



# IMAGE







DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

SPANISH SPEAKING PROGRAM

David Mathews  
Secretary

Marjorie Lynch, Under Secretary  
and Director of EEO

OBJECTIVE:

To produce expanded opportunities  
for Spanish Speaking in HEW  
employment

THE SPANISH SPEAKING COORDINATORS

Office of the Secretary  
Roceliz Velez  
330 Independence Ave., S.W.  
Washington, D.C. 20201  
202 245-6446

Office of Education  
Gilbert J. Chavez  
400 Maryland Ave., S.W.  
Washington, D.C. 20201  
202 245-8467

National Institute of Education  
Abdin Noboa/Acting  
1200 19th Street, N.W.  
Washington, D.C. 20208  
202 254-6140

Alcohol, Drug Abuse and Mental  
Health Administration  
Santo Ruiz  
5600 Fishers Lane  
Rockville, Maryland 20852  
301 443-4447

Center for Disease Control  
Walter Guest  
1600 Clifton Road, N.E.  
Atlanta, Georgia 30333  
404 633-3758

Food and Drug Administration  
David Duarte  
5600 Fishers Lane  
Rockville, Maryland 20852  
301 443-3310

Health Resources Administration  
Lupe Saldana  
5600 Fishers Lane  
Rockville, Maryland 20852  
301 443-1960

Health Services Administration  
Lonis C. Ballard  
5600 Fishers Lane  
Rockville, Maryland 20852  
301 443-2926

National Institutes of Health  
Raymond Jackson  
9000 Rockville Pike  
Bethesda, Maryland 20014  
301 496-6301

Social Security Administration  
David F. Montoya  
6401 Security Boulevard  
Baltimore, Maryland 21235  
301 934-7402

Social and Rehabilitation Service  
Fred Rivera  
330 C Street, S.W.  
Washington, D.C. 20201  
202 245-0003

Assistant Secretary for Health  
Samuel Bell  
5600 Fishers Lane  
Rockville, Maryland 20852  
301 443-3165

Region I  
Ermino Lisbon  
JFK Federal Building  
Boston, Massachusetts 02203  
617 223-5072

Region II  
Antonia Galvez  
26 Federal Plaza  
New York, New York 10007  
212 264-3683

Region III  
Phillip Gomez  
3535 Market Street  
Philadelphia, Pennsylvania 19101  
215 596-6505

Region IV  
Stratton Frank  
50 Seventh Street, N.E.  
Atlanta, Georgia 30323  
404 285-2159

Region V  
Isidro Lucas  
300 South Wacker Drive  
Chicago, Illinois 60606  
312 353-1841

Region VI  
Ruben Carranza  
1114 Commerce Street  
Dallas, Texas 75202  
214 729-3331

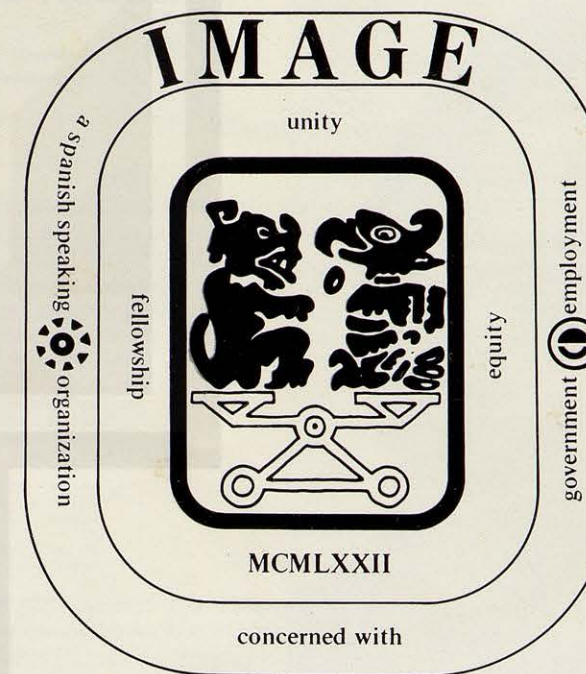
Region VII  
Dr. Jose Estrada  
601 East 12th Street  
Kansas City, Missouri 64106  
816 758-2520

Region VIII  
Alex Vigil  
1961 Stout Street  
Denver, Colorado 80202  
303 327-2747

Region IX  
Irma Honda  
50 Fulton Street  
San Francisco, California 94102  
415 556-1974

Region X  
Rodolfo Cruz  
1321 Second Avenue  
Seattle, Washington 98101  
206 399-4163

Manuel A. Carrillo  
Director  
202 245-6568



**1976  
National  
IMAGE  
Convention  
May 26, 27, 28, 29  
Fairmont Hotel  
Dallas, Texas  
SOLIDARITY!**





**Gilbert J. Chavez**  
National President of IMAGE

Gilbert Chavez is presently Director of the Office for Spanish Speaking American Affairs in the U.S. Office of Education in Washington, D.C. He has served with the Office of Education since 1969 as Deputy to the Equal Employment Opportunity Officer and as Senior Program Officer in the Bureau of Adult, Vocational and Technical Education.

Preceding his government career, Chavez was Executive Director of a statewide Migrant Farm Worker Education Program at Big Bend Community College in Moses Lake, Washington. He was also a teacher at Lowell Elementary School in Phoenix, Arizona. Previous to that, Chavez worked as Program Director and Unit Director for the Boys' Club of Phoenix.

Chavez attended Phoenix College for two years and received a Bachelor of Arts and Master of Arts in Education from Arizona State University.



## IMAGE

A National Organization Concerned With Government  
Employment For The Spanish Speaking People

May 26, 1976

### IMAGE MEMBERS

¡Amigos y amigas!

### BIENVENIDOS A DALLAS:

In this fourth national convention, we have records to be proud of:

1. We now have chapters in New York, NY; Boston, MA; Detroit, MI; Rhode Island, and Illinois. We have now chartered 55 chapters across this nation in 26 States.
2. We are regionalized as the Federal Government to assure a more direct impact and assistance to our communities.
3. We are moving to bring together the first educator employment committee ever.
4. We are recognized as the most viable organization advocating for Hispanic employment in this country. We have done this with a committed membership--local chapter officers, national officers, and all in three and a half years.

We are moving ahead in 1976-1977 to establish a full-time office to better do the job we have to do.

The new IMAGE of the Hispanos is here.

¡Adelante con nuestra gente!

Sinceramente,

*Gilbert Chavez*  
Gilbert Chavez, National  
President, National IMAGE  
Post Office Box 368  
Arlington, Virginia 22210

## National Officers

**Martin Samaniego**  
Vice President

District Manager for the Social Security Administration in Phoenix, Arizona, Martin Samaniego served in a similar post in Van Nuys, California, where he was also Director of Manpower Programs for OEO in Los Angeles County. He is founder of Harbor, Los Angeles and Sacramento, California chapters of IMAGE.



**Bruni Laurel**  
Second Vice President

Bruni Laurel is immediate past Second Vice President of San Antonio IMAGE. Employed by Randolph Air Force Base in San Antonio, where she is part-time Spanish Speaking Program Coordinator, she is also a member of the Randolph AFB EEO Advisory Committee and President of the Randolph Chapter of Federally Employed Women.



**Baltasar Luna**  
Secretary

Baltasar Luna serves as Chief of the Automated Systems Division of the Defense Mapping Agency Aerospace Center (DMAAC) in St. Louis, Missouri. He was named National Defense Mapping Agency Spanish Speaking Program Coordinator for all of DMA's production centers in the United States. He organized the St. Louis Chapter of IMAGE in 1973.



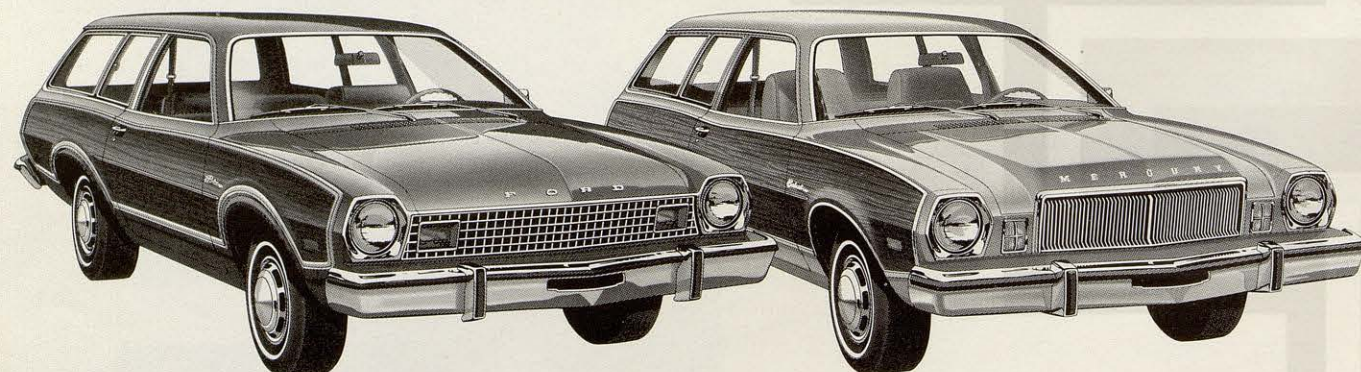
**Yvonne A. Legarreta**  
Treasurer

Yvonne Legarreta is employed by the Office of Compliance, National Programs Division of the Equal Employment Opportunity Commission (EEOC) in Washington D.C. She was also a founding member of the Washington D.C. Chapter of IMAGE, and is a member of the Arlington, Virginia Council of LULAC (League of United Latin American Citizens).





# We've got the wagons with the mileage you want. And you don't have to shift for yourself.



**Ford Pinto MPG Wagon**

26 mpg. combined city/highway  
22 mpg. city/31 mpg. highway  
with automatic transmission

**Mercury Bobcat MPG Wagon**

26 mpg. combined city/highway  
22 mpg. city/31 mpg. highway  
with automatic transmission

These are EPA estimates. Your actual mileage will vary depending on your car's condition and optional equipment and how and where you drive.

The official 1976 EPA Buyers' Guide lists 9 wagons that offer automatic transmissions and a combined city/highway estimate of better than 25 miles per gallon.

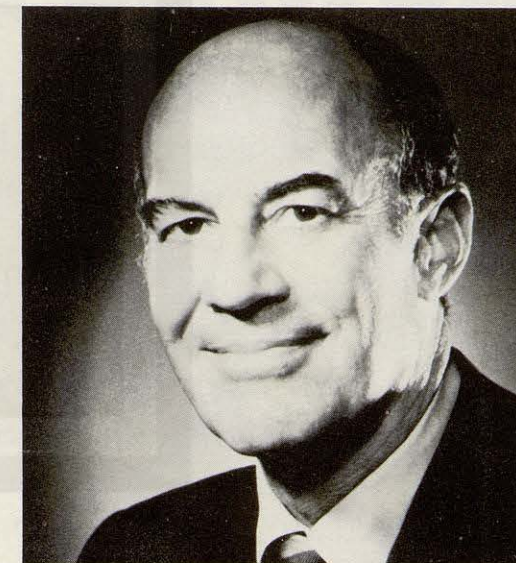
Two are from Ford Motor Company. No other domestic car maker listed offers even one.

That's one reason Ford Motor Company sells more small wagons than anybody else.



**If you want a wagon with high mileage and an automatic transmission, see your Ford or Lincoln-Mercury dealer**

## Speaker



*The Honorable*  
**Jack Eckerd**

Administrator of the U.S. General Services Administration

Jack Eckerd was nominated by President Ford on October 21, 1975, to head the U.S. General Services Administration. He was confirmed by the Senate on November 14, 1975.

Eckerd was previously chairman of the board of Jack Eckerd Corp. He founded the corporation in 1952 with the purchase of three drug stores in Florida. Today the corporation employs 12,000 in 465 drug stores, 60 optical centers, 27 department stores, an international food service equipment and supply firm and a security services company. Eckerd served as the chief executive officer until 1974. He previously owned drug stores in Wilmington, Delaware, and Jamestown, New York.

In May 1975, Eckerd was appointed by the President to the board of governors of the United Service Organization (USO). He is serving on the Education and Manpower Development Commission of the Chamber of Commerce of the United States.

Eckerd ran for the U.S. Senate in 1974 and for governor of Florida in 1970.

Eckerd graduated from Culver Military Academy in 1930 after which he attended the University of Pittsburgh. In 1932 he completed training as a commercial pilot at the Boeing School of Aeronautics in Alameda, California. He was a pilot during World War II with the U.S. Army Air Corps.

Eckerd and his wife, Ruth, are involved in two camps for rehabilitating emotionally disturbed youngsters operated by their foundation. Florida contracted with the foundation to operate a similar camp.

The Eckerds have seven children and eight grandchildren.



# Join now, go later.

With the Army's Delayed Entry Program, you can sign up now and take a few months off to say goodbye to family, friends or someone special. Depending on the training you choose, it could be as long as nine months.

When you do report for active duty, you'll start getting all of the benefits the Army offers: The good pay, \$361.20 a month to start. 30 days paid vacation each year. The opportunities for job-training. The chance to travel. To Europe, Alaska, Hawaii, Korea or almost anywhere in the continental U.S. The opportunity to start or to further your education. You can earn college or vocational-technical school credits with the Army paying up to 75% of the tuition and fees for approved courses.

Find out about the many opportunities for young people in today's Army. And find out how you can join now—and go later.

Army Opportunities  
P.O. Box 5510  
Philadelphia, Pa. 19143

2 JET 8-4-76-C

Name \_\_\_\_\_ Date of birth \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Education \_\_\_\_\_

For more information send this coupon. Or call 800-523-5000  
toll free. In Pa., call 800-362-5696.

## Ask about the Army's Delayed Entry Program.

## Call 800-362-5696

### Speaker



**Grace Olivarez**

State Planning Officer, New Mexico State  
Planning Office

Under the direction of the Governor of New Mexico, Ms. Olivarez directs the operations of the State Planning Office in compliance with the statutory regulations set forth in the State Planning Act. She also manages and directs the preparation of long-range plans dealing with the state's human, economic and natural resources. Also under her jurisdiction is the state's recreation and historic preservation program and the state's comprehensive planning assistance program.

Before joining the New Mexico Planning Office, Ms. Olivarez was the Director of the Institute of Social Research and Development at the University of New Mexico in Albuquerque. The Institute funded many projects which fostered new knowledge derived from thorough research. The Institute brought together University talents to focus on the goals of social and economic development in New Mexico. She also served as a professor at the University of New Mexico from 1972 to 1975.

From 1970 to 1972, Ms. Olivarez was the Director of the Food for All Program, managed and administered by the OEO. The program was designed to improve Federal food programs in 50 states and the trust territories.

Ms. Olivarez graduated from the Notre Dame School of Law in 1970. She also holds an Honorary Doctorate in Humane Letters from Amherst College, and an honorary Law Degree from Michigan State University.



## LOOKING FOR CHALLENGE?

Plan a career in public service and law enforcement with ATF.

ATF is mainly composed of law enforcement Special Agents trained in criminal investigation and Inspectors who carry out regulatory procedures. In addition, many scientists, attorneys, technicians, and administrative personnel aid in these efforts.

ATF is an Equal Opportunity Employer.

*I pledge my commitment to this principle.*

**REX D. DAVIS**  
DIRECTOR



## Department of the Treasury Bureau of Alcohol, Tobacco and Firearms

Special Agents of the Bureau of Alcohol, Tobacco and Firearms independently conduct investigations of violations of the Federal laws relating to explosives, firearms, illicit liquor, tobacco and wagering. These investigations are designed to prevent and solve bombings; to detect illegal interstate transportation of explosives and firearms, and to control the illegal possession of these items by the criminal element. Also enforced are various laws governing possession of machine guns, destructive devices, and other weapons subject to registration. Special Agents work to prevent or detect illicit traffic in liquor or tobacco products and the diversion of raw materials to use in illicit production of distilled spirits. Special Agents are also responsible for collecting taxes on illegal wagering and for prosecuting those who violate the Federal wagering law.

### Appointments

Appointment opportunities for Special Agents are extremely limited. Only the most qualified applicants are appointed as ATF Special Agents.

Applicants for competitive appointment will be required to pass the Treasury Enforcement Agent Examination. Competitors must attain a rating of at least 70 on the written test.

Additional points may be added for study completed in police science or police administration subjects. (Eligibility from the TEA examination will be for a period of 12 months, unless applicants submit up-to-date information about their qualifications within the year limit).



Inspectors of the Bureau of Alcohol, Tobacco and Firearms conduct revenue and consumer protection inspections assuring enforcement of the Federal statutes which impose taxes on distilled spirits, wine, beer and to-

bacco products. These laws and regulations affect the production, storage, processing, packaging, labeling, importation, exportation, distribution and advertising of distilled spirits, wine and beer. These statutes and regulations also affect the use of distilled spirits for industrial, scientific and medical purposes, and the production, importation and exportation of tobacco products. During these inspections, Inspectors determine whether operations are being properly conducted, and whether the premises and equipment meet the standards established by regulations.

### Appointments

Alcohol, Tobacco and Firearms Inspectors are recruited by our regional offices from those best qualified applicants who have passed the Professional and Administrative Career Examination.

TO APPLY for these positions and for additional information, contact the regional office which corresponds to the part of the country in which you plan to work — CENTRAL (Cincinnati); MID-ATLANTIC (Philadelphia); MIDWEST (Chicago); NORTH-ATLANTIC (New York); SOUTHEAST (Atlanta); SOUTHWEST (Dallas); WESTERN (San Francisco).

## Speaker



### Ricardo Nunez-Portuondo Garcia

National Director of the Cuban Refugee Program

Dr. Ricardo Nunez-Portuondo Garcia is a graduate of the Universidad de la Habana, Cuba, and received a Doctorate in Law from Universidad Jose Marti.

Dr. Garcia had an interesting career before taking his present position with the Department of Health, Education and Welfare. In the late 1950's he served as press attache to the Embassy of the Republic of Cuba in Madrid, Spain. He resigned the position because of his disagreement with the Cuban communist policies. From there, Dr. Garcia pursued a career in journalism serving as editor of The American, an English-language weekly in Madrid, and as editor of the News Department-Latin American Division, Voice of America-United States Information Agency.

Since 1971 Dr. Garcia has been involved in real estate, being a director and controlling stockholder of NBS Development Inc. of Miami, Florida, building condominiums, office buildings and homes. He is also a director and controlling stockholder of Numar Enterprises in Miami, which manufactures domestic water purifiers.

Dr. Garcia was appointed to his present post of National Director of the Cuban Refugee Program in 1975. The program provides assistance to Cuban refugees in the United States under the authority of the Migration and Refugee Assistance Act of 1962.

Dr. Garcia is married to the former Dolores Maldonado. They have three children.



# If you ever get the chance to hire a Marine officer...grab him. But if we have our way you'll never get the chance.

A Marine officer is a leader. Some of his leadership qualities he was born with. Some he acquired by tough training and even tougher experience. . . . The point is: He can manage. Himself. His men. His missions.

A Marine officer is sure of himself. He welcomes challenge. He never takes the easy way out. Perhaps as early as his freshman year in college, he looked into Marine officer training and saw a challenge. And he was going to meet it. Or know the reason why.

A Marine officer is fired up over responsibility. He prizes it. Grasps it. Discharges it. He would never think of "letting George do it."

A Marine officer is his own man. An individual. No two officers are alike. They're one of a kind. Yet they run curiously to type: as men who expect the utmost of themselves. And the men they command.

A Marine officer is imaginative. Resourceful. The spirit of "can-do" and "make-do" is as old as the Corps itself. The tradition is: Do the



best you can with what you have. Do it promptly, confidently, completely. Do it "by the book," if it's in the book. But if it isn't in the book, write a new page. Yourself.

A Marine officer is ambitious. To him status quo means nothing. He sets his sights on advancement. And he has ample ways and plenty

of opportunities to get ahead. The Corps has a vast educational system for advanced and professional training. In many fields: communications, engineering, science, law. Our programs make it possible for a Marine officer to become a full-time student at such institutions as The Wharton School.

A Marine officer is proud. Of his country. His Corps. He is proud of what he does and how he does it. He shares a pride that has been passed from Marine to Marine ever since the Corps was founded 201 years ago.

You may well want to hire such a man. We, of course, want to keep him. And find a few others like him. If you run across a man with his potential and can't get him for yourself, we'd take it kindly if you recommended us to him. We're looking for a few good men . . . who want to lead.

## The Marines



## Speaker



**Carmen Rosa Maymi**

Deputy Assistant Secretary of Labor for Employment Standards and Director, Women's Bureau — U.S. Department of Labor

Ms. Maymi was appointed by the President as Director of the Women's Bureau on May 9, 1973, and was confirmed by the U.S. Senate that June. Born in Santurce, Puerto Rico, Ms. Maymi is the highest ranking Hispanic woman in the Federal government. She received a Bachelors Degree in Spanish and a Masters Degree in education from DePaul University in Chicago. She also did graduate work at the University of Chicago Graduate School and received an honorary Doctorate in Humanities from Lewis University in Illinois.

In her present position, Ms. Maymi is responsible for formulating policies and developing standards to promote the welfare of wage-earning women and to improve their economic, legal and social status, as well as to coordinate the interests of the Women's Bureau within the Department of Labor and other Federal agencies, state and local governments and abroad.

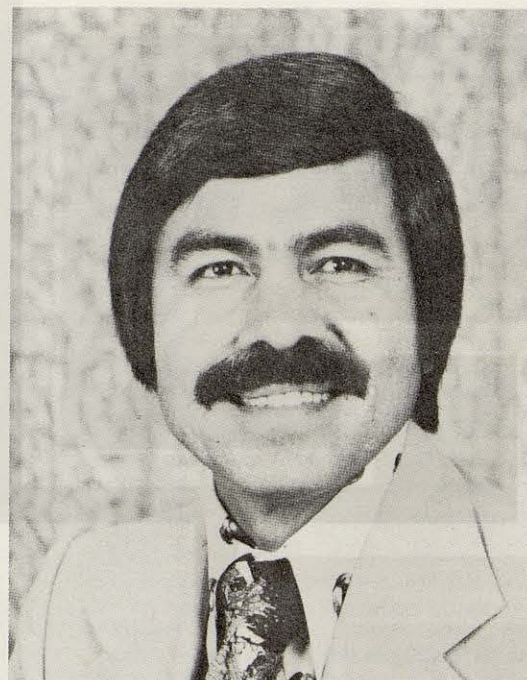
Ms. Maymi began her career as an employment counselor with the Migration Division of the Commonwealth of Puerto Rico in Chicago, followed by a position as Assistant Director of the Montrose Urban Progress Center of the Chicago Committee on Urban Opportunity, and later Urban Program Unit Director of the Cabrini Center. She entered Federal service in 1966 as a Community Services Specialist at OEO. She later did a study at the President's Cabinet Committee on Opportunities for the Spanish Speaking People. She joined the Women's Bureau in May, 1972 as a consultant and then Associate Director before her appointment by the President as Director.



a man  
But if we ha

## Operacion SER

"Jobs for Progress, Inc."



**Ricardo Zazueta**, President  
Los Angeles, California

Have you ever seen a person sitting on the street curb that is broke, flat-busted and looking for a job? This has happened to a million persons in a million places. The yearning to help this type of person was discussed in a dingy hall in Houston in the Spring of 1964. They met to find solutions to the unemployment problems of the Spanish speaking. The building they met in was humble, but their idea was noble. This is where the idea of job placement centers began to germinate. Little did they know that they were helping to launch what in 1975 would be one of the most sophisticated manpower delivery systems for the Spanish speaking this country has ever known. It was in this city that people who wanted to improve their own life dedicated their time without pay for the first volunteer job placement center, later to be known as SER/JOBS FOR PROGRESS.

Why has SER been so successful? SER filled a need that had existed for more than a century. Institutions were established at all levels of government to take care of public employment needs, but for one reason or another, the

Chicano and other Spanish-speaking people were ignored.

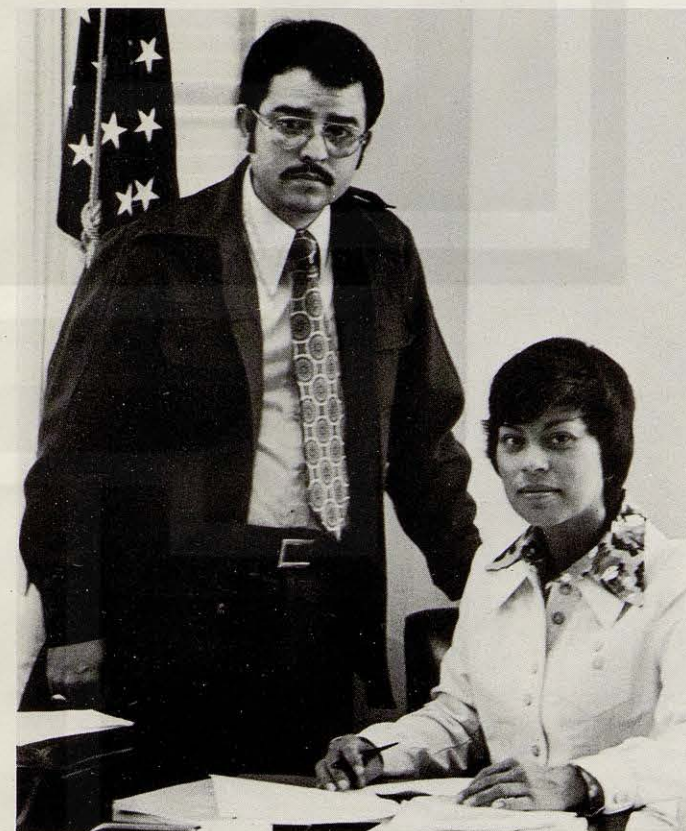
SER was the organization that addressed itself to the crucial problem of unemployment of the Spanish speaking. This concept was not conceived in the halls of Congress, nor in the planning conferences of the governor's office, nor in the state employment service or in city halls. It was conceived in a dingy hall in Houston, Texas. But it was thought up by Chicanos, and Spanish-speaking people on their own.

The program was conceived out of desperation to solve one of the most pressing problems of a minority.

Note that the success of SER did not depend on money. It depended on WILL, the will to overcome all obstacles of the past. This will to become self-sufficient. The will to make a beginning to the end of poverty.

So against this setting, in the middle of the Barrio, SER was conceived by Chicanos. It was developed and it continues to be administered by Chicanos for Chicanos and other Spanish-speaking Americans in this country.

## National Convention Co-chairpersons



**Hector Flores**

**Paulina Jacobo**

## IMAGE

DE DALLAS  
P. O. BOX 50186  
DALLAS, TEXAS 75250  
May 5, 1976

Apreciables Miembros de IMAGE:

Amigos y Amigas:

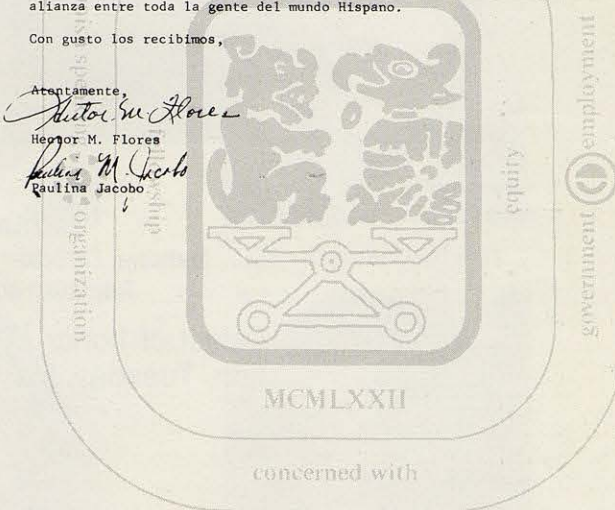
!Sean Bienvenidos a Dallas y estén en su casa en el Fairmont!

Con honor y placer les presentamos a ustedes esta gran conferencia. Humildemente les ofrecemos la reunión más grande y la mejor de Chicanos e Hispanos que continuamente luchan por el mejoramiento de nuestra Raza.

Esperemos que todo sea de su agrado. El trabajo del comité ha sido formidable y se dedicó a organizar un programa digno de todos. Esperemos también que de esta conferencia se desarrolle una fuerte e inseparable alianza entre toda la gente del mundo Hispano.

Con gusto los recibimos,

Atentamente,  
*Hector Flores*  
Hector M. Flores  
*Paulina Jacobo*  
Paulina Jacobo



A SPANISH SPEAKING ORGANIZATION CONCERNED WITH GOVERNMENT EMPLOYMENT





**Samuel R. Martinez**  
National Director of the Community Services  
Administration, Washington D.C.  
Guest of honor at the pre-convention recep-  
tion, Tuesday, May 25, at the Fairmont Hotel.

## National Convention Committee



*Seated, left to right are Hector Flores, co-chairperson; Paulina Jacobo, co-chairperson; Carlos Estringel, publicity. Standing, left to right are Jose Cano, convention treasurer; Jeff Weiss, accommodations.*



**Gil Herrera**, program advertising



**John Chavez**, publicity



**Dan Galvan**, exhibits



**Linda Dahlen**, entertainment



**Consuelo Amaya**, social coordinator



**Tino Soto**, finance



## Dallas Chapter President



**Richard Sambrano**

## IMAGE

DE DALLAS  
P.O. BOX 50186  
DALLAS, TEXAS 75250

May 26, 1976

Dear IMAGE Members and Friends:

It is indeed an honor for the Dallas IMAGE Members to host the Fifth National IMAGE Convention. We extend a Texas-size welcome to each one of you and pledge to try our best to make your stay in Dallas during the convention a pleasant one.

The Convention Committee and the Dallas Chapter Membership have been working diligently along with the National Executive Committee and many of you from across the country in an effort to make this convention the best ever. Numerous workshops have been scheduled and an excellent variety of speakers confirmed. IMAGE business meetings have been planned by our National President and his committees. It is our hope that meaningful results are derived from these sessions so that our endeavors in the coming year are increasingly fruitful.

The Convention Committee has also worked hard in coming up with what we hope will be an excellent entertainment program.

Please enjoy yourselves and let us know how we as hosts can make this convention an experience for you to remember for years to come.

Sincerely,

*Richard Sambrano*

RICHARD SAMBRANO  
Dallas IMAGE President

MCMLXXII

concerned with

## Dallas Chapter Officers



Dallas IMAGE Chapter Executive Committee and Convention Steering Committee discuss final plans for National Convention.



**Ray Lozano, First Vice President**



**Ruben Carranza,  
Second Vice President**



**Jose Cano, Treasurer**



**Carlos Estringel, Secretary**



**Tomas Tapia, Legal Counsel**



**Tino Soto, Parliamentarian**



## PROGRAM

### Monday — May 24, 1976

8:30 A.M.-4:00 P.M. United States Environmental Protection Agency Spanish Speaking Program Coordinators' Workshop; French Room — Banquet Level.

8:30 A.M.-4:00 P.M. United States Department of Agriculture Spanish Speaking Program Coordinators' Workshop; Oak Room — Banquet Level.

NOTE: IMAGE Convention Headquarters, Monday through Saturday; Board Room — Banquet Level.

### Tuesday — May 25, 1976

8:30 A.M.-4:00 P.M. Environmental Protection Agency Workshop (Continued) — French Room.

8:30 A.M.-4:00 P.M. United States Department of Agriculture Workshop (Continued) — Oak Room.

7:00 P.M.-9:00 P.M. Dallas IMAGE Reception (Cash Bar); Pavilion Room — Terrace Level South; Honoree: Sam Martinez, National Director, Community Services Administration.

NOTE: News Media Headquarters — Tuesday through Saturday; Directors Room — Banquet Level; News Media contact, Laura Saucedo.

### Wednesday — May 26, 1976

8:00 A.M.-5:00 P.M. Exhibit Hall opens — Banquet Level

8:00 A.M.-5:00 P.M. United States Civil Service Commission Workshops.

9:00 A.M.-7:00 P.M. Registration for IMAGE Convention; International Foyer.

2:00 P.M.-6:00 P.M. IMAGE National Executive Board Meeting; Florentine Room — Banquet Level.

7:00 P.M.-9:00 P.M. Poolside Cocktail Party (Terrace Level); With Entertainment — Compliments of Dallas IMAGE Chapter for all convention registrants.

NOTE: OPTIONAL — Trini Lopez Show — Venetian Room; First Show — 8:30 P.M.; Second Show — 11:00 P.M.; (Discount package available for Registrants).

### Thursday — May 27, 1976

8:00 A.M.-5:00 P.M. IMAGE Registration — International Foyer.

9:00 A.M. Convention Convenes, International Ballroom; Mistress and Master of Ceremonies — Paulina Jacobo and Hector Flores, Convention Co-chairpersons; Welcome — Richard Sambrano, President, Dallas Chapter; Invocation: Bishop Thomas Tschoepe of Dallas; Remarks: Bishop Patricio Flores of San Antonio; Presentation of Colors and Pledge of Allegiance; Welcome and Introduction of Special Guests: Gilbert Chavez, IMAGE National President; City of Dallas Welcome — Robert Folsom, Mayor.

10:15 A.M. Introduction of Keynote Speaker: Ignacio Guerrero, President, Fort Worth Chapter; Keynote Speaker: Jack Eckerd, National Administrator, General Services Administration.

11:00 A.M. Overview of Convention — Special Assignments, Gilbert Chavez and Carlos Romero.

11:15 A.M.-12:00 Noon Recess — Review of Exhibit Hall.

11:15 A.M.-1:00 P.M. IMAGE National Executive Board and Local Chapter Presidents' Meeting; Garden Room — Terrace Level North.

12:00 Noon-1:30 P.M. Open Lunch

### CONVENTION WORKSHOPS

1:30 P.M.-5:00 P.M. Educational Institute by National Education Taskforce de la RAZA — Oak Room, Banquet Level; Title: "Current National Trends in the Education of the Spanish-Speaking"; Institution Moderators: Margie Trujillo, National Coordinator; Tomas Villarreal, Executive Director; Leo Zuniga, Regional Coordinator.

1:30 P.M.-3:15 P.M. and 3:30 P.M.-5:00 P.M. (Workshops Repeated); 1. "Recruiting Techniques in Private Sector"; Continental Room — Banquet Level; Moderator — Leo Vidaurri, SSP Coordinator, Social Security Administration.

2. "Explanation of Voting Rights Act" By: Mexican American Legal Defense Fund; Pavilion Room, Terrace Level South; Moderator — Al Perez, Associate Counsel.

3. "Proposal Writing for more effective Grant Procurement"; Fountain Room, Terrace Level North; Moderator — Luis Gonzalez, National Coordinator, Spanish Speaking Program, Federal Aviation Administration.

2:00 P.M.-5:00 P.M. IMAGE BUSINESS EVENTS; Chapter Officers and Delegates, Garden Room; Issues: (a) Proposed Constitutional Amendments, (b) Proposed State Delegate Constitutional Amendment, (c) Executive Board Recommendations.

5:30 P.M.-6:15 P.M. Catholic Mariachi Mass, Bishop Patricio Flores, Celebrant; Gold Room — Banquet Level

7:00 P.M. Banquet — International Ballroom; Dance Performance and Style Show by: "Ballet Regional Mejicano de San Antonio"; Directors: Maria Luisa Lopez & Carmen Ramirez; Mistress of Ceremonies — Paulina Jacobo; Introduction of Keynote Speaker: Gilbert Herrera, Dallas IMAGE; Keynote Speaker: Dr. Grace Olivarez, New Mexico State Planning Officer.

9:00 P.M.-1:00 A.M. Dance — Compliments of Dallas Chapter; Music by: "La Palomia"

### Friday — May 28, 1976

8:00 A.M.-5:00 P.M. Registration — International Foyer

8:30 A.M.-11:30 A.M. IMAGE Business Events, Chapter Officers and Delegates; Gold Room — Banquet Level.

### Convention Workshops

8:30 A.M.-12:00 Noon Educational Institute (Continued) — Oak Room — Banquet Level.

8:30 A.M.-11:30 A.M. "Hispanos y Hispanas — A Partnership for Future Harmony"; Parisian Room — Banquet Level; Moderators: Elisa Sanchez, Management Intern — HEW; Carlos Romero, Director, Office of Civil Rights, Environmental Protection Agency, Dallas, Texas.

8:30 A.M.-11:30 A.M. Mass Media Seminar; Continental Room — Banquet Level; "How to Use it" and "National Policy by FCC"; Moderator: John S. Chavez, Public Affairs Officer, Community Services Administration, Dallas, Texas.

8:30 A.M.-11:30 A.M. U. S. Dept. of Air Force Spanish Speaking Program Coordinators' Workshop; Pavilion Room — Terrace Level South.

## PROGRAM

9:30 A.M.-11:30 A.M. U. S. Department of Navy — "Alternative Careers"; Fountain Room — Terrace Level North; Moderator: John Villarreal, Spanish Speaking Program Coordinator, Navy Material Command.

11:30 A.M. — Recess

12:00 Noon Luncheon, International Ballroom; Master of Ceremonies: Daniel I. Galvan, Dallas Chapter; Introduction of Guest Speaker: Olga Colado, IMAGE Atlanta, Regional Director; Keynote Speaker: Dr. Ricardo Nuñez, Director, Cuban Refugee Program; Awards Presentation.

2:00 P.M.-5:00 P.M. Department of Air Force Workshop (Continued) — Pavilion Room

2:00 P.M.-5:30 P.M. General Civil Rights Seminar; Parisian Room — Banquet Level; "Civil Rights Issues in the Future"; Seminar Panelists include several high ranking government officials; Moderator: Gilbert Herrera, Branch Chief, Contract Compliance, Office of Civil Rights; Health, Education and Welfare, Dallas

2:00 P.M.-3:30 P.M. and 3:45 P.M.-5:15 P.M. (Workshops Repeated); 1. "Employment Opportunities in Foreign Countries"; Fountain Room — Terrace Level North; Moderator: Jorge L. Cordova, Peace Corp Director — Latin America.

2. "Opportunities in Engineering"; Panorama Room — Terrace Level South; Moderator: Pilar Pena, Chief of General Planning Section, U.S. Corp of Engineers, Fort Worth, Texas.

3. "A Prospective on the Development of Human Resources"; Continental Room — Banquet Level; Moderators: Vivien Lipscombe, National Services Director, U.S. Bureau of Census; Bryan Richey, Regional Commissioner, U.S. Bureau of Labor Statistics; Emma Moreno, Program Analyst, U.S. Bureau of Census; Gunnar Engen, Assistant Regional Commissioner, U.S. Bureau of Labor Statistics.

2:00 P.M.-5:00 P.M. IMAGE Business Events (Continued) — Gold Room

5:30 P.M. Recess

9:00 P.M.-1:00 A.M. Dance, International Ballroom; Music by: "La Tortilla Factory"

### Saturday, May 29, 1976

9:00 A.M. Breakfast — Venetian Room — Lobby Level; Mistress of Ceremonies: Linda Dahlen, Dallas Chapter; Introduction of Keynote Speaker: Astrid Garcia, New York IMAGE Regional director; Keynote Speaker: Carmen Maymi, Director, Women's Bureau, U.S. Department of Labor.

11:30 A.M. Convention Reconvenes — International Ballroom; (All Registrants)

2:00 P.M. Adjourn

3:00 P.M.-5:00 P.M. "La Despedida" — Cash Bar; Sponsored by: "El Congreso" Poolside — Pavilion Room (Terrace Level South).

NOTE: National IMAGE Executive Board Meeting 2:00 P.M.-4:00 P.M.; Garden Room — Terrace Level North.

### Additional Workshop Participants

Stanley Pottinger, Asst. Attorney General

Ed Pena, Director of Compliance, EEOC

Marty Gerry, Director, Office of Civil Rights, HEW, Washington

Louis Nunez, Deputy Staff Director, Civil Rights Commission  
John Fulbright, National Director, EEO, U. S. Dept. of Interior  
Carl Goodman, General Counsel, U. S. Civil Service  
Roberto Ornelas, Dallas Region, Federal Contract Compliance

Lorenzo Ramirez, Regional Director, Dallas, EEOC

Rear Admiral Charles Rauch Jr., U. S. Navy

Rear Admiral Robert McLinton, U. S. Navy

Nathaniel Stinson, Navy Materials Command

John Burroughs, Office of the Secretary of the Navy

Richard Gerakos, Spanish Speaking Program, U. S. Navy

Ms. Joyce Davila, U. S. Dept. of the Navy

Dr. Inez Hernandez Tovar, University of Texas

Ms. Grace Spencer, EEO Specialist, US EPA, Seattle

Ralph Garza, Spanish Speaking Program, Corps of Engineers

Jose Cano, Chairman, D-FW SSP Coordinators Council

Joe Mora, Washington, D.C.

J. Westbrook McPherson, Xerox Corporation

Ms. Angelita Rodriguez, EEOC, Washington, D.C.

Ernie Barrios, IBM Corporation

William C. Brooks, General Motors Corporation

Leon Hernandez, Director, Operation SER, Dallas

Hector Valdez, Mexican-American Unity Council, San Antonio

Jay Rodriguez, National Broadcasting Company—TV

Henry Perez, Spanish Speaking Program Coordinator, FAA

Ruben Maldonado, US Corps of Engineers

John S. Robottom, Dallas County Community College District

Robert A. Finnell, National Academy of Engineering

Zeke Rodriguez, Dallas Deputy Regional Director, Action

Carlos Estrangel, Dallas

Edward Vela, Regional Director, US Civil Service

Carlos Esparza, US Civil Service Commission, Washington, D.C.

Juan Ramirez, Dept. of Transportation, Washington, D.C.

Medardo Sanchez, Dept. of Agriculture, Washington, D.C.

Manuel Carrillo, National SSPC, HEW

Juan DeLeon, National SSPC, Dept. of the Treasury

Alfonso Ludi, NASA, Washington, D.C.

Vangie Elizondo, SSPC, Washington, D.C.

Hector Pena, Manpower Director, Dept. of Community Affairs

Joe Montes, CBS-TV, Hollywood, California

Pete Rodriguez, CBS-TV, Hollywood, California

Joy Ojeda, ABC-TV, Chicago, Illinois

Fernando Del Rio, RKO-General TV, Hollywood, California

Clarence V. McKee, Federal Communications Commission

Patricia Grace, National Association of Broadcasters

Rear Admiral Burton H. Shepherd, Chief of Naval Air Training

Lionila L. Saenz, Reg. Director, Women's Bureau, Denver

Elda Trevino, U. S. Dept. of Agriculture, Dallas

Consuelo Amaya, Office of Civil Rights, HEW, Dallas

Bob Montalvo, SER, OMBE, Dallas

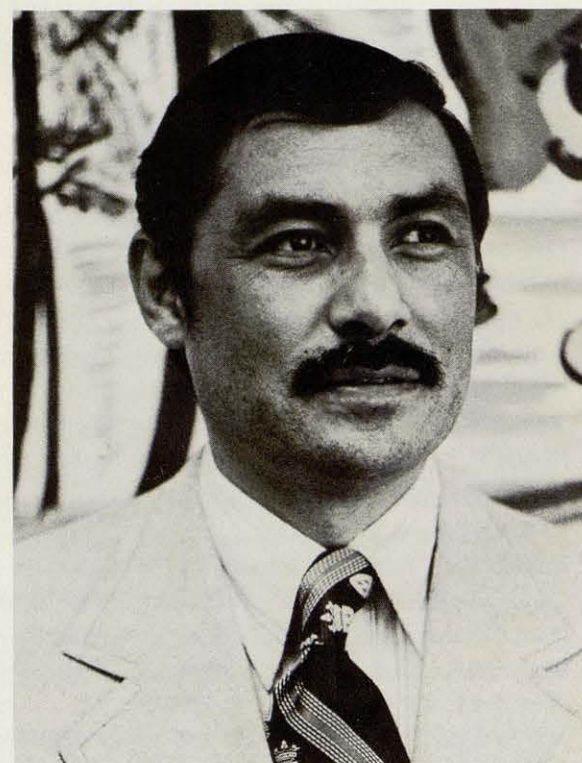
Faustino Soto, SSPC-Bureau of Health Insurance, HEW, Dallas

Dorothy Stuck, Director, Office of Civil Rights, HEW, Dallas



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**Paul Sedillo, Jr.,** Director



**Most Reverend Patricio F. Flores**  
Bishop, Archdiocese of San Antonio



**Carlos J. Romero**  
Southwest Regional Director of IMAGE

Carlos Romero, in addition to his present position with IMAGE, is the Director of the Office of Civil Rights, EPA, Region VI, in Dallas. Romero is also the past president of the Dallas chapter of IMAGE.

Being very involved in community affairs, Romero is a past vice chairman of the Dallas County Federal Equal Opportunity Association, a past member of the board of directors of Dallas Jobs for Progress, Inc., and an active member of the GI Forum and the League of United Latin American Citizens (LULAC). He is also a member of the Dallas Independent School District Community Advisory Committee on Equal Opportunity.

Romero is married and has six sons.



Congratulations to IMAGE on a truly successful year. May the future hold only better things for you.



**Manuel Gonzalez**  
LULAC National President

## Office of the Regional Attorney, HEW, Region VI

The Regional Attorney and Staff salute IMAGE. We extend our welcome to the Southwest, and Best Wishes for a successful convention. We share your hopes and concerns and will continue to work with IMAGE to achieve its goals.



*Standing, left to right, Jasper Rowe\*, Erasmo Escamilla, Billi Brown, Joan Sessoms\*, Eva Williams, Paulina Jacobo\*, Barbara Draper, Paula Latshaw\*, Rex Ellis, Gloria Groom, Bob Luxen, Carolyn Doddy, Ernie Haywood\*, and Terry James. Seated, left to right, Hank Gilliam\*, Tom Tapia\*, Mary Ellen Brooks, Blanche Exparza, Earlene Ransom, John Stokes, Regional Attorney.*

\*Assistant Regional Attorney





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**Antonio Gil Morales**

National Chairman of the American GI Forum

The Forum is a National Hispanic civil rights organization with 500 chapters in 30 states, involved in veterans' programs, employment, housing, education, civic participation, voters' education and economic development. The American GI Forum is one of the major Spanish Speaking organizations in the nation.

The American GI Forum salutes IMAGE on its great success.



BEST WISHES  
FROM

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**La Chicana**

I am a chicana  
Born of an Indian and Spanish heritage  
Wanting to learn and live in freedom  
Yet, "They" don't let me.  
I speak, I am wrong  
"They" say I am lazy, sneaky, and cheap  
I become afraid of what I say or do.  
I have been driven to a society within  
"Their" society  
In "El Barrio" I live, grow, and fight  
for my survival  
I dress different  
I look different  
I am different  
I am a "Chicana"  
My blood shows and I can feel it  
running through my veins  
Now!!!! I fear no one  
I will fight for my "raza"  
and die for my Madre  
I am proud and noble  
"I" see my skin, the color of my raza  
Bronze, brave, and beautiful am I  
and merely a soldier of la causa.

I realize now my task is difficult and long  
I know my heart is desirable and strong!  
"Viva la Raza"  
My struggle has just begun  
I've found my real enemy . . .  
Prepared and ready am I  
For my raza I will die.  
Keep pushing, I know that  
"Other things can be taken away  
From some of our people,  
But an education is one thing  
nobody can take away from us"  
My rifle or gun  
is no longer in my hand  
As I once thought  
was the answer.  
My mind is now my rifle  
I am not satisfied  
with just getting by in school  
I'll be the best, I'll do it good.  
"QUE VIVA LA RAZA"

Anonymous  
Prose found on Oxnard High School grounds  
Submitted by Jose Moreno  
Oxnard, California

*Mexican = American*  
*Business and Professional Women*  
*of*  
*Dallas*

**Welcomes IMAGE**  
**Mucho exito en la Conferencia**

Roseann C. Rodriguez  
President



## IMAGE Objectives

1. To seek a broad development and expansion of employment opportunities for the Spanish-surnamed aspirant to government service.
2. To encourage and actively support the professional promotion and advancement of Spanish-surnamed employees already in government service.
3. To become actively involved in the achievement of equity in all aspects of government service for the Spanish-surnamed.
4. To counter social and ethnic discrimination, open or subtle, wherever and whenever it is encountered against the Spanish-surnamed.
5. To determine the educational and professional needs of the Spanish-surnamed for the purpose of enhancing their entrance and advancement in government service and to encourage and provide, wherever possible, appropriate training opportunities.
6. To assist the government services in providing the proper circumstances for recruitment, training, employment and advancement of Spanish-surnamed in government service.
7. To establish and continually upgrade a broad basis of communication with Spanish-surnamed in government service everywhere whether or not as members of IMAGE.
8. To expand the concept and objectives of IMAGE to communities throughout the state, the region, and the nation to provide maximum impact of the benefits derived from the pursuit of these objectives as stated above.

## Pledge of Allegiance

Juro fidelidad a la bandera de los Estados Unidos de America y la Republica que representa; una Nacion, bajo Dios, indivisible, con libertad y justicia para todos.

## Exhibits

1. U.S. Air Force
2. Census Bureau — U.S. Dept. of Commerce
3. Action — Peace Corps
4. U.S. Dept. of Labor
5. Regents Publishing Co.
6. U.S. Civil Service Commission
7. N.A.S.A.
8. N.A.S.A.
9. O.M.B.E. — U.S. Dept. of Commerce
10. O.M.B.E. — U.S. Dept. of Commerce
11. Customs — U.S. Dept. of Treasury
12. Internal Revenue Service — U.S. Dept. of Treasury
13. Small Business Administration
14. Federal Energy Administration
15. Farm and Home Administration — U.S. Dept. of Agriculture
16. Food and Nutrition Services — U.S. Dept. of Agriculture
17. Community Services Administration
18. U.S. Coast Guard
19. Navy Recruiting Command
20. Navy Recruiting Command
49. Equal Employment Opportunity Commission
50. Bureau of the Interior
51. General Services Administration
52. Immigration and Naturalization Service, U.S.
53. Office for Civil Rights, U.S. Dept. of H.E.W.
54. Energy Research and Dev. Administration
55. National Institute of Health — U.S. Dept. of H.E.W.
56. Food and Drug Administration — U.S. Dept. of H.E.W.
57. Stabilization and Conservation Services — U.S. Dept. of Agriculture
58. Social Security Administration — U.S. Dept. of H.E.W.
59. Social and Rehabilitation Services — U.S. Dept. of H.E.W.
60. Dept. of Transportation
61. Dept. of Transportation
62. U.S. Commission on Civil Rights
63. U.S. Commission on Civil Rights



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It's about pride, the cornerstone of achievement, the basic ingredient for social and economic development.

It's about humility. The unselfish desire to help, sometimes against staggering odds.

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The pieces are coming together. The puzzle although far from complete is now identifiable. Thanks to people like **IMAGE** whose task is a huge one but whose confidence is indestructible. You are doing a great job, **IMAGE**, and **KESS** is proud to tell you so.

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El que ha de ser barrigón aunque lo fajen chiquito.

Con el tiempo y un ganchito hasta los de arriba caen.

Nadie sabe para quien trabaja.

A buen hambre no hay mala salsa.

Barriga llena, corazón contento.

El que come y canta, loco se levanta.

Las penas con pan son buenas.

El que mucho se despidе poca gana tiene de irse.

El lunes ni las gallinas ponen.

Canas en la oreja, ni la duda deja.



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Raymond Quarterman, Director  
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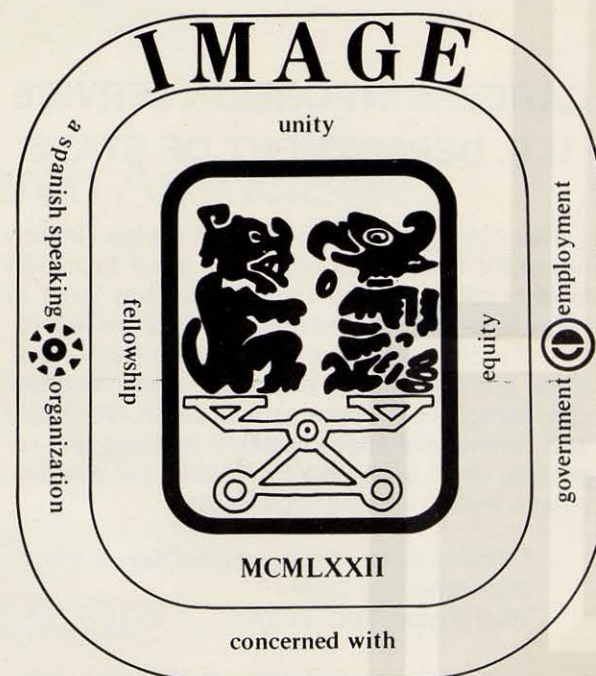
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## LO QUE DIGO LO SOSTENGO

LO QUE DIGO DE HOY EN DIA  
LO QUE DIGO, LO SOSTENGO,  
YO NO VENGO A VER SI PUEDO,  
SINO PORQUE PUEDO VENGO.

Vamos, vamos no se aplomen  
esos que tanto gritaban  
y le prometían al pueblo  
que en la lucha lo ayudaban.

Echales bien la lazada  
a esa punta de . . . panzones,  
que se van quedando atrás  
a gozar de los millones.

Prepara tu carabina  
que ya se nos van quedando  
los políticos gallinas  
que siempre se andan rajando.

!Qué desgraciados serán  
esos que entran al gobierno,  
nomás a robar dinero  
que tanto le cuesta al pueblo!

También, ustedes, soldados,  
mantenidos del gobierno,  
yo no vengo a ver si puedo,  
sino porque puedo vengo.

Ya verán como se mueren,  
ricos hijos del . . . dinero.  
Yo no vengo a ver si puedo,  
sino porque puedo vengo.

Ya verán monjas y curas  
que se mantienen del pueblo,  
yo no vengo a ver si puedo,  
sino porque puedo vengo.

YA LOS PUEBLOS SE PREPARAN  
A VIVIR DE OTRA MANERA,  
CON SU FUERZA ORGANIZADA  
QUE PROMETE NUEVA ERA.

YA CON ESTA ME DESPIDO  
Y ¡AY! TRAIADORES, LES PREVENGO.

YO NO VENGO A VER SI PUEDO,  
SINO PORQUE PUEDO VENGO.

