

The Association's First Annual Convention Guest Speakers.



**CONGRESSMAN
ALAN W. STEELMAN**

Baylor University; B.A., Political Science, 1964



ALEX ARMENDARIS

Director, Office of Minority Business Enterprise
U. S. Department of Commerce



**ROBERT "BOB"
KRUEGER**

Southern Methodist University; M.L.A., 1971
Executive Director, President's Advisory Council on Minority Business Enterprise; Sept. 1969-Jan. 1972
Executive Director, Sam Wyly Foundation of Dallas; Jan. 1969-Sept. 1969
Fellow, J.F.K. Institute of Politics, Harvard University; November, 1972
Member, Committee on Government Operations
Manpower and Housing Subcommittee Intergovernmental Operations Subcommittee
Member, Committee on Interior & Insular Affairs Banking Minority Member, Energy & Environment Subcommittee
Vice Chairman, Environmental Study Conference

Alex Armendaris was appointed Director of the Office of Minority Business Enterprise by Secretary of Commerce Frederick B. Dent on April 10, 1973.

Prior to his appointment, Mr. Armendaris was Business Consultant to the President's Advisory Council on Minority Enterprise.

Since joining the Department of Commerce, Mr. Armendaris has moved ahead to strengthen the management of the minority business program.

Mr. Armendaris has also stepped up the program's relationship with the private sector, seeking greater participation, counsel, and guidance from major corporate and financial institutions in the minority enterprise effort.

German and Mexican-American heritage.

Mr. Krueger attended the New Braunfels school system for 12 years, graduating there and proceeding to Southern Methodist University, where he studied business and finance, and majored in English and American literature.

In 1973 he returned to Texas, both to take on family and community responsibilities, and to undertake the career of public service that he had planned while in England, where he came to appreciate the importance of American government by viewing it from abroad.

Mr. Krueger serves on the Interstate

Mexican-American Chambers of Commerce of Texas

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Mr. Julian T. Martinez, Executive Director
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Ms. Janie Diaz, Exec. Director
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Mr. Hector DeLeon, Executive Director
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Texas Association of Mexican-

"The Mexican-Americans - An Economic Awareness"

Mexican-Americans across our land have been gaining better lives by building within ourselves a sound economic foundation. This knowledge and strength for growth has been achieved by talking to one another, by meeting to discuss common problems and developing effective solutions to them.

Talking together is the purpose of this brochure, and meeting together in a conference to discuss "The Mexican-Americans — An Economic Awareness" at the Texas Association of Mexican-American Chambers of Commerce First Annual Convention.

The purpose of the conference is to help fulfill the Association's three-fold objective, which is:

- 1 the development of civic and business leadership,
- 2 the increased participation of Mexican-Americans in economic issues,
- 3 the increased participation of the total Mexican-American community in the economic structure of our state and country.

Your interest in the attainment of these goals has been demonstrated in the past, and we invite you to join us now in exploring "The Mexican-Americans — An Economic Awareness."

As you see in our Program, a number of exciting and influential guest speakers will be at the Convention with you. The "Outstanding Mexican-American of Texas" Award will be given to an individual for his or her achievements in the economic betterment of our way of life.

You are one of 2,000 people to receive this announcement, yet there are nearly 50,000 business and professional Mexican-Americans in Texas. Therefore, please share this information with as many friends as you can, and attend this important conference. Your participation and input is needed to help insure the future economic hope for us all.

Program

FRIDAY, AUGUST 6, 1976

10:00 a.m. — 1:00 p.m.	REGISTRATION Lobby
1:00 p.m. — 3:00 p.m.	GENERAL SESSION Salon I & V Welcoming Remarks, The Honorable John Whittington, Dallas County Judge and Mr. Rene Gutierrez, President, Dallas Mexican Chamber of Commerce
3:15 p.m. — 5:15 p.m.	WORKSHOPS "Women in Business" Salon II "Financial Resources" Salon III & IV "The Mexican Restaurant Industry" Salon III & V
7:00 p.m. — 9:00 p.m.	RECEPTION Salon I & V

SATURDAY, AUGUST 7, 1976

7:30 a.m. — 8:30 a.m.	CONTINENTAL BREAKFAST ... Salon V Guest Speaker, Honorable Robert "Bob" Krueger, Member of Congress, 21st District, Texas
8:30 a.m. — 10 a.m.	GENERAL SESSION ... Salon II, III & IV
9:00 a.m. — 11:00 a.m.	TOUR FOR LADIES Texas Stadium and Mall
10:00 a.m. — 12 Noon	WORKSHOP Salon III & IV "Political Awareness" — Moderator, Mr. Tony Morales, National Chairman, American GI Forum
12 Noon — 1:30 p.m.	LUNCH Salon I & V Guest Speaker, The Honorable Mr. Alex Armendaris, National Director, Office of Minority Business Enterprise, U.S. Department of Commerce.
1:30 p.m. — 5:30 p.m.	GENERAL SESSION ... Salon II, III & IV (a) Business Session (b) U.S. Chamber of Commerce (c) Mr. Manuel Fierro, President, El Congreso (National Congress of Hispanic American Citizens) (d) TAMACC (e) The Honorable Alan Steelman, Member of Congress, 5th District, Texas
4:15 p.m. — 5:30 p.m.	ELECTION AND BUSINESS SESSION Salon II, III & IV
7:00 p.m. — 8:45 p.m.	BANQUET Salon I thru V Honoring Mr. Raul Jimenez. "OUTSTANDING MEXICAN-AMERICAN BUSINESSMAN OF TEXAS"
9:00 p.m. - 1:00 p.m.	DANCE Salon I thru V

From our point of view it does not appear to emit exclusively from within the realm of the Association's officer structure. This discrepancy should be corrected as soon as possible in order to assure our Association's autonomy and to allow TAMACC to determine it's own future course.

A reading of the proceedings clearly shows the implications of political pressure and an attempt to politicize the Association. This motive is almost as degrading to the TAMACC's purpose (unity of the Mexican-American Business community in Texas) as using the Association for an individual's advancement in the political arena.

The decision to change the date was extremely poorly timed and therefore destructive to TAMACC's credibility since many influential speakers had made commitments which could have been made to other concerns with as much advantage. Speakers included Hon. Lloyd Bentsen, Hon. J.J. "Jake" Pickle, Hon. Gonzalo Barrientos, Hon. John Trevino of the Austin City Council, Hon Richard Moya, Comissioner of Travis County and persons in economic development from Mc Allen and Corpus Chrsi. The speakers cannot be blamed if they view this as a personal affront. More importantly, the switch has damaged TAMACC's image locally and statewide. It has made the Association appear to be indecisive and disorganized.

The result of this may make it very difficult for the development of any future ability the TAMACC could have in being influential in promoting the Mexican-American Community's business interests.

Insult was added to injury (the damage to TAMACC's credibility) when persons influenced by the present director of OMBE were sent to Austin to validate the efforts of the Austin MACC's board of directors in obtaining suitable accomodations for the convention if the date were changed. A good faith effort was made to find facilities but none were available at the time of inquirey. However, Misters Garcia and Stassner made arrangements with the Sheraton Crest who had made it clear that facilities were not available. It is speculated that they received a cancellation after our inquiry. Although the Crest may have accomodated the convention it is undergoing extensive remodeling or repair and does not offer an appealing atmosphere. This was not the paramount point of contention however. The speakers could not have been asked to change their schedules on such short notice. As we all know, persons of this stature are obligated months in advance. This in itself lends circumstantial evidence to our belief that the convention was to be used for one person's benefit, namely that of the director of OMBE, since he would have been the only speaker "able" to appear on the dates of the convention which may have made an impact with his superiors.

The Travis MACC chose not to host the convention for the foregoing reasons. It is our feeling that changing the dates of the convention was an unfortunate and ill-considered decision. It will have the effect of subjecting TAMACC to political force and degrading it to serve an individual's interests rather than enhancing its potential as a force in its own right.

It is unfortunate that the question of where and when the convention was to be held actually obscured the real purpose of the convention. Our young Association needed this convention to go on as scheduled to reflect the solidarity we enjoy. Speakers, accommodations, workshops and many other plans have had to be cancelled only because it conflicted with one individual's schedule.

The Travis MACC is by no means advocating the abolishment of the Association nor is it renouncing the responsibility it has assumed in the development of minority businesses. In spite of this setback we still have the ambition to maintain consistency, integrity, credibility and dignity within TAMACC. We believe it is imperative that we meet very soon for the purpose of expressing our views as to the future of TAMACC. It is strongly urged that a conscientious effort be made in order to arrive at logical procedures for future conventions and Association functions.

Mailgram®



MR. ISAAC OLIVARES
2829 W. NORTHWEST HIGHWAY
RHINE RIVER BUILDING - SUITE 159
DALLAS, TEXAS 75220

WE ARE PLEASED TO INFORM YOU THAT OUR GOOD FRIEND, MR. RAUL JIMENEZ, HAS BEEN SELECTED AS THE "OUTSTANDING MEXICAN-AMERICAN BUSINESSMAN OF TEXAS" FOR 1976. THIS HONOR HAS BEEN BESTOWED ON MR. RAUL JIMENEZ BY OUR ASSOCIATION, WHICH IS COMPRISED OF APPROXIMATELY 2000 MEMBERS THROUGHOUT TEXAS. MR. RAUL JIMENEZ EXEMPLIFIES THE LEADERSHIP AND ENTHUSIASM SHARED BY THE MEXICAN-AMERICAN BUSINESS COMMUNITY OF TEXAS AND HE IS TRULY DESERVING OF THIS RECOGNITION. WE KNOW OF YOUR HIGH PERSONAL ESTEEM FOR HIM AND APPRECIATE YOUR RECENT APPOINTMENT OF MR. RAUL JIMENEZ TO THE STATE BOARD OF PUBLIC WELFARE.

MARIO CADENA - PRESIDENT
2829 W. NORTHWEST HIGHWAY
RHINE RIVER BLDG. - SUITE 159
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