



Irene Gomez-Bethke Papers.

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.



THE MINNESOTA STATE
AUTOMOBILE
ASSOCIATION

St. Paul AAA Office
Donaldson's at Town Square, St. Paul, Minnesota 55101 • Phone (612) 292-0323

INTERNATIONAL TRADE MISSION TO MEXICO - PRICE SHEET

REPUBLIC AIRLINES	MINNEAPOLIS/DALLAS	\$104.76
MEXICANA AIRLINES	DALLAS/MONTERREY	\$ 97.00
MEXICANA AIRLINES	MONTERREY/MEXICO	\$ 56.42
MEXICANA AIRLINES	MEXICO/CHICAGO	\$252.00
REPUBLIC AIRLINES	CHICAGO/MINNEAPOLIS	\$ 94.29
TOTAL AIR FARE		\$604.47
TOTAL PRICE FOR THE LAND ARRANGEMENTS		\$753.00 single
		\$491.00 double

THIS PRICE INCLUDES:

R.T. TRANSFERS IN MONTERREY
2 NITES HOTEL ANCIRA, ALL TIPS AT AIRPORT, HOTEL & MAID
R.T. TRANSFERS IN MEXICO CITY
4 NITES AT FIESTA PALACE, PORTERAGE IN AND OUT & TIPS
ROUNDTrip MOTORCOACH TO CUERNAVACA
1 NITE AT COCOYOC RESORT, TIPS AND TAXES
WELCOME MARGARITA COCKTAIL IN BOTH MONTERREY AND MEXICO CITY

OPTIONAL TOURS:

4 HOUR TOUR OF MEXICO CITY	\$10.00
TRIP TO THE PYRAMIDS 6 HOURS W/LUNCH	\$27.50

RECAP OF MEETING JAN 19, 1982

PRESENT:

JOE ROMERO, PRES. MULTINATIONAL COMMUNICATIONS
IRENE BETHKE, ADMINISTRATIVE AIDE TO MAYOR FRASER
SANDRA O'BRIEN, MANAGER AAA MINNESOTA, ST. PAUL
WALDO RAMOS, GENERAL TRACTOR LIMITED

1. WE began talking about the need to supply more information to the Minneapolis and St. Paul Chambers, we plan to make it a dual project for both the Chambers.
We must also follow up on the realization of the project and clear up the questions that the Chambers have asked.
We shall make up a proposal that includes,, the cost of the trip along with the presentation of what the Mission is all about and what we propose to do , what we will offer and also how we will benefit.
2. We decided that the mission should take place in the early spring and that we would not consider any type of postponement. This for two reasons; The changing cabinet in Mexico, we would have to start all over making new connections, and also the turnover here at home. Those of us now working on the Mission, may be in different places in another year.
3. THE PRESENTATION
 - A) Indicate objectives and benefits of the Mission
 - B) Submit the proposed itinerary, cost etc.
 - C) Welcome spouses, and let them know that a special itinerary will be built for them.
 - D) Establish the demographics.
 - E) A general slide presentation for Mexico
4. We also must let the different corporations know that they are welcome to bring their own audio-visuals, and any printed material that they feel would be conducive to their prospective objectives.
5. The date has now been set for May 9, 1982
6. Irene Bethke was then nominated to be co-chairwoman for the committee and at that time voted in and accepted.
7. We also proposed that a two year followup plan be developed, and that the Trade Task Force continue in its work along the same lines.

A G E N D A

Hispanic Task Force Meeting
January 12, 1982

1. Introduction
2. Overview
 - 2a. Mission Objectives
3. Timeline
4. High Tech Symposium
5. Task Force Membership
6. Next Meeting/Adjournment

Next week -

Trade Mission

Good will -

Gov. Office

2 Twin Cities Chambers -

1. Chambers - ?

a. Mexico's policy on Import

b. emphasis on current economy

c. effects on environment

d. Pres.

2. Current Cabinet involvement

Current level of imports of US - Mex

1. Food prod.

2. plastic

3. elect. equip

4. Non elec. mach.

5. Fabricated metal prod.

Miguel de la Madrid cabinet who will be new pres. team?

Questionnaire

pkg. include -

Features Advantages + benefits.

itinerary audio visual

costs -

↓
equip.

Poster size - mm.

Business to bring thru PR + Brochures -

Request - Vice Chair - Irene Gómez de Bethun

1-19-82

1. Intro.

2. cultural state

3. Human Resources.

- 1- WHO WE ARE
- 2- OUR GOAL
- 3- OUR STRUCTURE
- 4- OUR PROGRAM/OPPORTUNITIES
- 5- OUR PROJECT

LTTF

LATIN AMERICAN TRADE ASSOCIATION

Mission:

To provide services to United States and Latin American businesses in developing international trade opportunities and to mobilize the necessary resources to increase international cooperation between the private and the public sectors of Latin America and the United States.

Service Areas:

The association will provide services to its members in three basic areas. Structurally, these areas are divided into action groups.

✓ Commerce and Trade Action Group

- Provides services and assistance to businesses in developing Latin American trade and commerce.
- Assists in import-export trade programs.
- Provides technical and other support services.
- Coordinates expositions, exhibitions and trade fairs.
- Publishes "Latin American Commerce News"

✓ Governmental Action Group

- Develops programs and special projects to promote inter-governmental cooperation.
- Promotes inter-cultural exchanges between Latin America and the United States.

- Serves as a liaison to Latin American governments.
- Monitors legislation, rules and regulations and other governmental factors affecting Latin American trade.

✓ Human Resources Action Group

- Develops specialized education and training programs.
- Provides assistance in manpower development.
- Assists in recruitment of personnel.
- Coordinates educational and language training programs.

Special Projects: FOR 1982-83 -

In addition to the on-going programs, the association will also conduct special projects that will enhance business development in Latin American. Present special projects

include: • SEMINARS - SPEAKERS TO MEXICO •
• MINE HIGH TECH. SYMPOSIUM • MINE. REP. IN D.F.

- Mexico in the 80's program
- Latin American Commerce News magazine

MEXICO'S ASSISTANCE

Membership:

- MEXICO CITY CHA OF C. • PATRIMONIO
- GRUPO ALFA • FOREIGN COMMERCE
- AMCAM • IMCE

Membership will consist of firms doing business in Latin America and of those wishing to start business ventures in Latin America. Businesses in Latin America that have interests in the United States are also eligible for membership. Membership will consist of the payment of an annual fee to the association.

MINNESOTA - MEXICO TASK FORCE

MINUTES

January 12, 1982

6:15 p.m. Introduction by Joe Romero. Background information on future trade mission to Mexico.

Present: Jose Suito, Mexicana Airlines
Irene Bethke, Mayor's Office
Joseph Stipanovich, Minneapolis Chamber of Commerce
Bruce W. Halbasch, St. Paul Chamber of Commerce
Waldo Ramos, General Tractor, Ltd.
Louis Garcia, Minneapolis Hispanic Advisory Committee to Mayor/City Council
Joe Romero, Multinational Communications

6:30 p.m. Definition of objectives of trade mission and descriptions of types of companies participating.

Large companies: Exposure, public relations, publicity
Medium companies: Sales contacts
Small companies: Sales contacts, licenses, joint ventures, business contacts.

Evaluation of several Twin Cities' companies that have expressed interest in mission.

Statement: "it will be an official mission sponsored by the State of Minnesota"

Awareness of need: More information on trade between United States and Mexico on specific industries from department of commerce
Economic Development, Tourism etc.

Agreement on subject "most companies will want to know: What is in it for me?"

Consideration: Cost?
Arrangements with airlines?

Estimated cost per person \$2,000 U.S. dollars.

Debating on tentative date: whether end of April or September 1982.

Checking with: John McDavid and Glen Matson

Proposed by Joseph Stipanovich

To make a feasibility study on Metro area economy benefits for Minneapolis/St. Paul Chamber of Commerce members in the next 10 days.

Identifying main growth areas in trade.

Making a questionnaire on opportunities that will be interesting to local companies, made by both chambers and having it ready by: January 13, 1982.
Such questionnaire will be presented to the American Chamber of Commerce

in Mexico City and other Mexican trade officials, answered, and used as guidelines for presenting strategy to Minnesotan companies.

7:20 p.m.

Discussion on High Tech Symposium applying to high-tech companies.

To be held in Monterrey, Mexico, being the most conducive city in Mexico for such purpose.

Creation of a newsletter dealing with international trade.

Human Resources Action Group Specilizes Education and Training programs, recruitment of personnel etc.

Development of cultural programs.

Assurance of support from Mexican Government

Next meeting: Tuesday, January 19, 1982 at 6:00 p.m. in Minneapolis
Butler Square, 9th Floor.

Company: IMPACT - Fermin Aragon's office

7:35 p.m.

Adjournment

~~REDACTED~~
~~REDACTED~~

341 March.
30

1972 - Joe Romero -
money - Control Co.
3-M.

Multinational Corp.
Series of

promises does not

\$18,000.

- 3M paid

\$ 9000.

hired 2 lady translators.

3M countersued Multinational Corp.

retracted - not ever hiring him again.

MINNESOTA - MEXICO TASK FORCE

MINUTES

January 12, 1982

6:15 p.m. Introduction by Joe Romero. Background information on future trade mission to Mexico.

Present: Jose Suito, Mexicana Airlines
Irene Bethke, Mayor's Office
Joseph Stipanovich, Minneapolis Chamber of Commerce
Bruce W. Halbasch, St. Paul Chamber of Commerce
Waldo Ramos, General Tractor, Ltd.
Louis Garcia, Minneapolis Hispanic Advisory Committee to Mayor/City Council
Joe Romero, Multinational Communications

6:30 p.m. Definition of objectives of trade mission and descriptions of types of companies participating.

Large companies: Exposure, public relations, publicity
Medium companies: Sales contacts
Small companies: Sales contacts, licenses, joint ventures, business contacts.

Evaluation of several Twin Cities' companies that have expressed interest in mission.

Statement: "it will be an official mission sponsored by the State of Minnesota"

Awareness of need: More information on trade between United States and Mexico on specific industries industries from department of commerce Economic Development, Tourism etc.

Agreement on subject "most companies will want to know: What is in it for me?"

Consideration: Cost?
Arrangements with airlines?

Estimated cost per person \$2,000 U.S. dollars.

Debating on tentative date: whether end of April or September 1982.

Checking with: John McDavid and Glen Matson

Proposed by Joseph Stipanovich

To make a feasibility study on Metro area economy benefits for Minneapolis/ St. Paul Chamber of Commerce members in the next 10 days.

Identifying main growth areas in trade.

Making a questionnaire on opportunities that will be interesting to local companies, made by both chambers and having it ready by: January 13, 1982. Such questionnaire will be presented to the American Chamber of Commerce

in Mexico City and other Mexican trade officials, answered, and used as guidelines for presenting strategy to Minnesotan companies.

7:20 p.m.

Discussion on High Tech Symposium applying to high-tech companies.

To be held in Monterrey, Mexico, being the most conducive city in Mexico for such purpose.

Creation of a newsletter dealing with international trade.

Human Resources Action Group Specilizes Education and Training programs, recruitment of personnel etc.

Development of cultural programs.

Assurance of support from Mexican Government

Next meeting: Tuesday, January 19, 1982 at 6:00 p.m. in Minneapolis
Butler Square, 9th Floor.

Company: IMPACT - Fermin Aragon's office

7:35 p.m.

Adjournment



**MEXICO
IN THE
EIGHTIES**

Business and
Technology Center
245 East 6th St.
Suite 445
St. Paul, MN 55101
612-292-8354

Sponsors:

City of St. Paul
Minnesota Department of
Agriculture
Minnesota Department of
Economic Development
Instituto Mexicano de
Comercio Exterior (Mexico)
St. Paul Area Chamber of
Commerce
Greater Minneapolis
Chamber of Commerce
Consejo Empresarial
Mexicano Para Asuntos
Internacionales (Mexico)

Corporate Assistance:

Corporate Report
Honeywell
Northwestern National Bank
Republic Airlines
3M
Webb Company

**Public Relations
Organization and
Promotion:**

Multinational
Communications, Inc.

**"MEXICO IN THE EIGHTIES" SEMINAR, May 11, 1981
St. Paul Athletic Club, St. Paul, Minnesota**

List of Participants

Anciano, Egardo
Peat, Marwick, Mitchell

Anaya, Joseph E.
Metropolitan Economic
Development Association

Ash, Marilyn H.
Peterson, Holtze & Treat

Baumeister, Karol
Air, Land & Sea Travel,
Inc.

Bender, Sherri
Rochester Electro Medical

Bianchi-Rossi
Vanguard Travel Limited

Brown, Lonnie
Raygo, Inc.

Burkelt, Sr., James
International Business
Network

Burns, Michael
Living Farms

Bushlack, Jim
MWCG Export Company

Calvit, David B.
Corporate Travel, Twin
Cities, Inc.

✓ Casey, W. D. *oil*
National Security, Inc.

✓ Carnes, N. W.
Johnson Division, UOP, Inc.

✓ Chupita, Kenneth
Deluxe Check Printers,
Incorporated

Crooks, Bill
Farmhand, Inc.

Domenzain, Eduardo

Dummigan, J. Patrick
Ball Corporation, Elec-
tronic Display Division

✓ Durda, Daniel
Aeration Industries, Inc.

Eckfeldt, Henry
Graco, Inc.

Else, David
Scasa Trading Corporation

✓ Elster, Earl W.
Conwed Corporation

Erickson, Galen
L & M Radiator

Galapneault, John
Big G, Imports

✓ Genck, Worthington C.
NS Marketing

✓ Gorby, Oliver
Dynamic Industries, Inc.

✓ Grebner, Leo
NS Marketing

Grove, Guy R.
Twin City Hide, Inc.

Gustafson, Gary
Medtronic

Hacker, Hugh
IBEC Industries

✓ Haukom, Donald L.
Barzen International,
Incorporated

Hauser, Gerald W.
Trans Data, Inc.

Heino, Grant
Vincent Brass and
Aluminum Company

Hellie, Daniel
Bridon Cordage

✓ Hill, Peter G.
Conwed Corporation

Hillsley, Jack
Control Data World Tech,
Inc.

✓ Hogenshelt, John
Tonka Toys

Hork, Marvin
Vincent Brass and Aluminum
Company

2. List of Participants

Don Larson

- | | |
|---|--|
| Horrocks, Kevin | O'Dea, John A. |
| ✓ 3M Company, International Division | McNeilus Truck & Manufacturing, Inc. |
| Hottman, G. R. | Olsen, Tom |
| Midland Ross Corporation | Potterf, William D. |
| ✓ Huart, Katharine A. | ✓ Eaton Corporation, Hydraulics Division |
| ✓ American National Bank | ✓ Preciado, Francisco |
| Hundley, Jim | Honeywell, Mexico Division |
| College of St. Thomas | ✓ Pugh, Fred M. |
| ✓ Joyce, Joe | ✓ Conwed Corporation |
| ✓ Tonka Toys | Rancone, Mark |
| Kaupmeyer, Michael | Yorktown Investment Co. |
| Knight, Gene | Rancone, Mike |
| Packaging Service Industries | Yorktown Investment Co. |
| Larson, Richard L. | Rancone, Gene |
| Raygo, Inc. | Yorktown Investment Co. |
| ✓ Lehr, Bill | Renshaw, Tuck |
| Turnkey Systems, Inc. | Research Inc., International Division |
| ✓ Libby, John | Rivera, Jr., August |
| IBEC Industries | ✓ Rodriguez, Leonardo |
| Lindstrom, Dale | Rosemount, Inc. |
| ✓ Lossie, Robert | Romo, Eduardo |
| ✓ Advance Distributors Ltd. | Northeast Homeplanning and Design |
| ✓ Mahal, Kenneth L. | Russell, Stephen |
| L.K. Mahal & Associates | International Travel Arrangers |
| Manning, Frank G. | Salazar, Raul O. |
| ✓ Lear Siegler, Inc. | Sween & Salazar, Ltd. |
| Mammoth Division | Scheideler, Albert |
| ✓ Martinez, Antony | Brown Boveri, Turbo Machinery |
| Martinez Mapping & Engineering | ✓ Sentyrz, James W. |
| McNight, Sheila | Food Engineering |
| Tescom Corporation | ✓ Seltzer, Susan C. |
| ✓ Menth, Michael | First Bank Minneapolis |
| ✓ Donaldson Company, Inc. | ✓ Silverson, Sarah |
| Miller, Frank C. | Honeywell |
| ✓ University of Minnesota | Latin American Division |
| Miller, Jesse B. | Slocum, Stan |
| Jesse Transfer, Inc. | Yorktown Investment Co. |
| Miller, Jim | ✓ Sobalvarro, Rosemary |
| Jostens, Inc. | Wenger Corporation |
| Moon, John F. | |
| Greater Minneapolis Chamber of Commerce | |
| Morgan, Lois | |
| Morgan Mexican Foods | |

3. List of Participants

- ✓ Stratton, Ron
Tonka Toys
- ✓ Steele, Dennis L.
3M Company, International
Division
- ✓ Steffes, Jr., A. U.
✓ Thompson Lighting Protec-
tion
- Stiefel, John
Novas Corporation.
- Stirewalt, Ray
Fleet Maintenance, Inc.
- ✓ Suhi, Steven
✓ Jostens, Inc.
- ✓ Taylor, Don
✓ Transportation Systems,
Incorporated
- ✓ Taylor, Tim
Transportation Systems,
Incorporated
- Quill, Jr., Thomas H.
Johnson & Higgins
- Quintela, Alberto
Minnesota Hispanic Chamber
of Commerce
- Unger, Pete
Bishman Division, Lear
Siegler, Inc.
- Vagher, George M.
Conwed Co poration
- ✓ Veach, B. R.
Nationwide Carriers
- ✓ Weiland, Tom
Medtronic
- ✓ Wertheim, J. David
✓ Northrup King Company
- ✓ Wyman, Ronald
✓ Wyard Industries, Inc.
- ✓ Zanot, John
✓ Turbo Machinery

Added Participants

- Aguilar, Rick
Minnesota Hispanic Chamber
of Commerce
- ✓ Asmussen, Del
✓ American Mexican Medical
Foundation
- ✓ Cole, Charles
✓ Northern Telecom
- Lathrop, Stan
Medtronic

Need by
between Mexico and Min.
Business exchange ~~represents~~ a better situation ~~since~~ most trans-
national businesses based in Minnesota ~~seem to~~ have a large invest-
ment in Mexico and thus, ~~a large interest in Mexican affairs,~~ *this establishes*

The need for a Trade
It is ~~most~~ important to realize that Minnesota's largest minority is
Mexican, approximately ^{(63,000) Hispanic} 59,000 people. Minnesota's lack of cultural
and diplomatic trade with Mexico clearly puts this minority at a
disadvantage in terms of its self-image. The improvement of such
cultural ties could mean a great deal to this community.

Mission
The purpose of this ~~exhibit~~ is to present Minnesota's technology to
the people of Mexico. This is necessary because there is little
knowledge about Minnesota among most Mexicans. And, due to the fact
that millions of dollars in sales are derived from Minnesota
products and services in Mexico, it is time for the Mexican people
to know who Minnesota is.

BENEFITS

The *Mission* *to*
An ~~exhibit~~ in Mexico City would have a number of benefits for
Minnesota. ~~Small and medium-sized~~ Minnesota businesses would have
the opportunity and exposure to possible trading partners in Mexico.

Mission
Obviously, such an ~~exhibition~~ would open up new markets for
Minnesota businesses. An offshoot of this could also be the
development of Mexican tourism to Minnesota. Minnesota has ideal
weather from spring through fall, and through the years, Latin
American people have found visiting Minnesota extremely enjoyable
during this time.

Mission
Such an exhibition would give Mexican investors the opportunity to consider developing businesses (and employment) in Minnesota.

Twin Cities
Minnesota's and ~~St. Paul's~~ development of close relations with Mexico could serve as a model for other U.S. cities currently developing business with Mexico. This would be especially helpful for Northern cities, who currently have very little contact with Mexico.

SOME OF THE MAIN BENEFITS TO MINNESOTA

- 1.) Development of technological trade; *1 Exchange*
- 2.) Development of a pool of experts, in medicine, computers, design, etc.
- 3.) Development of new Mexican investments in Minnesota;
- 4.) Cultural exchanges and greater awareness of Minnesota's unique heritage.

BENEFITS TO MEXICO WOULD INCLUDE:

- 1.) Increased tourism among Minnesotans to Mexico;
- 2.) An improved Mexican image among Minnesotans;
- 3.) Increased expertise available for technological problems;
- 4.) Increased trade, investment opportunities for *inter*national development.

These are only a few of the benefits to be gained by Minnesota and Mexico through such an ~~exhibition~~. *Mission*

PARTICIPATION

Participants in the ^{Mission} ~~exhibition~~ from Minnesota ~~should~~ include the ~~three~~ following groups:

~~1.~~ ^{ARUP or REP} Diplomatic: Mayor of St. Paul, Mayor of Minneapolis, Governor of Minnesota, U.S. Department of Commerce, Minnesota Department of Economic Development and Minnesota Department of Tourism, and St. Paul Chamber of Commerce. A number of Mexican diplomats (interviewed by Mr. Romero in Mexico City last July) have already expressed interest in hosting a reception for Minnesota diplomats.

~~2.~~ Cultural: Various local cultural institutions, such as the Minneapolis Institute of Arts. Companies such as Dayton's, General Mills, Northwest Airlines, and National Car Rental could be asked to sponsor a cultural event representing Minnesota folklore.

~~3.~~ ²⁰ Business: At least ~~50~~ Minnesota companies would be expected to participate and display their products and services.

Regarding Mexican participation, the Mexican ^{Institute of} ~~Department of~~ ^{Foreign} ~~International~~ Trade has a number of industries which are currently very interested in such ^{a mission} ~~an exhibition~~, companies in the fields of shoes, construction and hardware. In addition, both the Mexican Department of Tourism and the Mexico City Department of Tourism strongly support such a plan.

MINNESOTA TRADE MISSION TO MEXICO

PROGRAM

Mr. Romero's departure to Monterrey in order to visit government officials and Chambers of Commerce members to set up appointments for delegates with Monterrey's businesses and CANACINTRA.

Visit to Palacio Municipal.

Mr. Romero's departure to Mexico City.

Mr. Romero's visit with advised industries and Minnesota Companies product display.

Mr. Romero's visit with Lic. Hector Hernández and Dr. Ernesto Marcos. This is to establish the group's business definition and meetings dates with Minnesota Group on November 11 and 13.

Mr. Romero's visit with Mr. Adlung at 3M Mexico in order to set up program for Micro viewer.

Mr. Romero's visit to the President's office to set final details for Minnesota's delegates' visit.

Mr. Romero's final coordination with hotels, transportation, reception halls, interpreters, and ground transportation.

Mr. Romero's visit with US Embassy, American Chamber of Commerce, Mexico City Chamber of Commerce, CONCANACO, CANACINTRA, CONCAMIN, CONASUPO, PRI, CEMAI, as well as newspapers and magazines to line up a press conference for mission members.

Mr. Romero's visit to chosen industries.

Mr. Romero's visit to Cuernavaca Hacienda Cocoyoc for final set up.



**MEXICO
IN THE
EIGHTIES**

Business and
Technology Center
245 East 6th St.
Suite 706
P.O. Box 30412
St. Paul, MN 55175

612-292-8354

Sponsors:

City of Minneapolis

City of St. Paul

Minnesota Department of
Agriculture

Minnesota Department of
Economic Development

Instituto Mexicano de
Comercio Exterior (Mexico)

St. Paul Area Chamber of
Commerce

Greater Minneapolis
Chamber of Commerce

Mexico City
Chamber of Commerce

Consejo Empresarial
Mexicano Para Asuntos
Internacionales (Mexico)

American Chamber
of Commerce
(Mexico City)

Corporate Assistance:

Corporate Report

Honeywell

Republic Airlines

3M

Webb Company

Alpha Group
(Monterrey, N.L. Mexico)

Yorktown Investment Co.

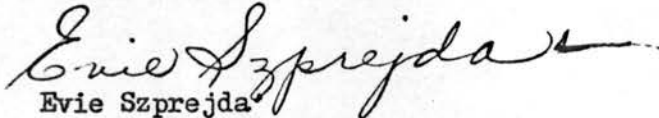
Public Relations
Organization and
Promotion:
Multinational
Communications, Inc.

Mr. Manny Capiz
Capiz Graphic Design
January 6, 1982

One of the main purposes of MWTa is to foster interest in foreign trade, thereby increasing the general understanding and appreciation of foreign trade within our contemporary business economy. It is, therefore, within the scope of our by-laws to provide our membership with speakers and leaders, such as yourself, to provide perspectives and interpretations of doing business internationally.

Again, Mr. Capiz, we appreciate your acceptance of the invitation of the Minnesota World Trade Association and the U.S. Department of Commerce to be a seminar panel participant on February 10, 1982. Should you require any additional information, please do not hesitate to call me (835-3641 or 332-7198).

Very truly yours,



Evie Szprejda
Secretary-Treasurer &
Program Committee Member

cc: B. Conlin, President-MWTA
M. Murphy, Vice President-MWTA
A. Cadieux, Business Manager-MWTA
G. Matson, U.S. Department of Commerce-Minneapolis .



Minnesota World Trade Association, Inc.

5235 Xerxes Ave. So.

Minneapolis, MN 55410

Tel: (612) 926-6202

January 6, 1981

OFFICERS 1981-1982

President

BERNARD E. CONLIN
First National Bank
of Minneapolis

First Vice President

MICHAEL E. MURPHY
Faegre & Benson

Second Vice President

WAYNE O. LEE
Toro Company

Secretary-Treasurer

EVIE SZPREJDA
Gibsongroup, Inc.

DIRECTORS

Three Year Term

MARTIN HIRABAYASHI
International Finance &
Management Group

GEORGE P. JOHNSON

Tennant Company

ROBERT J. ROBINSON

Dave Fischbein Company

R. DUNCAN SINCLAIR

Northwestern National Bank
of Minneapolis

Two Year Term

WILLIAM H. HAWES
Ray C. Fischer Company, Inc.

WAYNE O. LEE

Toro Company

MICHAEL E. MURPHY

Faegre & Benson

EVIE SZPREJDA

Gibsongroup, Inc.

One Year Term

BERNARD E. CONLIN

First National Bank
of Minneapolis

SUSAN W. HARDIN

FRANKLIN C. JESSE, JR.
The Pillsbury Company

JOHN McKERNAN

Land O'Lakes, Inc.

BUSINESS MANAGER

ARTHUR L. CADIEUX

Mr. Manny Capiz
Capiz Graphic Design
804 Pioneer Building
St. Paul, MN 55101

Dear Mr. Capiz:

This will confirm our telephone conversation of last week during which you kindly agreed to be an afternoon seminar panelist at the monthly membership meeting of the Minnesota World Trade Association. This meeting will also be co-sponsored by the U.S. Department of Commerce.

Our meeting will be held at the L'Hotel Sofitel on Wednesday, February 10, 1981, beginning at 2:00 p.m. The afternoon seminar will focus on the practical aspects of trading with Mexico, and will also include the following participants:

Lic. Diana Munoz, Consul of Mexico, St. Paul, Mn. ✓
Mr. Fred Towers, U.S. Department of Commerce, ✓
Mexican Desk - Washington, D.C.

Bank of America Representative - Mexico City
Mexican Commercial Trade Institute Representative -Chicago

As we discussed, we would like you to address some of the specifics of advertising to the Mexican market, particularly the industrial segment (inclusive of medical). Any samples of specific work or other supportive materials can be shown or distributed. Should you require an overhead, slide or movie projector, please advise us beforehand.

Audience size varies from one meeting to another. However, our experience has been that about 50 to 100 people would show for an afternoon seminar, with approximately 100 to 150 for dinner. You, of course, are invited to be our dinner guest during the evening program.

I would also like to give you additional background on our Association:

The MWTA has been in existence for nearly 60 years, with membership being made up of owners of smaller manufacturing, export service firms and international management staffs of large firms also involved in export and foreign direct investment.

RECAP OF MEETING JAN 19, 1982

PRESENT:

JOE ROMERO, PRES. MULTINATIONAL COMMUNICATIONS
IRENE BETHKE, ADMINISTRATIVE AIDE TO MAYOR FRASER
SANDRA O'BRIEN, MANAGER AAA MINNESOTA, ST. PAUL
WALDO RAMOS, GENERAL TRACTOR LIMITED

- I. WE began talking about the need to supply more information to the Minneapolis and St. Paul Chambers, we plan to make it a dual project for both the Chambers.
We must also follow up on the realization of the project and clear up the questions that the Chambers have asked.
We shall make up a proposal that includes,, the cost of the trip along with the presentation of what the Mission is all about and what we propose to do , what we will offer and also how we will benefit.
2. We decided that the mission should take place in the early spring and that we would not consider any type of postponement. This for two reasons; The changing cabinet in Mexico, we would have to start all over making new connections, and also the turnover here at home. Those of us now working on the Mission, may be in different places in another year.
3. THE PRESENTATION
 - A) Indicate objectives and benefits of the Mission
 - B) Submit the proposed itinerary, cost etc.
 - C) Welcome spouses, and let them know that a special itinerary will be built for them.
 - D) Establish the demographics.
 - E) A general slide presentation for Mexico
4. We also must let the different corporations know that they are welcome to bring their own audio-visuals, and any printed material that they feel would be conducive to their prospective objectives.
5. The date has now been set for May 9, 1982
6. Irene Bethke was then nominated to be co-chairwoman for the committee and at that time voted in and accepted.
7. We also proposed that a two year followup plan be developed, and that the Trade Task Force continue in its work along the same lines.

INTERNATIONAL TRADE TASK FORCE

February 1, 1982

AGENDA

- I. Report by Sandra O'Brien & Joe Romero
regarding Trade Mission package
- II. Romero's report from Mexico City's American
Chamber of Commerce
- III. Strategy
- IV. Discussion
- V. Evaluation
- VI. Adjournment

MIL

Irene -

This is just to let you know that
the brochures may be coming after all.

MUNICIPAL INFORMATION LIBRARY

Roger

ROOM 302 CITY HALL, MINNEAPOLIS, MN 55415

TEL. (612) 348-8139

sister cities INTERNATIONAL

February 24, 1982

The President of the United States
Honorary Chairman

The Johnson Foundation
Racine, WI 53401

Dear Sir:

Last summer, you were kind enough to supply us with a quantity of three brochures:

- 1) The Second United States-Mexico Communication Media Symposium
- 2) Mexico-United States Relations
- 3) Final Statement - United States and Mexico - Joint Commission on Cultural Cooperation

These were distributed at a U.S./Mexico workshop held during our 25th Anniversary conference held in Kansas City, Missouri. While we had a small supply after the conference, they are now exhausted.

My purpose in writing you is to request that you send one set of the above brochures to:

Mr. Robert Hurd
Municipal Information Library
Room 302
City Hall
Minneapolis, MN 55415

and two additional sets to me. I would like them for file and reference purposes.

Thank you for your cooperation.

Sincerely,

Richard Oakland
Director, Member Services

Suite 424-26, 1625 Eye Street, N.W., Washington, D.C. 20006 • Phone: (202) 293-5504

Principal program of the Town Affiliation Association of the U.S., Inc.

A creative force for international cooperation and understanding through citizen involvement and community participation.