

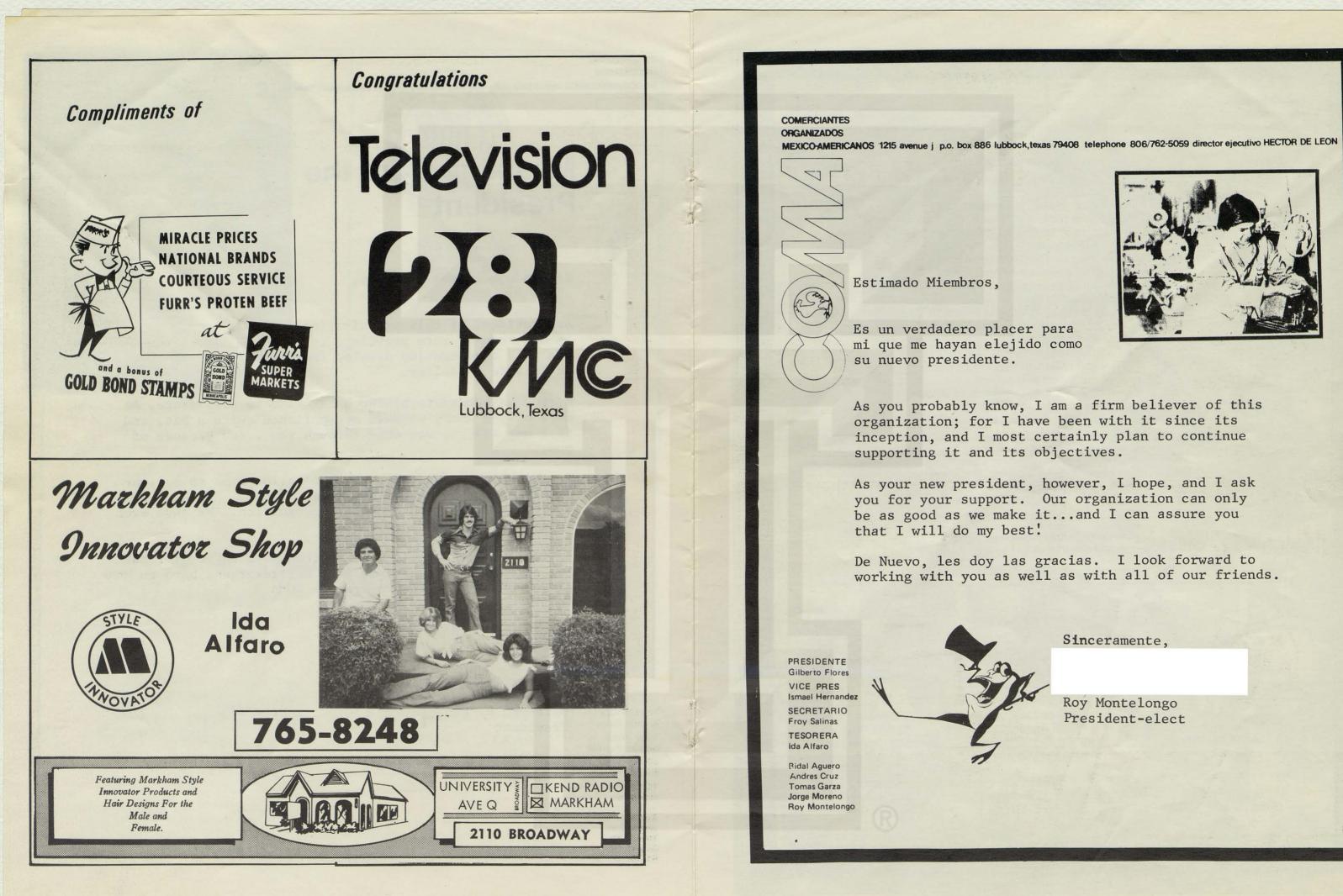
Message from the

As president of this organization it has been my rare previlege to see this organization develop from

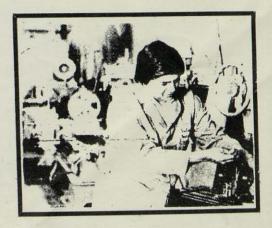
A sido un verdadero placer haber sido su presidente. As most of you know, we have accomplished quite a bit, and if I may say, it was done through you...and because of

In the short period that you have allowed me to be your president we have certainly moved forward. We have gained local, state, and national recognition. We have even

In conclusion, I would like to thank all of you for having allowed me to serve as your president and hope to continue working "en el progreso de COMA."



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As you probably know, I am a firm believer of this organization; for I have been with it since its inception, and I most certainly plan to continue

As your new president, however, I hope, and I ask you for your support. Our organization can only be as good as we make it ... and I can assure you

De Nuevo, les doy las gracias. I look forward to working with you as well as with all of our friends.

Sinceramente,

Roy Montelongo President-elect COMERCIANTES ORGANIZADOS

MEXICO-AMERICANOS myrick bidg., suite 406 1215 avenue j p.o. box 886 lubbock, texas 79408 telephone 806/762-5059

MAS

Program

Introduction: Tomas Garza, Master of Ceremonies Invocation by Father Curtis Halfmann, Pastor, Our Lady of Grace Church Dinner served by Don Pablo's Catering 7:00-8:00 Music by Pete Morales Poetry reading by The Black Spirit Poets 8:00-8:15 Eric Strong and James McCormick Presentation of Awards - Ida Alfaro and Tony Reyes 8:15-8:45 President's Remarks Gilberto Flores - Outgoing President Roy Montelongo - President Elect Media of the Year KWGO Bilingual Radio Honorable Mention - La Voz de Texas Financial Institution of the Year American Bank of Commerce of Wolfforth Outstanding Member of COMA Mr. and Mrs. Raul and Ester Sepeda Outstanding Businessman of the Year Mr. Jorge Moreno Special Recognition to Hector DeLeon, Executive Director Introduction of Guest Speaker, Rep. Froy Salinas 8:45-9:15 Guest Speaker: Julian Padilla President, Albuquerque Hispans Chamber of Commerce Conclusion - Tomas Garza 9:15-9:30

9:30-1:00 Dance and Entertainment by Pete Morales

BOARD OF DIRECTORS 1977

President Roy Montelongo Montelongo Welding and Machine Shop

> Treasurer Ida Alfaro Markham Style Innovator Shop

Director Gilberto Flores Gilbert's Auto Supply Vice President Jorge Moreno La Feria Record Shop

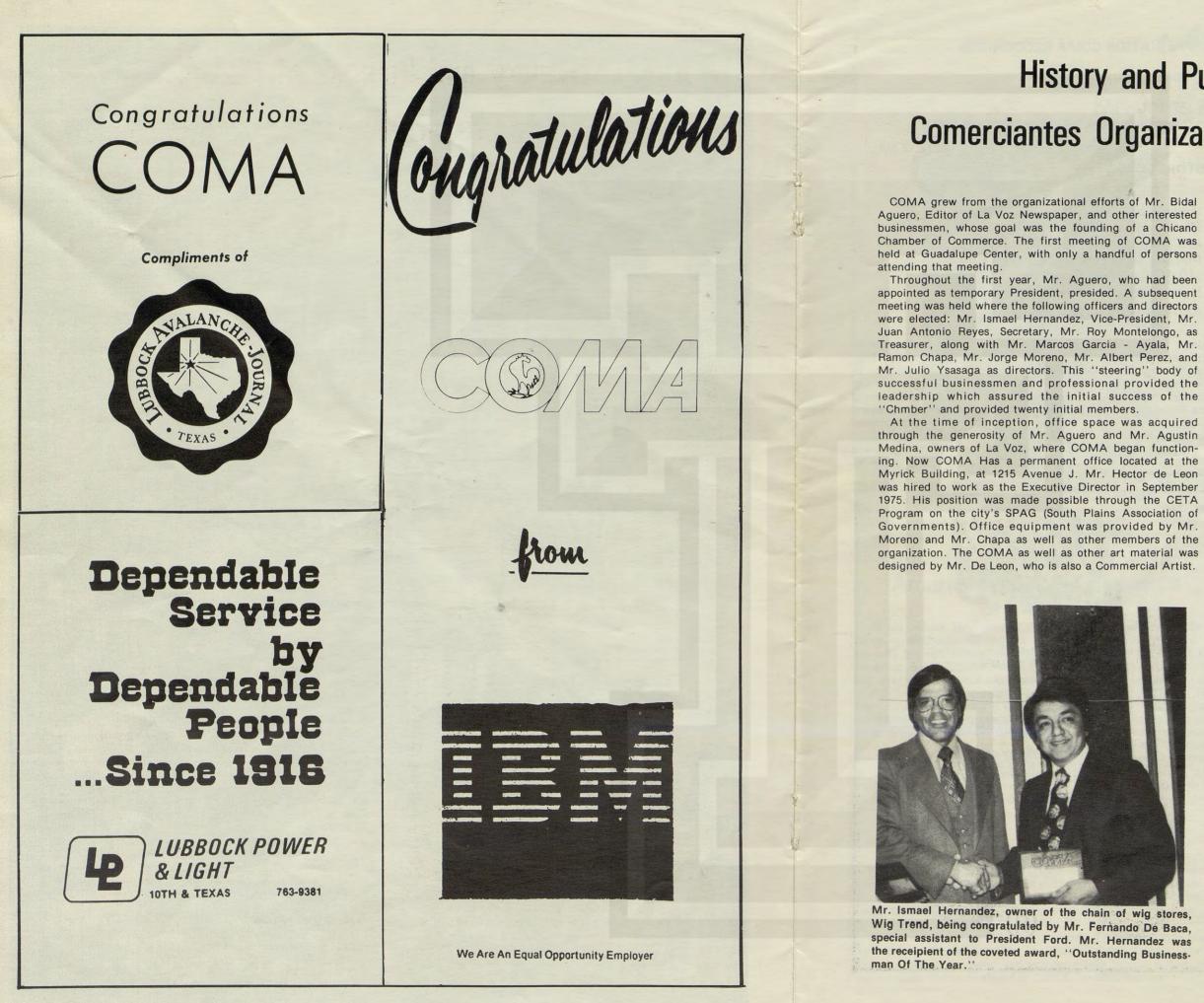
Director Bidal Aguero La Voz Publishers Amigo Pest Control

Director Ramiro Luis Jimenez Jiminez Bakery Secretary Ester Sepeda Sepeda Builders

Director Andres Cruz Andy's Plumbing and Heating

> Director Mario Perez Superior Color





History and Purpose of COMA **Comerciantes Organizados Mexico Americanos**

The major event taking place the 27th of February was the banquet of the Comerciantes Organizados Mexico-Americanos. This event that culminates the efforts of the members of this organization is a toast to itself as well as to the community; thanks to the members, the formation of this organization has been brought about.



But, what is COMA? What makes it stand out above other organizations? What is its significance? What are its purposes?

COMA, who centuries represent, Comerciantes Organizados Mexico-Americanos is an organization recently formed by a group of merchants, professionals, and other persons in the city of Lubbock and the surrounding area, whose interests have been based on the economic development and the progress of the Mexican-American community. In other words it is somewhat similar to a Chamber of Commerce, since its activities, purposes and interesdts run parallel to those of a Chamber of Commerce. Nevertheless, the reason for which the title distinguishes it as an organiztion of merchants, and not a Chamber of Commerce is that aisde from having the functions of a Chamber, it also has some alternative purposes, such as the progress of the Mexican-American community.

Lake a Chamber, the majority of COMA is made up of men and women, owners and managers of businesses; COMA is at the service of those persons who are interested in establishing a business or simply in improving their present one. This can be done by using the variety of services COMA offers. Now they can also count on the resorts of the Chamber of Commerce of Lubbock just as other similar Mexican Chambers of Commerce of the state of Texas.

As an organization, similar to others, whose purpose is the advancement and progress of Mexican-Americans, it is a center of activities thanks to the members and their diversified interests.

What separates COMA from other organizations is the deed it offers to all persons interested; merchants or professionals that are interested in the economic development of the community, city, and naturally their own business. In order to take advantage, people need to join together in order to become a group, a union and not individuals. But, most of all, the principal purpose of COMA, like that of other Mexican-American organizations, is the public service to the community, and its contribution to the progress and development of the city

FOR THEIR CONTINUED SUPPORT AND IN APPRECIATION COMA RECOGNIZES:

GOLD CONTRIBUTORS

Southwestern Public Service Texas Commerce Bank Texas Association of Mexican American Chambers of Commerce

SILVER CONTRIBUTORS

Mr. and Mrs. Albert Perez Mr. and Mrs. David Harmon Mr. and Mrs. Ernesto Barton Pioneer Natural Gas Co., Lubbock, Texas Dr. and Mrs. James B. Storey Mr. and Mrs. Robert Narvaiz

Associated Business Services, Lubbock, Texas De Canasta Vendina, El Paso, Texas Mr. and Mrs. Juan Antonio Reyes Ms. Dianna Henderson, Lubbock OIC LULAC, Lubbock, Texas Mr. & Mrs. Patricio Abeyta Ambassador Club

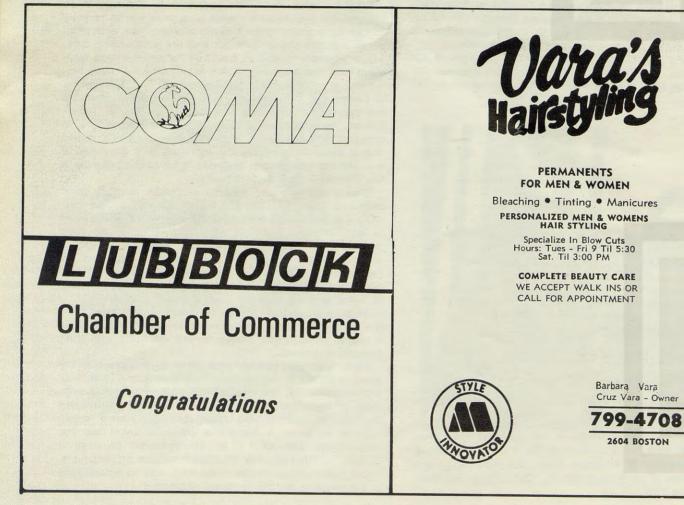
Keynote Speaker: Dr. Julian Padilla

Julian Padilla is currently President of the Albuquerque Hispano Chamber of Commerce. Dr. Padilla is Chairman of the Board and Chief Administrator of Julian Padilla Company, Inc. His corporation consists of seven companies which work in real estate, land ing, economic development and marketing. Dr. Padilla now owns four real estate offices in New Mexico.

In his civic and community involvement, Dr. Padilla is an elected official of the Middle Rio Grande Conservancy District which an

agency which governs millions of acres of land which is vacant in New Mexico. He serves as a Director in this District in Bernalillo, New Mexico. He is an active member of the Alumni Association of the University of Albuquerque and is Chairman of the Evening College. Dr. Padilla is an active member of the Downtown Business and Property Owners Association, Chairman of the Housing Board development, sales and property management, appraising, build- of Albuquerque, and a member of the Community Development Board. He is also Chairman of the Albuquerque Career Institute.

Dr. Padilla who is a Realtor-Investor by profession is a graduate of the University of Albuquerque and also received his Doctor of Laws from the University of Denver.





Jorge Moreno was chosen this year by COMA members as Businessman of the Year for his success in business and also his outstanding contributions to Lubbock. Jorge Moreno was born in La Feria, Texas on October 3, 1915. He attended his first 2 years of pre-school in La Palma, Tamaulipas, Mexico and finished primary in Saltillo, Coahuila, Mexico. Colegio Roberts. He then graduated from High School in La Feria, Texas in 1935. Mr. Moreno attended 21/2 years of pre-med school at Union College in Lincoln, Nebraska. During the Second World War, he served in the

Financial Institution of the Year American Bank of Commerce of Wolfforth

As part of its 1977 Annual Banquet, COMA will recognize a financial institution for service both to the community, and to minority business enterprise. Recipient of the award for 1977 is the American Bank of Commerce in Wolfforth. Since the end of its first full year of operation, 1963, assets at the bank increased from slightly over \$1 million to over \$12 million at the end of 1976. The Bank, under the leadership of Jim S. Moore and Jim Beavers, has established itself as a friend of minority business enterprises and of minority businessmen. In mid-March, 1977, the Bank will move to a new building at the Brownfield Highway and the Wolfforth cut-off. COMA officers and members commend the American Bank of Commerce for its past record of service to individuals and businesses in Lubbock county, and wish the bank great success in its new building and throughout the future.

Media of the Year **KWGO Bilingual Radio**

KWGO Bilingual Radio was chosen this year by the members and directors of COMA as Media of the Year for their outstanding coverage of this year's numerous activities. COMA also wishes to recognize KWGO's efforts in helping the entire Lubbock community since its inception in July of 1975.

To its owners, MAS Inc., and its staff; Ernesto Barton, Mary Ann Garcia, Damian Morales, Rey Rivera, Victor Alvarez, Santos Perez, Armando Gonzalez, and very especially Vicente Robles, our most sincere thanks on behalf of COMA. Muchas Gracias!

Awards

Outstanding Businessman of the Year Mr. Jorge Moreno

U.S. Air Force as a pilot instructor and overseas in the Pacific as an Airplane Commander in the B-29 Bomber

After the War, Mr. Moreno and his family established a dry goods business in Harlingen, Texas and from that the business grew into another dry goods store in Elsa, Texas and a grocery and meat market in La Feria. Texas. In 1951, Mr. Moreno was elected to the City Council in Elsa, Texas. In 1951, Mr. Moreno and his family moved to Lubbock and established La Feria, a dry goods store, for 5 years. In 1957, La Feria was converted to a Record Shop.

Included in his civic and community involvement are: member LULAC #263. Past member American G.I. Forum, Past District Director LULAC District #1 1961-62, LULAC of the Year 1961-62, President, Lubbock City Youth Council 1964, President Lubbock Workreation Program 1965, Member Small Business Advisory Council 1968, Past President of Community Action Board of Lubbock County, President LEARN Inc., LULAC Man of the Year 1975, Past President Movimiento Popular, Treasurer, Froy Salinas Campaign for State Representative, President, Civil Service Commission of Lubbock, Executive Board Member of Mexican American Services Inc., Vice President of COMA.

On behalf of the members and officers, COMA recognizes Jorge Moreno as Outstanding Businessman of the Year 1977.



Outstanding Member of COMA Mr. & Mrs. Raul & Ester Sepeda

Mr. and Mrs. Raul and Ester Sepeda were selected this year by the membership of COMA to receive the second Member of the Year Award. Mr. and Mrs. Sepeda were given this honor because of their continued support and outstanding work for the organization which involved giving of their time voluntarily to make activities sponsored by COMA a success.

Owner's of the successful and well known Sepeda Builders, Mr. and Mrs. Sepeda have been in business since January of 1971. Since that time they have built some 75 buildings and houses.

Besides having a successful business and being active in COMA, Raul and Ester also have a full time job caring for their six children. Rolando, 21 and Eddie, 20 are both also active in the business. The rest of the children are Susan, 19; Raul Jr., 16; Ronnie, 14; and Robby, 6.

By giving this small tribute as Outstanding Member of the Year to Raul and Ester Sepeda, COMA wishes to thank them for their continuous support and work for the organization. Muchas Gracias!

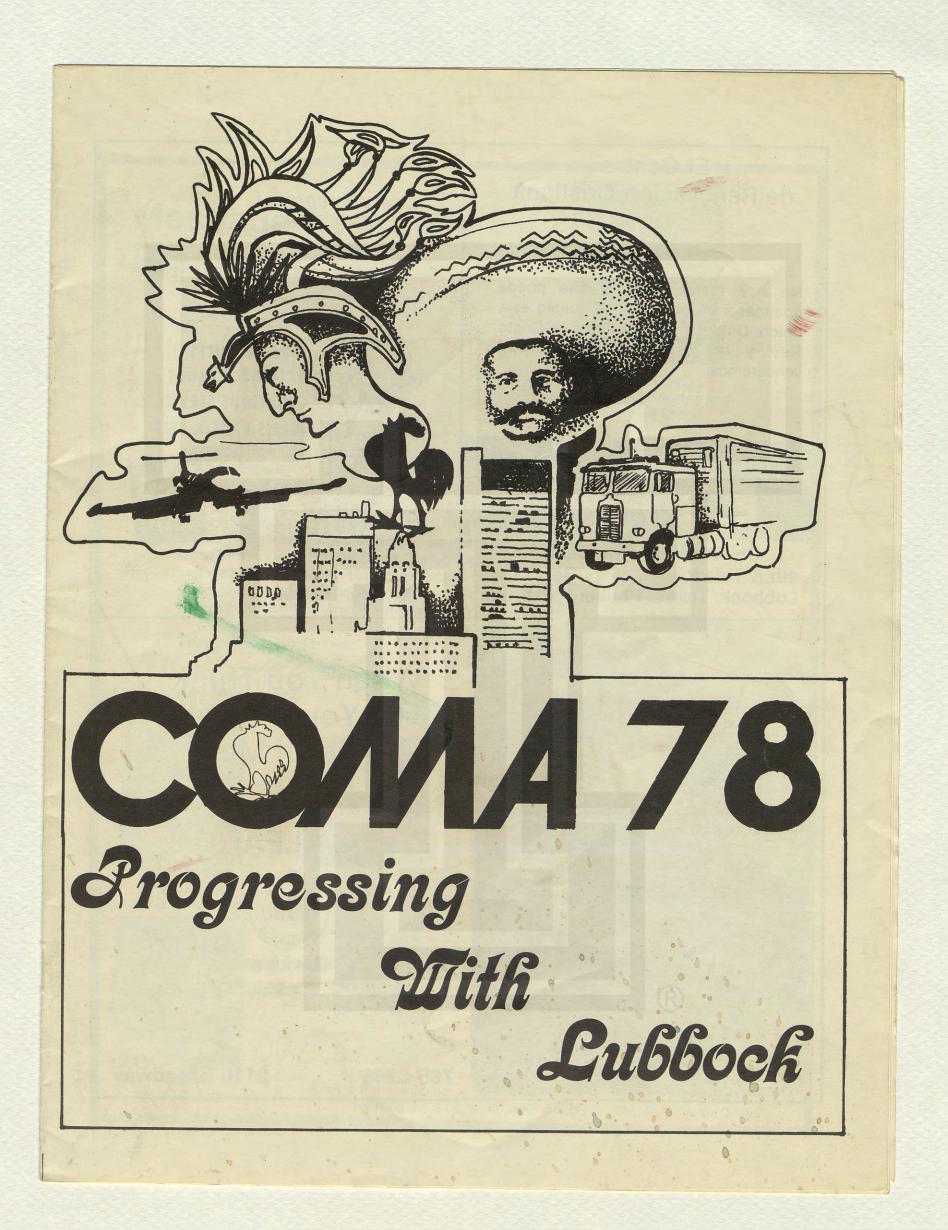
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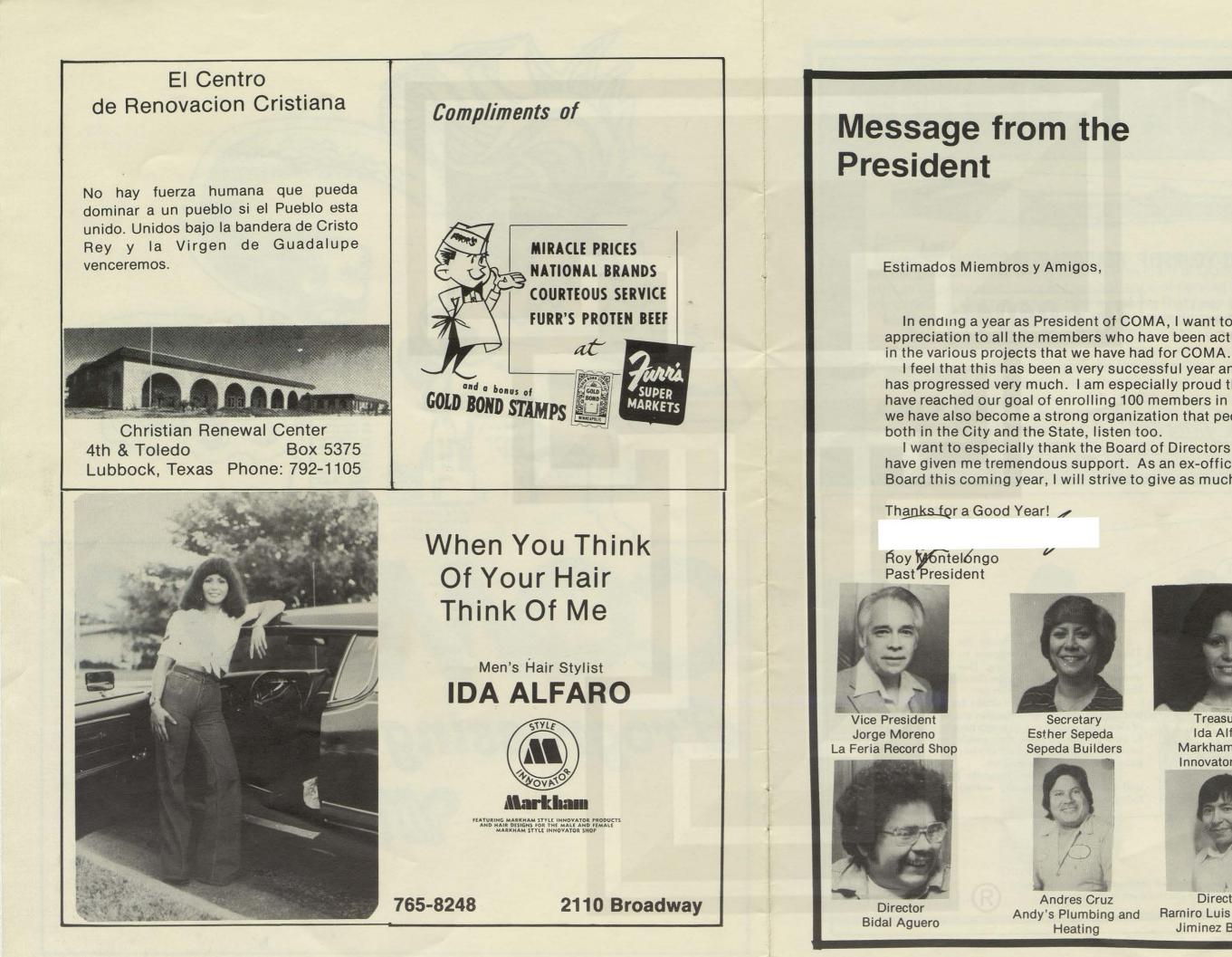
Compliments of

LA VOZ NEWSPAPER Bidal Aguero & Gus Medina

P.O.BUX 5913 LUBBOCK, TEXAS

This magazine was the result of the combined efforts of COMA members, and Aztlan Graphic Arts. It was published by La Voz, Publishing Enterprises, with its main office located at 2823 Clovis Road, Lubbock, Texas 79415. The cover was designed by Aztlan Graphic Arts.







Roy Montelongo Montelongo Welding and Machine Shop

In ending a year as President of COMA, I want to express my appreciation to all the members who have been active and have helped

I feel that this has been a very successful year and our organization has progressed very much. I am especially proud that this year we have reached our goal of enrolling 100 members in COMA. In Lubbock we have also become a strong organization that people from all level,

I want to especially thank the Board of Directors and Officers who have given me tremendous support. As an ex-officio member of the Board this coming year, I will strive to give as much help as possible.

Andy's Plumbing and



Treasurer Ida Alfaro Markham Style Innovator Shop



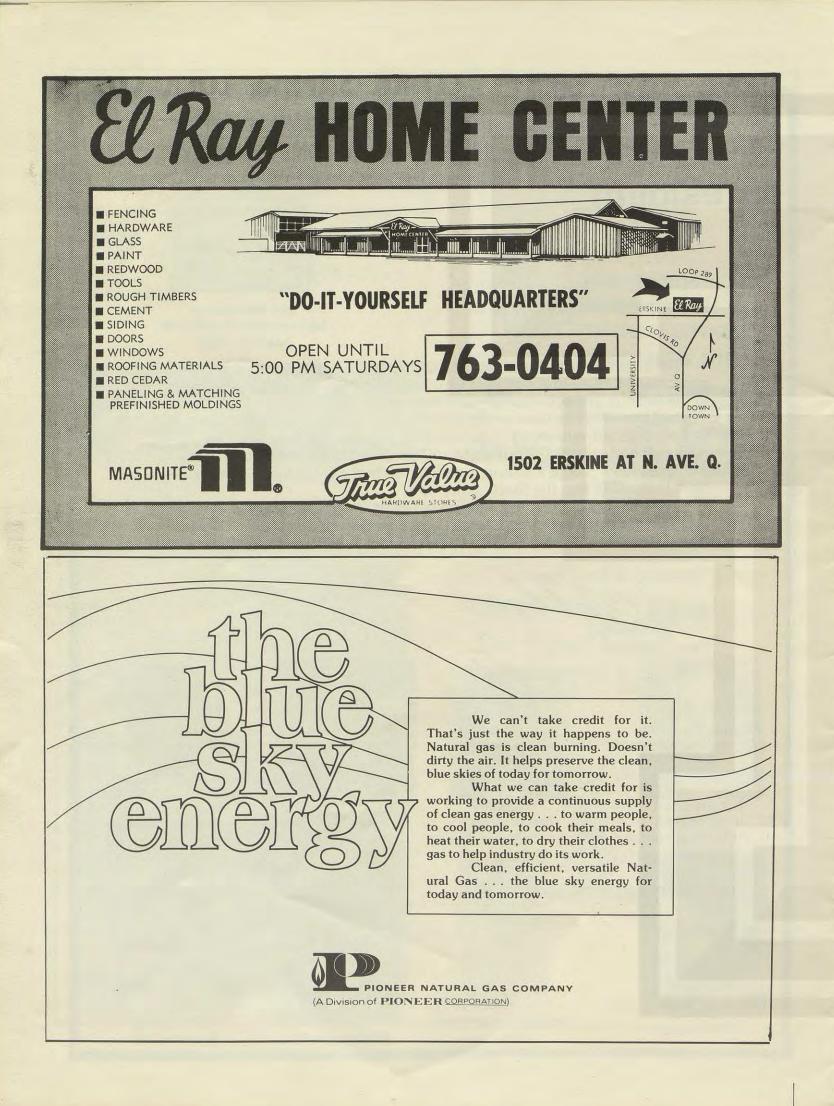
Director Ramiro Luis Jimenez **Jiminez Bakery**

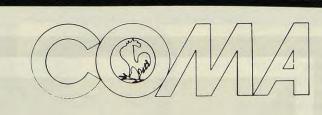


Director **Gilberto Flores** Gilbert's Auto Supply



Mario Perez Superior Color





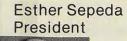
Estimados Miembros y Amigos,

I take this opportunity to express my sincere appreciation for giving me the great honor of being elected President of COMA for 1978. It is with great pride that I accpet the challange of serving such a fine organization, and I pledge to do everything that I can to promote it. I believe in COMA and what it stands for and I know COMA has a great future. I would personally like to see a 100 percent involvement of Chicano businesspersons in our organization because I know that by working together we can improve the economy in our city and also creat more opportunities for growth among our Chicano businesses. I extend a most cordial invitation to all business people and professionals who are interested in the betterment of our community and the City of Lubbock to join us in 1978. Come and grow with us, I guarantee you will receive as much as you contribute and together we

will be:

PROGRESSING WITH LUBBOCK!

Sinceramente.





Vice President John Cervantez Cervantez Welding Villa Club



Director Ramon Chapa Small Business Admin. Jimenez Bakery



Esther Sepeda Sepeda Builders



Secretary **Rosemary Gonzalez** Abernathy Public Schools



Director Luis Ramiro Jimenez



Treasurer Gonzalo Garza All American Real Estate



Director Robert Lugo La Malinche Fest.



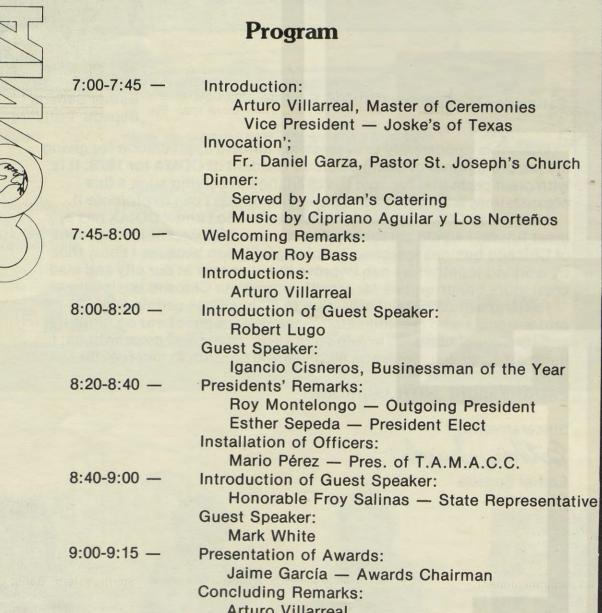
Director David D. Garza Attorney



Raul Sepeda Sepeda Builders

COMERCIANTES ORGANIZADOS MEXICO-AMERICANOS

9



:30- 1:00 —	Arturo Villarreal	
	Dance and Entertainment:	
	Pete Morales y Su Orquesta	



Texas Association Of Mexican-American Chambers Of Commerce 1977

Outstanding Businessman of The Year

Mr. Ignacio Cisneros Mr. Ignacio Cisneros, born and raised in Juarez, Mexico, came to the United States at the age of 21. His first job in the United States was

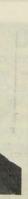
as a dishwasher in an El Paso restaurant. Having previously worked in Juarez, Mexico, as a bank teller, he was determined to succeed in the United States.

A few months after his arrival in the United States, Mr. Cisneros started working as a laborer in the insulation industry. This proved to be the turning point in his employment career. He worked as a truck driver, a warehouseman, worked in shipping and receiving, in purchasing and then 12 years after having started out as a laborer, was made Vice-President of the company. For a man who had been a U.S. citizen for only seven years, this was quite an accomplishment. At age of 33, with an investment of

\$3,000, Mr. Cisneros was cofounder of Star Insulation Company.

Ever resourceful and innovative, Mr. Cisneros took the initiative to design and build much of the firm's operating equipment - some of which is still in use today. An initial investment of \$3,000 is now netting sales of over two million dollars a year.

Most recently, Star Insulation was merged with Perry Gass Company. merged with Perry Gass Company. Perry Gas Company is considered to be one of the most efficient and potentially largest processor of gas in the State of Texas. Mr. Cisneros remains as President of Star Insulation and now serves as a member of th Board of Directors of Perry Gas Company. It is said that those individuals with foresight are the ones that benefit from



the future. Long before energy conservation became a major issue, Mr. Cisneros was experimenting with energy conservation

His extensive background and experience in commercial insulation were put forward in the designing and development of a solar appliance that could be manufactured and sold at a price affordable to the average person. After more than five years of testing, and at a considerable investment, the solar appliance that could be manufactured and sold at a price affordable to the average person. After more than five years of testing, and at a considerable investment, the solar appliance is presently on the market.

the importance of cultural awareness. May Primary He personally researched and devepersons.

Mr. Cisneros' business ventures of State. demand much of his time; never, however at the expense of his family or reduced red tape, increased effective church. In addition, Mr. Cisneros has services, especially in connection with demonstrated that success in busi- election laws and voter registration. At ness in the United States is possible the same time, White returned to the without having to reject the valuable state treasury more than \$4.2 million, language and cultural influences of his one out of every four dollars Mexican heritage.

Mr. Cisneros has undertaken other business ventures. More recently, Mr. the AG's office as Assistant Attorney Cisneros was the organizer of an enterprise similar to that of his first occupation in Juarez. In 1977, Mr. the first consumer protection investiga-Cisneros became co-founder, stockholder, and director of Odessa's bank, the Western National Bank.

However, Mr. Cisneros' interest is not solely business. In his youth, he financed his own education by working as a shoe-shine boy and as a service station attendant. Today, Mr. Cisneros' interest in education is expressed in philanthropic fashion. His pledge of \$25,000 to Holy Redeemer Seminary in LaCombe, Louisiana, has been desig-Catholic deacons. Mr. Cisneros is also Baylor Law School. an ordained Catholic Deacon.



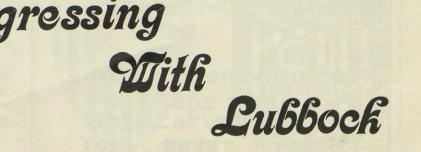
Mark White, 37, resigned as Secretary As a sponsor of the Odessa College of State to seek the Democratic Chicano Club, Mr. Cisneros recognizes nomination for Attorney General in the

During his five years as Secretary of loped a color slide-presentation de- State, White gained national recognipicting the beautiful culture and tradi- tion for his work in modernizing and tions of Mexico. He donated this streamlineing the agency'soperation production to Odessa College in hopes while expanding its responsibilities. He that it would benefit the total student was the only Texan and youngest body, faculty, staff and other interested person ever to be elected president of the National Association of Secretaries

As Secretary of State, White has appropriated.

Candidate White served three years in General in the Inssurance, Banking and Securities Division. He handled one of tions in Texas and represented various state agencies in both trial and appellate cases

White, born in Henderson, and his wife Linda Gale have three children - two sons and a daughter. He serves on the Southwestern Batist Theological Seminary Advisory Council and the Christian Education Coordinating Board. He served three active years with the 36th Division, Texas National Guard. He earned his Business Administration nated to finance training of prospective degree from Baylor and is a graduate of



History and Purpose of COMA

Comerciantes Organizados Mexico Americanos

Comerciantes Organizados Mexico Americanos or as it has grown to be known, COMA, is an organization of Chicano businesspersons and professionals which grew out of the organizational efforts of Bidal Aguero. It was in December of 1973, that a group of businessmen called together by Mr. Aguero gathered to organize COMA. This was the second effort to try to follow through with initial plans which were conceived almost one year prior and had failed to materialize into an organization.

The businessmen present at this organizational meeting in December were: Roy Montelongo, Gilbert Flores, Pete Alcorte, Ismael Hernandez, Gonzalo Ramirez, Bidal Aguero, Manuel Alaniz, and Agustin Medina. It was at the urging of Roy Montelongo to act without delay that the organization was officially chartered as a non-profit organization by the State of Texas in February of 1974.

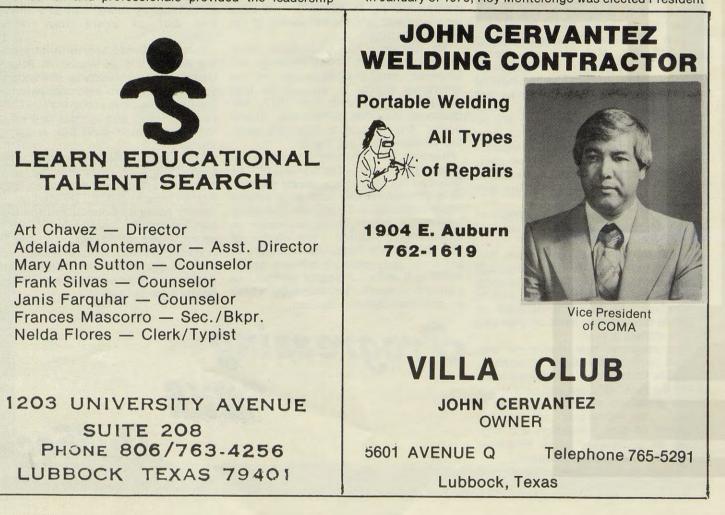
Throughout the first year, Mr. Aguero, who had been appointed as temporary President, presided. A subsequent meeting was held where the following officers and directors were elected: Mr. Ismael Hernandez, Vice President; Mr. Tony Reyes, Secretary; Mr. Roy Montelongo Treasurer, along with directors, Mr. Marcos García Ayala, Mr. Ramon Chapa, Mr. Jorge Moreno, Mr. Albert Perez, and Mr. Julio Ysasaga. This steering body of successful businessmen and professionals provided the leadership

which assured the initial success of the "Mexican American Chamber of Commerce - COMA" and provided twenty initial members.

During the second year, Gilbert Flores presided as President of the organization. It was a year of much success and outstanding recognition. It was during COMA's second year that a state organization, The Texas Association of Mexican American Chambers of Commerce, was chartered. At the first state convention, two members of COMA, Bidal Aguero and Tony Reves, were elected Vice-President and Secretary, respectively, of the statewide organization, TAMACC. COMA grew to be recognized and respected throughout the State and Nation.

It was during this administration that members of COMA, Gilbert Flores and Bidal Aguero along with Executive Director, Hector DeLeon, traveled to Washington D.C. for a series of meeting sponsored by the U.S. Department of Commerce-Office of Minority Business Enterprise for TAMACC. Delegates to the Washington meeting met with top administrators of S.B.A., V.A., C.S.A., E.D.A., and the Under Secretary of Commerce. The highlight of the trip was an opportunity to attend a reception held for President Gerald Ford by the U.S. Chamber of Commerce at which delegates met and talked with the President.

In January of 1976, Roy Montelongo was elected President



FOR THEIR CONTINUED SUPPORT AND IN **APPRECIATION COMA RECOGNIZES:**

GOLD CONTRIBUTORS

American Bank of Commerce All American Real Estate Amigo Enterprises-Sr. y Sra. Bidal Aguero Calvillo Insurance Agency

Sr. y Sra. Joe Calvillo Cecil's Liquor Stores-Sr. Hubert Odom Sr. y Sra. John Cervantez

Cervantez Welding & Villa Club Coors Beer-Sr. y Sra. Jose Rodriguez Bruce Gentry - Owner Ray Dickey Lumber Company **IBM** Corperation Jose's Dinning Room

Sr. y Sra. Jose Ramirez KLFB Radio-Sr. Marcelo Tafoya LEARN Inc.-Sr. Art Chavez, Director Lubbock National Bank Modern Chevrolet-Robert Rose, Vice Pres. Sepeda Builders-Sr. y Sra. Raul Sepeda Southwestern Bell Tel. Co. Southwestern Public Service Sam Swimm, General Manager

Ray Dickey Lumber Co. Texas Commerce Bank-Sr. y Sra. Josue Silva Western Ag Sales Co. Inc.

SILVER CONTRIBUTORS

Chupik Corporation Cement and Supply Co. Sr. y Sra. Ramon Flores Sr. Sr. y Sra. Tomas Garza **KWGO** Radio La Fería Record Shop

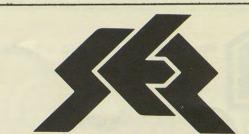
Sr. y Sra. Jorge Moreno Lubbock Abstract & Title Co. Sr. v Sra, Robert Narvaiz Sr. y Sra. Albert Perez Pepsi Cola Co.-Sr. Domingo Adame **Texas Commerce Bank**

Sr. y Sra. Zeke Navarrette Coca Cola Bottling Company Sam Alvarez

Dr. Pepper Bottling Company Sr. y Sra. Cisneros

Wig Trend-Sr. y Sra. Ismael Hernandez LULAC Council 263

> Appreciation is extended to all individuals and businesses who advertised in this program.



SER/JOBS FOR PROGRESS. INC.

Sponsored by LULAC and American G.I. Forum

SER BOARD MEMBERS

Tony Reyes Tom Garza Lorenzo Sedeño Alice Day Juanita Aquero Sally Rodriguez Luciano Perez Sgt. Raul Sanchez Robert Delgado Joe Salcedo Dezi Pesina Pedro Garza Larry Franklin George Scott Julio Llanas

CENTRAL OFFICE STAFF Robert Narvaiz - Director Debbie Williams - Job Developer/Coor. Eden Rodriguez — Counselor Jesse Benitez — Follow-Up Specialist Cora Carrillo — Manpower Specialist II

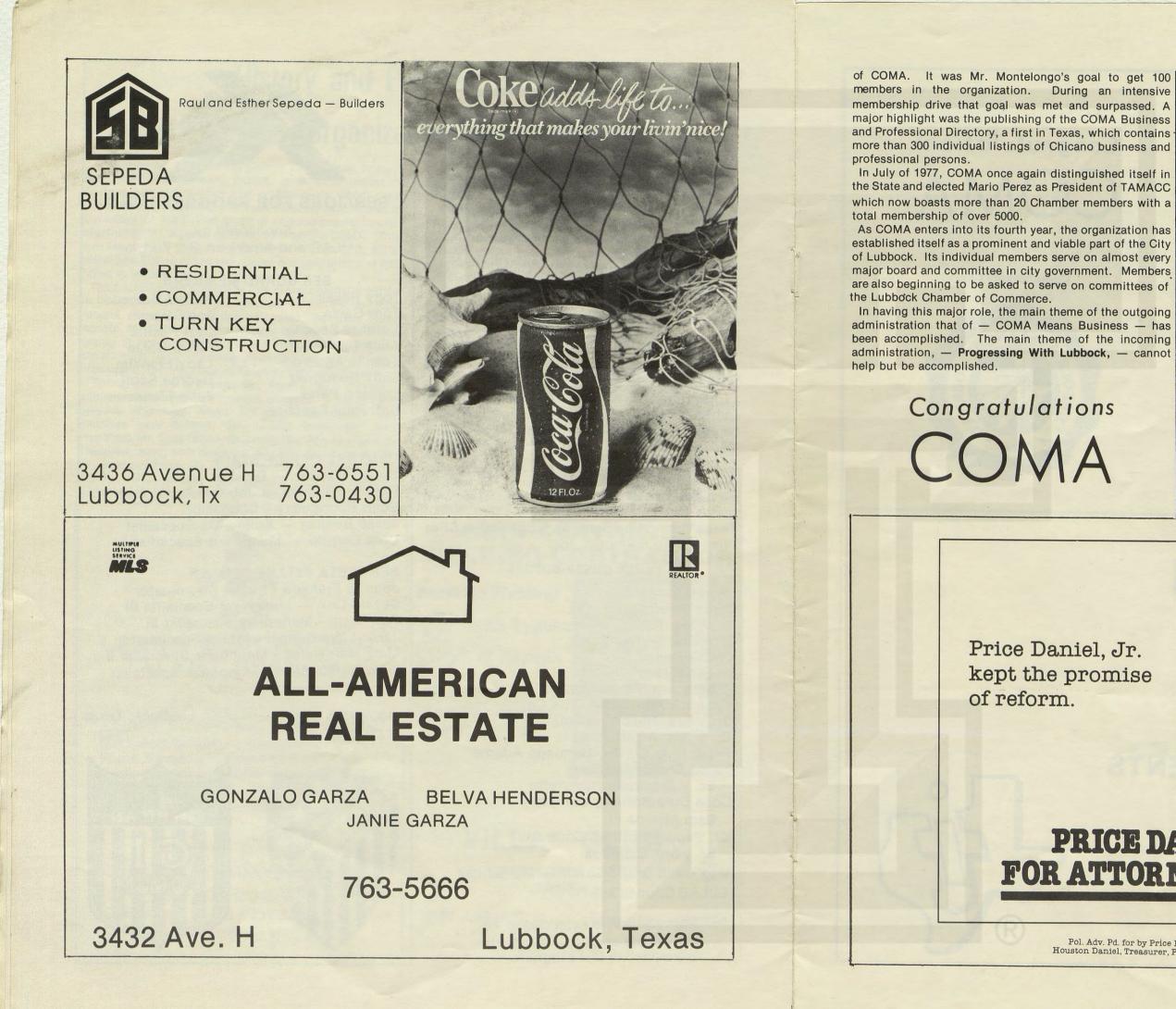
SER CETA INTAKE CENTER Johnita Franklin - Intake Coordinator Bessie Cox - Manpower Specialist III Pat Romo - Manpower Specialist III Jacque WarBonnet - Intake Specialist Mary Hernandez - Manpower Specialist II Julia Hernandez - Manpower Specialist I

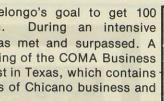
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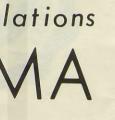
Lubbock, Texas 79401















Chamber of Commerce

Congratulations

Price Daniel, Jr. kept the promise



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Pol. Adv. Pd. for by Price Daniel, Jr., for Attorney General Houston Daniel, Treasurer, P.O. Box 13332, Austin, Texas 78711

