

# IMAGE

DE CHICAGO  
P. O. Box A 3827  
Chicago, ILL. 60690

MOTTO: UNIDAD Y ACCION

NATIONAL CONVENTION CHICAGO 1980

January 23, 1980

## WELCOME TO THE 80'S!

We have grand plans for you in kicking off the most important ten years in the history of Hispanics in the United States.

The 1980 National IMAGE Convention will be celebrated in Chicago, Illinois on May 29 to June 1, 1980. It promises to be the largest ever.

As of this writing, we will be joined by National Hispanic leaders ESTEBAN TORRES, Special Assistant to the President; Secretary of the Navy EDWARD HIDALGO; Presidential Candidate BENJAMIN FERNANDEZ; Archbishop PATRICIO FLORES; CARMEN DELGADO VOTAW, National Conference of Puerto Rican Women; MIRIAM CRUZ, Interdepartmental Advisory Committee on Women; RAUL YZAGUIRRE, National Council of La Raza; GRACIELA OLIVAREZ, Director, Community Services Administration; RUBEN BONILLA, League of United Latin American Citizens; ARMANDO RODRIGUEZ, Commissioner, Equal Employment Opportunity Commission; and WILLIAM MEDINA, Assistant Secretary for Administration, U.S. Department of Housing and Urban Development.

We have invited President JIMMY CARTER, all the Presidential Candidates, JAMES R. THOMPSON, Governor of Illinois, JANE BYRNE, Mayor of Chicago, a host of Hispanic celebrities, and Government, Industry and Labor leaders.

The Convention itself will feature 30 Workshops arranged along six "Tracks" corresponding to major areas of concern: EMPLOYMENT...BUSINESS/INDUSTRY...COMMUNITY AFFAIRS...THE HISPANIC WOMAN...ERA/HUMAN RIGHTS... and a special GENERAL TRACK. These sessions will be conducted by carefully chosen experts in each field.

A GRAND TOUR of Chicago and its Hispanic Neighborhoods, a DAY OF CAREER EXPLORATION where hundreds of students and interested Hispanics will "check out" major employers, a FIESTA, RAFFLES, special Entertainment at the GRAND EXHIBITION HALL--Mexican, Puerto Rican, Cuban, Spanish, South and Central American brands, all await the participant.

The convention site is the luxurious HYATT REGENCY CHICAGO in the heart of the JEWEL OF HISPANICS - Chicago.

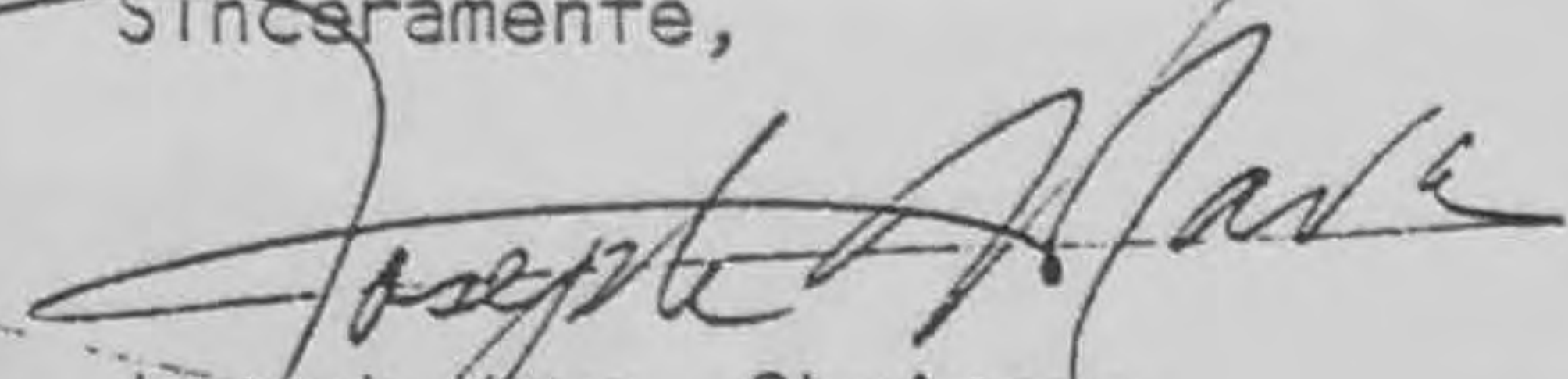
Registration is \$95. Partial registration is possible...per day cost is \$30 (\$35 on Saturday). Fees include all materials, receptions, a luncheon, a banquet and all the BOLERO, SALSA and DISCO you can handle. Students with identification may attend all workshops and exhibits free of charge.

Attached for complete details are:

1. Letter of Introduction to Organizations, including Exhibition and Ad Information
2. Program
3. Business/Industry Track
4. Registration Form
5. Convention Information
6. Tour Information
7. Career Day Flier
8. Vacancy Outreach Service Flier
9. Chicago Highlights
10. Hotel Registration Card

MAIL YOUR REGISTRATION NOW AND BECOME PART OF THE HISPANIC EVENT OF 1980!

Sinceramente,



Joseph Nava, Chairman  
1980 National IMAGE Convention

SPECIAL NOTE: THE AD DEADLINE HAS BEEN EXTENDED TO APRIL 1, 1980

HOT LINES - CALL US ONLY TO ADDRESS URGENT CONCERNS

EXHIBITS	-	Fernando Pineda	(312) 353-4287
ADS	-	Rafael Perez	(312) 353-0257
REGISTRATION	-	Phyllis Luna	(312) 353-3866
SPONSORS	-	William Luna	(312) 353-4256
TOUR	-	Marta Blanco	(312) 353-4461
GENERAL	-	Joseph Nava	(312) 471-5286



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NATIONAL CONVENTION CHICAGO 1980

Dear

The 1980's will be the decade for Hispanics. Soon to be the largest minority group in this country, Hispanics will also set the trend for future economic, social, artistic and scientific developments.

With the 1980 Census; a presidential election; increased interest toward Mexico, Central and South America; a tremendous national public relations effort aimed at Hispanics, the 1980's promises to be "our time."

IMAGE, one of the fastest growing Hispanic national organizations primarily concerned with public and private employment opportunities for Hispanics, is chartered in thirty-three states and in our nation's Capital. We stand ready to emphasize and promote this "time" for Hispanics. We have led the fight for equal employment opportunities for Hispanics at the local level and at our nation's doorstep.

Leading the way into the decade of Hispanics, IMAGE forges ahead with the 1980 National IMAGE Convention in Chicago. The dates of the convention are May 29 - June 1st. The site will be the Hyatt Regency in downtown Chicago. This convention will be the showcase of the Midwest for Hispanics. It will also acknowledge that the Midwest is truly home to almost two million Hispanics. This convention will have a community-base orientation. We are scheduling a major CAREER DAY with participation from over 50 principal Hispanic community organizations and all the midwest colleges and high schools with high Hispanic enrollment. Thus, we are inviting your participation in the major Hispanic event of 1980.

Your organization's active participation can occur in a variety of ways:

1. You are welcome to display your agency/organization's message to Hispanics in an exhibition display which Career-oriented Hispanic youth will tour. Particulars are attached.
2. You are cordially invited to sponsor one of numerous events we are planning at the convention. These include receptions, dances, fiestas and other special events. Please call William Luna, Publicity Chairman at 312/353-4256 for particulars.

*IMAGE  
women & white people*

-IMAGE-

(474-80)

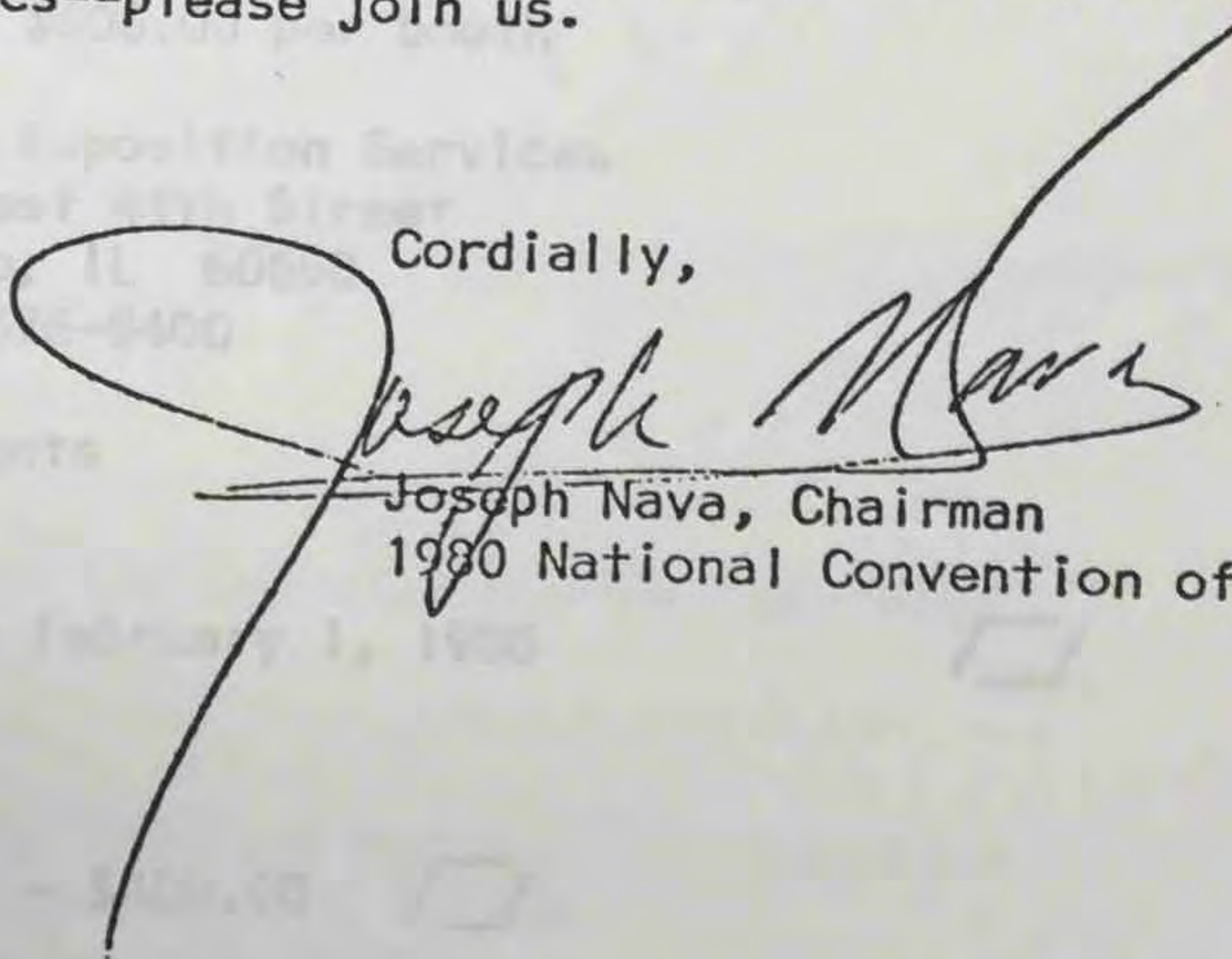
# IMAGE

3. We welcome your advertisement in our convention journal which will feature the convention program and highlights. Consult the attached schedule.
4. Your tax exempt contributions help IMAGE efforts to improving the employment picture for Hispanics.
5. Above all, we invite you to attend our convention to benefit from provocative forums, information-laden workshops, and presentations by major government, community, industry and political leaders on HISPANIC issues of great importance to you.

Please review the attachments and respond generously. The eyes of America will be on Hispanics--please join us.

IMAGE CONTACT: United Exposition Services  
2735 West 25th Street  
Chicago, IL 60616  
(312) 555-8400

Cordially,



Joseph Nava, Chairman  
1980 National Convention of IMAGE

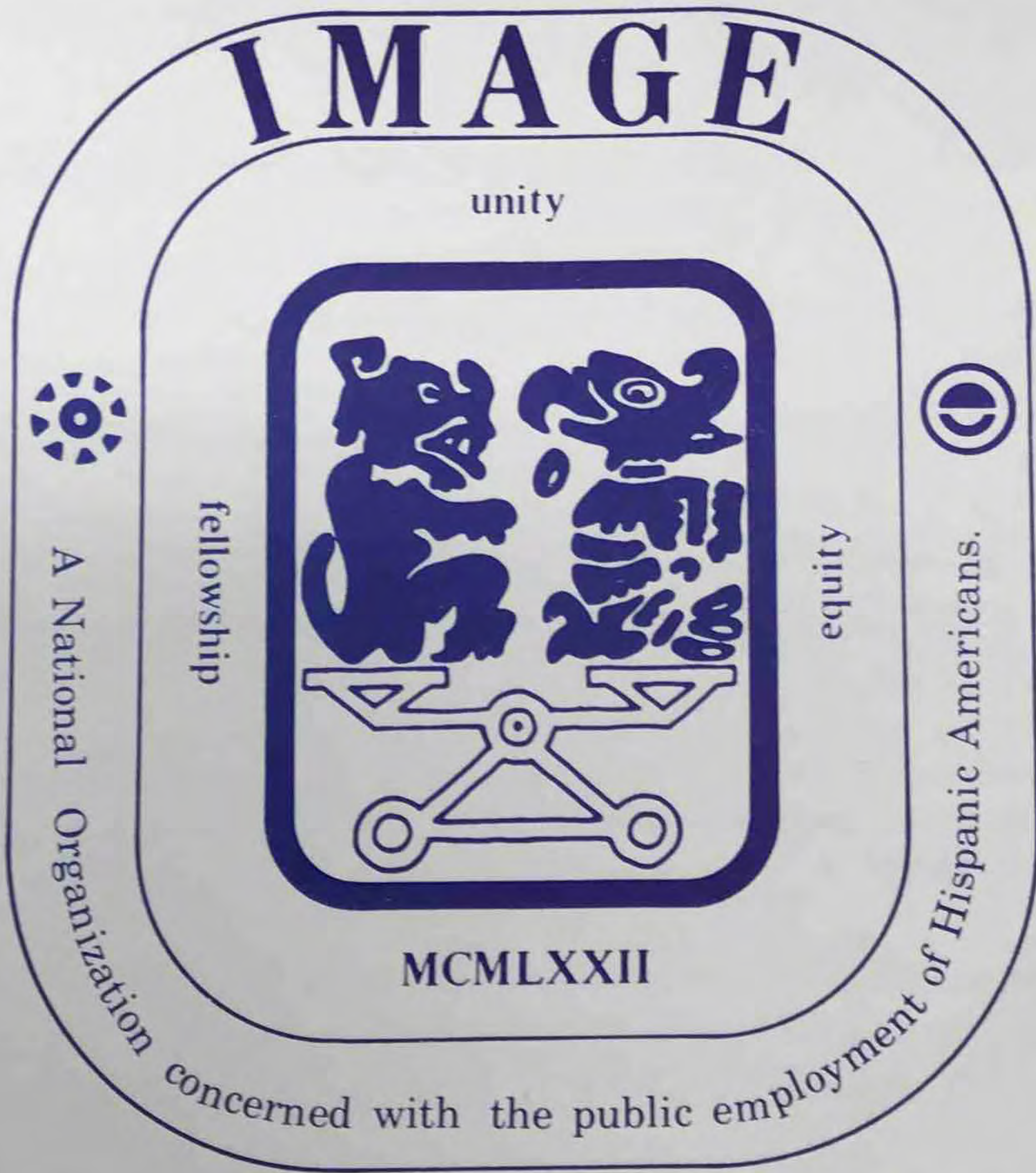
### Attachments

- 2 1/2 Page - 10 1/2" x 17 1/2" - \$150.00
- 1 1/2 Page - 10 1/2" x 17 1/2" - \$75.00
- 1/2 Page - 10 1/2" x 17 1/2" - \$37.50
- Color Page - \$200.00
- Photo Bank Page - \$100.00
- Table Bank Page - \$100.00
- Photo Bank Page - \$100.00

1979  
IMAGE DE TEJAS  
3RD ANNUAL  
STATE CONVENTION

39 AM  
FMA 6E

*Green & white file  
multi-use of these  
concepts*



AUSTIN, TEXAS  
APRIL 26-28, 1979