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THE WHITE HOUSE  
WASHINGTON

December 10, 1975

MEETING WITH THE LEADERSHIP OF THE  
REPUBLICAN NATIONAL HISPANIC ASSEMBLY

Thursday, December 11, 1975  
The Roosevelt Room  
11:30 a. m.  
From: Gwen Anderson

I. PURPOSE

To give recognition and visibility to this newly organized group and to discuss their future plans.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

The Republican National Hispanic Assembly (RNHA) was founded in February 1974 under the leadership of the Republican National Committee's Spanish-speaking Advisory Committee. The objectives of the group are to promote and to encourage state and local participation of Spanish-speaking citizens in Republican Party activities and to work for the advancement of the Party's principles, policies and candidates; to serve as a Republican fund-raising mechanism in the Spanish-speaking community; and to stimulate the members' participation in the regularly constituted structures of the Republican Party.

The RNHA is organized in 16 states including the District of Columbia. It is asking to obtain permanent affiliate status next year with the RNC similar to that of the Young Republicans and the Women's Federation.

This meeting was requested by RNHA chairman, Benjamin Fernandez, to discuss and request specific Administration action in the areas of Presidential appointments to Administration posts as well as to federal judgeships; the importance to the Spanish-



speaking community of the position of Special Assistant to the President for Spanish Speaking Affairs, a post held by Fernando C. De Baca; and the role of the RNHA and the Hispanic voters in the upcoming elections.

In October, a small group of representatives of the RNHA met with Counsellor Robert T. Hartmann, Douglas Bennett, and Gwen Anderson to discuss some of the above matters. A copy of Benjamin Fernandez's letter concerning the various subjects discussed at that meeting is attached at Tab A. Mr. Fernandez has indicated that these same topics will be the subjects discussed at this meeting with you.

The RNHA is presently uncommitted in the upcoming Republican Presidential primaries and favorable press coverage of the event could do much to encourage RNHA backing of your candidacy or at the very least individual state-by-state endorsements, according to Fernando De Baca. This could prove of particular value with the Cuban population in the upcoming Florida primary race. Attached at Tab B is a recent news article on this subject.

Sixty-one Hispanic Americans presently serve in appointed positions in the Administration. Under your Administration, two Hispanos have been appointed to high level positions, Fernando C. De Baca, Special Assistant to the President, and Fernando Oaxaca, Associate Director of the Office of Management and Budget. Ricardo Nunez's appointment as Director, Cuban Refugee Program of the Department of Health, Education and Welfare, is pending. The RNHA believes that a concerted effort must be made to appoint qualified Hispanic Republicans to higher positions in the Administration. A list of appointees is attached at Tab C.

#### B. Participants

Approximately 35 persons will participate in the meeting, including National Chairman Benjamin Fernandez of Los Angeles, members of the RNHA National Executive Committee and RNHA State Chairmen. A list of those attending is attached at Tab D.

B. Participants (continued)

Congressman Manuel Lujan of New Mexico will also attend.

C. Staff

Counsellor Robert T. Hartmann, Special Assistant Fernando C. De Baca, Gwen Anderson, James Cannon, Douglas Bennett.

D. Press Plan

White House photographer and press photo opportunity.

III. TALKING POINTS

Prepared by Paul Theis.



**Republican  
National  
Hispanic  
Assembly**

October 6, 1975

**CHAIRMAN**

Benjamin Fernandez

**VICE CHAIRMEN**

Manuel Almaguer, Esq.

Alicia Casanova

Manuel Gonzalez

Monte F. Montez

**SECRETARY**

George J. Adams

**TREASURER**

Frank C. Casillas

**GENERAL COUNSEL**

Martin Castillo, Esq.

**COMPTROLLER**

Delfin H. Pupo

**ASSISTANT SECRETARY**

Rodrigo Correa

**EXECUTIVE COMMITTEE**

Armando Acosta

George J. Adams

Manuel Almaguer, Esq.

Nelson Carlo

Alicia Casanova

Frank C. Casillas

Martin Castillo, Esq.

Rodrigo Correa

Rita De Martino

Benjamin Fernandez

Hon. Robert Finch

Frank Fouce

Manuel Gonzalez

Edward Lucero, CPA

Edward Machado

Hon. Carmen Maymi

Monte F. Montez

Delfin H. Pupo

Henry Ramirez

Hon. Mary Louise Smith

Luis Terrazas

Mr. Robert Hartman  
Counselor to the President

Mr. Douglas Bennett  
Presidential Appointments

Mr. James Cannon, Executive Director  
The Domestic Counsel

Miss Gwenn Anderson  
Special Assistant to the President

Dear Messrs. Hartman, Bennett, Cannon and Miss Anderson:

Thank you for your patience last Wednesday re: the Republican National Hispanic Assembly meeting.

We were delighted with the courtesies and the attention given to our presentation re: the 1976 Presidential Campaign; the hopes and aspirations of Hispanic Republicans; and the immediate and long-term plans of the RNHA.

The following critique will serve as a reminder of the various subjects discussed at the meeting, urging that all feasible aspects of our request be implemented immediately by the Administration.

*File  
Hispanic  
Will need  
this for schedule  
proposal  
C. Row*



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Critique

- A. Presidential Appointments. In order for an Administration to earn credibility among Hispanic Americans, it must report accomplishments which can be quantified; which can be announced through the normal means of mass communications. To date, the Administration's performance in the appointment of Hispanic Americans to supergrade positions is poor. The best figures available to us at this time indicate that President Kennedy appointed three Hispanos to supergrade positions (GS 17 - 18); President Johnson appointed six; and President Nixon fifty five. To date, President Ford has appointed two! Fernando C. de Baca, Special Assistant to the President and Fernando Oaxaca, Associate Director, the Office of Management and Budget. Ricardo Nunez's appointment as Director, Cuban Refugee Program, Health, Education and Welfare is pending.

We believe that a concerted effort on the part of the Administration must be made to appoint qualified Hispanic Republicans to higher positions within the Ford Administration. For example, Hispanos should be appointed to positions of Secretary, Undersecretary, and Assistant Secretaries. To the best of our knowledge, Hispano Americans have never served at these levels.

Presidential appointments should be made to commissions, boards, and advisory counsels, and, as suggested by Mr. Bennett, positions at the secretarial level also could be filled by qualified Hispano Republicans.



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Critique

Let us not forger the independent agencies such as Controller of the Currency, the Federal Home Loan Bank Board, the Federal Communication Commission, the Federal Reserve Banks, etc., and regional positions within these independent organizations. In short, gentlemen, we want to participate at every level of the Ford Administration believing that we have earned it. We will continue to work for future Republican administrations as we have in the past.

Doug Bennett was particularly hopeful when he suggested that:

- (1) We submit resumes of qualified Hispanos directly to him for the development of an inventory of resumes;
- (2) He would notify my office of positions opening within the administration which could be filled by Hispanos;
- (3) He would be receptive to our submitting of resumes for positions known to us but unknown to his office; and
- (4) He would assume full responsibility for the implementation of this program.

We have already started this program with the submission to his office of Alex Armendariz's resume for an Assistant Secretarial position.

- B. The Judiciary. Our research indicates that there are 564 federal judges appointed by the President throughout the United States. Of this number, only seven have been designated to Americans of Hispanic origin. Geographically, there are four in Puerto Rico, two in Texas, and one in Guam.





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Critique

B. The Judiciary (continued).

This share of the market is deplorable, and the only way that it can be rectified is with the commitment by an American President to identify and appoint qualified Hispanos for these positions. Indeed, President Ford should move aggressively at the appropriate time, to appoint the first Hispanic American in the history of the United States to the Supreme Court bench.

The RNHA would welcome the opportunity to recommend individuals qualified to sit on the federal bench at every level.

C. Special Assistant. The Special Assistant to the President, one of the most important positions to our community within the Ford Administration, is that of Special Assistant to the President for Spanish Speaking Affairs, a post held by Fernando C. de Baca. It is important to us, for it gives us instant visibility and establishes in the eyes of the community the eagerness of President Ford to give Hispanos a voice in his Administration.

Mr. de Baca, despite the lack of staff and budget, has been enormously effective in the marketplace. He has been extremely cooperative with the leadership of the RNHA, responding swiftly and in a positive way to all of our requests. We want the Administration to know that Mr. de Baca is highly respected in the Hispanic community, and urge that he be given more support by the Adminis-





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Critique

Special Assistant (continued)

tration in those areas which he deems critical to the benefit of all Hispanic Americans. He is supported fully and completely by the RNHA.

D. Employment . The last administration developed an employment program entitled "The 16 Point Program" for the purpose of identifying, recruiting, and training Hispanic Americans in the field of public service via the federal government. There are two areas of concern to us with regard to this program; viz.,

(1) Intensification of the program could be done by asking each of the agencies to implement the goals of this program at once. A follow-up program should be started to insure the success of this excellent plan.

(2) Upgrading among the present federal employees should be reviewed very carefully and publicized where such upgradings are in order.

The Ford Administration already has a body of Hispano Americans in its employ who could move up the ladder of government.

In every instance we do not ask special consideration; however, we do ask for an equitable opportunity. The appointment of Hispanic Americans to positions indicated above is the swiftest way to earn credibility with the people. We urge that these requests be adopted immediately.

E. The Republican National Hispanic Assembly. The RNHA of the United States, located in the Dwight D. Eisenhower Building, Washington, D. C. is asking to obtain permanent affiliate status next year with the Republican National





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Critique

The Republican National Hispanic Assembly (continued)

Committee similar to that of the Young Republicans and the Women's Federation.

We already have 16 states in organization, including the District of Columbia. It is our goal to become fully involved in all matters Republican; to participate as full and equal partners within the political process. We are not asking for "handouts" as evidenced by the fact that 100% of our operating expenses are being funded by the volunteers who conceived the idea of an Assembly and who administer its operations. The concept of an Hispanic organization of Republican volunteers is absolutely essential in all future Presidential, Senatorial, and Congressional campaigns.

We bring to your attention that in 1972, some 2% of the people who voted for the Republican candidate was attributed to Hispano Americans; that for the first time in history, Hispanic Americans organized to raise some \$400,000 for a Republican candidate.

We urge you to review the basic statistics of the 1968 and 1972 campaigns. In 1968 only 6% of the Hispanic Americans who voted in the presidential election, voted for the Republican candidate. In 1972, however, the figures rose dramatically to 36%. We were organized; we had been invited to participate, the Administration had identified with our people.



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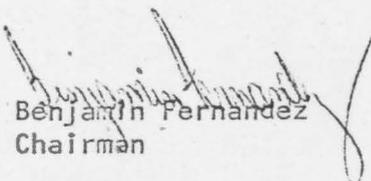
Critique

The Republican National Hispanic Assembly (Continued)

We urge that you respond to the requests of a noble people, of a gracious people, of decent Americans who wish only the right to participate as Americans and as Republicans.

- F. Presidential Meeting. We requested a meeting with President Ford in The White House, wherein all members of the National Executive Committee and all State Chairmen would be invited to meet the President and for the President to meet them. We would present to him a request for participation similar to the one submitted to you. We respectfully request again that a specific date be designated for said meeting, and that sufficient lead time be allowed to permit as many people as possible to attend.

Con todo respeto,

  
Benjamin Fernandez  
Chairman

BF:em

cc: Mary Louise Smith, Chairman, Republican National Committee  
Gary Engebretson, Co-Chairman, Republican National Committee  
Delfin H. Pupo, Executive Committee Member, Republican National  
Hispanic Assembly  
Gilbert Pompa, Executive Committee Member, Republican National  
Hispanic Assembly  
Monte F. Montez, Executive Committee Member, Republican National  
Hispanic Assembly  
Jay Garcia, Director, Office of Spanish Speaking Affairs, RNC  
Richard Thaxton, Director, Political Research Division, RNC  
Joe Gaylord, Director, Special Voter Groups Division, RNC



# Ford Aide Says U.S. Hispanic Voters Could Sway Election

For further information:  
Clayton Willis  
202--338-3900  
202--338-456-6213



EXECUTIVE LEVEL  
AND OTHER TOP POLICY MAKING APPOINTEES  
OF THE FORD ADMINISTRATION  
AS OF JUNE 1, 1975

<u>Name</u>		<u>Title</u>
ARMENDARIS, Alex	(CS-18)	Director OMBE, Department of Commerce
CORDOVA, Jorge L.	(GS-18)	Regional Director for Latin America, Peace Corps.
DE BACA, FERNANDO	(PA)	Special Assistant to the President The White House
GALLEGOS, Bert	(II)	Director Community Services Administration
HIDALGO, Edward	(GS-18)	General Counsel and Director of Congressional Affairs, U.S.I.A.
JOVA, John Joseph	(II)	Ambassador to Mexico
MARTINEZ, Samuel	(GS-18)	Chairman, Federal Regional Council, Denver, Regional Director, USDOL
MAYMÍ, Carmen	(GS-17)	Director, Women's Bureau, Department of Labor
MOLINA, John	(GS-16)	Director of Bilingual Education OE/DHEW
NUNEZ, Luis	(GS-18)	Deputy Staff Director, U.S. Commission on Civil Rights
OAXACA, Fernando	(IV)	Associate Director for Operations, OMB
ORTIZ, Frank	(FSO-1)	Deputy Executive Secretary Department of State
POMPA, Gil	(GS-18)	Deputy Director, Community Relations Service, Department of Justice
RUIZ, Jr., Manuel	(PA)	Commissioner, U.S. Civil Rights Commission



<u>Name</u>		<u>Title</u>
SANCHEZ, Phillip	(IV)	Ambassador to Honduras
TELLES, Raymond	(V)	Commissioner, EEOC
VILLARREAL, Carlos	(V)	Commissioner, U.S. Postal Rate Commission

SUPER-GRADES  
AND OTHER MAJOR HISPANIC APPOINTEES  
OF THE FORD ADMINISTRATION  
AS OF JUNE 1, 1975

<u>Name</u>		<u>Title</u>
AGUIRRE, Edward	(GS-16)	Regional Commissioner, OE/DHEW San Francisco
ARIAS, Julio	(FSO-2)	Director Visa Office, Department of State
BACA, Doroteo	(GS- )	U.S. Marshal, Department of Justice
BACA, Edward	(GS-16)	Regional Commissioner, OE/DHEW Dallas
BAYO, Francisco	(GS-16)	Deputy Chief Actuary, SSA/DHEW
CARRILLO, Manuel	(GS-15)	Director Spanish Speaking Program DHEW
Chavez, Gilbert	(GS-15)	Director Spanish Speaking Affairs OE/DHEW
ESQUIVEL, Pedro	(GS-14)	District Director, EEOC Denver
ESPARZA, Carlos	(GS-15)	Director, Spanish Speaking Programs U.S.C.S.C.
GARCIA, Joe	(GS-16)	Regional Director, ACTION, Dallas
GARZA, Alvaro	(GS-14)	District Director, EEOC San Antonio, Texas
GONZALEZ, Armando	(GS-15)	Director of EO Federal Energy Administration
GONZALEZ, Douglas M.	(GS-16)	U.S. Attorney Department of Justice
GONZALEZ, Eugene	(GS-15)	Regional Director C.S.A., San Francisco



<u>Name</u>		<u>Title</u>
LOPEZ, Jose	( )	U.S. Marshal Department of Justice
LUNA, Joseph	(GS-15)	Deputy Associate Administrator for Minority Enterprise, SBA
MADRID, Pat J.	(GS- )	U.S. Marshal Department of Justice
MALDONADO, Joe	(GS-17)	Regional Director, DHEW, San Francisco
MEDINA, Bill	(GS-16)	Chief of Executive Training Branch OMB
MERCADO, Edward	(GS-16)	Regional Director EEOC, New York
MONTANO, Gil	(GS-17)	Regional Director, SBA, San Francisco
MOURE, Rupert	(GS-18)	Executive Officer U.S.P.H.S./DHEW
OLIVEREZ, MANUEL	(GS-15)	Director EO Department of the Air Force
ORTEGA, VICTOR	(GS-16)	U.S. Attorney Department of Justice
ORTIZ, Edwin	(GS-16)	Division Director, Bureau of Drugs FDA/DHEW
PENA, Edward	(GS-17)	Director of Compliance, EEOC
RAMIREZ, Lorenzo	(GS-16)	Regional Director EEOC Dallas
RAMIREZ, Luis	(GS-16)	Associate Director for Economic Development, C.S.A.
RAMOS, Juan	(GS-15)	Acting Director Special Programs, NIHM/DHEW
RIVERA, Victor	(GS-16)	Regional Director, SBA Denver Region



<u>Name</u>		<u>Title</u>
RIVERA, Angel	(GS-17)	Acting Associate Director for Field Operations, C.S.A.
ROBLES, Tom	(GS-15)	District Director EEOC, Albuquerque
RODRIGUEZ, Al	(GS-16)	Associate Director for Administration, C.S.A.
RODRIGUEZ, John H.	(GS-17)	Associate Commissioner for Compensatory Educational Programs, OE/DHEW
ROEL, Virgilio	(GS-15)	Board Member, Appeals Review Board, U.S.C.S.C.
ROMERO, Fred	(GS-16)	Deputy Regional Director DOL, Denver
ROMERO, Ramon	(GS-15)	Regional Director OMBE San Francisco
RUIZ, Carlos	(GS-15)	Associate Director Human Rights, C.S.A.
SANCHEZ III, Manuel	(GS-16)	Area Director, HUD
SANCHEZ, Julio	(GS-16)	U.S. Attorney Department of Justice
<del>SERRA, Patricio</del>		<del>Executive Assistant to the Commissioner, EEOC</del>
VALENZUELA, Edward	(GS-14)	District Director EEOC Phoenix
ZUNIGA, Henry	(GS-15)	Regional Director, OMBE Dallas



BENJAMIN FERNANDEZ

Chairman, RNHA

Consultant, Los Angeles, California

FAUSTO VERGARA

State Chairman, Indiana RNHA

Assistant Director for Div. of Compensatory Education

Indiana State Department of Public Instruction

FRANCISCO M. VEGA

State Chairman, Michigan RNHA

President Kent Memorial Garden-Shrines, Inc.

Grand Rapids, Michigan

MRS. ALMA GREEN

State Chairman, Rhode Island RNHA

Director of Social Programs in Neighborhood Facilities  
for Community Development, Providence

BEVERLY MONTEZ

State Chairman, Kansas RNHA

Secretary, Montez Enterprises, Kansas City, Missouri

RICHARD SALVATIERRA

State Chairman, D. C. Metropolitan area RNHA

Special Assistant, Director of Community Services

Administration

EDWARD GARZA

State Chairman, Texas RNHA

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MICHAEL CARBAJAL

State Chairman, New York RNHA

RODRIGO CORREA

State Chairman, Connecticut RNHA

Member, National Executive Committee

Treasurer-Manager, St. Peter's Federal Credit Union  
Hartford

CARLOS de la VEGA

State Chairman, Louisiana RNHA

District Director, National Economic Development Assoc.

ROBERTO DE VARONA

State Chairman, Colorado RNHA



JOSE M. CASANOVA  
State Chairman, Florida RNHA  
President, Flagship National Bank of Westland

MIGUEL HUERGO  
State Chairman, New Jersey RNHA  
Huergo Tire Cia.

RAY ARBALLO  
Representing California RNHA Chairman  
Manager, Manpower Training & Adm.  
North America Rockwell, Downey, Calif.

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COMM. MANUEL ALVARADO GONZALEZ  
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Con Edison, New York City

EDWARD MACHADO  
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President & Chairman of the Board  
Americana Federal Savings & Loan, Chicago

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GEORGE ADAMS  
National Executive Committee member  
President, Mobility Systems & Equipment, Los Angeles



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National Executive Committee member  
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Vice President, Bunker Ramo Corp., Oak Brook, Illinois

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DAN CATANIA

Candidate for National Executive Committee member  
Assistant Director, American Saving and Loan League  
Washington, D. C.

MANUEL LUJAN

Member of Congress from New Mexico

MRS. HEBBÈ RUSO

Executive Director, RNHA

JASPER GARCIA

Director, Spanish Division, RNC

JOE GAYLORD

Director of Special Voting Groups, RNC

