding report (continued)

- * Corporate social responsibility to the Hispanic community.
- * Utilizing several methods for resolving grievances.

The report concluded, "Based on the facts as reviewed and observed by this committee, the concerns about (minority hiring, promotion opportunities, pay and working conditions) appear to have improved over the 10-year period (of the boycott)."

Jake Alarid
Chairman
California Chapter



AMERICAN GI FORUM OF THE UNITED STATES

NATIONAL VETERANS FAMILY ORGANIZATION

See Bill Coors statement attached
[Signature]
[Signature]

TO: LOCAL OFFICERS: STATE CHAIRPERSONS: NATIONAL OFFICERS
FROM: LOUIS P. TELLEZ, NATIONAL EXECUTIVE SECRETARY *dpt*
DATE: August 20, 1981
SUBJECT: 1981 NATIONAL CONVENTION

THE CONVENTION IS PAST - WE NOW LOOK FORWARD TO A NEW YEAR

(1) The National Chairman's election again was the hottest contest of the Convention. Jose Cano was re-elected after a hard fought race by Mario Diaz from Kansas. Cano won by two votes.

Maxine Rodriguez of Kansas won the Women's Chair very handily in a three-way race.

The Youth Chair was won by Chris Rodriguez from Salina, Kansas, without any difficulty.

Other Officers elected: National Vice Chairman, Pete Jimenez, New Mexico.
National Executive Secretary/Treasurer
Louis P. Tellez, New Mexico
National Women Vice Chair, Ollie Zuniga, Michigan
National Recording Secretary-Women
Marianna Tinoco Resendez, California
National Women Treasurer, Maria Atencio, Colorado
National Youth Vice Chair, Dorothy Pacheco, Colo.
National Youth Secretary, Rebecca Proo, New Mexico
National Youth Treasurer, Norbert J. Dominguez

CONGRATULATIONS TO ALL.

(2) The National Convention reiterated the position of the organization against any Coors Boycott. It is common knowledge many unions across the country do not support a Coors Boycott, yet there were Union representatives attempting to sell their propoganda to revive a Coors Boycott. In the future we should not tolerate this type of meddling in our internal affairs.

(3) (a) MID YEAR CONFERENCE -February 1982 -awarded to Albuquerque, NM.
February 27 and 28, 1982

(b) 1983 NATIONAL CONVENTION - The successful bidder for the 1983 National Convention was the El Paso G I Forum.

(4) AMERICAN GI FORUM HEADQUARTERS, Albuquerque, New Mexico.

---SPECIAL BOARD MEETING -November 20-21, 1981 ---

The National Board felt the need and the urgency to meet more often and provide the essential direction to the National Organization by becoming a more active Board. The Agenda Items of concern for this meeting are:

- A- Thorough review and presentation of changes to update the National Constitution to comply with current EEO Laws, specific changes to meet the changing times. Any and all suggestions are welcome in writing.
- B- Status and implementation of the National Programs Inc. and funding.
- C- Status of the 1980 National Convention -Financial reports.
- D- Status of the 1982 National Convention -Progress report, etc.
- E- Status of the 1981 National Convention -
- F- Planning - Membership - Expension
- G- Status of Forumeer
- H- Other issues of the day.

HIS MEETING WILL BE A WORKING MEETING OF THE NATIONAL BOARD -plus New Mexico hospitality.

HISPANIC TIMES MAGAZINE



**HISPANIC BUSINESS RELATIONS
ON THE UPSWING WITH COORS**

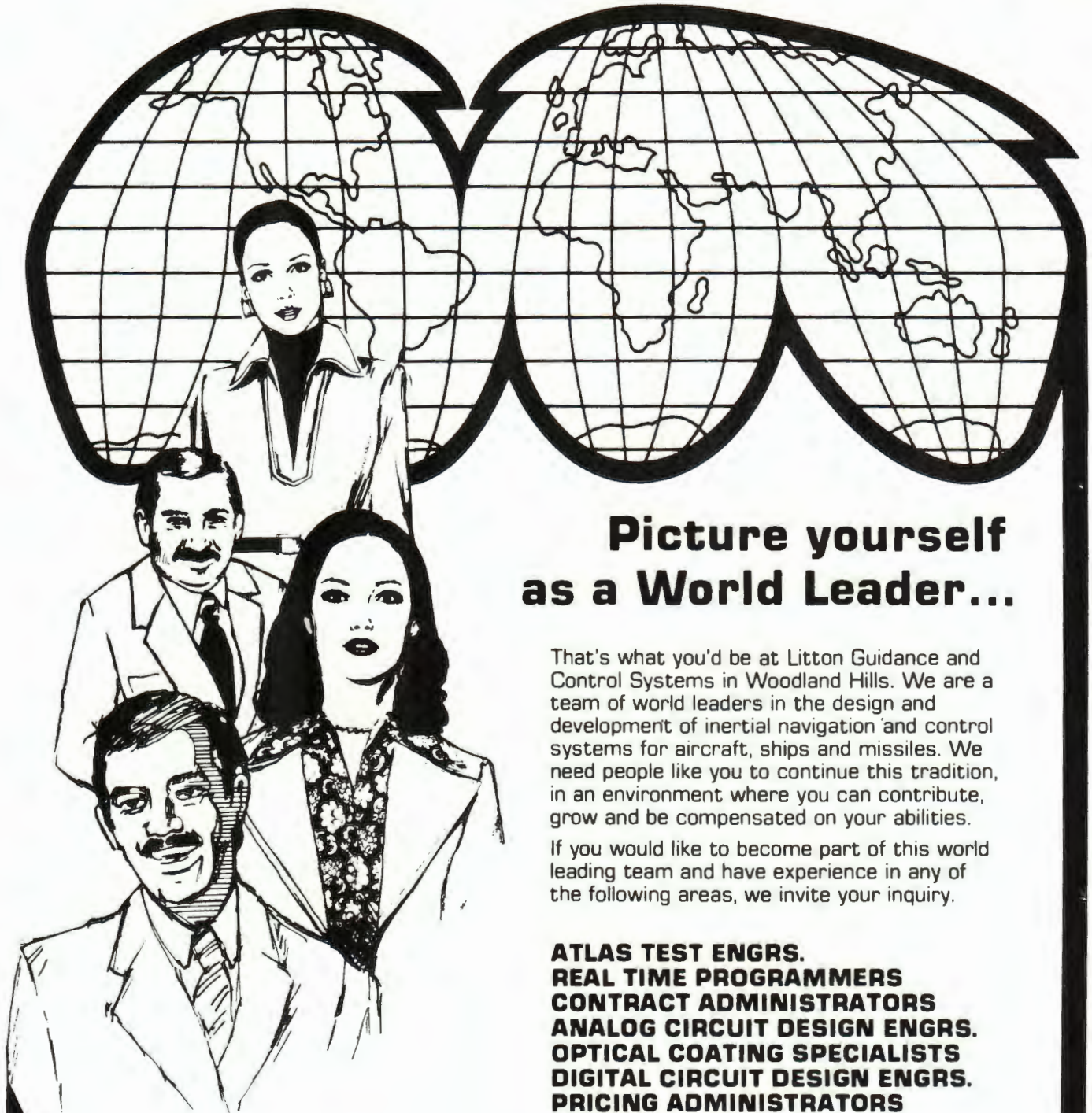
HANDICAPPED CAN DO A GOOD JOB

From PFC to PHD



ROBOT REVOLUTION

**FREE
RESUME
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MAYBE YOU CAN AFFORD COLLEGE — \$20,100 AVAILABLE THROUGH ARMY COLLEGE FUND!

A college degree means better jobs and more earning power. According to current census data, college graduates have a yearly median income that's approximately \$5,000 higher than their counterparts who never went beyond high school. Over a lifetime, that's a lot of extra income! But getting that extra earning power requires money up front — money for college tuition, books, room and board.

That up front money is getting harder to come by. There are new restrictions on education grants and even low cost education loans carry a hefty nine percent interest. Meanwhile, college costs have taken an unexpected leap. These days a college diploma is expensive but it offers significant career advantages to young people. It's no wonder that many families are looking for new ways to finance college.

One new way is the Army College Fund. The fund combines a qualified soldier's savings with government matching funds and Army supplements. This program, now being introduced nationwide, allows a soldier to accumulate as much as \$15,200 (while contributing only \$2,400) during a two-year enlistment. During a three or four year enlistment, a soldier's college fund could grow up to \$20,100 with a contribution of only \$2,700 by the soldier.

This amount of money will cover the cost of four-year tuition at most United States colleges. And, at many schools, it will cover the cost of room, board and incidental fees as well.

To participate in the Army College Fund, qualified high school graduates enlist in the Army and agree to train in one of 60 selected military occupational specialties. They contribute from \$25 to \$100 of their pay each month up to a total of \$2,400 in two years or \$2,700 in three or more years. (Saving is possible since pay is more than \$550 a month and housing, meals and work clothes are provided.)

The government will match a soldier's contribution two-for-one. Then the Army will contribute additional money — \$8,000 for a two year enlistment period, \$12,000 for an enlistment of three or more years. In two years a soldier's fund could be \$15,200. In three or four years that fund could reach \$20,100.

Education is a way to get ahead. And the Army could be the way to get that education, a place to be all you can be. Local Army recruiters have details on the Army College Fund as well as other Army education and skill training programs.

BEATING THE HIGH COST OF HIGHER EDUCATION: \$20,100 FOR COLLEGE THROUGH THE ARMY COLLEGE FUND

High school graduates could head for college with \$15,200 after two years of military service, or \$20,100 after three years. That's what the Army offers through the Army College Fund now available nationwide. This is an opportunity for bright youngsters trapped between skyrocketing college costs and tightening eligibility requirements for financial aid and loans.

The program combines soldiers' savings with government matching funds and Army grants. It provides young people with a fund that will cover the entire cost of four-year tuition at just about any United States college. And, the fund will cover almost all of the additional costs of room, board and incidental fees at many college and universities as well.

Here's how it works . . .

Soldiers save from \$25 to \$100 of their pay each month, up to a maximum of \$2,700. Savings that much can be done since starting pay is now \$550 a month. And, in addition to pay, the Army provides housing, most meals, medical and dental care. The government will match the soldiers' savings two-for-one. The Army will make an additional grant of up to \$8,000 to qualified soldiers who serve for two years and up to \$12,000 to those who serve for three or four years.

To qualify for the program young men and women must be high school graduates and pass the Armed Forces Qualifying Test with a score of 50 or higher. They must agree to train in a skill area where they're needed most. There are more than 60 selected skills in fields as diversified as military police, armor and data communications that qualify soldiers for the additional funds.

The total available to qualified soldiers who save the maximum — \$15,200 after two years of service — \$20,100 after three or four years of service.

This money is earned benefit, not a loan. No need to be burdened with years of repayments for money borrowed at astronomical interest rates.

Local U.S. Army recruiters have the details on the Army College Fund as well as other Army education and skill training programs.



Hispanic Business Relations with Coors on the Up-Swing in the 80's

"There's always going to be someone out there who will be saying something about us that isn't true and that hurts. But it's damn near impossible to go out and refute every derogatory remark made about this company."

—Gil Ortega
*Supervisor,
Pilot Brewery*

Photos by Ernie Leyba



Adolph Coors Company's Gil Ortega in two sentences expresses a frustration shared by nearly 10,000 of his fellow employees who know personally that they and their company have been the target of a propaganda war which, until recently, has given them a beating.

But they also feel the tide is changing—that the truth about the giant brewery tucked in the foothills at the base of the Colorado Rockies is finally being heard.

They have taken the offensive. Their ammunition? The facts.

A nationwide boycott, launched in the mid-70s, had spread a blanket of lies and misconceptions about Adolph Coors Company. It has been a difficult fight to uncover the truth.

But for those who have listened, the facts have told an eye-opening story.

Coors recognizes its employees are its most important resource. That recognition goes far beyond lip service. The average annual income for a Coors general brewery worker on universal shift in 1982 is \$26,000, substantially higher than the regional average. In an era when quality of life is as important to the worker as his or her paycheck, Coors has developed special programs for employees including athletic programs, vanpooling, flexible work hours, insurance programs, a fully equipped Wellness Center with health programs and other benefits.



Coors involves all employees in conducting its business. Their input, through regular employee participation meetings and employee participation committees, is given directly to vice-presidential level management, thus giving all employees a unique opportunity to participate.

Coors has one of the best if not the best, affirmative actions programs of any major company in the region. Coors has minorities and women on its senior management team and nine distributorships are owned by Hispanic Americans. Coors has been certified as an equal opportunity employer since 1972.

Coors has developed special programs aimed at the advancement of its employees: Educational Reimbursement Policy, Employment Opportunity Training Program, Skilled Craft Training Programs, Employee Recruitment through Local Minority Agencies and Contributions and Donations.

Coors' Minority Vendor Program includes 54 active participants, of which 38 are Hispanic owned. The company's expenditures with minority vendors have grown from \$32,000 in 1973 to nearly \$2 million in 1981.

During the last decade, Coors has increased its minority representation to 13 percent of its total workforce. One out of every nine employees is female and one out of every seven employees is a minority.

These facts have not gone unnoticed, especially by those who have visited the brewery themselves and have conducted their own investigations.

Following its brewery visits, the American GI Forum voted overwhelmingly to drop the boycott it had maintained against Coors for 11 years. Jose Cano, national chairman, recognized Coors' record and the fact that the truth hadn't been spread throughout the marketplace.

"I think there was a lack of knowledge on what Adolph Coors Company had done regarding employment and service to the community and the organization," he said in a recent interview. "I would say assurances are there that you'll never see a resurgence of the boycott by the G.I. Forum."

And in a recent letter to Coors' president, Joseph Coors, Cano said: "The American G.I. Forum has eliminated all vestiges of the Coors Boycott. We have met the challenge of overcoming adversity through reconciliation of differences by sincere negotiations and achieved a win-win milestone."

Offered by Joe Coors in reply: "I am extremely pleased that we are continuing to strengthen the relationship between our company and the American G.I. Forum. We have both come a long way over the past few years and hopefully our relationship will get even better as time goes on."

Ed Romero, owner and president of Denver radion station KBNO-AM, the voice of Denver's Hispanic community, sees Coors as a company genuinely interested in the Hispanic community.

"Coors is doing numerous things to show it has an interest in the community, other than just making a buck," Romero said.

Romero was critical of what he termed the "boycott mentality" which he said attempts to keep the boycott alive despite the fact that "it's not relevant any more."

"I've been involved with Adolph Coors Company for five years. I've watched it and I've followed their actions," Romero said. "I think Coors is going in the right direction."

Gil Ortega, supervisor of Coors' pilot brewery where its new products are developed, came to Coors on a brewery tour nine years ago with his wife.

"I was so impressed, I put in an application and two weeks later, I was hired," he said.

Ortega began as a general brewery worker on a "hard, hot job" in the brew house. He worked his way up to his present position, where he has had an integral part in the development of Coors' three latest new products: Coors Light, Herman Joseph's 1868 and George Killian's Irish Red ale.

"The company has given me the chance to make my own decisions and has given me more exposure and visibility than I know what to do with," he said. "I feel like I finally have a career going and am doing something I really enjoy doing."

Diana Sanchez-Knight, former executive director of SER Jobs for Progress in Denver and Colorado Springs, came to Coors approximately 12 months ago as a community affairs representative. She was convinced Coors was trying to genuinely involve itself in the Hispanic and minority communities, but was up against heavy odds—and closed minds.

"I thought Coors needed support and help in dealing with the Hispanic community. I recognized the potential," she said. "I could see they really were trying to become involved and people wouldn't even listen."

"The word was 'you won't have anything to do with Adolph Coors Company'—that was so narrow minded."

Communication is the key, she believes.

"When you see people understanding us a bit better and us understanding them a bit more, that is what we want," Sanchez-Knight said.

Chairman Bill Coors sees a long, hard struggle ahead in attempting to change attitudes concerning Coors.

"It is going to take years for us to overcome the hate that has been built up over the past 10 years," he said. "It is difficult to convince people; it will take a long time to live down."

He is especially sensitive to allegations that the company has discriminated against anyone.

"There is no discrimination and never has been in this company," he said. "There has never been a properly qualified person who was not hired because of race or color."

To those who believe otherwise, Bill Coors offers his own challenge:

"I've got \$10,000 cash in my drawer—and that's MY money. It goes to the first person who can come in here and demonstrate any purposeful discrimination in our company. To anyone who wants to try, our records are open."

—Whit Sibley



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ROTUNDO EXITO DE MISS BLACK VELVET LATINA EN CALIFORNIA

La empresa Licoreera Heublein Inc., patrocinó en días pasados el famoso certamen de belleza Señorita Black Velvet Latina, que por segundo año consecutivo se realiza en la ciudad de Los Angeles y este año por vez primera lo realizan en las ciudades de San Francisco y San José.

El evento tuvo toda la lucidez que los patrocinadores del avento esperaban. Este año la atracción artística en ambas plazas culminó con la presentación del famoso cantante Emmanuel, que hubo de deleitar a la concurrencia con un ramillete de lindas melodías. La girda de Emmanuel a través de California fue patrocinada por Black Velvet. El idolo de la canción se presentó en San Francisco, Bakersfield, Watsonville, Los Angeles y San José:

El certamen de Miss Black Velvet Latina de Los Angeles se celebró en el famoso Hollywood Palladium ante un lleno espectacular de 6,000 personas. Resultó ganadora Miss Black Velvet Latina de Los Angeles, la encantadora Srta. Mona Celaya, el segundo lugar correspondió a la Srta. Debbie Brooks Villareal, y el tercer lugar a la Srta. Rosa Viramontes.

Estas tres ganadoras fueron seleccionadas de un grupo de 22 finalistas, que fueron eliminados de un grupo de 170 concursantes.

Presente por la Agencia de Publicidad que representa a Black Velvet en el mercado hispano de Estados Unidos se encontraba el Sr. Arturo A. Andrade Gerente General de CSI Advertising, quien hizo entrega a las ganadoras de sus respectivos cheques.



HISPANIC MUNICIPAL OFFICIALS HONORED—Members of the Elected Spanish Official (ESSO) attended the National League of Cities conference in Detroit were guests of honor at a reception sponsored by Philip Morris U.S.A., "Salute to Hispanic Municipal Officials." ESSO, the League's Hispanic caucus, represents approximately 700 local elected officials in the U.S. and Puerto Rico. Attending the event were, left to right: María Elena Herrera, Public Affairs Specialist, Philip Morris U.S.A.; the Honorable Louis Zapata, City Councilman, Fort Worth, Texas, President ESSO; Samuel Montoya, Special Assistant to the Executive Director, National League of Cities; James Miksch, Manager, Government Affairs, Midwest Region, the Miller Brewing Company; Dale Florio, Public Affairs Specialist, Philip Morris U.S.A.