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THE WHITE HOUSE
WASHINGTON

October 12, 1976

MRS. FORD:

Event: Presentation of the "Citizen of the Americas" Award

Date/Time: Wednesday, October 13, 1976 2:00 p.m.

Place: Blue Room

Number of Attendees: Approximately 22 guests

Schedule of Events: 2:00 p.m. Your guests will arrive through the Southwest Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted to the Blue Room where they will be served refreshments.

2:10 p.m. Maria Downs will escort you via elevator to the State Floor where you will be met by Ray Maduro, Special Assistant to the President, who will escort you to the Blue Room and introduce you to your guests.

2:25 p.m. Ray Maduro will introduce Irma Vidal Santaella, founder of the Hispanic Community Chest of America and Chairman of the New York State Human Rights Appeal Court, who will present you with the award.

NOTE: The presentation piece is a Tiffany silver plate engraved with the flags of the Hispanic nations.

You will express appreciation for the award and mingle informally with your guests.



Presentation of the "Citizen of
the Americas" Award

2:40 p. m.

You will bid farewell to your guests and
return to the Family Quarters.

NOTES:

There will be full press coverage.

A White House photographer will be present.

Background information is attached.

Guest list is attached.

Maria Downs



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Maria Downs



Citizen of the Americas Award, October 13, 1976

Muchas gracias, amigos! (Many thanks, friends!)

(Moo-chas gra (like bra)--see-ahs ah-me-gos!)

Thank you for this award and thank you for all you are doing in the fight against cancer. I am honored to be associated with the fine work of the cancer center in Puerto Rico. Your support of the center and caring about cancer patients means so much to me and the many Americans who have had treatment for cancer.

I am proud to be a Citizen of the Americas, and I am very grateful for your compassion and concern for others.

Go with God!*

*This is the traditional Spanish farewell.



Rey
Maduro
Asst
to the
Pres.

~~Dr.~~
Videl Sautiella B.F. ✓
(~~Glenn~~) ○
Founder

Jusquella Damiron
Gen. in P.R.
from Rep. Dominican
Dominican Rep.

For Immediate Release
Wednesday, October 13, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will receive the first "Citizen of the Americas" Award from the Hispanic Community Chest of America, Inc., Wednesday, October 13th at 2:15 p.m. in the Blue Room.

The Community Chest supports the work of Clinica Grillasca, which is operated by the Puerto Rican Cancer Association. The clinic, located in Ponce, Puerto Rico, is the major Caribbean center for research, training and treatment.

Mrs. Ford was selected for the award for her openness in advocating early detection of cancer.

Approximately 20 Hispanic leaders will attend the presentation.

#

Press Coverage: Open -- pickup 2:00 p.m.

Handwritten notes:
1st Lady
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205 1002
Med 7) 112
Office
11 of cancer
11 (affil of
Proud C of AM.
1 cancer care
E O T 12
- 11 terms
68 yrs



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#

Press Coverage: Open -- pickup 2:00 p.m.

I want to thank you all very much for the award. Want to thank you also for all you have done to conquer cancer

Sincerely I'm very proud to be affiliated with a part of it to be



W

You have lighted
a candle - millions
of women throughout

The world

To the 1st lady of
City of
For recogn. of human values

It is with gratitude -

God Bless you all for doing it
& thank you all.

to let you also for all you
have done to conquer cancer

Thank you I'm very proud to
be affiliated with you - & part of it



THE WHITE HOUSE

WASHINGTON


October 12, 1976

MEETING WITH HISPANIC COMMUNITY CHEST OF AMERICA

Wednesday, October 13, 1976

2:00 p.m.

The Blue Room

From: William J. Baroody, Jr. 

I. PURPOSE

Presentation to The First Lady of initial "Citizen of the Americas" award.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

A. Background: Supported by the Hispanic Community chest, Clinica Grillasca is the outstanding Caribbean cancer hospital. As vital bulwark they provide detection tests and research as well as training and treatment of the most advanced types. Based upon her courage and openness in advocating early detection, The First Lady was chosen as initial recipient of award.

B. Participants: Approximately twenty Hispanic leaders.
(see attached list)

Administration Official: Rey Maduro

C. Press Plan: New York City Hispanic News Media



III. TALKING POINTS

1. President Ford's commitment to Hispanics and the approximately 60 Hispanic appointments to date.
2. Monday, October 18 will witness "Hispanic First" in swearing in ceremony for Edward Aguirre as U.S. Commissioner of Education.
3. Clinica Grillasca unique to Caribbean area due modern techniques, staff and equipment.



CORRESPONDENTS :

BETTY FORD WILL BE PRESENTED THE FIRST CITIZENS OFF THE AMERICAS
AWARD FROM THE HISPANIC COMMUNITY CHEST OF AMERICA TODAY--2:15 P.M.
IN THE BLUE ROOM OF THE WHITE HOUSE. MEDIA COVERING SHOULD GATHER AT
THE PRESS OFFICE ABOUT 2 P.M.
UPI 10-13 11:15 AED

N043

R

ADD, CALENDAR

FIRST LADY BETTY FORD RECEIVES THE FIRST CITIZEN OF THE AMERICAS
AWARD FROM THE HISPANIC COMMUNITY CHEST IN THE BLUE ROOM TODAY, 2:15
P.M. SELECTED FOR HER OPENESS IN ADVOATING EARLY DETECTION OF CANCER.

10-13-76 11:31EDT



SHEILA

THE WHITE HOUSE
WASHINGTON

Maria,

Due to shortness of time, I have not done a "proper memo" to you, but Rey Maduro (x2587) is the contact, and Manny Gonzalez at PFC is touching base with him, following my conversation with Manny to say we would like to do it 10/13 at 2:00.

457-
6640

Kay has been given a copy of the file to be thinking of brief remarks for the presentation, and a copy of the file has been given to Sheila for a release.

Give me a call if you can think of anything else.

Thank you,

susan

10/12/76



SCHEDULE PROPOSAL
DATE: OCTOBER 1, 1976
FROM: REY MADURO
VIA: SUSAN PORTER

ME
Marilyn
GOLDEN
X 6640
PFC
Hispanic
Reception

MEETING: 15/20 minutes with The First Lady
Diplomatic Reception Room

DATE: Optional - 3 thru 15 October
Hour - Open

PURPOSE: ^{CITIZEN OF THE AMERICAS}
To accept Outstanding Woman of the Year
Award from New York Chapter of Clinica
Grillasca

FORMAT: Accept presentation with a few remarks
to group of thirty, including Former
Governor Louis Ferre of Puerto Rico.

CABINET PARTICIPATION: None 2:00

SPEECH MATERIAL: Rey Maduro ^{x 587}

PRESS COVERAGE: Hispanic News Media from New York City

STAFF: Tom Aranda, Rey Maduro

RECOMMEND:

OPPOSED:

PREVIOUS PARTICIPATION: The First Lady served as Sponsor for this
group's activities on two prior occasions.

BACKGROUND: Clinica Grillasca is operated by the Puerto
Rican Cancer Association who has chosen the
First Lady as the Outstanding Woman of the
Year. A small appropriate piece has been
chosen at Tiffany's for presentation.



FIRST LADY

PR 14-16-1

WE3-1

September 15, 1976

Dear Mr. Torres,

How much I appreciated your gracious letter telling of Clinica Grillasca and the gala planned for October 2, and inviting me to serve on the honorary sponsoring committee for this affair.

It would be a special pleasure to have my name listed in this way reflecting my admiration and support for the goals and accomplishments of your organization. The fight against cancer will be won through expanded research which requires the financial support of us all, an educated public, and an unswerving commitment to its conquest. I am grateful for this opportunity to commend the Puerto Rican Cancer Association and Clinica Grillasca.

With gratitude and my warmest best wishes,

Sincerely,

X
Mr. Johnny Torres

President X

X
New York Chapter Clinica Grillasca
Metropolitan Spanish Merchants'
Association, Incorporated
Bronx Terminal Market 73 and 71
153rd and Exterior Streets
Bronx, New York 10451

JRC/ph

c: BF Honorary Affiliations (accept)
BF Cancer Folder
Tom Aranda
Ray Maduro



3.22
P. 10
10/10/76

THE WHITE HOUSE

WASHINGTON

August 30, 1976

MEMORANDUM TO: ✓ BARRY ROTH
TOM ARANDA

FROM: SUSAN PORTER

Mrs. Ford has received the attached invitation to have her name listed on the honorary sponsoring committee of a gala black tie charity affair under the auspices of the Hispanic Community Chest of America. The affair will be given by the New York Chapter of Clinica Grillasca (we are also receiving numerous letters from New York people, including Dick Rosenbaum, for her to attend). May I have your comments on her name being listed in this way?

Thank you.

9/3/76

Susan -

I defer to the political and other experts if it is good to do this one, but it does appear to be material in scope and this is OK if it is recommended by others that should do it

Barry

9/8/76 - PHOENIX CONV. W/ TOM ARANDA
GOOD TO DO ILL



August 31, 1976

FIRST LADY

IV/1976/STW/nyc

Dear Mr. Torres,

This is to acknowledge receipt of your thoughtful letter. Your kind invitation is under consideration and we will be in communication with you as soon as possible.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

X
Mr. Johnny Torres
President
New York Chapter
X Clinica Grillasca
Bronx Terminal, Market 73 and 74
153rd and Exterior Streets
Bronx, New York 10451

SP/ph

c: BF Pending to Consider (New York City, October 2, 1976)

10

RECEIVED
SEP 3 1976
SOCIAL FILES





METROPOLITAN SPANISH MERCHANTS' ASSOCIATION, INC.

BROOKLYN TERMINAL MARKET 73 & 74 • 159th & Exterior Sts. • Bronx, N. Y. 10451 • 669-3575

August 5, 1976

Steffert to: *Carroll Roth*
Conrad

Hon. Betty Ford
The White House
Washington, D.C.

Dear Mrs. Ford :

Universally, the number two killer of mankind is cancer. This scourge is more acutely felt in our economically disadvantaged areas where are very limited detection and treatment facilities.

The Puerto Rican Cancer Association operates Clinica Grillasca — one of the few skilled cancer hospitals in the Caribbean. They conduct detection tests, research, training and treatment for this dread disease. This facility is a most important bulwark against the fatality of this affliction in the Caribbean.

A New York Chapter of Clinica Grillasca consisting of leading citizens of the Americas has been organized by Honorable Irma Vidal Santaella which I have the honor to preside. Our objectives are twofold: To raise funds for Clinica Grillasca, and to sponsor two medical scholarships for New York City inner-City college students.

On the evening of October 2, 1976, this New York Chapter of Clinica Grillasca has scheduled a gala black tie charity affair under the auspices of the Hispanic Community Chest of America. It will take place on the new vessel "DAY LINER" at Pier 81, West 41st Street in New York City. International cultural exhibits, entertainment and menus are planned for the occasion.

We invite you to serve on the honorary sponsoring committee for this gala affair. Your acceptance will entail no expenditure of time or money but will enhance the prestige of the occasion. Many prominent citizens have already signified their acceptance. Will you join them in this cause so close to the heart and conscience of our community?

Sincerely,

Johnny Torres
Johnny Torres
President
New York Chapter Clinica Grillasca



September 23, 1976

FIRST LADY

IV/1976/ST32/N.Y.C.
PR 14-16-1

Dear Ms. Santaella,

How much I appreciated your gracious letter telling of Clinica Grillasca and your plans for your gala benefit affair in New York on October 2nd. Although I will be unable to be with you, I have written directly to Mr. Johnny Torres telling him how pleased I would be to have my name listed on the honorary sponsoring committee. I am grateful for this opportunity to express my admiration for you and all who have worked towards the development and accomplishments of this significant cancer facility.

I am also deeply honored by the Hispanic Community Chest of America's selection of me as the first recipient of the "Citizen of the Americas" award. I hope that my schedule will soon allow me personally to express my gratitude for this very special recognition.

With deep gratitude for your own vital contributions toward the goal of conquering cancer and my warmest best wishes for an inspiring and successful occasion,

Sincerely,

/s/ Betty Ford

X
Ms. Irma Vidal Santaella
Founder
New York Chapter, X Clinica Grillasca
1883 LaCombe Avenue
Bronx, New York 10473

JRC/ph

c: Ray Maduro
Tom Aranda
Ed Terrell
Manuel Gonzalez
Jud Summer

RECEIVED

SEP 24 1976

SOCIAL FILES
W. R. FORD Library

BF Pending to Consider
New York City
October 2, 1976
Accept "Citizen of the Americas"
Award

August 30, 1976

Dear Ms. Santaella,

This is to acknowledge receipt of your thoughtful letter. Your kind invitation is under consideration and we will be in communication with you as soon as possible.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Ms. Tama Vidal Santaella
Chairperson
State Human Rights Appeal Board
Two World Trade Center
New York, New York 10047

SP/ph

c: BF Pending to Consider (October 2, 1976, New York)



*Put in
letter*

THE WHITE HOUSE
WASHINGTON

I contacted Ms. Santaella by phone to acknowledge her letter. She informed me that the request has now been changed. They no longer want Mrs. Ford to serve on the honorary sponsoring committee for the affair; they now want to present Mrs. Ford the "Citizen of the Americas" Award.

Commissioner Manual Gonzalez, who is a delegate-at-large to the Republican National Convention, will contact Susan Porter in Kansas City to discuss this.

*pw
8/14/76*





IRMA VIDAL SANTAELLA
CHAIRPERSON

STATE OF NEW YORK
EXECUTIVE DEPARTMENT

STATE HUMAN RIGHTS APPEAL BOARD
TWO WORLD TRADE CENTER, NEW YORK, N. Y. 10047

(212) 488-2048 Personal Unofficial

August 24, 1976

Ms. Sue Porter,
Secretary to the First Lady
Executive Mansion
Washington, D.C.

8/30/76
acknowled. by letter
- B7 Pending & Seriously
Consider

Dear Ms. Porter:

I would like to thank you for your kind interest in our black tie charity affair to be held by Clinica Grillasca-Puerto Rican Cancer Association, under the auspices of the recently organized Hispanic Community Chest of America as indicated in my letter of July 7, 1976 to the First Lady, Mrs. Betty Ford.

Our Co-Chairman, the Hon. Manuel Gonzalez has informed me that he has been in communication with you on this matter and he suggested that I write to the office of the First Lady again.

Therefore this letter is to reconfirm our telephone conversation advising you that the Hispanic Community Chest of America had selected the First Lady, as the first recipient of the "Citizen of the Americas" award to be presented at our gala black tie affair on the evening of October 2, 1976 in the city of New York.

We are looking forward to hearing from our First Lady in the very near future.

Sincerely,

Irma Vidal Santaella
Irma Vidal Santaella



8-11
Irma Vidal Santaella

Counselor at Law

1883 LaCombe Avenue
Bronx, New York 10473

August 3, 1976

(212) - 323-6724

Mrs. Gerald Ford
First Lady of the Land
The White House
Washington, D. C.

File,
acknowled. my phone
8/14/76 - put in my "Return" file

Dear Mrs. Ford:

Universally, the number two killer of mankind is cancer. This scourge is more acutely felt in our economically disadvantaged areas where there are very limited detection and treatment facilities.

The Puerto Rican Cancer Association operates Clinica Grillasca -- one of the few skilled cancer hospitals in the Caribbean. They conduct detection tests, research, training and treatment for this dread disease. This facility is a most important bulwark against the fatality of this affliction in the Caribbean.

The demand for the services of this institution has necessitated expansion. Governor Hernandez Colon of Puerto Rico, Hon. Felisa Rincon, Hon. Romero Barcelo and prominent doctors who have been involved with Clinica Grillasca throughout the years have made known to those of us in the Hispanic Community Chest of America the acute need of our cooperation with this institution.

Hoping to accommodate their needs, I as a volunteer have organized a New York Chapter consisting of leading citizens of the Americas, including five ambassadors, to carry out two objectives: To raise funds for Clinica Grillasca, and to sponsor two medical scholarships for New York City inner-City college students.

On the evening of October 2, 1976, this New York Chapter of Clinica Grillasca has scheduled a gala black tie charity affair under the auspices of the Hispanic Community Chest of America. It will take place on the new vessel "DAY LINER" at Pier 81, West 41st Street, in New York City. International cultural exhibits, entertainment and menus are planned for the occasion.

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Sincerely,

Irma Vidal Santaella

Irma Vidal Santaella
Founder, New York Chapter, Clinica Grillasca



Eik

FIRST LADY

(2)

August 31, 1976

PR 14-16

Dear Mr. Gonzalez,

This is to acknowledge receipt of your thoughtful letter. Your kind invitation is under consideration and we will be in communication with you as soon as possible.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

X Clinica Grillasca

X
The Honorable Manuel A. Gonzalez
Commissioner
New York State Athletic Commission
108 DeFoe Place
Bronx, New York 10475

SP/ph

X
c: BF Pending to Consider (New York, October 2, 1976)

10

RECEIVED
GERALD R. FORD LIBRARY
SEP 2 1976
SOCIAL FILES

8-27
Pat. in
Division
Chas. Cook
attor.

MANUEL A. GONZALEZ

108 DEFOE PLACE
BRONX, NEW YORK 10475
TEL. (212) 460-6492



COMMISSIONER
NEW YORK STATE
ATHLETIC COMMISSION

August 9, 1976

Mrs. Betty Ford
White House
Washington, D. C.

Dear Mrs. Ford:

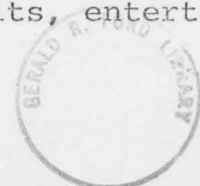
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Mrs. Betty Ford
White House
Washington, D. C.

- 2 -

August 9, 1976

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Sincerely,

Manuel A. Gonzalez
Manuel A. Gonzalez *200*
Co-Chairman, New York Chapter,
Clinica Grillasca

icc



THE WHITE HOUSE
WASHINGTON

October 12, 1976

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NOTES:

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Guest list is attached.

Maria Downs