



HISTORICAL SYNOPSIS

OF

THE AMERICAN G. I. FORUM

AFFIRMATIVE ACTION TEAM

BY

MR. IVAN VASQUEZ

NATIONAL BOYCOTT CHAIRMAN

AMERICAN G. I. FORUM

Prepared by:

The State Chairman of the American G. I. Forum of Colorado
and the

American G. I. Forum Affirmative Action Team

1060 Bannock ■ Suite 313 ■ Denver, Colorado 80204



Researched, Developed and
Compiled by Gil Duarte
November 13, 1976

HISTORICAL SYNOPSIS
OF
THE AMERICAN G.I. FORUM
AFFIRMATIVE ACTION TEAM

This Synopsis is a compilation of data and information of the development and progress of the American G.I. Forum Affirmative Action Team created and adopted by the State Chairman and the American G.I. Forum of Colorado under the auspices of the National Chairman and the American G.I. Forum of the United States. We express appreciation to the many non-members, community groups and organizations who are participating with us in this significant community effort. Without their continuous involvement and support, the tremendous tasks that are before us will remain undone. We believe we have a duty and a commitment to the minority community, in this effort. Their dreams and aspirations are reflected in the contents of this synopsis. Only Time and History will approve or disapprove the results or the success of those efforts.

BY

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NATIONAL BOYCOTT CHAIRMAN

AMERICAN G.I. FORUM

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I

AMERICAN G. I. FORUM
HISTORICAL SYNOPSIS

AMERICAN GI FORUM
HISTORICAL SYNOPSIS

The American G. I. Forum is a non-profit, non-partisan organization which was formed in Corpus Christi, Texas on March 26, 1948 by a group led by Doctor Hector P. Garcia, a former Major in the Medical Corps. The purpose of the organization, when formed, was to issue complaints to the proper authorities at various levels of our Government and specifically to agencies involved in the discriminatory practices against returning Mexican-American veterans in the areas of education, employment, medical attention, and housing.

Dr. Garcia, and other dedicated persons, toured the state of Texas helping in forming many chapters, which were put to work immediately. The organization then spread into New Mexico where Vicente T. Ximenes, joined and set up the mechanics of the organization. Dr. Garcia and Vicente T. Ximenes organized and fought for the objective of the American G. I. Forum and it soon became recognized Nationally. The American G. I. Forum is organized in Texas, California, New Mexico, Colorado, Arizona, Kansas, Nebraska, Idaho, Oregon, Utah, Iowa, Washington, D. C. and others. G. I. Forum Chapters are presently being formed at an unprecedented rate, throughout the country in order to promote its worthwhile mission.

Briefly, the aims and objectives of the American G. I. Forum are as follows:

- Development of leadership by participation in community, civic, and political affairs.
- To enlighten the citizenry by advancing understanding between the various races and nationalities to develop a greater America.
- To preserve and advance the religious and political freedom, and equal social and economic opportunities for all citizens.
- Secure and protect for all veterans and their families, regardless of race, color, national origin, sex or creed, the privileges vested to them by the Constitution and laws of our country.
- Combat juvenile delinquency through the YOUTH for G. I. Forum program which teaches respect for law and order, discipline, good sportsmanship, and the value of teamwork.
- Award scholarships to deserving students.
- Uphold and maintain loyalty to the constitution and flag of the United States of America.
- Preserve and defend the United States of America from all enemies.
- Aid needy and disabled veterans.

Let it be clear that this is only a partial inventory of goals and objectives of the American G. I. Forum, since there maybe a need for other remedies to cope with the changing times!

"EDUCATION IS OUR FREEDOM AND FREEDOM SHOULD BE EVERYBODY'S BUSINESS"

AMERICAN GI FORUM OFFICERS

NATIONAL CHAIRMAN..... ANTONIO G. MORALES
1008 Macon Ft. Worth, Texas 76102

VICE CHAIRMAN..... EZEQUIEL DURAN
P.O. Box 1928 Albuquerque, New Mexico 87103

NATL. EXEC. SECRETARY..... LOUIS TELLEZ
P.O. Box 7515 Albuquerque, New Mexico 87104

NATL. WOMEN CHAIRPERSON..... JESSIE FLORES
219 S. Mills El Paso, Texas 79901

NATL. YOUTH CHAIRPERSON..... PAULA MARTINEZ
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NATL. CHAPLAIN..... MSGR. ERWIN JURASCHEK
Rt. 1, Box 20, Falls City, Texas 78113

NATL. SGT. AT ARMS..... TOM ZUNIGA
915 Thompson St. Saginaw, Mich. 48607

NATL. COMM. & DEV. OFFICER..... JOSE CAVAZOS
2902 Woodmere Detroit, Mich. 48209

NATL. VETS OFFICER..... JOSE R. RAMOS
1008 Macon Ft. Worth, Texas 76102

ROTC LIAISON OFFICER..... J.Q. RODRIGUEZ
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LEGAL ADVISOR..... DON PACHECO
777 Capitol Life Center Denver, Colo. 80203

-- FOUNDER --

DR. HECTOR P. GARCIA
1315 Bright St. Corpus Christi, Texas 78405

(30,000 MEMBERS / 500 CHAPTERS)

AMERICAN G.I. FORUM OF THE U. S.
STATE OFFICERS 1975 - 1976

Arizona - Chairman

Orlando Romero
3144 N. 80th Lane
Phoenix, Arizona 85033

California - Chairman

Joe G. Avila
7746 Cline Avenue
Whittier, California 90606

Colorado - Chairman

Ivan Vasquez
345 Harrison
Loveland, Colorado

D. C. - Chairman

Ed Terrones
1025 15th St. N.W.
Nat'l Council of La Raza, 4th Floor
Washington, D. C. 20005

Illinois - Chairman

Don Rodrituez
2803 N. Le Claire
Chicago, Illinois 60641

Kansas - Chairman

Jessie Magana
R. R. 1
Kanapolis, Kansas 67454

Michigan - Chairman

Skip Alvarado
6705 W. Lafayette
Detroit, Michigan 48209

Nebraska - Chairman

Stan Porras
5020 Sherwood Drive
Lincoln, Nebraska 68508

New Mexico - Chairman

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2522 Rancho Siringo Cts.
Santa Fe, New Mexico 87501

Oklahoma - Chairman

John Gonzales
100 S. W. 54th
Oklahoma City, Oklahoma 78109

Texas - Chairman

Manuel Casanova
1335 S. Gen. McMullen Drive
San Antonio, Texas 78237

Utah - Chairman

Gilbert Ramirez
Salt Lake City County Chapter
1380 West North Temple
Salt Lake City, Utah 84116

Washington - Chairman

Emilio Benavides
6623 49th St. W.
Tacoma, Washington 98467

Wyoming - Chairman

c/o Vialquin Valdez
Vice Chairman
221 Arp Avenue
Cheyenne, Wyoming 82001

AT LARGE GROUPS

Alabama

Mrs. Calvin W. McGhee
Rt. 3 Box 287
Atmore, Alabama 36850

Arkansas

Mr. Frank Johnson
4521 Young Street
Fort Smith, Arkansas 72901

Connecticut

Mario Lupe Baez
P.O. Box 632
Bridgeport, Connecticut 06601

AMERICAN G. I. FORUM OF THE U. S.
STATE OFFICERS 1975 - 1976

Florida

Maria Nina Hall
912 North 49th Avenue
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Idaho

Humberto Fuentes
858 Occidental Avenue
Burley, Idaho 83318

Indiana

John F. Rivera
909 Lincoln Avenue
Ft. Wayne, Indiana 46807

Iowa

Dario M. Gonzalez
c/o Jorge Gomez
1406 26th Street
Bettendorf, Iowa

Missouri

Daniel Barrera
8200 West 54th Terr.
Overland Park, Kansas 66212

Maryland

Thomas Tellez
(change in address pending)

Nevada

Carlos Mares
705 So. 3rd.
Las Vegas, Nevada 89101

Ohio

Fortino Guerra
5430 W. Fritchie Rd.
Port Clinton, Ohio

Wisconsin

Alex Cruz
404 Randolph St.
Racine, Wisconsin 53404

England

Sgt. David E. Trevino
P.O. Box 1466
48 Supply Squadron
APO New York, New York 09179

Germany

Anita Troughton
U.S. Mil Comm
Giessen, APO 09169

II

AMERICAN G. I. FORUM

AFFIRMATIVE ACTION TEAM

"GOOD-FAITH EFFORTS"

CHRONOLOGY OF NEGOTIATIONS

AMERICAN G. I. FORUM
AFFIRMATIVE ACTION TEAM

"GOOD-FAITH EFFORTS"

CHRONOLOGY OF NEGOTIATIONS

1966

-- Mr. Rudolfo 'Corky' Gonzales, founder of the Crusade for Justice brought to the attention of the American G. I. Forum that "Coors was a racist Company."

August, 1968

-- Mr. Paul Gonzales, National Coors Boycott Chairman of the American G. I. Forum, from 1967-1975, announced that the American G. I. Forum National Convention passed a resolution urging a boycott of Coors beer. Prior to this resolution, the Aztlan Coors Boycott Committee of the G. I. Forum reported that there was discrimination in the hiring of Chicanos, based on the findings by SER-Jobs for Progress, Inc.

December, 1975

-- Mr. Ivan Vasquez, Colorado State Chairman, appointed a State G. I. Forum Affirmative Action Team (see negotiation planning section) to assume responsibility for dealing with affirmative action and employment needs. This team is presently working with the construction industry and Coors.

April 23, 1976

-- The Colorado State Chairman wrote to Mr. William Coors, Adolph Coors Company President, authorizing the G. I. Forum to get together with the company. (Please see Exhibit A.)

May 12, 1976

-- An article in the San Francisco "Chronicle" reported that the National Organization for Women (NOW) had pledged their support of the boycott Coors effort.

May 14, 1976

-- The G. I. Forum Affirmative Action Team developed and sent a "Preliminary Prospectus" to Mr. William Coors and Mr. Joseph Coors, Executive Vice-President. (see Exhibit C) Mr. Joseph Coors responded positively (Exhibit B) and made arrangements to meet with the State Chairman and the Team.

May 21, 1976

-- The Team toured the Coors plant on and submitted a report to the State Chairman, Mr. Ivan Vasquez.

June 17, 1976

-- The State Chairman and the Team met with Mr. Joseph Coors. Mr. Joe Coors' main concern at the time was to clarify the authority of the Team to resolve any differences between the American GI Forum and Coors. Mr. Ivan Vasquez assured him he had that agreement from Mr. Antonio G. Morales, National G. I. Forum Chairman, however, the Team was not charged with the responsibility to end the boycott. At this meeting a set of preliminary ground rules were presented by the Team to Mr. Coors in preparation for negotiations. (see Exhibit D) Discussion took place on the Team developing a comprehensive proposal addressing itself to the Chicano community needs. Mr. Coors responded that he would put together a Coors Team composed of corporate executive officials (see negotiation planning section) to match the G. I. Forum Team in order to achieve this proposal objective.

July 20, 1976

-- The State Chairman and the Affirmative Action Team met with Mr. Joe Coors and the Coors Corporate Executive Team to get acquainted and discuss the issues. General agreements were arrived at and a process was formalized for future meetings. (please see Exhibit E)

July 28, 1976

-- A "Coors Report" on the progress of the G. I. Forum Affirmative Action Team was presented to the National Convention of the American G. I. Forum. (see Exhibit F) This team will provide monthly reports to the National Chairman. At this time Mr. Ivan Vasquez was selected National Coors Boycott Chairman. He urged Forumeers in different states to form a "Boycott Coors Committee" select a chairperson and send the name, address and telephone number so that a coordinated effort can be made to resolve this problem. Also, Mr. Ceddio Barela, Denver Veterans Outreach Director, "cited Coors' very poor hiring record with respect to job seekers referred by V. O. P."

July 31, 1976

-- Mr. Raul Yzaguirre, Resolutions Committee Chairman, presented the following resolutions concerning the "Coors Boycott" which were subsequently passed by the American G. I. Forum National Convention in Denver:

Resolution NO. 15 -- COORS BOYCOTT

"Publicly chastises the Adolph Coors Brewing Co. for offering certain Mexican-American Coors Beer distributorships in exchange for their efforts to have the American G. I. Forum lift their boycott of Coors Beer.

Notes that it is an insult to Chicanos and the American G. I. Forum to pre-suppose that the organization can be bought off with money-making opportunities to a few at the

expense of continuing discrimination against large numbers of Chicanos.

Resolves to continue the seven-year BOYCOTT COORS BEER effort and that the above insult to our integrity serve as an impetus to carry out the boycott with increased vigor and dedication."

Resolution NO. 15a -- COORS BOYCOTT

"Notes that the American G. I. Forum national chairman has appointed a committee to continue negotiations with the Adolph Coors Brewing Co. regarding the G. I. Forum's boycott of Coors products.

Sanctions the actions of Coors Boycott Chairman Ivan Vasquez and his committee in negotiating with Coors, and urges continued boycotting of Coors products until the negotiations of the committee are successfully concluded.

Urges each state G. I. Forum organization to reaffirm its commitment and to support the efforts of the National Coors Boycott Committee through more aggressive and continued activity.

Appropriates \$500 to subsidize mailing information to G. I. Forum chapters regarding the negotiations, with responsibility for dissemination of information to local chapters vested in the respective state chairpersons."

September 30, 1976

-- Mr. Ivan Vasquez informed Mr. Joe Coors through correspondence (Exhibit G) that, since the initial meetings, the Affirmative Action Team is involved in a series of progressive steps to establish full-time collective bargaining research staff in order to effectively prepare for the forthcoming "good-faith" negotiations.

III

AMERICAN G.I. FORUM

AFFIRMATIVE ACTION TEAM

NEGOTIATION PLANNING PROCESS

SUGGESTIVE ORGANIZATIONAL STRUCTURE

INTERNAL COMMUNICATIONS

PROCESS *

Coors Board of Directors
William K. Coors, Chairman of the Board

Determine Final Negotiating Authority, e.g.
Joe Coors, Executive VP - E. L. Barnhardt, VP Marketing
Russ G. Hargis, VP Personnel & Industrial Relations

Coors Executive Management Team
Joe Coors, Ex. VP; Lowell Sund, VP Sec. Admin.

G. I. Forum
National Chairman

----- monthly reports -----

G. I. Forum
State Chairman

Ivan Vasquez, State Chairman
Frank Hernandez, Team Chairman

G. I. Forum Affirmative Action Team

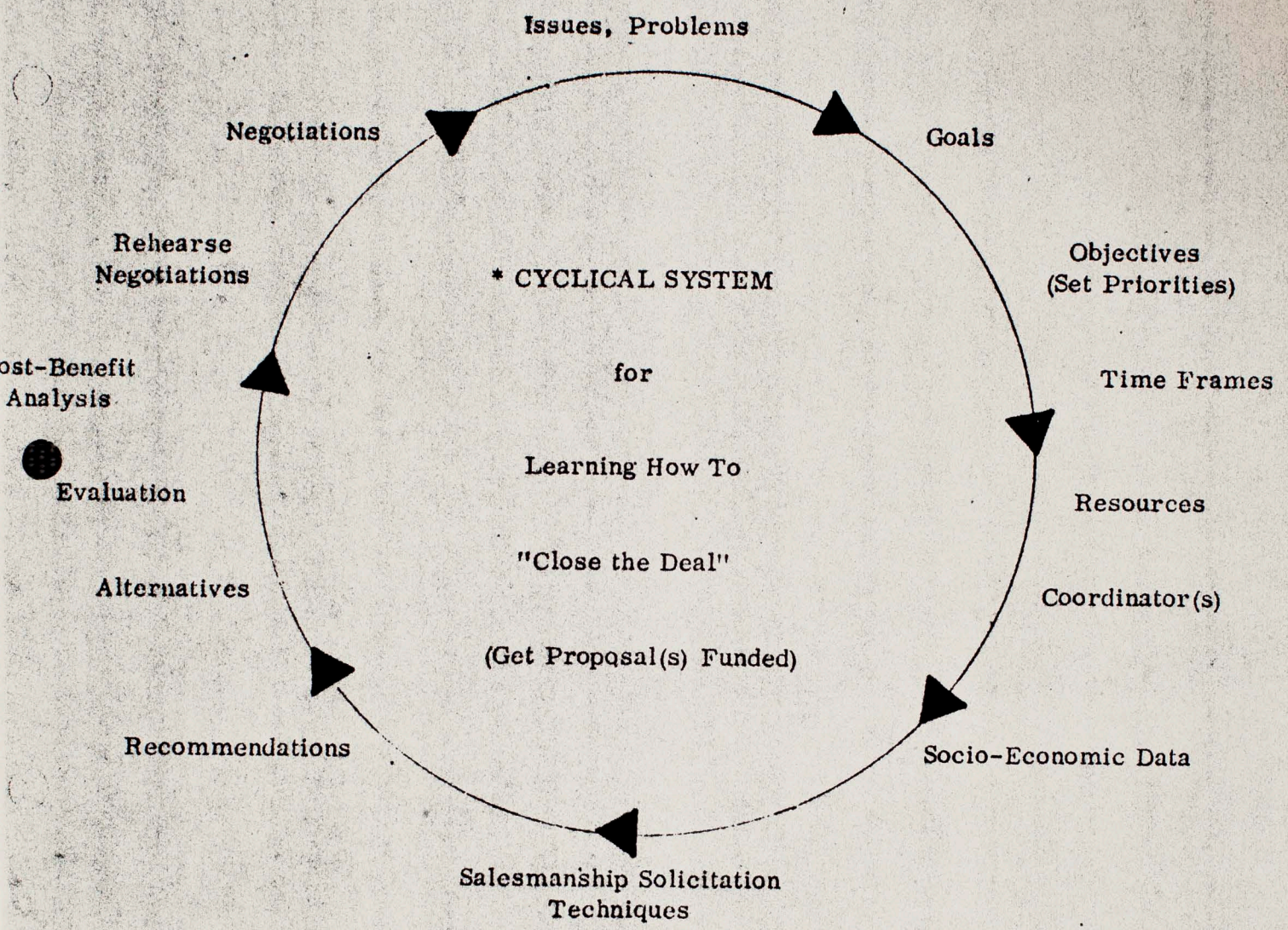
Empl. Aff. Action Trujillo/Martinez	Minority/Econ/Dev. Ortiz/Cordova	Education Hernandez/Martinez	Other Areas As designated
--	-------------------------------------	---------------------------------	------------------------------

Resource
Coordinator(s)

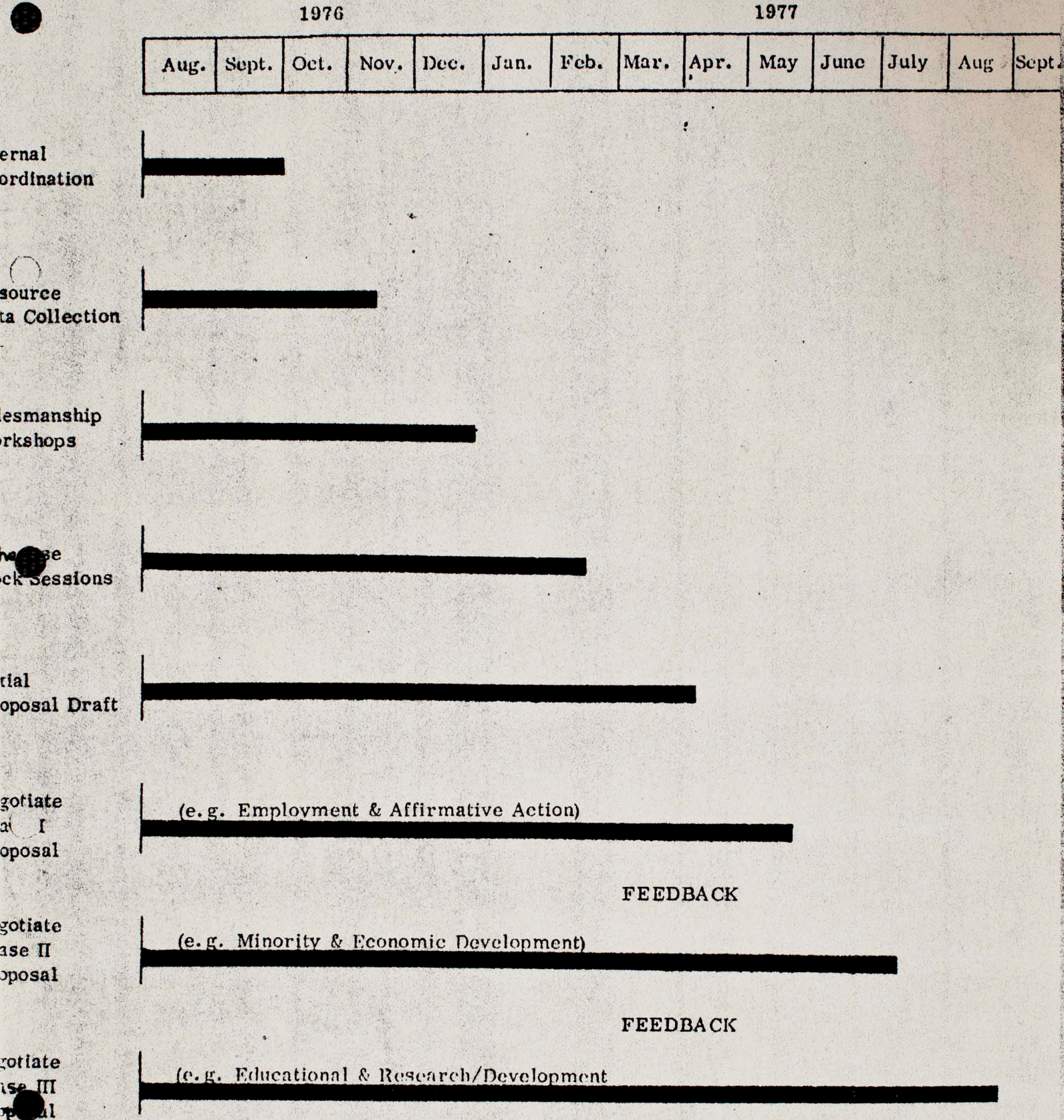
Resource Representative(s) Respectively Assigned
Business, Labor, Government & Community Input

* In order to avoid duplication of effort, this structure generally coincides with the Coors Report of July 28, 1976 presented to the National Convention of the G.I. Forum.

NEGOTIATION PLANNING FORMAT
SUGGESTIVE STAGES *



ALTERNATIVE TIMEFRAME
(14 Month Short-term Projection)

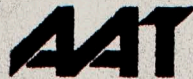


FEEDBACK

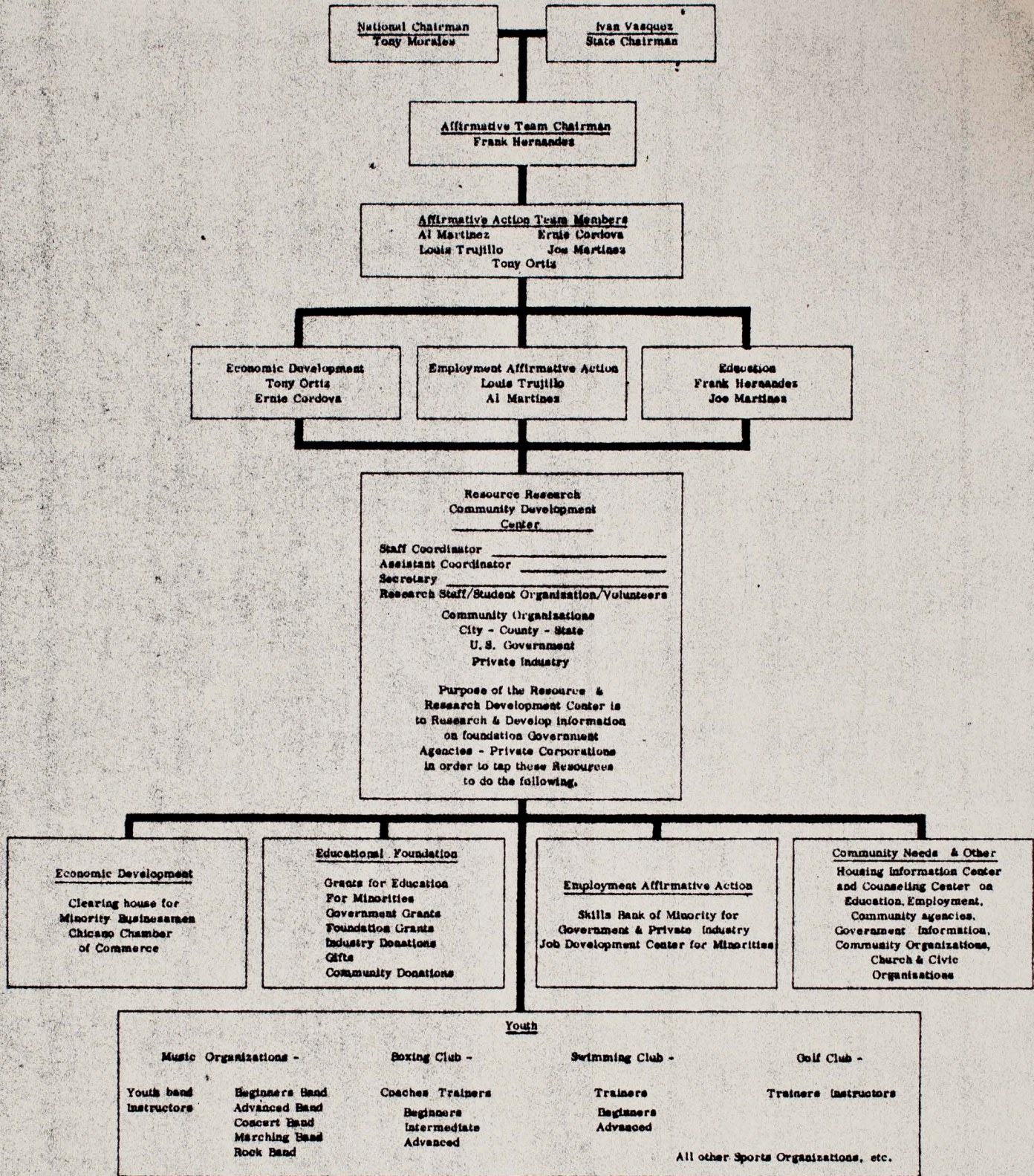
FEEDBACK

Etc.

Etc.



AFFIRMATIVE ACTION TEAM



AMERICAN G. I. FORUM
AFFIRMATIVE ACTION TEAM

NAME	ADDRESS & PHONE	FIELD OF INTEREST
Frank Hernandez Chairman	1115 Broadway, Rm. 207 (Special Project Counseling Center) Denver, CO 80203 255-4861 - Office 222-8196 - home	Education
Joe Martinez	4353 Cherokee Street Denver, CO 80216 477-8562	Education
Louis R. Trujillo Vice Chairman	1060 Bannock, Suite 313 Denver, CO 80204 571-0948 - office 458-6650 - home	Employment Affirmative Action
Al Martinez	2799 S. Raleigh Denver, CO 80236 892-2178 - office 936-6286 - home	Public Relations
Ernie Cordova	194 S. Federal Denver, CO 80219 922-8386 - office 892-6197 - home	Economic Development
Tony Ortiz	4142 Tejon Denver, CO 80211 433-8636 - office 825-2864 - home	Economic Development
Ivan Vasquez Chairman Colorado G.I. Forum	345 Harrison Ave. Loveland, CO 80537 353-6433 - office 667-7938 - home	General

COORS

AFFIRMATIVE ACTION TEAM

NAME	ADDRESS & PHONE	FIELD OF INTEREST
Joe Coors President	100 Castle Rock Road Golden, CO 80401 279-6565 Ext. 2335 - office 279-4108 - home	Overall
Lowell Sund Senior Vice President Administration Secretary	3087 Owens Ct. Lakewood, CO 80215 279-6565 Ext. 2705 - office 232-0236 - home	Coordinator
Gerry Kaveny Director of Personnel*	9848 W. Arizona Ave. Lakewood, CO 80215 279-6565 Ext. 2362 - office 985-2077 - home	Promotion & Education
Bernie Claar Director of Personnel*	13890 Braun Road Golden, CO 80401 279-6565 Ext. 3311 - office 279-6212 - home	Promotion & Education
Bert Summers Public Relations Director	102 South Vance Court Lakewood, CO 80226 278-1332 - office 232-4757 - home	Public Relations Community Contracts
Dick Bond Employment Manager	1468 South Lansing Street Aurora, CO 80010 279-6565 Ext. 2611 - office 755-1978 - home	Employment
Joe Benites * Government Affairs	14360 W. 5th Avenue Golden, CO 80401 279-6565 Ext. 3583 - office 278-1324 - home	General
Jim Williams EEO Specialist	2674 Zion Aurora, CO 80010 279-6565 Ext. 3311 - office 341-4248 - home	Affirmative Action
Bill Conard* Purchasing Manager	1957 Yank Court Golden, CO 80401 279-6565 Ext. 3182 - office 237-2278 - home	Economic Development

* (Position not clear due to corporate reorganization)

AMERICAN G. I. FORUM
AFFIRMATIVE ACTION TEAM

COMMUNITY RESOURCES

<u>NAME</u>	<u>ADDRESS & PHONE</u>	<u>FIELD OF INTEREST</u>
Sandra Dohn Research Specialist	DCDC* 4142 Tejon Street Denver, CO 80211 Phone: 433-8636	Economic Development
Roy Martinez. Attorney	1123 Delaware Street Denver, CO 80204 Phone: 629-0500	Economic Development
Lenard Muniz Business Consultant	Denver Coalition Ventures 1129 Cherokee Street Denver, CO 80204 Phone: 623-3766	Economic Development
Joe Sanchez Marketing Specialist	Colorado Econ. Develop. Assoc., 621 Fox Street Denver, CO 80204	Economic Development
Theresa Price Management Intern	Justice Department Community Relations Service 1531 Stout Street - Suite 401 Denver, CO 80203	Economic Development
Leo Cardenas Regional Director	U.S. Dept. of Justice Community Relations Service 1531 Stout Street - Suite 401 Denver, CO 80202	Mediation
Manual Salinas Conciliator	U.S. Dept. of Justice Community Relations Service 1531 Stout Street - Suite 401 Denver, CO 80202 Phone: (303) 837-2973	Conciliation

* Denver Community Development Corporation (DCDC)

AMERICAN G.I. FORUM
AFFIRMATIVE ACTION TEAM

OTHER COMMUNITY RESOURCES

(Contacted and Willing to Assist)

- Denver Commission on Community Relations
 - Community Relations Service
 - United States Department of Justice
 - Mexican American Legal Defense & Education Foundation
 - National Jobs for Progress, Inc.
 - Denver Community Development Corporation (DCDC)
 - Colleges and Universities
 - Colorado Jobs for Progress, Inc.
-

IV

AMERICAN G. I. FORUM

HISTORICAL BACKGROUND

THE AMERICAN G.I. FORUM

HISTORICAL BACKGROUND

CREATION

By the end of World War II in 1945, thousands of Mexican-American soldiers sacrificed their lives for their country. Many others were returning to their homes expecting changes after their loyalty and bravery for the United States had been demonstrated. Still, those political and social conditions which had existed before had not changed. Attitudes were still the same. Political activity among the Americans of Mexican descent was also, non-existent. The returning veterans, disillusioned with their country, wanted change and the first-class citizenship for which they had fought but weren't entitled to. They were especially interested in change through political education of their people in order to elect representatives who were aware of the problems of the Spanish-speaking population.

These veterans and other citizens sought equal rights and privileges, again, through united effort and action. One of those Mexican-American veterans was Hector Perez Garcia, a Corpus Christi doctor who had served in the Army as an Infantry officer. He became acutely aware that no matter how valiently Mexican-Americans defended their country in time of war, they still had second class citizenship status in this country.

With the single purpose of correcting these injustices, in March 1948, Dr. Garcia met with other veterans and founded the American G.I. Forum, an independent veterans' family organization dedicated to freedom, education and improving the living con-

ditions of the Americans of Mexican descent.

One of the basis of the American G.I. Forum was the "Felix Longoria Case."

Felix Longoria, a Three River, Texas resident served during World War II and was killed in 1945 while with the 27th Infantry Division, U.S. Army. When his body was brought back to Texas for burial, a Three River's mortuary refused to bury him.

Dr. Hector P. Garcia was angered at such bigoted action after Private Longoria had sacrificed his life in battle for his country. Dr. Garcia contacted his friend and former teacher, Lyndon B. Johnson, and urged that Longoria be enterred at Arlington National Cemetery, where many of the country's famous war heroes are buried.

Lyndon B. Johnson was then serving in Congress in Washington D.C. Congressman Johnson arranged for the burial of Felix Longoria at Arlington because he, too, as Dr. Garcia, was concerned about the attainment of equal rights for Mexican-Americans.

As people heard of the fight to bury Private Felix Longoria, and the denial of rights to Mexican-American War Veterans, the American G.I. Forum continued to grow.

Many of the now taken for granted breakthroughs in attainment of equal opportunities for Mexican-Americans in education, housing, and employment came as a result of the fights led by the G.I. Forum for the twenty-eight years it has been in action.

GOALS

The constitution proclaims the American G.I. Forum's goals and purposes as follows:

This organization will strive for the procurement for all veterans and their families, regardless of race, color, or creed, the equal privileges to which they are entitled under the laws of our country To foster the training and education of our citizens in order that a true and real democracy may exist, in the lowest as well as the highest unit so that our loyalty to these principles may never be questioned.

As loyal citizens . . . we sincerely believe that one of the principles of democracy is religious and political freedom for the individual and that all citizens are entitled to the right of equality in social and economic opportunities and that . . . we must advance understanding between the different nationalities.

The aims and objectives of the American G.I. Forum can be stated as the development of leadership among the Mexican-Americans for their intelligent participation in community, civic and political affairs. It advocated the protection of the rights of all veterans regardless of race, color, creed, national origin or sex. The Forum has since broaden its objectives to include a program for improvement of the social, economic, and political conditions of the Mexican-American community. Now, the organization's objectives are: leadership development, preservation of basic principles of democracy, veterans' rights, housing, non-discrimination, education and youth motivation.

Its organization has designated certain areas of the states as districts under a State Board of Directors, the policy making body of the organization. Each district, in turn, has jurisdiction

over the groups within its boundaries but politically it is non-partisan. It encourages members to become informed and to participate in politics as individuals. The Forum does not endorse political candidates but does endorse important issues vital to the betterment of their community.

FUNCTION

Activities in the G.I. Forum are many and varied. These are only a mention of work and activities done throughout the 28 years of Forum history.

The American G.I. Forum took a stand against segregating the Spanish-speaking children in the public schools of many states. In a period of seven years from 1948 to 1955, as a result of their interest in this field, G.I. Forum attorneys accomplished through the federal courts, the integration of several school systems.

One example was the Driscoll Independent School District case where children of Mexican descent were segregated in the first two grades for a period of four years. After the superintendent of schools refused to integrate the class with Spanish-speaking children, attorneys and members of the American G.I. Forum, appealed their grievance before the Commissioner of the Texas Education Agency. The Education Agency, upheld the superintendent's decision to keep Driscoll schools segregated. The attorneys then filed the case in the United States District Court of the Southern District of Texas.

The Court's decision, delivered in 1957, overruled the Driscoll school officials and the Commissioner by ordering the integration of the system since "... grouping of pupils on the basis of ancestry was arbitrary and unreasonable..." The conclusion of this and other legal actions encouraged officials from other schools to merge the two groups of students in the same classrooms without any more legal action.

The leaders of the G.I. Forum became interested in other areas of civil rights. Members of the organization volunteered their legal services to solve cases dealing with violations of the equal rights of Mexican-Americans. One of the more celebrated legal actions, the outcome of which benefitted all Americans of Mexican descent, was that of Hernandez v. The State of Texas.

The jury of Jackson County Court convicted Pete Hernandez for the murder of Joe Espinoza, a resident of the same community. The court judge assessed Hernandez a life sentence. San Antonio attorneys defending Hernandez appealed the case on the grounds that an all Anglo-American jury convicted Hernandez, a citizen of Mexican descent. The state tribunal, the highest appellate court for criminal proceedings, upheld the decision, "since persons of Mexican-American descent are white, . . . Hernandez is being tried by an Anglo-American jury was tried by a jury of his peers."

The attorneys then filed suit before the United States Supreme Court. In reversing the decision of the Texas court, the Chief Justice held that since persons of Mexican descent had been systematically excluded from jury duty, although qualified persons resided in that community, Hernandez had to be tried again. Chief Justice Earl Warren, in delivering his decision, stated that:

"It takes our credulity to say that mere chance resulted in there being no members of this class among the over six thousand jurors called in the past 25 years. The result bespeaks discrimination, whether or not it was a conscious decision on the part of any individual jury commissioner. The judgment of the conviction must be reversed."

While some leaders of the G.I. Forum champion the causes of the Spanish-speaking in the courts, others set out to teach

the people civic responsibility. The Forumeers are aware that the American of Mexican descent seldom enjoys his voting privilege as a member of a democratic society. In November of 1955, the veterans' organization effected one of the most vigorous poll tax payment campaigns ever seen in the history of the Mexican-American in Texas. In order to conduct the poll tax campaign, Forumeers joined with several other groups and formed the Rio Grande Democratic Club. As a result of the club and the intensive campaign, voting power of the Spanish-speaking shifted drastically from 27% to 53%.

The existence of this civic club, although temporary, alerted the Spanish-speaking of their voting privilege. Several newspapers, accustomed to the political inactivity of Mexican-Americans, attacked this move as "a union plot to take over the Valley," and accused the American G.I. Forum of "promoting class and racial warfare." This criticism did not stop the leaders of the veterans' organization from their intended purpose of waking the people to political activity.

In the effort to emphasize the plight of the Spanish-speaking, the G.I. Forum civic leaders began working for the elimination of the long-standing wetback problem which dealt with illegal entrants into the United States from Mexico to work in the fields. These aliens accept jobs in the fields for meager wages with which the Mexican-American citizens, living and raising their families by American economic standards, can not compete. These Texans are forced to migrate with their families to other parts in Texas

and to different states in search of better jobs. The Forum asked for more effective control of the Texas Mexican border and applied pressure to immigration government offices. Research into the wetback problem was published in a pamphlet entitled, What Price Wetbacks?

Forumeers are urged "to take an active interest in their government and in political action either as candidates or as individuals." Accordingly, the group's membership individually participate in various tax poll paying campaigns and conduct classes as part of their program to overcome political apathy among the people. In addition, members voice their views about issues which affect the social progress of the Mexican-American citizen by forwarding letters to government officials and elected representatives of the people. Many of these views are given further dissemination through the FORUMEER: the organization's monthly newspaper.

Forum activity involved with civic affairs was a pamphlet citing the voting records of the elected officials. This provided the people an opportunity to see what their elected representatives were doing about those concerns directly related to the Spanish-speaking.

Some of its activities for youth motivation include the granting of scholarships to deserving Mexican-American youth to enable them to secure a higher education. It advocates the teaching of the Mexican culture to the youngsters so that they can be proud of their ancestry and make a contribution to the history of the United States of America.

The civic victories won by the American G.I. Forum attracted the attention of many which encouraged the expansion of the organization. Spokesmen for the group traveled widely appearing before government committees to present the grievances of the people. As a result of the various functions that the members and leaders of the Forum undertook, the Mexican-American population gained social and political stature. Such type of political action brought the organization of Spanish-speaking citizens to the attention of public officials.

Testifying before government committees is an activity of National leaders of the Forum. One such, for example, was the testimony of Dr. Hector Garcia to a Senate subcommittee on the U.S. Selective Service, when the Selective Service was operating. He stated that the Selective Service had no trouble finding Chicanos to draft for military service, but didn't seem to locate any of them to serve on local draft boards. He also charged that under-representation on local draft boards is responsible for the disproportionately high number of Chicanos killed in Vietnam. It seems that Chicanos are, "Good enough to serve but not good enough to decide who should serve."

The American G.I. Forum received a grant from the Department of Labor for Veterans Outreach offices in 22 cities. Veterans Outreach's goal is providing jobs and services to the Spanish-speaking and to veterans with an 18 month contract that will serve 13,000 veterans. The G.I. Forum will reach Spanish-speaking

veterans to provide them a wide range of manpower services.

Veterans Outreach was officially launched in December, 1972 as a \$2.4 million dollar program funded by the Department of Labor. Eighteen cities across the United States with Mexican-American populations are being served. They include Phoenix, Denver, San Jose, Fresno, San Diego, Oakland, Albuquerque, El Paso, Laredo, Corpus Christi, Houston, Brownsville, Salt Lake City, Detroit, Omaha, and Chicago.

The Veterans Outreach services the needs of the Spanish sur-named Vietnam veterans. The program, designed to guide veterans to take advantage of their G.I. Bill benefits, helps returning veterans with getting accepted into college, vocational training programs, and employment.

Veterans Outreach is based on organizational outreach, client advocacy, counseling services, use of community resources, extensive referral and follow-up. The American G.I. Forum's Outreach Program is a departure from the traditional approach to assisting returning veterans in their transition from the military to civilian life.

The American G.I. Forum is involved in many efforts and in 1968-1972 passed such resolutions as:

- to continue the boycott of Coors Beer, since Coors still discriminates against Mexicans,

- to demand from the U.S. Bureau of the Census an accurate count of Americans of Spanish descent by staffing their offices with bicultural personnel, counting by national origin and making provisions for the identification of Americans of Spanish descent,

-to urge that "Women Veterans, Reservists and Active Duty" be appointed to the Task Force of Minorities,

-to become more actively involved in education programs for disadvantaged students from the local level chapters and to enact liaison with the Office of Education,

-to demand that the U.S. Department of Defense Classify surnamed servicemen according to minority groups in order that statistics regarding military participation be accurate,

-to demand from the Postmaster General of U.S. Postal Service that action be taken to reach job parity with Spanish-speaking Americans since the Spanish-speaking are under-represented at all levels of employment,

-to urge Congress to approve the U.S. Equal Employment Opportunity Commission with the necessary powers to eliminate discrimination.

Many Forumeers have served on picket lines and local boycott activities for the United Farm Workers in support of Cesar Chavez and his efforts towards unionizing the farm workers. The G.I. Forum has joined the farm workers in their struggle for their rights.

Members helped out victims of Hurricane Celia by taking badly needed supplies to Corpus Christi. One group took 2 tons of clothing, food and other supplies. California and other states members also sent clothing, food supplies and money with the help of the United States Navy.

In New Mexico, members voted to petition Nixon and the legislature to close the Albuquerque Veterans' Hospital because of problems encountered by Mexican-Americans Veterans seeking hospital admittance.

THE FORUMEER in 1970, the official publication of the American G.I. Forum, joined several newspapers and two San Quentin,

State Prison inmates in a lawsuit against the California Penal System. The suit, in behalf of more than 700 Chicanos at the prison charges that Chicanos are not permitted to purchase or receive Chicano publications even though California law gives inmates the right to buy or receive materials distributed by the U.S. Post Office.

The American G.I. Forum was involved in exposing Chargin in Santa Clara, California.

Judge Gerald S. Chargin presided over the trial of a young man charged with incest. In doing so he stated:

"I don't know why your parents haven't been able to teach you anything or train you. Mexican people, after 13 years of age, it's perfectly all right to go out and act like an animal."

"We ought to send you out of the country--send you back to Mexico." "You ought to commit suicide."

"You are lower than animals and haven't the right to live in organized society--just miserable, lousy, rotten people."

"Maybe Hitler was right. The animals in our society probably ought to be destroyed because they have no right to live among human beings."

The American G.I. Forum, Acción Mexicana, and the Raza Unida Party backed the parents' efforts at a Corpus Christi School district that failed to provide transportation to its Chicano students

who were transferred to other schools. The school board did not act on requests for transportation for the students although transportation was offered for Black or White student transfers.

In Wichita Falls, Texas the American G.I. Forum filed a complaint against their Independant School District, with refusal to implement the Bilingual Education Program of Title VII, Elementary and Secondary Education Act. Many G.I. Forum chapters across the nation are challenging the implementation of special programs in their schools. In Wichita Falls, an investigation was held but the findings weren't announced. This activity is part of G.I. Forum's motto of "Education is our freedom and Freedom should be Everybody's Business."

Conferences are scheduled for various purposes. One was arranged to cover organization, officer training and program planning within G.I. Forum. The focus of it was to consider and define problem areas from the local groups on through the National Board.

A Chicano Cultural and Heritage Conference was slated in 1973 by the Kansas G.I. Forum, MECHA, and several community organizations for the purpose of developing Chicano awareness to their culture. The conference consisted of films, exhibits, workshops, and assemblies dealing with Chicano Culture and Heritage.

Voter registration drives are held to encourage citizens to register to vote. Forumeers help organize communities through general election information services for the Spanish-speaking.

During the elections they provide babysitting and transportation to citizens who need it. Other Forum chapters have "Voter Education Month" with specific activities geared to voting.

Activities are for the whole family to participate for a truly united family effort. The women participate locally and nationally in activities of the Women's Auxiliary while the younger members can join the Juniors.

The women of the Forum have been instrumental as the only national Spanish-speaking women's organization for many years. They carry the banner for the G.I. Forum in the fight for better schools, civil rights for women and equality for all. They spend countless hours carrying on the goals and objectives of the Forum.

The structure of the auxiliary allows the women to operate under its own leadership from the national level down through the locals. Because of this structure, it allows the women to function separately in all aspects and yet still be in the familiar structure of the Forum.

Since the G.I. Forum women were recognized as the only Spanish-speaking national organization for women, the Auxiliary of the Forum was the only Spanish-speaking group of women to be invited to national conferences such as:

Panel Task Force on Voluntary Action for Women in Washington, D.C. - The White House Conference on Food, Nutrition and Health

The President's White House Conference on Food, Nutrition and Health

The Women's War on Poverty Conference

Through negotiations for two years, the women finally were

seated on the largest coalition of national women's organizations in the U.S. - Women in Community Service (WICS) and became the first Spanish-speaking women's organization to sit on its board. Since that time, G.I. Forum was very instrumental in getting LULAC women in this coalition.

The American Hospital Association in Chicago sought out a Spanish-speaking person for its Special Committee on Health Care for the Disadvantaged. The Forum responded and the first Chicana served two years opening the way for other Spanish-speaking representatives. The Auxiliary also helped write the Patient's Bill of Rights and suggested its publication in Spanish.

The Women's Auxiliary is involved in three government funded programs: Jobs Corps for Women, SER and the Veterans Outreach Program. The women of the Forum sit on the National and local boards of these programs. The women are also in the beginning stages of setting up a National drug abuse program for Chicanas called "Modern Crucifixion."

Community involvement is 95% of the Auxiliary's main objective. These include such activities as voter registration, politics, community action boards, schools, and above all, the concerns of the Mexican-American.

The FORUMEER sought the removal of the Frito Bandito from television by the Frito Lay Company. The Frito Lay people made a new commercial to take the place of the racist Frito Bandito advertising material which forms a derogatory racial stereotype

Mexican-American. The new commercial was made after many complaints went on record from the Spanish-speaking community. The Forumeer also participated in the denouncement of stereotypes. One column in the publication is the Forum's list of Racist

Firms:

1. Frito Lay Corporation
2. A.J. Reynolds Tobacco Co.
3. Camel Cigarettes
4. Philco-Ford Television
5. Arrid Deodorant
6. General Motors
7. Frigidaire
8. Liggett and Myers
9. Granny Goose
10. Lark Cigarettes

Every one of these firms is guilty of portraying the Mexicanos in a derogatory manner. You are pictured as being sneaky thieves, carrying deadly weapons, lazy, apathetic, bandits, doing nothing, irresponsible, being arrested by superior white men, sloppy, undependable, sleeping, stinking people. If you continue to buy their products, you contribute toward more and more of these ads being produced. Think about it.

Another example of Forum activities is the boycott on Coors Beer. The following is from the FORUMEER:

BOYCOTT COORS BEER

On behalf of the Mexican-American people in the southwest the American GI Forum is asking your support in a nationwide consumer boycott of Coors Beer. The American GI Forum has started this boycott because of the belief that Coors Brewery and other Coors industries systematically discriminate against Mexican-Americans in employment.

The Coors Corporation, in both the brewery and the porcelain plant, have been successful in eliminating Mexican Americans and Negroes from employment through their testing procedures which are designed to "weed out" minorities.

All efforts by State and U.S. Government officials and agencies to correct the discriminatory employment practices of Coors have been unsuccessful. For this reason the American GI Forum has taken on this task of direct economic pressure to force Coors companies to change their employment policies

and practices.

STOP PUTTING YOUR MONEY IN COORS POCKET
Support our Efforts - Stop Drinking Coors Beer
CHICANOS UNIDOS - VIVA LA CAUSA!

American GI Forum Chapters across the country are urged to pass resolutions supporting the boycott of Coors Beer, stop purchasing Coors for your functions, and disseminate information to everyone informing them of your feelings toward Coors Beer.

SUPPORT THE BOYCOTT!

An editorial in the FORUMER was:

Do you believe that there are very few "qualified Chicano politicians?

Do you believe that most Chicanos don't want a college education?

Do you believe that Mexicanos are happy just to lean against a cactus, shading their eyes with their sombrero, and daydream about their next parranda?

Do you believe that most of the people in the United States on welfare are Chicanos or Spanish-speaking?

Do you believe that Mexicanos are lazier, and less motivated to succeed than others?

Do you believe that Mexicans are too short to make good athletes, good policemen, or good salesmen?

Do you believe that Chicanos can play the guitar and no other musical instrument?

Do you believe that Chicanos are good dancers but poor dance instructors?

Do you believe that it is beyond the comprehension of Chicanos to understand astronomy, astrophysics and nuclear science?

Do you believe that quality construction projects can only be designed by non-Chicano architects and erected by non-Chicano builders?

If you believe the aforementioned statements are correct, you have a problem.

Do you who object to the use of the word CHICANO, ask yourself ... did you also voice your objections when you were called Spic, Mexican Greaser, Chili Pepper, Pancho, and all the other derogatory words used against La Raza de Bronce?

You who object to students demonstrating at high schools and colleges across America for a more relevant educational experience, did you also object to an educational system which has downgraded your people's contributions to the building of America and has dropped your children out of its educational process by the hundreds of thousands for over 150 years? Are you concerned that you have been literally and figuratively raped of your culture and left you unable to speak correctly the beautiful native language of your ancestors?

You who object to your sons and brothers refusing induction into the Armed Forces, ask yourself ... in spite of the huge numbers of Chicanos who willingly went into War in the early forties and early fifties, how many of your communities honored our Chicano Medal of Honor winners with a permanent and lasting memorial? What are the parks, public buildings, and schools in your city named? Why?

You who dislike the efforts of the Farmworkers and Cesar Chavez, how much did YOU earn when you were, doing farm work? How much do the farmers get paid for their products at the marketplace? Why are avocados selling for 60 cents each? How long does it take to pick one? How much does the farmworker get paid to pick them? Are avocados an absolute necessity of life? And lastly, why are you NOT now working on the farm if the wages are just?

You who complain that there are "too many Chicanos" on welfare, are you also concerned that a few years ago your government gave E.G. Boswell Co. of California, 4 million three hundred thousand dollars in taxpayers money as a subsidy? Do you realize that at one time the Vietnam War was costing the United States 83 million dollars EVER HOUR!!!

You who sit in front of a television set and gripe about bumbling politicians wantonly spending your money and enjoying life at your expense, have you ever considered shutting the dammed thing off and joining some kind of community effort aimed at replacing these incompetents with better qualified individuals who will represent you?

You who are ashamed to listen to Mariachi music in the company of "others", are you also ashamed that your father's father probably went barefoot, and that you don't speak Spanish well, and that you have NO political representation even though the Constitution guarantees it? Are you also ashamed that your hair is black, that your skin is tanned by nature, and that you feel an urge to

"echarte un grito" cuando estas contento y alegre?

You whose skin is fair, are you concerned that the privileges you may enjoy at certain places are not as readily granted to your carnales and carnalas with darker skin?

Everytime you hear the words, "Some of my friends are Mexicans!" does your mind tell you, "Oh, oh, here it comes again.." or does it tell you, "Yes...some of mine too!"

Examine your conscience. And ACT! Do one of two things -- Change your names to Jones. Move farther out into suburbia. Join the "right" organizations. Try to get into the Country Club (And good luck here. Pata-rajada!) Steer clear of the Fiestas Patrias and Cinco de Mayo celebrations, arrange to be out of town so you don't have to listen to and see all those Mexicans celebrating their holidays. Pierdele el amor a los nopales y al chile. Call 'em pigskins instead of chicharrones or chotas. Tell everyone you're "Spanish" or "French". Hang a coat of arms on your living room wall so your "other" friends will think you came over on the Mayflower. Discourage your relatives from visiting you, especially si estan prietitos, because that is a sure give-away que eres raza.

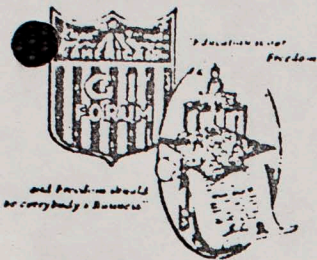
Or-if you are stirred to constructive action por tu gente, start calling yourself Maclovio instead of Maxie, burn your fraternity paddle and make yourself a CIVIL RIGHTS NOW! Picket sign and carry it in your car, get involved with some Chicano-oriented group seeking redress of grievances for our people, promote the celebration of our Cinco de Mayo and Fiestas Patrias, tell youngsters about Benito Juarez, Pancho Villa, Emiliano Zapata, Benjamin Argumedo, Arnulfo Gonzales, Gabino Barrera, Nacho Bernal, Lucio Vasquez, Rosita Alvarez, La Adelita, etc.

And as you go down the long trail of life, remember of what Uncle Dave once said (lleno de tequila y escuchando mariachis), "If it is something that you cannot change, don't let ANYONE make you ashamed of it."

V

AMERICAN G.I. FORUM
AFFIRMATIVE ACTION TEAM
NEGOTIATION INSTRUMENTAL
EXHIBITS

AMERICAN GI FORUM of Colorado



IVAN VASQUEZ
State Chairman
345 Harrison Avenue
Loveland, Colorado 80537
Res. 667-7938
Office 353 6433

FRANCES (FRANKIE) GALLEGOS
State Chairwoman
6890 Jasmine
Commerce City, Colorado 80022
Res. 288-0123

STATE OFFICERS April 23, 1976

Ivan Vasquez
Chairman

James ...estas
Past Imm. Chairman

Albert Jimenez
Vice Chairman

Frankie Gallegos
Chairperson

Marge Tapia
Vice Chairperson

Paula Martinez
Youth Chairperson

Sharon Gallegos
Youth Vice Chairperson

Jennie Jaramillo
Executive Secretary-Treasurer

Jeffery Fisher
Secretary

Genevieve Martinez
Public Relations-Historian

Howard Chavis
Sergeant at Arms

Donald N. Pacheco
Legal Adviser

Macar Anaya
Parliamentarian

Martha Benavidez
Corresponding Secretary

Jose Martinez
Chaplain

Gerri Martinez
State Queen

William K. Coors, President
Adolph Coors Company
Golden, CO 80401

Dear Mr. Coors:

As the State Chairman of the American G. I. Forum of Colorado, I wish to take this opportunity to seriously communicate with you on the Coors Boycott.

The American G. I. Forum has been engaged in battle with your corporation since 1966. The current activities conducted by the G. I. Forum as they relate to Coors within the past few months has been the formulation of a fact-finding committee that visited and assessed the Coors operation, primarily in the area of employment. The committee has now fulfilled their function and mission. Therefore, I have on this date officially appointed a G. I. Forum "Affirmative Action" negotiation team which is empowered to officially act on behalf of the American G. I. Forum of Colorado and whose duties will be as follows:

1. Arrange for and meet with yourself and/or the authorized officials on a regularly scheduled basis, as mutually agreed upon.
2. Develop clearly defined goals and objectives and time tables for accomplishing what we feel needs to be addressed to.
3. Develop written guidelines and ground rules for the negotiation process.
4. Document and provide reports and act as a liason between the office of the Chairman of the American G. I. Forum and the community organizations.



Appointed negotiating team - G.I. Forum members:

Louis R. Trujillo, Chairman
Executive Director, Colorado Jobs for Progress, Inc./SER
1060 Bannock, Suite 313
Denver, CO 80204 - 571-0948

Paul Gonzales, Member
900 Hazel Court
Denver, CO 80204 - 534-8008

Frank Hernandez, Member
1115 Broadway
Denver, CO 80203 - 255-4861

Ernie Cordova, Member
1370 South Wadsworth Blvd.
Lakewood, CO 80226 - 986-1591

Al Martinez, Member
2799 South Raleigh
Denver, CO 80236 - 936-6286

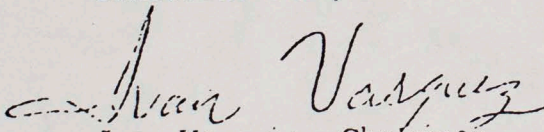
Note: Other resource persons on the Committee may be designated by the Chairman i. e., National G. I. Forum Chairman, National Coors Boycott Chairman and State Legal Advisor.

The Coors Boycott remains, however, we will work in a timely and expeditious manner to establish our position for securing results that will allow us to address that issue in the near future.

This team is developing a preliminary prospectus which will be submitted to you by no later than May 22, 1976. The team would like to meet with you for an initial meeting, either before the prospectus is presented to you, if you wish or we can wait until you have seen the prospectus.

I await your response and willingness to begin a new era for both the American G. I. Forum of Colorado and the Coors Company in this Bi-Centennial Year.

Sincerely,


Ivan Vasquez, Chairman

cc: G. I. Forum Affirmative Action Team
National Chairman, American G. I. Forum
National Chairman, Coors Boycott
State Board of Directors, American G. I. Forum of Colorado

ADOLPH COORS COMPANY

ESTABLISHED 1873

GOLDEN, COLORADO, CO.

May 14, 1976

Mr. Ivan Vasquez
State Chairman
American GI Forum
345 Harrison Avenue
Loveland, Colorado 80537

Dear Ivan:

Thank you for your letter of April 23 and for your positive approach to solving what we feel has been a problem of communication in the broadest sense of the word.

We have, as you know, never closed our doors to you, the fact finding committee appointed by Chairman Tony Morales, or the committee which you recently appointed. Our records attest to our steady and continual involvement and progress in all respects to the minority community, and we are proud to place our record against any corporation of a similar size in or out of Colorado.

As an indication of our openness and willingness to work with you or any other reasonable and positive group, Mr. Benites recently hosted your committee and provided you with whatever assistance you required. We would welcome the opportunity to study any and all recommendations which you provide us with. We also will take a positive approach to your prospectus and then arrange to meet and discuss the issues with you.

You probably are aware that numerous individuals and groups have approached us under the banner of the American GI Forum, have requested volumes of information, and have proposed numerous ideas to us; to the point that it has become difficult to identify who, if anyone, has the authority to resolve any issue at any level. Perhaps you can assist us in your response to these questions:

Mr. Ivan Vasquez
May 14, 1976
Page Two

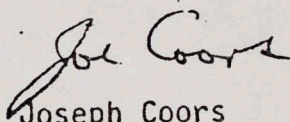
1. Is your national leadership really interested in resolving issues or are there strategy aspects involved which transcend practical considerations?

2. What is your personal public position going to be upon resolution of any problem we jointly consider and what timeline do you have to deal with the politics of your organization?

3. Assuming we build a close working relationship with you in the very near future, how do you propose to achieve consensus at your upcoming national convention?

We understand the complexities of dealing with human emotions and are beginning to understand the numerous interrelationships in the Chicano community, and hopefully you will realize our commitment in working with the community and are able to convince others of it. Whatever the outcome of your efforts, we will continue to work towards doing our part to better the lives of all human beings who wish to better themselves.

Sincerely,



Joseph Coors
Executive Vice President

JC:da

PRELIMINARY PROSPECTUS

Presented to:

Mr. William K. Coors
and
Mr. Joseph Coors

of the

COORS INDUSTRIES
Golden, Colorado

Dated: May 14, 1976

Prepared by:

The State Chairman of the American G. I. Forum of Colorado
and the
American G. I. Forum Affirmative Action Team

1060 Bannock ■ Suite 313 ■ Denver, Colorado 80204



PRELIMINARY PROSPECTUS

State Chairman: Ivan Vasquez
American G. I. 345 Harrison Avenue
Forum of Loveland, Colorado 80537
Colorado Office Telephone No. - 353-6433

Business: Non-profit Private Corporation
Purpose: Educational
Area: Statewide - Colorado

Appointive: Coors Affirmative Action Team
Purpose: Negotiations and Affirmative Action
Area: Coors Industry, Golden, Colorado
Members: Louis R. Trujillo, Chairman
Paul Gonzales, Frank Hernandez, Ernie Cordova, Al Martinez
1060 Bannock, Suite 313, Denver, Colorado 80204
Telephone - 571-0948

Introduction

It is the intent of the American G. I. Forum of Colorado, under the auspices of the National Office of the American G. I. Forum to develop a cohesive and communicative vehicle in an effort to resolve differences that exist between the Coors Company and the American G. I. Forum, the originators of the Coors Boycott.

The Affirmative Action Team is the mechanism that will be responsible for representing the organization. The Affirmative Action Team was appointed by the State Chairman of the American G. I. Forum through a mandate from the National Chairman, Antonio Morales. The Team is authorized by the State Chairman of the Colorado G. I. Forum to develop a formal and effective approach for communicating with the Coors Industries and the handling of the issues at hand. This was deemed necessary since all other methods and approaches have been limited in the technical and professional sense. Therefore, we have outlined several processes and concepts designed to establish meaningful dialogue and expected results.

Scope

Some of the concepts and alternatives we have explored that should be brought forth are:

1. Employment

We feel there is a need to establish a bilingual-bicultural section within the Coors organization that will afford incoming applicants an opportunity to process through a specialized component that will address the "special needs" of the Chicano and Chicana applicant. This component would incorporate all of the Coors hiring requirements and standards, however, applying techniques, methods and effective approaches unique to the bicultural differences and attitudes of that community.

2. Affirmative Action

The inclusion of methods and processes for recruitment and/or upgrading of Chicanos and Chicanas into positions at various levels of the company.

3. Public Relations Expansion

We see the need to develop a specialized bilingual-bicultural Public Relations Component comprised of strategic community advocates and motivators for improving the Coors image. We believe that such a component can be effectively developed.

4. Minority and Economic Development

We feel the Coors Industry can be the leader in assisting the Chicano community by lending resources and expertise to get into business endeavors such as research and development, manufacturing, purchasing and marketing of products by Coors in their operation or those produced by Coors for subsidiaries and

business associates. The diversity of the brewery, which includes manufacturing of animal food products, porcelain products, recycling, electronic components, etc. lends itself well to involving the talents and expertise available at the Chicano community level.

5. Clearinghouse Operation for the Minority Community

We are convinced that a system for effectively coordinating community efforts that will resolve many of the problems encountered by Coors can be developed by this effort.

6. Educational

In order to assist the minority community, we feel an approach should be made to set up a foundation that provides assistance to the minority community with an independent board to administer grants. We acknowledge that such assistance has been available but we are convinced that a new and innovative system is in order.

7. Other (Undefined)

This may include other areas that may be discussed by either the Team and Coors. However, we feel the above areas highlight the major areas we propose to discuss with you.

Team Responsibilities

Other responsibilities will include the establishing of formalized liaison within the American G. I. Forum in an effort to minimize areas of discord.

This prospectus is not intended as a panacea for reaching any conclusive agreement at this time, however, the Team and the membership are convinced that it will serve to establish a sound platform for preliminary negotiations. The Team would expect that these negotiations be dealt with on a business basis vis-a-vis emotional and philosophical approaches.

The Team's responsibility will not be to resolve the boycott but only charged with establishing communications for bringing about agreement and results that will lead to such a decision by the American G. I. Forum of Colorado and the National Office.

Summary

This prospectus is tendered in good faith and sensitivity for the initiation of immediate negotiations with the Coors Company with the desire that it may be continuous and progressive.

Prepared and adopted by: The State Chairman of the American G. I. Forum of Colorado and the Affirmative Action Team.

Dated: May 14, 1976



Distribution list:

National

Chairman of the American G. I. Forum
Chairwoman
Junior Chairman
Legal Advisor
Coors Boycott Chairman

State

Chairwoman of the American G. I. Forum
Board Members
Legal Advisor

Local

Chapters and Auxiliaries
Affirmative Action Team





June 17, 1976

SUGGESTED GROUND RULES

Prepared By: The Affirmative Action Team

Meetings - (Negotiations)

1. Regularly scheduled meetings between the team and Coors will be adopted with provisions for postponement.
 - a. This meeting will require a five (5) day notice on rescheduling.
 - b. The same provision will apply to non-scheduled meetings.

Coordinator or Coordinators:

1. Will be assigned to work with the team.
2. The team or its resource persons will have access to needed information from the Coors industry during the development of the G.I. Forum Proposal.
 - a. Coors will assign a representative for each area outlined in the proposal to work with the team.

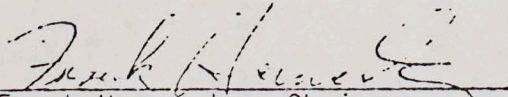
PROPOSED ITEMS:

1. All proposed items will be discussed, documented, reviewed and final agreement will be reached after advisement and consideration by both parties.
2. The adoption of ground rules will follow the same procedure as stated in Item 1.

SUMMARY:

Other ground rules will be jointly adopted as needed.

These negotiations shall be pursued with vigorous commitment to accomplish the primary objectives of developing a harmonious relationship between the Chicano Community and Adolph Coors Company, with the Espirit De Corps in fairness and sincerity.


Frank Hernandez, Chairman

AFFIRMATIVE ACTION TEAM

MEETING MINUTES

July 20, 1976

6:30 P. M.

The Affirmative Action Team of the American G. I. Forum of Colorado under the auspice of the American G. I. Forum of the United States and the Coors Team met on Tuesday, July 20, 1976 at the Ramada Inn, I-70 and Kipling in Denver, Colorado to begin official discussions and negotiations on issues between the two groups.

First order of business was the introduction of the individuals selected by both groups to officially represent them. (lists attached)

Pertinent to the discussions and to the continuation and progress of these meetings were the comments made by Ivan Vasquez, State Chairman, American G. I. Forum and Joe Coors, Executive Vice President, Adolph Coors Company in which Mr. Coors made it clear that these efforts were not being made in an attempt to have the boycott lifted but rather that it be an effort to establish a positive linkage and ongoing working relationship with all minorities and specifically the Chicano community. Mr. Vasquez then responded by stating that his goals and objectives were to arrive at an agreement which would be to the best interest of the Chicano community and Coors, and to keep it on a positive, progressive plane. Mr. Vasquez also stated for the record that this Affirmative Action Team was the only officially recognized group authorized to deal with Coors and that any other person or group attempting to establish communications with Coors be referred to him or Mr. Frank Hernandez, Team Chairman.

One of the first agreements reached by both groups was that communications, news releases, etc. must be jointly approved before issued by either of the two parties.

It was agreed that after this initial meeting the groups would form sub-committees to study specific areas and formulate proposals to be presented at a future meeting to the entire body for final resolution. Also agreed to was that the main official spokesmen, and through which all communications were to pass from either group, would be Frank Hernandez, Ivan Vasquez, Joe Coors and Lowell Sund, including the initial arrangements for the smaller group meetings. Bert Summers will furnish Frank Hernandez with the list of names and phone numbers of the members of the Coors team and the areas of responsibility.

One of the final items to be discussed was an understanding between both parties that in certain areas they must report back to their constituents or governing boards for approval, but that with few exceptions individuals present were duly empowered to commit both groups.

Mr. Paul Gonzales announced before adjournment of the meeting that he would be unable to continue serving on the team because of personal reasons, however, he made it clear that he was personally pleased with this meeting and the

Affirmative Action Team

July 20, 1976

Page 2

future of the relationship between G. I. Forum and Coors and pledged his continued support.

Meeting adjourned at approximately 9:00 P. M.

COORS REPORT

TO THE NATIONAL CONVENTION OF THE AMERICAN G I FORUM

prepared by

COLORADO G I FORUM AFFIRMATIVE ACTION TEAM

JULY 28, 1976

COORS REPORT

TO THE NATIONAL CONVENTION OF THE AMERICAN G I FORUM prepared by COLORADO G I FORUM AFFIRMATIVE ACTION TEAM

The Coors Boycott has been in progress for many years and has been a subject of controversy within the organization for some time, as well as with other Spanish-speaking organizations. Many have supported the boycott effort and we thank those persons. Negotiations are presently underway with the Coors Industry through the G I Forum Affirmative Action Team, appointed by the State Chairman.

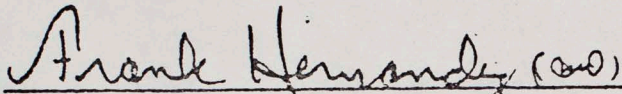
A chronology of events is as follows: On December 1975, the Colorado State Chairman appointed a State Affirmative Action Team to assume responsibility for dealing with affirmative action and employment needs. This team is presently working with the Construction Industry and Coors. On April 23, 1976 the State Chairman wrote to Bill Coors authorizing the G I Forum Team to get together with the company. The team developed and sent a Prospectus to Mr. William Coors, President on May 14, 1976. Joe Coors, Executive Vice President responded and reacted positively to the Prospectus and made arrangements to meet with the State Chairman and the team. The team toured the plant on May 21, 1976 and submitted a report to the State Chairman, Ivan Vasquez.

The State Chairman and the team met with Joe Coors on June 17, 1976. Joe Coors' main concern at that time was to clarify the authority of the team to resolve any of the differences between the American G I Forum and Coors. Ivan Vasquez assured him he had that agreement from the National G I Forum Chairman, however, the team was not charged with the responsibility to end the boycott. At this meeting with Joe Coors a set of preliminary ground rules were presented by the team to Joe Coors in preparation for negotiations. Discussion took place on the team developing a comprehensive proposal addressing itself to the Chicano community needs. Joe Coors responded that he would put together a Coors team composed of top officials to match the G I Forum team in order to achieve that objective. On July 20, 1976 the State Chairman and the Affirmative Action Team met with Joe Coors and the Coors team to get acquainted and discuss the issues. General agreements were arrived at and a process was formalized for future meetings. (Refer to attached minutes for specifics of that meeting.)

The Affirmative Action Team will soon be meeting with Joe Coors and his team of executives to begin advance negotiations. At this time, the team cannot determine when agreement can be reached or not reached. Joe Coors has tentatively set a time schedule of three (3) months to arrive at some conclusion. The team is providing monthly reports at monthly state meetings. A report was also provided at the State Convention on the progress of this G I Forum Team. This team will provide monthly reports to the National Chairman. A report was mailed to the National Coors Boycott Chairman.

The present structure of the team and responsibilities as per assigned areas are as follows:

- | | | |
|----|--|----------------------------------|
| 1. | Employment and Affirmative Action | Louis R. Trujillo
Al Martinez |
| 2. | Minority and Economic Developing | Tony Ortiz
Ernie Cordova |
| 3. | Education | Frank Hernandez
Joe Martinez |
| 4. | Other issues, Public Relations, Research Development, etc. | All Team Members |


Frank Hernandez, Chairman

American G. I. Forum of Colorado

From the Office of

September 30, 1976

Mr. Joe Coors, Executive Vice President
Coors Industries
Golden, Colorado 80401

Dear Joe:

In as much as you and I have had very little contact since our initial session with both teams, I wish to take this opportunity to bring you up to date on the G.I. Forum Affirmative Action Team activity.

The team has been actively involved in a series of progressive steps which I believe are essential in advance preparation for the ensuing talks that will continue with the Coors Industries.

Various factions of the community, both nationally and locally, have approached the team and the team has established cooperative linkages which we believe will strengthen our effort.

In the month of October we expect to have on board, full-time, research staff who will be highly involved in putting together material that will be developed.

I would like to meet with you soon, to clarify and agree on any time constraints that may be involved. We are prepared to move as expeditiously as possible, however, it may be in order, to formalize a time line to reach the desired objectives. This would avoid any misinterpretation for all parties concerned.

I await your response.

Respectfully yours,

Ivan Vasquez
Ivan Vasquez

/it



ADOLPH COORS COMPANY

ESTABLISHED 1873

GOLDEN, COLORADO 80401

October 22, 1976

Mr. Ivan Vasquez
Chairman
American G. I. Forum
of Colorado
345 Harrison Avenue
Loveland, Colorado 80537

Dear Ivan:

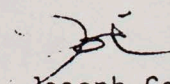
Thank you for your letter of September 30 and your consideration in keeping me informed on the progress of your committee. Your sincerity and commitment in resolving the issues which have separated us for these many years assures me we will arrive at an agreement which will have long and lasting, positive results for your organization, our company and most important, our community.

Although you and I have not had the opportunity to get together since our last group meeting, members of our team have kept me informed on the various communications they have had with your team. Frank Hernandez recently briefed Joe Benites regarding the approval of a grant to you from D.C.D.C., the organizational chart which has been developed defining more specifically the areas of interest and the efforts to expand your base to other companies such as Rockwell. Frank also talked to Bert Summers and they tentatively agreed to a meeting for the two teams during the initial part of November.

If you feel November would be a good time for a meeting, please let us know so we may arrange a convenient time and place for all of us. I would also be very happy to meet with you alone before that time if you so desire.

Again, Ivan, I thank you for your sincerity and congratulate you on your progress.

Sincerely,


Joseph Coors
Executive Vice President

JC/jj

American G. I. Forum of Colorado

From the Office of

August 4, 1976

Mr. Leo Cardenas,
Regional Director
U.S. Dept. of Justice,
Community Relations Service
Denver, CO 80202

Re: Technical Assistance

Dear Mr. Cardeans:

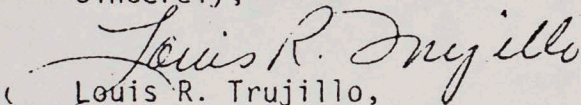
Thank you for attending the meeting on August 4, 1976 of the American G.I. Forum Affirmative Action Team.

May this letter serve to confirm the Community Relations Service commitment to assist the Affirmative Action Team with mediations services in conjunction with the Coors Industries of Golden, CO. In addition, we are appreciative of other personnel you may be able to enlist to assist us with research on a comprehensive community proposal that will also be part of the negotiations.

It is indeed a pleasure to associate ourselves with your agency and staff in such a significant community endeavor.

The team will coordinate, with your agency, all future developments on the progress and schedules to work our any further details on needed assistance.

Sincerely,



Louis R. Trujillo,
Vice Chairman, Affirmative Action Team

LRT/it

cc: Ivan Vasquez, State Chairman-G.I. Forum
Frank Hernandez, Chairman, Affirmative Action Team
Gil Duarte, National SER
Affirmative Action Team Members





U.S. DEPARTMENT OF JUSTICE

Community Relations Service

Rocky Mountain Regional Office
1531 Stout St., 4th Floor
Denver, Colorado 80202

OFFICE OF THE REGIONAL DIRECTOR

August 30, 1976

Denver Community Development Corporation
Board of Directors
4142 Tejon Street
Denver, Colorado 80211

Dear Board Members:

The Community Relations Service, agency of the U.S. Department of Justice, is providing third-party conciliation service to the American GI Forum and Coors Industries in an effort to end the boycott.

Both the American GI Forum and Coors Industry have asked for assistance in the pre-negotiation stage. CRS will provide an impartial mediator for table negotiations if both parties desire it and are ready to negotiate.

Despite the fact that the boycott is over nine years old and there have been negotiations, it is our opinion that neither side is ready to go in to negotiations. Before negotiations can be fruitful, both sides need to make detailed preparations on issues. Needless to add, Coors Industries is in a better position to make this preparation than a voluntary organization like the American GI Forum.

It is our understanding that the American GI Forum has submitted a proposal to you for funds to better prepare them for negotiations. CRS, which has provided mediation services in every major racial dispute in the nation in the last 11 years, supports the proposal.

It has been our experience that disputes seldom reach resolutions when negotiators are not prepared to discuss issues on the same plane of understanding. To allow negotiators to start on a dispute of 9 years without proper preparations would severely hamper the outcome of these issues that are so vital to the development of the Hispanic community.

Sincerely,

Leo E. Cardenas
Regional Director



August 30, 1976.

Denver Community Development Corporation
4142 Tejon
Denver, Colorado 80211

Gentlemen,

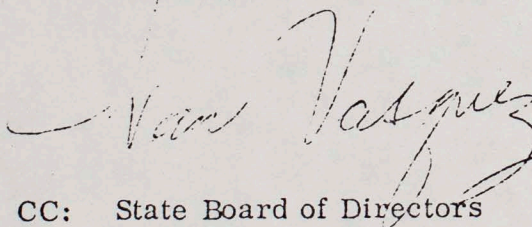
The American G. I. Forum Affirmative Action Team appointed by the State Chairman of the American G. I. Forum in December 1975, has entered into a joint agreement with the Coors Industries of Colorado to begin preliminary negotiations.

The resolution and proposal submitted to your corporation clarifies the urgency for soliciting community resources and monies for supporting such a worthwhile community effort.

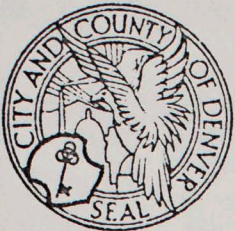
The funding requested from D. C. D. C. is but a fraction of the funding needed to enter into negotiations that is directed at benefiting the Chicano community. We ask your approval of this proposal to develop the initial staff that will begin working for the community on a full-time basis. We will also solicit funds from other sources. We anticipate that the total funding required for this effort will be approximately \$80,000 or better. Other solicitation has been made to U. S. Commission on Community Relations, U. S. Dept. of Justice, the Denver Commission on Community Relations, the Mexican-American Legal and Educational Foundation. We will be soliciting some other organizations who have previously assisted the Chicano community in Denver, the United Church of Christ and the Ford Foundation and other similar community oriented organizations.

Thank you for giving this proposal your consideration.

Que Sigamos Adelante,


Ivan Vasquez

CC: State Board of Directors



W. H. McNICHOLS, JR.
Mayor

CITY AND COUNTY OF DENVER

COMMISSION ON COMMUNITY RELATIONS

Minoru Yasui, Executive Director.

FIFTH FLOOR, ZOOK BUILDING
431 WEST COLFAX AVENUE
DENVER, COLORADO 80204
TELEPHONE 297-2621

August 31, 1976

DENVER COMMUNITY DEVELOPMENT CORPORATION,
4142 Tejon Street,
Denver, Colorado 80211.

Re: American G.I. Forum
Negotiating Team with
Adolph Coors Company.

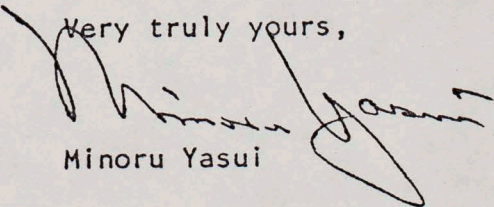
Gentlemen:

This commission has been involved in regard to various matters dealing with problems related to the Adolph Coors Company in Golden, Colo., during the past many years. We were recently invited to participate in assisting the negotiating teams established by the State Chairman of the American G.I. Forum, to carry on some limited research and to compile some data, statistics and facts that may be helpful to the Chicano community in this area.

In conformity with such request, we have assigned a part-time person to assist in such research effort. However, approaching the national significance of the over-all problems of persons of Spanish/Mexican origin in dealing with large corporations, we readily concede that it is far beyond the capabilities and resources of this local agency to provide extensive assistance. We will help all we can, but it will certainly not be enough.

Therefore, we do join and support the request of the negotiating team of the American G.I. Forum in requesting substantial financial support from DCDC to conduct the necessary research and data-gathering that would be necessary to bring about successful and worthwhile conclusions to some of the problems with the Adolph Coors Company and other corporate firms not only in the Denver area, but nationally.

Very truly yours,


Minoru Yasui

MY:m

cc: Lou Trujillo of the Negotiating Team
Ruben A. Valdez, CCR

MEXICAN AMERICAN LEGAL DEFENSE AND EDUCATIONAL FUND

209 Sixteenth Street / Suite 200 / Denver, Colorado 80202 / (303) 893-1893

August 31, 1976

Denver Community
Development Corporation
4142 Tejon Street
Denver, Colorado 80211

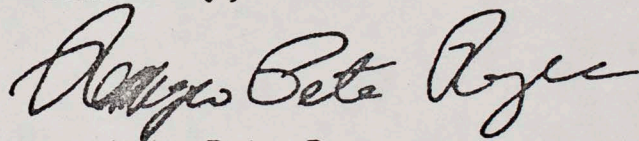
Re: American G.I. Forum proposal

The Mexican American Legal Defense and Educational Fund, Inc. fully support the efforts of the American G.I. Forum to provide a vehicle for resolving the differences between the Chicano Community and the Coors Company. We believe this approach by the Affirmative Action team is conceptually sound and structurally the most efficient.

MALDEF will be supporting this team by offering our legal services where needed. We anticipate that meaningful results can be accomplished only if we have the necessary support from other segments of the university.

We also feel that the results we can reasonably expect from the negotiations will provide many returns to the community and will well be worth the time and money that goes into this proposal. As you are aware employment and affirmative action are concepts that are constantly being addressed by Chicanos advocating equality. I hope that you will support these efforts by funding the proposal.

Sincerely,



Remigio Pete Reyes
Attorney at Law

dkm

NATIONAL OFFICE
VILMA S. MARTINEZ
PRESIDENT AND GENERAL COUNSEL
145 NINTH STREET
SAN FRANCISCO, CA 94103
(415) 864-6000

REGIONAL OFFICES

1015 TIJERAS, N.W.
ALBUQUERQUE, NEW MEXICO 87101
(505) 247-1070
(505) 247-1079

209 - 16th STREET
SUITE 200
DENVER, COLORADO 80202
(303) 893-1893

501 PETROLEUM COMMERCE BLDG.
201 NORTH ST. MARY'S STREET
SAN ANTONIO, TEXAS 78205
(512) 224-6478

1028 CONNECTICUT AVENUE
SUITE 1007
WASHINGTON, D.C. 20038
(202) 669-5166

AMERICAN G.I. FORUM
AFFIRMATIVE ACTION TEAM

AFFIRMATIVE ACTION NEGOTIATIONS CONFERENCE
COLLECTIVE BARGAINING WORKSHOPS

SCHEDULE

DATE: SATURDAY AND SUNDAY
OCTOBER 23 and 24, 1976

TIME: 8:30a.m. to 5:00p.m. EACH DAY

PLACE: CONFERENCE ROOM 401
COMMUNITY RELATIONS SERVICE
U.S. DEPARTMENT OF JUSTICE

ADDRESS: 1531 Stout Street
DENVER, COLORADO 80202

PHONE: JUSTICE OFFICE (303) 837-2973
SER OFFICE (213) 649-1511 Ext. 214

BREAKS: TWO PER DAY (15 MINUTES EACH)

GUEST SPEAKERS

MR. LEO CARDENAS
REGIONAL DIRECTOR
U.S. DEPARTMENT OF JUSTICE
COMMUNITY RELATIONS SERVICE

MR. MANUAL SALINAS
CONCILIATOR
U.S. DEPARTMENT OF JUSTICE
COMMUNITY RELATIONS SERVICE

REGISTRATION *

*(Pending resources available registration will include lunch as well as coffee and donuts, if not materials.)

G.I. FORUM

AFFIRMATIVE ACTION NEGOTIATIONS CONFERENCE
COLLECTIVE BARGAINING WORKSHOPS*

THEME

Promote the socio-economic status of the Spanish-speaking through a mutually beneficial association with multi-million dollar Corporations and The American G.I. Forum Affirmative Action Team.

AGENDA
(Tentative)

REGISTRATION
(SIGN-IN)

8:30

9:00

GREETING AND INTRODUCTORY ADDRESS

IVAN VASQUEZ
NATIONAL BOYCOTT CHAIRMAN

FRANK HERNANDEZ
TEAM CHAIRMAN

* CAPSULE WORKSHOPS

LOUIS R. TRUJILLO
TEAM VICE CHAIRMAN

A-Day-One

GIL DUARTE

WORKSHOP I
COMPREHENSIVE OVERVIEW

Historical Background
Corporate Trends and Concepts
Legislative Mandate

Boycott Rationale
Corporate Economic Impact
Industrial Outlook Projections

Coffee Break
10:30

WORKSHOP II
AFFIRMATIVE ACTION MEASURES

EEO Overview
Statutes and Plans
Goals and Timetables

Compliance Agencies
Court Rulings
Resource Solicitation Devices

12:00
Lunch

MR. LEO CARDENAS
REGIONAL DIRECTOR
U.S. JUSTICE DEPARTMENT

WORKSHOP III

1:30

COLLECTIVE BARGAINING FUNCTION

Internal Organizational Orientation
Negotiation Procedural Planning Process
Collective Bargaining Instruments

Executive Corporate Profiles
"Corporate Social Responsibility"
Profit-Producing Measures

Coffee Break
3:15

WORKSHOP IV

NEGOTIATION TECHNIQUES

Labor Market Analysis
Consumer Market Analysis
Socio-Economic Indicators

"Brown Capitalism"
Salesmanship Techniques
Performance Tools

5:00

ADJOURNMENT

B- (Day-Two)

WORKSHOP V

9:00

FEEDBACK SESSION

Client Assessment
Corporate Screening Procedures
Labor-Management Mediation

Coffee Break
10:30

Participant Input Factors
Bargaining Table Skit
Developing Viable Proposal Models

12:30
Lunch

MR. MANUEL SALINAS
CONCILIATOR
U.S. JUSTICE DEPARTMENT

WORKSHOP VI

AFFIRMATIVE ACTION NEGOTIATIONS
IMPACT SUMMARY

1:30

Cost-Benefit Analysis
Performance Documentation
Reverse Discrimination

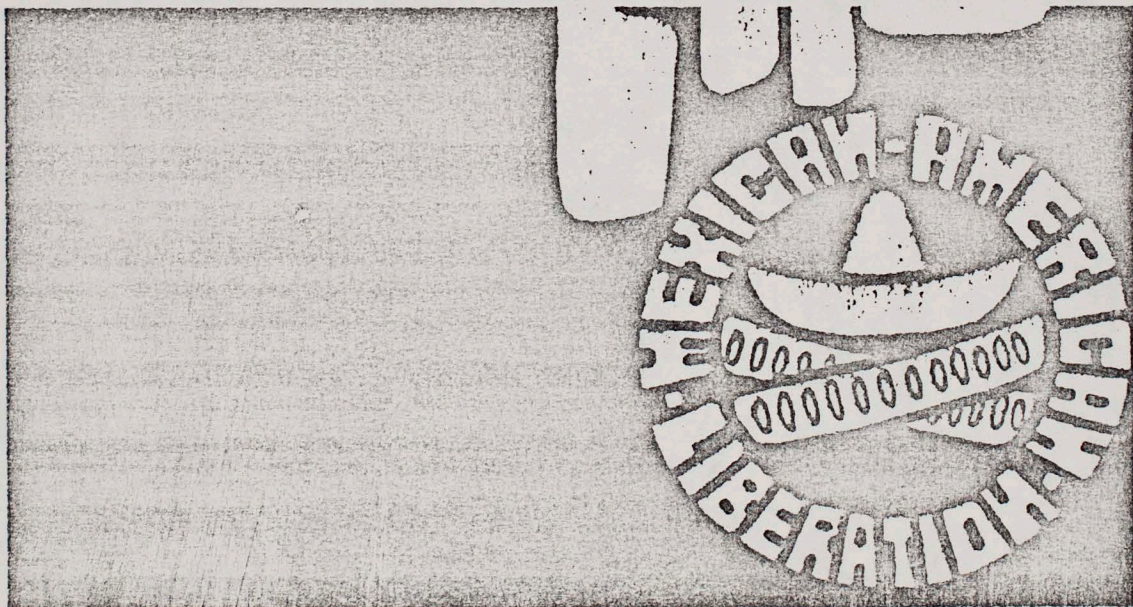
(FILM)

Coffee Break
3:15

"Displacement/Substitution Effect"
Resource References
Closing Remarks

5:00

ADJOURNMENT



American G. I. Forum of Colorado

From the Office of

November 8, 1976

Gil Duarte
Jobs for Progress Inc.
8941 Airport Blvd.
Los Angeles, Calif. 90045

Dear Mr. Duarte:

The Affirmative Action Team would like to personally thank you for the informative workshop you presented on the 23rd and 24th of October. The workshop was professionally presented and the Affirmative Action Team was impressed with your expertise.

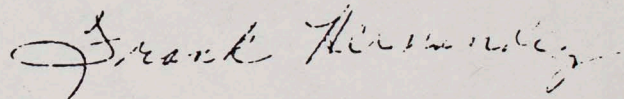
We are planning on a 3 day workshop in the Los Angeles area or a retreat here in Colorado. We will have a determination on this soon.

The team met with Rockwell International on November 3rd and discussed a proposal for a Skills Bank System to be developed with Rockwell International. The meeting was very favorable. We are also planning a meeting with Coors sometime this month. We will send you the results of these meetings in a later mailing.

It is my understanding that you have a negotiation process that we might use in our negotiations with Coors. Could you please forward us this information.

Hope to see you soon,

Sinceramente,



Frank Hernandez
Affirmative Action Team Chairman

FH/ym

cc: Ivan Vasquez
Ricardo Zazueta
AAT Members



ST. MARY'S



UNIVERSITY OF SAN ANTONIO
ONE CAMINO SANTA MARIA SAN ANTONIO, TEXAS 78234 •

RECEIVED NOV 15 1976

DEPARTMENT OF POLITICAL SCIENCE

November 10, 1976

TO: Members of the American GI Forum
Affirmative Action Team

FROM: Alex Viera, Presiding President
Mexican American Student Organization

RE: Coors boycott sponsored by the American GI Forum

I regret to inform you that the Mexican American Student Organization of St. Mary's University at San Antonio, Texas, has been unsuccessful in establishing the boycott on our campus. We are not alone in this predicament. The Mexican American Student Organization at U.T.S.A. and the El Camino Student Organization of Our Lady of the Lake University are also experiencing difficulty in establishing the boycott on their campuses.

Our three organizations are very disillusioned and disappointed due to the lack of cooperation from the National GI Forum and its Affirmative Action Team concerning our request for current data on the Coors issue. In the past two weeks we have approached and addressed ourselves to the local GI Forum, headed by Mr. Jesus Conchas, in obtaining information. However, he has informed us that he also has requested current information from your group and the National GI Forum to no avail.

The three student organizations that I have mentioned above belong to a state-wide Chicano student coalition called Estudiantes Chicanos Unidos de Tejas (E.C.U.T.). Therefore, there exist great potential in maximizing the boycott on college campuses across the state of Texas. At this time,

I would like to emphasize that we sincerely desire to help the American GI Forum in its boycott against Coors; before we undertake this project, we must have up-to-date data to base our judgment on. I hope that your organization can supply the data requested by the local GI Forum or MASO of St. Mary's. As I mentioned to Mr. Frank Hernandez, on th night of November 7 by long distance telephone call, we are willing to pay C.O.D. charges for current data sent to MASO of St. Mary's.

Mr. Joe Benitez has addressed our respective organizations and has proclaimed that the issue against Coor Brewing Company is mute and no longer standing, due to the brewery making gains in hiring and promoting practices of minority employees. Also Mr. Joe Benitez expressed his willingness to participate in a debate, open to the general public and with media in San Antonio. Will the National Chairman of GI Forum or the Affirmative Action Team elaborate and consider the preceding statements? Thanking you in advance.

Alexander Viera

Acknowledged by

MASO - UTSA

El Camino - Our Lady of the Lake University

GI Forum - Mr. Jesus Conchas

American G. I. Forum of Colorado

From the Office of

Ivan Vasquez
Chairman
1311 11th Street
Greeley, Co. 80631

November 12, 1976

Mr. Joe Coors
Executive Vice President
Adolph Coors Company
Golden, Colorado 80401

Dear Joe,

This is to follow-up on the September 30, 1976 letter informing you of the "series of progressive steps" being performed by the American G.I. Forum Affirmative Action Team. One of these steps were to recruit collective-bargaining research staff. Subsequently, the staff has officially requested from you the enclosed list of Coors industrial relations and affirmative action data in order to effectively and efficiently prepare for the forthcoming "good-faith" negotiations.

It would greatly be appreciated if you would allow us to review the aforementioned data in order to compile and present to you a comprehensive proposal in preparation for a mutually beneficial negotiation-outcome. This official request will avoid any duplication of effort by unauthorized individuals, groups or organizations concerned with our negotiations.

I believe that we are at the point where the aforementioned requests for information can be directed at the Coors and G.I. Forum sub-committees responsible for those respective areas we agreed upon. This will allow those sub-committee members to begin to participate in an active role which will expedite the negotiation process and eventually the development of mutual agreements.

It may be in order to meet with the teams this month or at your earliest convenience, in the event that other clarification is needed. I leave this to your discretion. I further feel that some time process should be established on the affirmative action data request; specifically in the forwarding of that data, the review time by the G.I. Forum sub-committees, the activity that takes place between the sub-committee members, and subsequently a meeting of the teams to assess and review the over all activity.

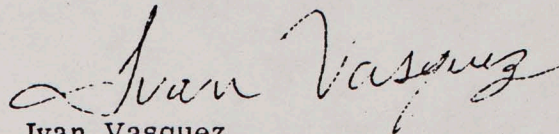


Mr. Joe Coors
November 11, 1976
Page 2

The attached inventory specifies the G.I. Forum person to whom the information will be directed and sent to.

Thank you for your attention and concern on this matter.

Sincerely yours,

A handwritten signature in cursive script that reads "Ivan Vasquez". The signature is written in dark ink and is positioned above the printed name and title.

Ivan Vasquez
Chairman

IV/tym
Enclosure
cc: AAT Members

ADOLPH COORS COMPANY
INDUSTRIAL RELATIONS/AFFIRMATIVE ACTION DATA*

(G. I. FORUM NEGOTIATION REQUEST)

* Please note that this is only a partial inventory of the latest corporate data requested at this time, inclusive of Coors subsidiaries -- since 1966 -- in order to effectively prepare for the forthcoming "good-faith" negotiations.

Employment and Affirmative Action Sub-committee
Louis R. Trujillo,
1060 Bannock, Suite 313
Denver, Colorado 80204

I. AFFIRMATIVE ACTION PROGRAM(S)/PLAN(S)

- A. Goals and Timetables
- B. Minority Employment
 - 1. Internal/External EEO Program(s)
 - 2. EEO Bulletins
 - 3. Minority Utilization Analysis
 - a. Labor Market area; specify area e.g. SMSA
 - b. Plant, Department and Division
 - c. Job Classification
 - d. Occupational titles
 - e. Applicant, hire, promotion, transfer, turnover, lay-off ratios relative to White vs. minority, e.g. Black, Spanish and Women.
- C. Recruitment: Personnel Procedures
- D. Selection Standards
 - 1. Job related, validated standards
 - 2. Application forms and Pre-employment inquiries
 - 3. Testing
 - 4. Interviews
 - a. Verbal
 - b. Polygraph test rationale and types of questions asked
- E. Upward Mobility System
 - 1. Assignment Process
 - 2. Job Progression
 - 3. Promotion and Transfer Procedure
 - 4. Seniority and Training

- F. Wage and Salary Structure
- G. Benefits and Conditions of Employment
 - 1. "Fringe" Benefits
 - 2. State "Protective" Laws
 - 3. Pregnancy and Maternity
- H. Disciplinary Action Procedure
 - 1. Lay-off
 - 2. Recall
 - 3. Discharge
 - 4. Demotion
- I. Union Collective Bargaining Agreement
 - 1. Membership
 - 2. Referrals
 - 3. Seniority e.g. plant vs. department seniority
 - 4. Maternity leave and other benefits
- J. Established Internal Audit Process
 - 1. Reporting System
 - 2. Monitoring and Evaluation Process
- K. Government Agency Evaluations
 - 1. Department of Agriculture EEO Compliance Report(s) 75, 76
- L. Supportive In-House Programs
 - 1. Types of Training for Supervisors
 - a. Schedule
 - b. Agenda
 - 2. Support Services
 - a. Personnel Counseling
 - b. Transportation
 - c. Day-Care
 - d. Housing
 - 3. Job Related Education
 - a. "NAB Program"

4. Cooperation with Community Programs (Employment)
 - a. Organizations contacted since 1966
 - b. Dates, agendas, objectives, outcome
 - c. Name of officials, community leaders etc.
 - d. Contacts with job-related community programs

II. INTERNAL EEO ORGANIZATIONAL STRUCTURE

- A. Personnel e.g. names, titles, background
- B. Responsibilities and function
- C. Staff job tenure
 1. Employee discrimination grievances
 2. Discrimination investigations
 3. Discrimination litigations, suits (pending)
 - a. Cause, dates, outcome, etc.
 4. Compliance review schedules
 - a. EEOC
 - b. OFFCCP
 - c. Authorized Compliance Agency

Economic Development Sub-committee
Tony Ortiz
4142 Tejon
Denver, Colorado 80211

III. GOODS AND SERVICES CONTRACTED/SUBCONTRACTED

- A. Goods Producing
 1. Mining
 2. Construction
 3. Manufacturing
 - a. Durable goods
 - b. Nondurable goods
- B. Service-Producing
 1. Transportation and Public Utilities
 2. Wholesale and retail trade
 - a. Wholesale trade
 - b. Retail trade

3. Finance, insurance and real estates

4. Services

a. Total amounts, average contract, company listings

IV. MINORITY VENDOR CONTRACTS

A. Bid conditions; EEO purchase order clause

B. Minority Vendors

1. Total amount of contracts

2. Average contract (type of goods or services)

3. Company name, address, telephone

a. Average gross receipts e.g. minority vendor

b. Distributorships

1. Amount, volume areas

C. Consultant Contracts

1. Type

2. Average amounts

3. Workshop agendas

D. Government Contracts with:

1. Brewery

2. Container

3. Porcelain

a. Amounts

b. EEO-1 Reports

V. CORPORATE PROFILE

A. Historical Background

B. Annual Reports/Quarterly Reports

C. Beer Business

1. Brewing Operations

a. Brewing Process

2. Brewing Raw Materials

a. Ingredients

3. Packaging

4. Market Areas
 - a. Consumer Consumption Survey
 5. Distribution
 6. Transportation
 - a. Product Handling and Shipment
 7. Promotion and Advertising
 8. Competition
 9. Government Regulations
- D. Other Business
1. Porcelain Business
 2. Television News Business
 3. Container Business
 4. Brewery By-products
- E. Employees (Human Resources)
1. Number, unions, etc.
- F. Plant and Property
1. Facility, location, product, etc.
- G. Research and Development
1. Amount spent, areas, etc.
- H. Environment
1. Recycling Process
 2. Aluminum can collections (cash incentives)
- I. Energy
1. Conservation Utilization
- J. Management
1. Directors
 2. Officers
 - a. Names
 - b. Age
 - c. Office

- d. Principal area of responsibility
- e. Office held since
- f. Director since

3. Renumeration

- a. 15 highest payed officers/directors
- b. Other fringe benefits; e.g. stock options

K. Principal and Selling Stockholders

L. Pending Litigations

M. Description of Common Stock

- 1. Underwriters of Common Stock

VI. CONSOLIDATED FINANCIAL HIGHLIGHTS

A. Barrel sold

B. Net sales

C

- a. Total and by state areas

C. Income from continuing operations

D. Net income

- a. Per common share

E. Working capital

F. Properties - net

G. Total assets

H. Shareholders' equity

- a. Per common share

I. Consolidated Statements of Changes in Financial Position

- a. Balance Sheets

- b. Summary of Accounting Policies

- c. Report of Independent Accountants

VII. FOUNDATION(S)

A. Corporate Donations/Grants

- 1. Type, procedures, and criteria

- 2. Review committee(s)

- B. Charitable Trust(s)
 - 1. Family, gift, and estate tax obligations
- C. Corporate Loans
 - 1. Borrowing Process

Public Relations Sub-committee
Al Martinez
2799 S. Raleigh
Denver, Colorado 80236

VIII. PUBLIC RELATIONS AND COMMUNITY CONTACTS

- A. Organizational and Community relationships
 - 1. Policies, methods, and type of activities
 - 2. Organizations, names and addresses
 - 3. Donation and grants made
- B. Board and Advisory
 - 1. Local, State and National memberships
 - 2. Types of organizations
 - 3. Office held, appointive or elective
 - 4. Relationship

Employ-Ex agency aids ex-convicts seeking jobs

By ANTHONY POLK
News Staff

Donald Schreiner was sick of prison when he was released from the Colorado State Penitentiary in 1968. He thought he might be able to go straight

But less than a year later, he was again behind bars, where he stayed for five more years. By that time he had spent more than 18 years - about half his life - in jails and prisons.

Today, however, Schreiner has been free more than two years and vows he'll never go back to prison again.

The gaunt, bearded 41-year-old ex-con says one of the reasons he's sure he won't be going back is that when he was released in 1974, a host of agencies, many of which didn't exist a decade earlier, were ready to help him.

Agencies for ex-convicts have proliferated since the 1960s, and the image of the downtrodden ex-con, brushed aside and forgotten by society, appears anachronistic.

When he was paroled last time, Schreiner had a job as manager of a Winchell Donut shop in Denver. He stayed with the firm nearly 1½ years before entering Metropolitan State College, where he is a student.

He got the job through Employ-Ex, an ex-offender employment agency started in 1972. Employ-Ex "made it a lot easier for me," Schreiner said last week.

"IT'S THE DIFFERENCE between daylight and darkness," said ex-convict Cal Harvey, contrasting services now offered to those available when he was released in 1965.

"There was nothing when I dressed out," said the chunky, red-faced four-time loser who gave up the construction business to direct Employ-Ex last spring.

Now the list of agencies goes on and on. The National Alliance of Businessmen, Veterans Outreach Center, the West Side Alcohol Center, Freedom House, the Colorado Division of Employment, People Who Care, Alcoholics Anonymous, Cenikor and Employ-Ex, to name but a few that help ex-cons.

Robert Trujillo, state director of adult parole, calls ex-offender rehabilitation a "thriving business."

"Everybody wants to get into it," he said.

The agencies are supported by private contributions, foundation grants and government funds.

The increase in programs seems to have begun in the early 70s, when the U.S. Law Enforcement Assistance Administration (LEAA) began putting money into programs for ex-convicts.

This year, most LEAA money in Colorado has gone to establish work-release centers, and state and county governments have taken over much

of the funding for non-governmental programs.

In the middle of the system is the parole officer, whose job has become similar to that of a Las Vegas card dealer shuffling clients from one agency to another, rarely providing direct aid.

Parole officers, who spend an average of one hour a month with each client, "are becoming more and more brokers for these kinds of services," Trujillo said. "Before, it was much less complicated and parole agents were more concerned with doing a lot more direct services themselves."

Trujillo says about 1,300 ex-offenders (1,200 of them on parole) are released from Colorado correctional institutions each year. His agents estimate that 90 per cent of the parolees take advantage of at least one program.

Many services are not exclusively for ex-cons, and many provide services offered at other agencies. For example, nearly all agencies offer job placement, Trujillo said.

All officials interviewed applauded the increased number of services for ex-cons, although some questioned their effectiveness.

"I don't think we've solved the problem of having quick delivery of those services," said Trujillo. "Time is critical. If there is a delay in plugging a person back into the community, then all those negative fears that he felt are going to become a reality."

Agencies concentrating on a particular problem appear the most successful.

When Schreiner was paroled in 1974 from a sentence for bank robbery, finding a job was easier than in 1968.

WINCHELL DONUTS, which had been contacted by Employ-Ex, knew his record. All they wanted to know was whether he could bake. He could, having learned the trade in prison.

"I needed the responsibility," he said. "I was in charge. I was doing the hiring and firing. I was thinking, 'I'm a businessman just like everyone else.'"

Today, Schreiner is studying human services.

(Continued on page 37)

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hands the employers who have said no" to hiring ex-cons.

SHE SAID AN COLORADO firm continually hire ex-offenders. The Adolph Coors, Coe and Smasonite Corp. are examples. Coors has what it call "Salvage Program" which employs hard-core unemployed. More than 400

(Continued from page 5)

He receives more than \$3,000 a year from government grants, loans and a work-study program. He hopes to work for Employ-Ex as a full-time counselor.

Employ-Ex, a non-governmental, non-profit employment agency for ex-cons, was the brain-child of Bruce Bogges, himself an ex-convict who has served time for murder.

Its initial funding came from LEAA, and because of the restrictions on that grant, it served only rapists, robbers, burglars and those convicted of assault. Now, however, funded with mostly state and county money, it serves any ex-felon who has been out of an institution for 18 months or less or has been off probation for 12 months or less.

Employ-Ex, which started in a small office in Denver, has expanded to include offices in Golden, Colorado Springs and Pueblo and institutional counselors at Canon City and Buena Vista.

Before the agency will help an ex-con, he must complete its one-day job placement workshop. About 80 per cent of persons who come into the offices complete that program.

Employ-Ex says it finds jobs for 60 per cent of those who come from various prisons and programs. Another 20 per cent get jobs on their own and the rest will remain unemployed.

Employ-Ex staffers, some ex-cons themselves, find virtually all jobs taken by Employ-Ex clients, according to Rita Hapgood, the organization's senior counselor. Occasionally, an employer will phone in a position, but those usually are door-to-door commissioned salesmen or construction jobs paying \$2.50 an hour, she said.

Employ-Ex clients average \$3.50 an hour in their first job found by the agency, and about \$4.00 an hour in the last job found for them by the organization, a spokeswoman said.

The public perception of employers is that they are very reluctant to hire ex-convicts.

But Ms. Hapgood said: "I can count on both hands the employers who have said no" to hiring ex-cons.

SHE SAID 500 COLORADO firms continually hire ex-offenders. The Adolph Coors Co. and Smasonite Corp. are examples.

Coors has what it calls its "Salvage Program" which employs hard-core unemployed.

More than 400 persons have gone through the program since its inception in 1968, and though Coors has no exact figures, many have been ex-cons, a Coors spokesman said.

Salvage employes work for eight months in the firm's salvaging and recycling operations, and then are integrated into the main work force. Ini-

"We feel the program is working," the spokesman said.

Samsonite has no special program for ex-cons and gives them no special consideration in hiring. "They are hired based on their qualifications only," said spokesman Peter van Dernoot.

That Samsonite does not consider past records is a plus for ex-offenders.

Samsonite doesn't keep tabs on its ex-cons so it does not know how ex-offenders have fared with the firm. But van Dernoot said he did not think the ex-cons leave their jobs any more than other employes without records.

The problem in finding ex-cons a job is not so much employer resistance as it is that ex-cons often never have been in the work force and have neither the skills nor habits to handle that world, Ms. Hapgood said.

"The environment in the institutions requires nothing. You wake up by a bell. You go to work by a bell. You go to sleep by a bell," she said.

Moreover, many ex-cons have few marketable skills, and often when they are trained, they have so little experience they can get only entrance-level jobs, she said.

1977 APPLICANT/HIRING STATISTICS

MINORITY AND FEMALE

Average rate of Hire for all applicants is 7.6%.

That is of all the people that apply for employment with the Adolph Coors Company only 7.6% of them are hired.

The Rate of Hire for all Minorities is 18.6%.

8.3% SSA individually

5.4% Black individually

The Rate of Minority Applicants is 11.5%

That is of all the people who apply for employment at the Adolph Coors Company only

11.5% are minority

6.0% are SSA individually

3.3% are Black individually.

The Rate of Female Applicants is 22.3% and

the female rate of hire is 30.1%.

One out of four persons hired into the Official and Manager category is minority.

ADOLPH COORS FOUNDATION

90 Madison Street - Suite 502
Denver, Colorado 80206
Telephone (303) 388-1636

Gordon C. Jones, Executive Manager

April 20, 1977

Mr. Andrew Esparza
Ms Teresa Price
American G.I. Forum Research
and Development Center
1060 Bannock Street
Suite 318
Denver, CO 80204

Dear Andy and Teresa:

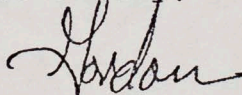
We are delighted to inform you the Adolph Coors Foundation Board of Directors has approved a grant of \$50,000 for the 1977-78 operations of the Research and Development Center of the American G.I. Forum.

In late August of this year, we will deliver to you a \$25,000 check which will ensure the continuance of the Center, while a second check for a like amount would follow in three to six months. When we first give you funds, we will stipulate the conditions of the grant and ask you to sign the letter of agreement.

We know you will be successful in obtaining the remainder of the \$75,000 needed to effectively and efficiently operate the Center, and we wish you the best in those efforts.

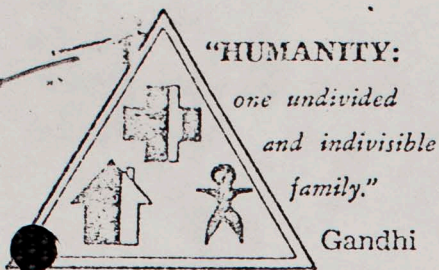
Thank you for your consideration and courtesies.

Cordially,



Gordon C. Jones

GCJ:css



WEST END COUNCIL FOR HUMAN SERVICES, INC.

309 NORTH EUCLID AVENUE, ONTARIO, CALIFORNIA 91762

PHONE: (714) 986-4511

Executive Director
JOE A. ESPINOZA

Director of Operations
CLARENCE ROMERO

November 9, 1976

Dr. Allistair McCrone
President of the University
c/o Coors Distributing Co.
510 W. Washington St.
Eureka, CA 95501

Dear Dr. McCrone:

Joe Stemaeh has written to me for clarification on the American G.I. Forum Coors Boycott. I am glad to respond to this critical issue in that I was the Chairman of the American G.I. Forum Investigation Team which conducted the initial investigation resulting in The American G.I. Forum Coors Boycott against the Adolph Coors Brewery.

I was the National Chairman of the Coors Boycott last year with the objective of bringing about negotiations to end the Coors Boycott. This came about after many trips by myself and other members of the American G.I. Forum to the Colorado plant in Golden Colorado. Our visits to the brewery included extensive investigations on hiring procedures.

The progress which has been made is directly attributable to Mr. Bill Coors who I find to be one of the most intelligent and capable Administrators and as Chairman of the Board, took full charge to end this long standing issue. I feel certain that if I had met with Mr. Bill Coors in the very beginning, the Coors Boycott would not have been effectuated.

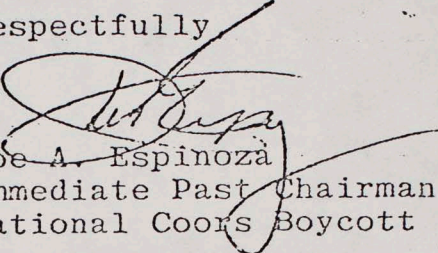
In summary, the Coors Company has one of the best minority employment records of any major company in the Southwest. I feel that the sincerity of Mr. Bill Coors has been demonstrated by the Adolph Coors Company surpassing our expectations in many of the job classifications we were concerned about. There is no doubt in my mind that their hiring practices will be exemplary to all major employers in the United States.

Being the person who initiated the Coors Boycott, I feel that for all practical purposes, the Coors Boycott effort is in the final stages of being resolved. It is only a matter of reaching agreement on the negotiations already discussed between the Coors' Management Team and The American G.I. Forum Team selected at the National G.I. Forum Convention.

I would be happy to come to the University to speak with the groups concerned with this issue to lay to rest any misrepresentation of the hiring practices at the Coors Brewery.

Please contact me through Mr. Joe Stemach if you desire my presence at the University in the near future. If I can be of any further assistance, please feel free to contact me at (714) 986-4511.

Respectfully



Joe A. Espinoza
Immediate Past Chairman
National Coors Boycott

JAE:smk

cc: Bill Coors
Joe Benites
Joe Stemach

FROM: Adolph Coors Company
Public Relations Department
Golden, Colorado 80401
Phone: 278-1332
Contact: Robert Russo

6/11/76

FOR IMMEDIATE RELEASE

GOLDEN, Colo. -- Adolph Coors Company said it has started a program to familiarize minority business people in the Denver area with its purchasing procedures with a goal of increasing their business opportunities.

The Business Contractors Association, a trade arm of the League of United Latin American Citizens, helped organize the "minority vendor tour program" which was set into motion this week, the company said.

The program includes general tours at the Golden-based brewery as well as at Coors Container Company and Coors Porcelain Company, followed by detailed briefings of the companies' purchasing policies by Coors personnel.

Robert Alvarado, president of the Business Contractors Association, commended Coors for instituting the program, saying it was, "one of the most significant efforts in the region to assist minority business people." He explained that many minority-operated businesses haven't solicited large companies like Coors simply because they didn't fully understand the specific purchasing procedures they were to follow.

Alvarado said minority business people who are interested in taking part in the program should contact the Business Contractors Association, located at 13011 E. Bethany Place, Denver, or Adolph Coors Company, Dept. 307, Golden.

A Coors spokesman said the company presently purchases goods and services from many firms in the Denver area which are run by minorities.

"But we hope this specialized program to familiarize minority business people with our purchasing policies will increase business opportunities for a greater number of these firms," the spokesman said.

###

FROM: American G.I. Forum
4130 Tejon Street
Phone: (303) 353-6433
Contact: Ivan Vasquez

3/2/77

FOR IMMEDIATE RELEASE

DENVER--The American G.I. Forum has suspended a long-standing boycott of Coors beer and is actively working to iron out remaining differences with Adolph Coors Company, the Chicano veterans organization announced here this week.

The decision to suspend the boycott, which was started in 1968 after the Forum alleged Coors discriminated against minorities, was made by its executive board in Oklahoma City.

A resolution calling for a permanent end to the boycott will be presented at the group's National Convention to be held in Albuquerque, New Mexico during the month of July.

Ivan Vasquez, chairman of the Colorado Chapter of the American G.I. Forum which proposed the suspension, said it was warranted because committees representing the Forum and Coors, which have been working together for several months, have made significant progress in resolving the dispute.

Vasquez said that Coors had established a top-management "affirmative action committee," headed by Joe Coors, executive vice president, to work with a similar Forum committee to further develop programs in employment, education and economic development for the Chicano community.

Vasquez said Coors has over the past several years increased its minority hiring, established a minority vendor program and selected Spanish-Speaking Americans to head distributorships.

Vasquez said the suspension means the Forum will stop distributing materials publicizing the boycott and, "will leave it to the discretion of its members" whether or not to consume or dispense Coors beer.

(more)

Joseph Coors, when contacted at the Golden, Colo. brewery, said he was "very pleased and encouraged with the suspension."

"We have been working on an open and positive basis with the Forum, and have found its representatives to be professional and positive in attempting to iron out differences between us," Coors said.

"We feel this suspension is a significant step forward in resolving the issues and developing better communications and outreach programs with the Chicano community," Coors added.

Vasquez termed the work of the Coors and Forum committees as, "a precedent-setting landmark in establishing working partnerships between the Chicano community and industry.

"The advancement of the Chicano community," he said, "requires establishing formal relationships with the private sector and developing stable, positive, practical programs."

#

FROM: ADOLPH COORS COMPANY
Public Relations Department
Golden, Colorado 80401
Phone: (303) 278-1332
Contact: Bob Russo

EQUAL EMPLOYMENT OPPORTUNITY
COMMISSION
Denver Regional Litigation Center
1531 Stout
Denver, Colorado 80203
Phone: (303) 837-2771
Contact: Nancy Bragg

5/11/77

FROM P.R. DEPT. (803)
FOR YOUR INFORMATION

FOR IMMEDIATE RELEASE

A suit filed by the EEOC in U. S. District Court in Denver in September 1975, alleging Adolph Coors Company and three unions representing its employees used discriminatory employment practices, was dismissed Monday after Coors, the EEOC and Operating Engineers Local No. 9 signed a settlement agreement resolving the dispute.

In March of 1976, charges against Construction Laborers Local No. 720 were dropped. Brewery Workers Local No. 366 did not sign the agreement, but this did not affect the settlement.

The EEOC accepted in the settlement goals and timetables set forth in Coors' Affirmative Action Program to increase the number of minorities and women in all major job classifications to levels equal to the number available for work in each job group in the Denver labor market. This program has been in effect since 1972. The settlement also dismissed the charges of discrimination raised by the EEOC suit.

A Coors spokesman said it is significant that the EEOC has recognized Coors' commitment to provide equal opportunity to all employees and applicants without regard to race, creed, color, national origin, sex, education or background.

The major points of the agreement are:

* Coors agreed to apply a good faith effort to meet the goals and timetables of its Affirmative Action Plan for the duration of the three-year agreement.

(more)

* Coors will review its Affirmative Action Plan goals and timetables for training annually with EEOC. Coors will continue to budget at least \$250,000 annually for training programs. Approximately 20% of this amount will be used for training females and minorities.

* Coors will continue to provide female and minority employment agencies and some 162 minority college placement centers and professional societies with current job opportunities and information on hiring procedures. Coors will also continue its minority college recruiting visits.

* Coors will maintain its Affirmative Action Office for counseling regarding promotional opportunities, and to conduct investigations of complaints by female and minority employees.

* Coors will maintain its Affirmative Action file in its Employment Center where listings of qualified Spanish-surnamed Americans, Blacks, American Indians, Orientals and all other female and minority persons are kept so these people can be given early opportunity to qualify for job openings.

* In conjunction with ex-offender hiring, Coors will require that convicted felons provide information regarding the nature of the felony for the company's use in determining where and in what position, if any, to place the ex-offender. However, a conviction for a felony will not necessarily bar an applicant from being considered for employment.

* Coors agreed to grant back pay to one employee and to make an offer of re-employment and back pay to one terminated worker. In addition, the EEOC agreed not to file suit on charges filed by several individuals.

* Coors will maintain its testing program in compliance with federal standards, including EEOC guidelines.

(more)

Adolph Coors Company
3-3-3-3-3-3-3-3-3-3-3

* The International Union of Operating Engineers Local No. 9 agreed to continue to include the nondiscrimination clause in all future collective bargaining agreements with Coors concerning all minorities. Local No. 9 agreed to refer individuals for employment with the Company on a nondiscriminatory basis.

In October, 1976 another federal agency, the U.S. Department of Agriculture's Office of Equal Opportunity (OEO), recertified Coors as an equal opportunity employer and approved its Affirmative Action Program which is embodied in the settlement agreement between Coors and the EEOC.

#

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4130 Tejon Street
Phone: (303) 353-6433
Contact: Ivan Vasquez

3/2/77

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(more)

American G.I. Forum
2-2-2-2-2-2

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#

COORS REPORT

TO THE NATIONAL CONVENTION OF THE AMERICAN G I FORUM

prepared by

COLORADO G I FORUM AFFIRMATIVE ACTION TEAM

JULY 28, 1976

COORS REPORT

TO THE NATIONAL CONVENTION OF THE AMERICAN G I FORUM
prepared by
COLORADO G I FORUM AFFIRMATIVE ACTION TEAM

The Coors Boycott has been in progress for many years and has been a subject of controversy within the organization for some time, as well as with other Spanish-speaking organizations. Many have supported the boycott effort and we thank those persons. Negotiations are presently underway with the Coors Industry through the G I Forum Affirmative Action Team, appointed by the State Chairman.

A chronology of events is as follows: On December 1975, the Colorado State Chairman appointed a State Affirmative Action Team to assume responsibility for dealing with affirmative action and employment needs. This team is presently working with the Construction Industry and Coors. On April 23, 1976 the State Chairman wrote to Bill Coors authorizing the G I Forum Team to get together with the company. The team developed and sent a Prospectus to Mr. William Coors, President on May 14, 1976. Joe Coors, Executive Vice President responded and reacted positively to the Prospectus and made arrangements to meet with the State Chairman and the team. The team toured the plant on May 21, 1976 and submitted a report to the State Chairman, Ivan Vasquez.

The State Chairman and the team met with Joe Coors on June 17, 1976. Joe Coors' main concern at that time was to clarify the authority of the team to resolve any of the differences between the American G I Forum and Coors. Ivan Vasquez assured him he had that agreement from the National G I Forum Chairman, however, the team was not charged with the responsibility to end the boycott. At this meeting with Joe Coors a set of preliminary ground rules were presented by the team to Joe Coors in preparation for negotiations. Discussion took place on the team developing a comprehensive proposal addressing itself to the Chicano community needs. Joe Coors responded that he would put together a Coors team composed of top officials to match the G I Forum team in order to achieve that objective. On July 29, 1976 the State Chairman and the Affirmative Action Team met with Joe Coors and the Coors team to get acquainted and discuss the issues. General agreements were arrived at and a process was formalized for future meetings. (Refer to attached minutes for specifics of that meeting.)

The Affirmative Action Team will soon be meeting with Joe Coors and his team of executives to begin advance negotiations. At this time, the team cannot determine when agreement can be reached or not reached. Joe Coors has tentatively set a time schedule of three (3) months to arrive at some conclusion. The team is providing monthly reports at monthly state meetings. A report was also provided at the State Convention on the progress of this G I Forum Team. This team will provide monthly reports to the National Chairman. A report was mailed to the National Coors Boycott Chairman.

The present structure of the team and responsibilities as per assigned areas are as follows:

- | | | |
|----|---|-----------------------------------|
| 1. | Employment and Affirmative Action | Louis R. Trujillo
Al. Martinez |
| 2. | Minority and Economic Developing | Tony Ortiz
Ernie Cordova |
| 3. | Education | Frank Hernandez
Joe Martinez |
| 4. | Other issues, Public Relations, Research
Development, etc. | All Team Members |

Frank Hernandez (cc)
Frank Hernandez, Chairman

**Sociology Independent Study 499:
A Study of Adolph Coors Company**

Student: Phil Montoya

Professor: Dr. Howard Higman

Date: September 8, 1975

University of Colorado

Boulder, Colorado

The objective of this academic independent study was to study the Adolph Coors Company in an objective, unbiased, scholarly manner that answered the following questions:

1. *What has been the Adolph Coors Company history in the employment of minorities?*
2. *What is the number of employees that are minorities that are employed with the Adolph Coors Company?*
3. *What are the positions that the minorities are classified as?*
4. *Do employees claim there is any racial discrimination in the treatment of minorities?*
5. *Do the minorities of the Adolph Coors Company feel that their position is a* 'token' position, and do they feel there are racial discrimination practices in the company?*

The Adolph Coors Company was cooperative in aiding me to achieve the objective of my independent study. Two gentlemen of the Adolph Coors Company that were extremely helpful were Mr. Melvin C. Jefferson, Personnel Specialist of the Personnel Department and Mr. Russell C. Hargis, Vice President of Personnel and Industrial Relations.

The task of answering the question, do the minorities of the Adolph Coors Company feel that their position is a 'token' position, and do they feel there are racial discrimination practices in the company, was accomplished by interviewing twenty per cent of the total number of minorities in all nine major job classifications.

The Adolph Coors Company Utilization Analysis report dated April 14, 1975 was used for the total count of the minorities because it was the most recent count of the number of employees by the Adolph Coors Company. The Adolph Coors Company Utilization Analysis re-

port, dated April 14, 1975, was part of a report by the Adolph Coors Company sent to the United States Department of Agriculture because the Adolph Coors Company equal employment program was being reviewed this year.

The minorities that made up the twenty per cent were picked on a random basis from an active personnel Equal Employment Opportunity Report list dated May 19, 1975. It was taken into account that all major ethnic groups be interviewed proportionally to their representation in all nine major job classifications. For example, if the total number of minorities in one major classification consists of Spanish, then the twenty per cent of the minorities interviewed were Spanish, which was the case most of the time.

What has been the Adolph Coors Company history in the employment of minorities? In order to answer this question, it was felt that a description of the nine major job categories is necessary to illustrate the positions of the minorities.

Officials and managers. — "Occupations requiring administrative personnel who set broad policies, exercise overall responsibility for execution of these policies, and direct individual departments or special phases of a firm's operations. Includes: official, executives, middle management, plant managers, department managers, and superintendents, salaried foremen who are members of management, purchasing agents and buyers, and kindred workers."

Professional. — "Occupations requiring either college graduation or experience of such kind and amount as to provide a comparable background. Includes: accountants and auditors, airplane pilots and navigators, architects, artists, chemists, designers, dieticians, editors, engineers, lawyers, librarians, mathematicians, natural scientists, registered professional nurses, personnel and labor relations workers, physical scientists, physicians, social scientists, teachers, and kindred workers."

Technicians. — "Occupations requiring a combination of basic scientific knowledge and manual skill which can be obtained through about

*A person is hired not because he qualified but because he is a minority.

two years of post high school education, such as is offered in many technical institutes and junior colleges, or through equivalent on-the-job training. Includes: computer programmers and operators, draftsmen, engineering aids, junior engineers, mathematical aides, licensed, practical or vocational nurses, photographers, radio operators, scientific assistants, surveyors, technical illustrators, technicians (medical, dental, electronic, physical sciences), and kindred workers."

Sales.—“Occupations engaging wholly or primarily in direct selling. Includes: advertising agents and salesmen, insurance agents and brokers, real estate agents and brokers, stock and bond salesmen, demonstrators, salesmen and sales clerks, grocery clerks and cashier checkers, and kindred workers.”

Office and clerical.—“Includes all clerical-type work regardless of level of difficulty, where the activities are predominately nonmanual though some manual work not directly involved with alternating or transporting the products is included. Includes: bookkeepers, cashiers, collectors (bills and accounts), messengers and office boys, office machine operators, shipping and receiving clerks, stenographers, typists and secretaries, telegraph and telephone operators, and kindred workers.”

Craftsmen (skilled).—“Manual workers of relatively high skill level having a thorough and comprehensive knowledge of the processes involved in their work. Exercise considerable independent judgment and usually receive an extensive period of training. Includes: the building trades, hourly paid foremen and leadmen who are not members of management, mechanics and repairmen, skilled machining occupations, compositors and typesetters, electricians, engravers, job setters (metal); motion picture projectionists, pattern and model makers, stationary engineers, tailors and tailresses, and kindred workers.”

Operatives (semiskilled).—“Workers who operate machines or processing equipment or perform other factory-type duties of intermediate skill level which can be mastered in a few weeks and require only limited training, includes: apprentices (auto mechanics) plumbers, bricklayers, carpenters, electricians, machinists,

mechanics, plumbers, building trades, metal-working trades, printing trades, etc.), operatives, attendants (auto service and parking), blasters, chauffeurs, deliverymen and routemen, dressmakers, and seamstresses (except factory), dryers, furnacemen, heaters (metal), laundry and dry cleaning operatives, milliners, mine operatives and laborers, motormen, oilers and greasers (except auto), painters (except construction and maintenance), photographic process workers, stationary firemen, truck and tractor drivers, weavers (textile), welders, and flamecutters, and kindred workers.”

Laborers (unskilled).—“Workers in manual occupations which generally require no special training. Perform elementary duties that may be learned in a few days and require the application of little or no independent judgment. Includes: garage laborers, car washers and greasers, gardeners (except farm) and groundskeepers, longshoremen and stevedores, lumbermen, raftsmen and wood choppers, laborers performing lifting, digging, mixing, loading and pulling operations, and kindred workers.”

Service workers.—“Workers in both protective and nonprotective service occupations. Includes: attendants (hospital and other institution, professional and personal service, including nurses aides and orderlies).

On-the-job trainees are not part of the nine major job categories but are part of the company's description of job categories.”

Production.—“Persons engaged in formal training for craftsmen—when not trained under apprentice programs—operative, laborer and service occupations.”

White collar.—“Persons engaged in formal training, for official, managerial, professional, technical, sales, office and clerical occupations.”

The Adolph Coors Company has been in operation since 1873 but their records of the employment of minorities start February 28, 1966. The reason for there being records of the employment of minorities is because the Coors Company started filing Equal Employment Opportunity reports yearly with the Equal Employment

Opportunity Commission.

The February 28, 1966, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up only four per cent (49 total number of minorities) of the 1,344 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1966, three were classified as professionals, two were classified as office and clerical, 11 were classified as craftsmen (skilled), 17 were classified as operative (semi-skilled), 16 were classified as laborers (unskilled).

The 1967 Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up five per cent (90 total number of minorities) of the 1,895 total number of employees in the Adolph Coors Company.

Of the total number of minorities at Adolph Coors Company in 1967, one was classified as an official or manager, two were classified as professionals, three were classified as technicians, one was classified as an office or clerical worker, 21 were classified as craftsmen, 37 were classified as operatives, 25 were classified as laborers.

The March 29, 1968, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up five per cent of the 1895 total number of employees in the Adolph Coors Company. The Equal Employment Opportunity Employer Information Report EEO-1 showed the same results of the 1967 Equal Employment Opportunity Employer Information Report EEO-1 having the minorities classified in the same positions.

The 1969 Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up six per cent (115 total number of minorities) of the 1,862 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1969, one was classified as an official or manager, five were classified as professionals, two were classified as technicians, three were classified as office and clerical,

12 were classified as craftsmen, 31 were classified as operatives, 60 were classified as laborers, one was classified as a service worker.

The 1969 Equal Employment Opportunity Employer Information Report EEO-1 shows that the total number of employees decreased, 33 employees, from 1,895 employees in 1968 to 1,862 employees in 1969. The total number of minorities employed increased from 90 in 1968 to 115 in 1969, an increase of 25.

The May 28, 1970, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up seven per cent (169 total number of the minorities) of the 2,380 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1970, five were classified as officials and managers, three were classified as professionals, four were classified as sales workers, ten were classified as office and clerical workers, 12 were classified as craftsmen, 48 were classified as operatives, 86 were classified as laborers, one was classified as a service worker.

The March 11, 1971, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up eight per cent (207 total number of minorities) of the 2,640 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1971, five were classified as officials and managers, 11 were classified as professionals, three were classified as technicians, three were classified as sales workers, seven were classified as office and clerical workers, 15 were classified as craftsmen, 52 were classified as operatives, 111 were classified as laborers.

The May 2, 1972, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up nine per cent (255 total number of the minorities) of the 2,980 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at

Adolph Coors Company in 1972, two were classified as officials and managers, five were classified as professionals, eight were classified as technicians, two were classified as sales workers, six were classified as craftsmen, 31 were classified as operatives, 115 were classified as laborers, seven were classified as service workers. There were 54 minorities that were on-the-job trainees for production.

The April 25, 1973, Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up nine per cent (296 total number of minorities) of the 3,202 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1973, four were classified as officials and managers, seven were classified as professional, eight were classified as technicians, two were classified as sales workers, nine were classified as office and clerical workers, 36 were classified as craftsmen, 87 were classified as operatives, 115 were classified as laborers, six were classified as service workers. There were 21 minorities that were on-the-job trainees for production. There was one minority that was an on-the-job trainee for white collar work.

The April 10, 1974 Equal Employment Opportunity Employer Information Report EEO-1 showed that the minorities made up ten per cent (340 total number of minorities) of the 3,515 total number of employees in the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1974, four were classified as officials and managers, eight were classified as professionals, 11 were classified as technicians, two were classified as sales workers, 11 were classified as office and clerical workers, 49 were classified as craftsmen, 77 were classified as operatives, 174 were classified as laborers, four were classified as service workers.

The most recent count of Adolph Coors Company dated April 14, 1975, shows that the minorities made up ten per cent (402 total number of minorities) of the 3,902 total number of the employees of the Adolph Coors Company.

Of the total number of minorities employed at Adolph Coors Company in 1975, 12 are classified as officials and managers, 12 are classified as professionals, eight are classified technicians, 15 are classified as office and clerical workers, 119 were classified as craftsmen, 82 are classified as operatives, 150 are classified as laborers, four are classified as service workers.

There are 255 Spanish employed at Adolph Coors Company which is seventy per cent of the total number of the minorities while the Blacks number is 125 which is thirty per cent of the total number of the minorities.

The Adolph Coors Company to date, April 14, 1975, has ten per cent of its employees consisting of minorities, yet according to a 1970 statistical civilian labor force report, distribution by race and sex (in per cent), analyzed for the Denver Metropolitan Area, State of Colorado and the United States by The University of Denver Business Planning Group—Industrial Economics Divisions shows that the total minority labor force available is 15 per cent.

The Adolph Coors Company is five per cent short of employment of total minority labor force, yet Adolph Coors Company employment of black male persons (three per cent) exceeds their representations in the relevant labor market (two per cent).

The Adolph Coors Company employment of Spanish surnamed American male persons (seven per cent) exceeds their representation in the relevant labor market (six per cent).

It is the policy of the Adolph Coors Company to provide equal opportunity for all employees and applicants for employment without regard to race, color, creed, national origin or sex in matters of advancement, demotion, transfer, recruitment and recruitment advertising, layoffs, discharge, all types of compensation and pay, training and any other matter concerning their employment.

The policy that was stated was dated October 8, 1972 to October 8, 1973 and is still in effect as of today.

The Adolph Coors Company has taken the time and money to carry out their policy by:

1. Recruiting minority people for employment by thorough advertising.
2. Listing the company job openings with some 80 minority universities and colleges throughout the United States.
3. Visiting minority employment agencies, 36 visited in 1974.
4. Providing eight-month training periods to acclimate the economically disadvantaged to full-time employment.
5. Providing transportation to and from work for those who require it during the training period.

Transportation is provided for those that require it through the use of two sixteen-passenger buses. These buses travel throughout the minority communities of East and West Denver daily, accumulating 15,000 miles annually. The initial cost of the two buses was \$15,600, and operating costs are estimated to be near \$6,300 a year.

6. Making loans available to those minority employees who require them for the purchase of adequate transportation, furniture, or other worthwhile items necessary to their employment.

The company has entered into an agreement with the Coors Credit Union and the Golden State Bank to assist those minority employees who have a demonstrated need.

7. Counseling such minority employees in any matters which could adversely affect his or her employment, upon the individual's request.
8. Training of supervisory personnel to deal effectively with the problems of minority employees.

Management training is conducted on a

continuous basis in reference to the company's Affirmative Action Program. Management actively participates in the Colorado Outward Bound phase of the company's NAB Program, (HART), Human Awareness and Relations Training seminars, and HEMP, a self-standard and self-appraisal program.

9. Maintaining a validation study of selection and test materials to insure their objectivity and relativity to the work situation and allow a 13 per cent test score advantage to minority applicants and minority employees.

10. Having a National Alliance of Businessmen program.

The Adolph Coors Company in its effort to be an equal opportunity employer has fired an employee from the Adolph Coors Company because it was shown that the employee was biased against minorities.

The Adolph Coors Company history of employment of minorities has been good when looking at the ever increasing percentage of minorities employed at Adolph Coors Company from:

1966 . . . 4 per cent	1967 . . . 5 per cent
1968 . . . 5 per cent	1969 . . . 6 per cent
1970 . . . 7 per cent	1971 . . . 8 per cent
1972 . . . 9 per cent	1973 . . . 9 per cent
1974 . . . 10 per cent	1975 . . . 10 per cent

The Adolph Coors Company is five per cent short of employment of the total minority labor force available, yet Adolph Coors Company's employment of Black males and Spanish surnamed American male persons exceed their representation in the relevant labor force. The Adolph Coors Company has seven per cent of its minorities being Spanish which is only two per cent short of the total Spanish labor force, nine per cent available.

Company does not believe in specific numerical goals, it will do everything reasonably within its power to eliminate the disadvantages of the minority citizens of the Community, to continue to take positive

steps to increase the employment of minority people and to deal immediately with any acts of discrimination committed by any person or organization under its influence. The Adolph Coors Company does not believe in specific numerical goals for minorities, but they do believe in maintaining an Affirmative Action Program which is to provide for equal opportunity for all employees and applicants for employment without regard to race, color, creed, national origin or sex in matters of advancement, demotion, transfer, recruitment and recruitment advertising, layoffs, discharge, all types of compensation and pay, training and any other matter concerning their employment.

The Adolph Coors Company is not a government contractor, thus it is not covered under Executive Order 11246* which would obligate the Adolph Coors Company to non-discrimination and affirmative action in employment.

The reason the Adolph Coors Company is not a government contractor is explained by Mr. Russell C. Hargis, Vice President of Personnel and Industrial Relations for the Adolph Coors Company in a letter reply to Mr. C. F. Parsons, Supervisory Equal Opportunity Specialist,

**Executive Order 11246, Equal Employment Opportunity: PART II — Nondiscrimination in Employment by Government Contractors and Subcontractors; SUBPART B — Contractors' Agreement: "During the performance of this contract, the contractor agrees as follows: "(1) The contractor will not discriminate against any employee or applicant for employment because of race, creed, color, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, color, or national origin. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.*

United States Department of Agriculture, dated May 30, 1975.

The Adolph Coors Company is not a government contractor. While Coors beer may be sold at military post exchanges, the sellers are independent businessmen (Coors Distributors) who buy beer from Coors for resale to others. This company has no right and under Federal law is prohibited, from controlling the contracts of these businessmen with others, and from selection of their customers. The Adolph Coors Company, in short, receives no compensation in any manner from the Federal Government, and is not covered under Executive Order 11246, as amended.

The letter also explains the Adolph Coors Company's position about its equal employment program being reviewed by the Department of Agriculture.

The Adolph Coors Company, however, has never objected to review of its equal employment program by the Department of Agriculture, on the express written premise that such review is without prejudice to its position that it is not covered under Executive Order 11246, amended. This company will continue its cooperation in this matter with the Depart-

ment of Agriculture on the same premise which the company hereby reiterates.

The Adolph Coors Company has not heard anything from the Department of Agriculture about their Affirmative Action Program for April 14, 1975.

The Adolph Coors Company has been increasing its employment of minorities since 1966 yet a boycott of Coors beer began in 1966.

The Colorado GI Forum (a Chicano veterans' organization) began receiving complaints that the Coors Company was discriminating against Chicanos and Blacks in its hiring and promotion practices. They investigated, found evidence to support the charges and began a boycott.¹

Mr. Paul Gonzales, the National Chairman of the GI Forum from 1967-1975 in Denver, explained "... in 1966 it was Rudolfo "Corky" Gonzales who brought it to our attention that Coors was a racist Company!"²

This researcher had the opportunity to interview Mr. Paul Gonzales on August 15, 1975, and found out a few interesting items of importance. First of all, Mr. Gonzales didn't have a copy of the Colorado GI Forum investigation report of the Adolph Coors Company* which found discrimination against Chicanos and Blacks in hiring and promotion practices, a major reason for the boycott of Coors beer.

Further inquiring about how did the GI Forum gather their data and find out there was racial discrimination in hiring and promotion of minorities? It was discovered that the GI Forum didn't interview the minority workers because they were not allowed to do this by the Adolph Coors Company and that most of the information about the number of Chicano employees was taken from an employee roster head count. The reason the GI Forum claimed there was discrimination in the hiring of Chicanos is that it is based on their findings of SER (Service Employment Redevelopment) jobs for Progress, Inc. Agency founded by the American GI Forum and L.U.L.A.C., (League of United Latin American Citizens).

SER would send qualified applicants to the Adolph Coors Company to seek employment, yet the Adolph Coors Company would not hire them. Thus, it happened enough times for them to reach the conclusion that the Adolph Coors Company was discriminating.

The American GI Forum puts out a fact sheet which points out reasons to boycott Coors beer. One questionable fact that is stated,

The Coors Corporation, in both the brewery and the porcelain plant have been successful in eliminating Mexican-Americans and Negroes from employment through their testing procedures which are designed to "weed out" minorities.

When it was stated that the minorities are given an automatic 13 points on these tests at Adolph Coors Company, the response was that the automatic 13 points for minorities didn't exist until after the boycott.

There have been thirty-six discrimination cases filed against the Adolph Coors Company. Of these thirty-six cases, thirteen were dismissed and twenty-three are pending. The Adolph Coors Company has never been found guilty of discrimination.

Of the thirteen cases that were dismissed, five listed race as the cause of discrimination, five listed sex the cause of discrimination, one listed race and sex the cause of discrimination, one listed either race or sex (the exact cause not stated in the company's records) the cause of discrimination, one case does not list the cause of discrimination in the records.

Of the twenty-three pending discrimination cases, eight listed sex as the cause of discrimination, six listed race the cause of discrimination, one listed sex and religion the cause of discrimination, and there are eight cases of discrimination filed against the Adolph Coors Company that the company is informed of, but doesn't know the specific charge of the discrimination cases.

The task of answering the two questions, do the employees claim there is any racial discrimination

*The Aztlan Coors Boycott Committee did not have a copy of the GI Forum report on Coors.

in the treatment of minorities, and do the minorities of the Adolph Coors Company feel that their position is a 'token' position, and do they feel there are racial discrimination practices in the company, was accomplished by interviewing 20 per cent of the total number of minorities. There the researcher interviewed each minority employee privately and started each interview with this question, "Would there be any reason for you not to tell me anything about the Adolph Coors Company? In other words, you would not be afraid to tell me something bad about this company. For example, racial discrimination." The answer that was usually replied was, "No, I don't have anything to hide about this company. Ask me anything about it."

Some other important items to note are that no names or addresses of the minority employees were given because the Adolph Coors Company has had some of its minority employees subject to harassment from the community in which they dwell. The minority employees that were interviewed knew that the Adolph Coors Company knew that they were being interviewed, but since what was discussed was confidential between themselves and the researcher; they were free to express themselves. The interviews were conducted the 21st, 22nd, 23rd and 29th of July 1975.

There are nine major job classifications and of these nine this researcher interviewed 20 per cent of the minorities from each category. Eighty minority employees were supposed to be interviewed to represent 20 per cent of the total number of minority employees but 77 were interviewed because of problems. For example, some of the minority employees did not want to be interviewed, some were laid off or terminated, and in two cases it was believed that the person was Spanish because the person's last name was a Spanish surname but actually the person was not Spanish.

In the managers' and officials' category the average time of the minority employees with the company is 6.5 years. The minority employees claimed that there are no racial discrimination practices, and they didn't feel their positions are 'token' positions. The minority employees had this to say about the Adolph Coors Company: "The company is minority conscious.

There is no special treatment I feel." "There are certain individuals in my department that are biased, but it is the same anywhere. My department is young; thus the condition is not bad."

In the professionals' category the average time of the minority employees with the company is 4.5 years. The minority employees claimed there are no racial discrimination practices, and they didn't feel their positions are 'token' positions. The minority had this to say about the Adolph Coors Company: "The Coors Company has been good to me. For example, they helped pay for my tuition when going to school."

"I have had many dealings with minorities and have not seen any racial discrimination." (1 1/2 years time with the Adolph Coors Company).

"I think that there is an opportunity for the minority to advance if he is willing to make the sacrifice."

In the technicians' category the average time for the minority employees with the company is seven years. The minority employees claimed there are no racial discrimination practices, and they didn't feel their positions are 'token' positions. The minority employees had this to say about the Adolph Coors Company:

"Treatment in the Coors Company is fair."

"Most of the people are conscientious and conditions are pretty good here."

In the office and clerical category the average time of the minority employees with the company is 1.3 years. The minority employees claimed there are no racial discrimination practices but the statement, "I don't think the company as a whole practices racism, but I will say the Coors salvage yard has a problem of communication between the trainees and supervisors," shows a problem, but they would not say definitely there was discrimination.

Of the twenty per cent interviewed in this job category one-third stated they did feel their position was a 'token' position. "Maybe because I know of other people with more experience that applied for this job."

The minority employees in the office and clerical category had this to say about the Adolph Coors Company:

"Everybody is on the same basis." "It is not impossible to advance if you want to advance."

In the craftsmen category the average time of the minority employees with the company is 7.2 years. It must be noted that in this job category only 18 per cent of the total number of minorities were interviewed because of problems. The minority employees didn't feel that their positions are 'token' positions. The common answer to this question was, "I am qualified to do my job." There was one per cent that did state they were qualified but felt they were 'tokens.'

There was one per cent of the craftsmen that claimed there was racial discrimination. Here are the statements which claim there is racial discrimination:

"There is racial discrimination, but it is camouflaged. For example, I have to be better than the anglo in order to retain my job. The policy of who knows who is in effect for getting another position or anything."

"Yes there is racial discrimination; for example, I heard a supervisor call a Black man a nigger. I feel that certain individuals within the company are prejudiced. These certain individuals make it hard for minorities to advance. The company as a whole is not bad, but certain individuals make it bad."

The majority of the craftsmens' statements said that they thought the Adolph Coors Company was a good company to work for. Everybody is treated the same, and advancement is equal.

There were statements made to improve the company: "The minority programs are geared for the Blacks. The programs are run by Blacks. I feel that more Chicanos are needed to get involved."

"But there are areas that need improvement in the company. For example, the trainees are underpaid (salvage yard)."

There was one per cent that stated there was

special treatment for certain individuals and the policy of who knows who is in effect in the company.

In the operatives' category the average time of the minority employees with the company is six years. Fifty per cent of the operatives claim there is racial discrimination in the Adolph Coors Company. Ninety per cent of the operatives didn't feel that their positions are 'token' positions.

Here are the reasons and examples for 50 per cent of the craftsmen claiming there is racial discrimination':

"The company on the whole doesn't practice racial discrimination, but there are certain individuals that don't care about the minorities. They play politics in the company. The company has given me a fair chance."

"There is racial discrimination in supervisors' jobs. It is not different from any other place."

"I noticed that this Black man and this Mexican-American were dating each other and that the Black man was given harassment at the job because of his private life. The Mexican-American was also subject to harassment."

"I was qualified to do mechanic work, and I was given mechanic work to do yet I was denied the opportunity to apply for the position of mechanic because my supervisor didn't want me being classified as a mechanic because I would be paid more. They wanted me to do mechanic work but didn't want to pay me mechanic wages."

"The company does have discrimination, and they try to hide it. Some people tend to stereotype you before they get to know you."

"For example, I was slowed down in my advancement because of certain individuals were discriminating against me until I talked to a manager in a high position. Since I started, the conditions are a lot better, and I think it was the Civil Rights Act. The company is all right to work for, but management could improve."

The other 50 per cent of the craftsmen stated that they thought the Adolph Coors Company was a good company to work for. Everybody is

treated the same, and advancement is equal.

There were statements made to improve the company and interesting comments: "I could have moved into a higher position but I didn't want to."

"The polygraph test keeps out minorities because of their unsocial background."

"I think Coors has discriminated, but they have been forced to improve the conditions here because of the Civil Rights Act."

"In certain departments a minority can advance if he is qualified; in other departments he cannot. The condition here for minorities was bad, but it is getting better for minorities."

In the laborers' category the average time of the minority employees with the company is four years. Twenty-three per cent of the laborers claimed there was racial discrimination, and 77 per cent of the laborers do not feel their positions are 'token' positions.

Here are the reasons and examples for 23 per cent of the laborers claiming there is racial discrimination:

"There was a job opening, and this one white person with less than one year experience was given the job over myself, who had five years experience with the company and my fellow co-worker who had ten years time with the company. This is the second time this has happened that I noticed."

"I have been subjected to undue harassment from my supervisors because of my race, not of my own doing."

"There is racial discrimination in general among the company at the lower level at which I know. Harassment."

"The company as a whole isn't prejudiced, but there are certain individuals that are from my own experience."

The other 77 per cent of laborers have this to say about the Adolph Coors Company: "They

treat me good at this company. The company has done a lot for me. For example, they helped me pay some bills."

"The policy of who knows who is in effect in this company, not racial discrimination acts."

"The company is a good company to work for. Anybody can advance if he wants to advance. You have to be qualified."

There are statements made to improve the company and some interesting statements to take note:

"The second polygraph is discrimination to everybody." (It is important to know that this employee is on a special training program, National Alliance of Businessmen dealing with drugs, alcohol, etc. Thus the reason for a second polygraph test.)

"Everybody treated me like a human being, real nice. Even Bill Coors is friendly, a pretty good man."

"I think that the company should put aside all of the money for the workers' pension instead of the workers paying for the pension. The company should pay more hospitalization group insurance. The construction workers should get paid for holidays. The Union should represent the worker, not the company."

"In my department we do the hardest work and we receive the least pay." (The department was the Adolph Coors Company salvage yard.)

The 77 per cent of the laborers that said they didn't feel their positions are 'token' positions stated that they were qualified and trained. In fact, some stated that they were overqualified for their present job.

In the service workers' category the average time of the minority employee is seven years. The minority employees claimed there are no racial discrimination practices, and they didn't feel their positions are 'token' positions.

The conclusion this researcher found by interviewing 20 per cent of minority employees is that

of the 77 minority employees interviewed, 22 per cent claimed there were racial discrimination practices in the Adolph Coors Company, while the other 78 per cent claimed there was no racial discrimination. Eighty-seven per cent of the minority employees in the Adolph Coors Company didn't feel that their positions are 'token' positions. The major job categories where it is claimed there is racial discrimination are in the craftsmen, operatives, and laborers categories! The 13 per cent minority employees that did feel that their positions are 'token' positions also come from the same job categories.

The Adolph Coors Company currently has a total of 3,902 employees. There are 402 minority employees in the Adolph Coors Company, which represents 10 per cent of the total work force. This researcher interviewed 77 minority employees, which represents 20 per cent of the total number of minority employees. Of the 77 interviewed minorities, 17 claimed racial discrimination was present within the company. This number reflects 22 per cent of the interviewed minorities. This indicates that at least 4 per cent of the total minority employees claim that racial discrimination exists within the Adolph Coors Company. At the same time at least 16 per cent claimed no racial discrimination existed. In relation to the total number of employees in the Adolph Coors Company, these 17 minority employees or 4 per cent, equal less than one-half of the per cent (.043%).

The Adolph Coors Company production of beer has made Coors the nation's fourth largest brewer. William Coors, president of the Adolph Coors Company, has this to say about the company: "Our long-term strategy is to survive. By 1990 there will be only three major companies, and we intend to be one of them."³

The Adolph Coors Company probably will become one of the three major companies by 1990, and in the same respect the minority employees will increase, and whatever racial discrimination may exist will be eliminated, because of the Adolph Coors Company policy and efforts to be an equal employment opportunity employer.

This conclusion is based on the facts about the Adolph Coors Company which are the following:

1. *The Adolph Coors Company has been increasing its employment of minorities from four per cent in 1966 to ten per cent in 1975.*
 2. *Even though the Adolph Coors Company is five per cent short of employment of the total minority labor force available in the Denver Metropolitan area, Adolph Coors Company employment of Black and Spanish surnamed American males exceeds their representation in the labor force market.*
 3. *The Adolph Coors Company is not covered under Executive Order 11246 which would obligate the company non-discrimination and affirmative action in employment.*
 4. *The Adolph Coors Company does not object to the Department of Agriculture reviewing their equal employment program.*
 5. *Of the thirty-six discrimination cases filed against the Adolph Coors Company, the company has not been found guilty of racial discrimination.*
 6. *Recruiting minority people for employment through advertising*
 7. *Listing the company job openings with some 80 minority universities and colleges throughout the United States.*
 8. *Providing eight-month training periods to acclimate the economically disadvantaged to full-time employment.*
 9. *Visiting minority employment agencies, 26 visited in 1974.*
 10. *Providing transportation to and from work for those who require it during the training period.*
- Transportation is provided for those that require it through the use of two sixteen-passenger buses. These buses travel throughout the minority communities of East and West Denver daily,*

accumulating 15,000 miles annually. The initial cost of the two buses was \$15,600, and operating costs are estimated to be near \$6,300 a year.

11. Making loans available to those minority employees who require them for the purchase of adequate transportation, furniture, or other worthwhile items necessary to their employment.

The company has entered into an agreement with the Coors Credit Union and the Golden State Bank to assist those minority employees who have a demonstrated need.

12. Counseling such minority employees in any matters which could adversely affect his or her employment, upon the individual's request.

13. Training of supervisory personnel to deal effectively with the problems of minority employees.

Management training is conducted on a continuous basis in reference to the company's Affirmative Action Program. Management actively participates in the Colorado Outward Bound phase of the company's NAB Program, (HART) Human Awareness and Relations Training seminars, and HEMP, a self-standard and self-appraisal program.

14. Maintaining a validation study of selection and test materials to insure their objectivity and relativity to the work situation, and allow a 13 per cent test score advantage to minority applicants and minority employees.

15. Having a National Alliance of Businessmen program.

16. A study of 20 per cent of the total minority employees, 77 minority employees, that 78 per cent claimed there was no racial discrimination, 22 per cent claimed there was racial discrimination, 87 per cent didn't feel that their positions were 'token' positions.

17. The Adolph Coors Company in its effort to be an equal employment opportunity employer has fired an employee from the Adolph Coors Company because it was shown that the employee was biased against minorities.

The reasons for the Adolph Coors Company being an equal employment opportunity employer and increasing their minority employees may be because of the American GI Forum boycott. This may have been true, but not anymore it seems. The reason for this conclusion is drawn from part of a letter of Mr. Bill Coors sent to Mr. Paul Gonzales, dated March 5, 1970:

However, if this boycott really is a serious attempt to encourage this company to employ more of your people, you couldn't be going about it in a more disastrous way. You must be aware that for every job opening here, we may have as many as 100 applicants. We do not seek out our prospective employees; rather, they seek us. If job seekers do not apply on their own, they are not going to get the jobs. In 1967, many of your people sought employment with us and fully 10% of our new hires carried Spanish surnames. Since that time, applications by your people have fallen off dramatically—such that if you keep the boycott going much longer, there will be no applicants at all. Obviously, your people are victims of your own fallacious propaganda about this company. If there is anything unfortunate about the boycott, this has to be it. Until you come up with some device which encourages your people to apply for work here in spite of the boycott propaganda, you perform a real disservice to your people. The longer you perpetrate this lie that The Adolph Coors Company will not hire Spanish surname people the greater this disservice becomes. We suspect that as and when the truth gradually becomes known to your people as it inevitably must, you will find yourself in an increasingly untenable and painful situation.

ENDNOTES

¹ Colorado Daily, Vol. 23, No. 236, Monday, July 14, 1975; Boulder, Colorado

² El Mestizo, P. O. Box 3537; El Paso, Texas 79923.

³ Time, February 11, 1974, p. 73.

Adolph Coors Company Has Outstanding Record In Minority and Female Hiring

Adolph Coors Company of Golden, Colorado is the nation's fifth largest brewer. It markets Coors beer in 14 western states. Coors continues to take a voluntary and active role in the hiring, training and advancement of minorities and women.

Coors' Equal Employment Opportunity Policy, as signed by both Bill Coors, chairman, and Joe Coors, president, is as follows:

"Recognizing the value of using human resources to their fullest, Joe and I have taken this opportunity to reaffirm our policy of affording equal opportunity for employment to all individuals regardless of race, color, creed, religion, sex, age, handicap or national origin.

"Adolph Coors Company assures equal employment opportunity in all of its policies regarding recruiting, hiring, transfers, promotions training, layoffs, recalls, compensation and all other matters regarding their employment.

"Our Affirmative Action Program was initially developed to assure the effective application of the Company's non-discrimination, Equal Employment Opportunity Policy and to insure compliance with applicable government regulations.

"To assist in this regard, Jim Williams, our affirmative Action Manager, has been designated the responsibility for providing the necessary guidance and coordination in implementing and administering this Policy."

"It is the responsibility of each and every member of management from myself to the first line supervisor, to give this Policy full support through professional leadership and personal example. In addition, it is the duty of every employee of this Company to create a working environment which is conducive to our Equal Employment Opportunity Policy."

Here is a quick look at Coors' female and minority hiring record and related facts:

Coors was recertified in 1976 as an equal opportunity employer by the U.S. Department of Agriculture, Office of Equal Opportunity (OEO). That followed an intensive "on site compliance review" of the company's hiring and personnel policies and practices which was conducted in July 1976 by a team from the Contract Compliance Division based in Washington D.C. The action approved the company's Affirmative Action Program. That program was federally approved by the Office of Equal Opportunity, U.S. Department of Agriculture, in 1972 and has been in effect continuously since that time.

Coors has been increasing its employment of minorities from four percent in 1966 to 13 percent in 1977.

Of 36 discrimination cases filed against Coors, it has not been found guilty of discrimination in any of these cases. Coors has never been found guilty of discrimination in any court of law.

Coors recruits minorities for employment through advertising, listing the company job openings with some 80 minority universities and colleges and visiting minority employment agencies.

Coors counsels minority employees in any matters which could adversely affect their employment, upon the individuals request. The company has training programs for supervisory personnel to deal effectively with the problems of minority employees.

Inspired by the programs of the National Alliance of Businessmen which assists in the training and placement of low income or unemployable persons, Coors established a program of its own in 1968. The Coors NAB program has hired over 400 individuals who have been trained and placed as full time employees throughout Coors Industries.

The program, which runs for eight months at a time per individual, allows the trainee to develop job skills necessary to hold down a job without requiring formal education or any of the usual criteria which would prohibit their placement.

Along with the program, Coors provides trainees with financial assistance and transportation as well as a company-sponsored counseling program which is available to all employees.

A suit filed by the Equal Employment Opportunity Commission (EEOC) in U.S. District Court in Denver in September 1975, alleging Coors and three unions representing its employees used discriminatory employment practices, was dismissed in May 1977 after Coors, the EEOC and 2 unions signed a settlement agreement resolving the dispute.

The EEOC accepted in the settlement goals and timetables set forth in Coors' Affirmative Action Program to increase the number of minorities and women in all major job classifications to levels equal to the number available for work in each job group in the Denver labor market. The settlement also dismissed the charges of discrimination raised by the EEOC suit. The settlement was significant since it showed the EEOC had recognized Coors' commitment to provide equal opportunity to all employees and applicants without regard to race, creed, color, national origin, sex, education or background.

Coors minority-hiring efforts extends into every facet of its business. Members of top management are minorities including the following: Senior Vice President of Operations—American Indian; Vice President of Advertising—American Indian; Director of Advertising—Black; Manager of Marketing—Spanish; Manager of

Fermenting—Asian American; Manager of Headhouse—Female and Vice President of Coors Distributing Company—Spanish.

Five Spanish-surnamed businessmen are currently principals or co-principals in Coors beer distributorships.

Because of its conviction that support for equal employment opportunity must be community-wide, Coors encourages all of its employees to be actively involved in community service organizations, particularly those which support the employment of minorities and women.

Coors has worked with a variety of organizations throughout the community dedicated to the advancement of women. These include The Better Jobs for Women, Colorado Womens College, American Society of Women, Association of Women in Architecture, B-Nai Brith Women, National Association for Female Executives, National Association of Women in Construction and Society of Women Engineers.

Coors has a program to familiarize minority business people in the Denver area with its purchasing procedures with a goal of increasing their business opportunities. The Business Contractors Association, a trade arm of the League of United Latin American Citizens, helped organize the minority vendor tour program which was set into motion in early 1976.

The Adolph Coors Foundation, which funds a variety of organizations which contribute to minority community, awarded the League for Latin American Citizens Foundation a grant of \$50,000 for the establishment of a national office in Colorado. The grant was made in 1977.

COORS:

An Immigrant Who Found The American Dream

Adolph Coors Company, since its founding in 1873, has been family operated, and has closely followed the philosophy of Adolph Coors Sr. both in its business practices and in its relationship with employees and community.

Adolph Coors Sr. came to America at age 21 like many other immigrants of that time, to escape economic and political oppression. As a small child he worked as an apprentice in various breweries in Germany where at the time one was required to pay to learn. Orphaned at age 15, he continued to hold two jobs in order to pay for his training until his opportunity came to stowaway aboard a ship bound for this country. He believed in, searched for, and found the American Dream. With his extraordinary business acumen and assisted by his sons he weathered prohibition in Colorado, earlier by four years than national ratification of the 18th amendment. He developed two successful industries during those hard times: malted milk and pottery.

The story of Coors is the story of the American Free Enterprise System. Following the basic principle of this system, Coors has always believed its fundamental obligation is to produce profitably the goods and services its customers want to buy. Only by so doing can the business grow and in return help the community to grow and prosper through steady jobs, payrolls, taxes and civic contributions.

The history of Coors is also one of community service and concern for its employees. Countless accounts are recorded in the history of Coors of the contributions made by the family in time, money and personal involvement in the local Golden and Denver community, although it has always been the philosophy not to advertise them. More recently the Adolph Coors Foundation was established and has contributed large sums to groups such as United Way, Justice Information Center, Latin American Educational Foundation, United Negro College Fund, Martin Luther King Center, Colorado School of Mines, NAACP Freedom Fund, LULAC, Boys Clubs of America and many others.

Adolph Coors Company Minority/Female Growth Profile

	TOTAL MINORITY REPRESENTATION	TOTAL FEMALE REPRESENTATION
1966	4.0%	4.0%
1967	4.0%	3.0%
1968	5.0%	3.0%
1969	6.0%	3.0%
1970	7.0%	3.0%
1971	8.0%	3.0%
1972	9.0%	4.0%
1973	9.0%	5.0%
1974	9.0%	6.0%
1975	9.0%	7.0%
1976	12.0%	13.0%
1977	13.1%	16.5%

	SPANISH SURNAME	BLACK	INDIAN	ASIAN	MINORITY	FEMALE
OFFICIALS & MANAGERS	13	7	8	4	32	32
PROFESSIONALS	11	5	0	5	21	10
TECHNICIANS	4	4	1	3	12	27
OFFICE & CLERICAL	19	12	1	6	38	278
CRAFTSMEN (SKILLED)	84	27	19	1	131	3
OPERATIVES	56	23	1	3	83	14
LABORERS	83	66	6	5	160	71
SERVICE WORKERS	2	3	0	2	7	66
TOTAL	272	147	36	29	484	501

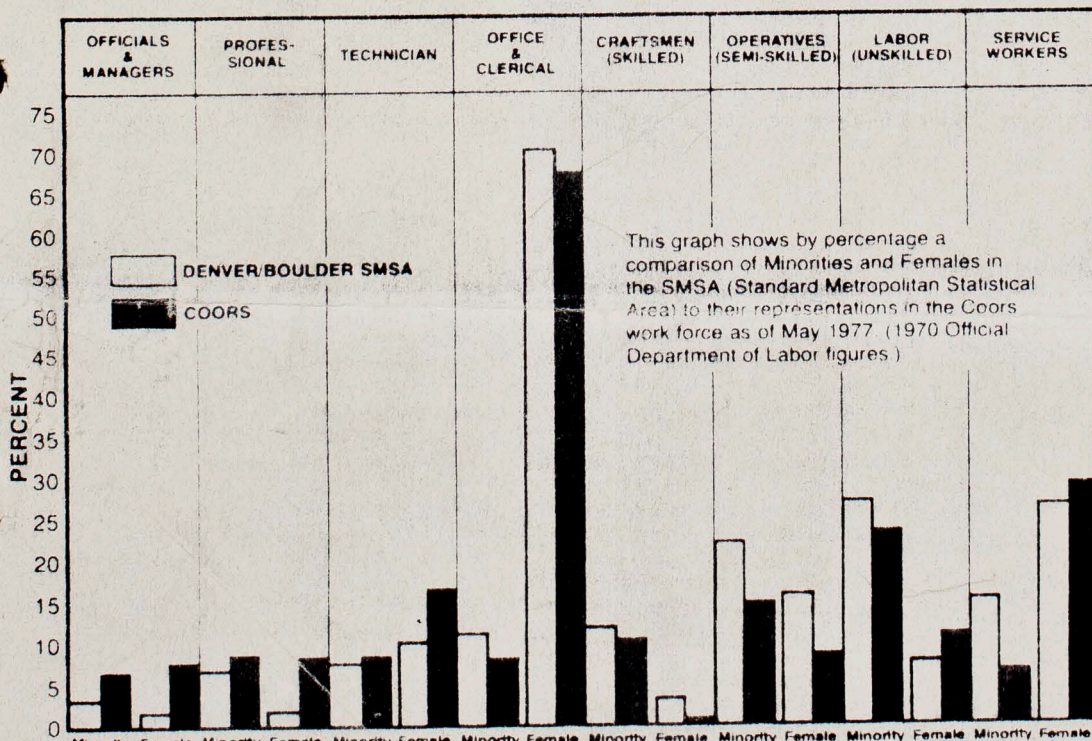
All jobs have been analyzed by their job descriptions and placed in the categories listed above to comply with the requirements of the Equal Employment Opportunity Commission. This data has been compiled as of August 17, 1976.

SUMMARY HIRING PATTERN FOR THE ADOLPH COORS COMPANY FOR THE YEARS 1966 TO 1976 EXPRESSED NUMERICALLY AND AS A PERCENTAGE OF THE TOTAL

YEAR	TOTAL	SPANISH SURNAME		BLACK		FEMALE		INDIAN		ASIAN		TOTAL MINORITY	
		#	%	#	%	#	%	#	%	#	%	#	%
1966	1344	29	2	11	1	55	4	4	0	3	0	47	4
1967	1655	33	2	18	1	56	3	2	0	6	0	59	4
1968	1895	52	3	27	1	56	3	3	0	8	0	90	5
1969	1862	54	3	51	3	54	3	3	0	7	0	115	6
1970	2380	71	3	88	4	65	3	3	0	7	0	169	7
1971	2640	97	4	101	4	80	3	1	0	7	0	206	8
1972	2980	142	5	101	3	105	4	1	0	10	0	254	9
1973	3202	153	5	125	4	150	5	1	0	12	0	291	9
1974	3515	188	5	125	4	214	6	3	0	13	0	329	9
1975	3903	248	6	114	3	292	7	4	0	14	0	380	9
1976	3941	272	7	147	4	501	13	36	1	29	1	484	12

1977 Applicant/Hiring Statistics Minority and Female

- Average rate of Hire for all applicants is 7.6%. This is of all the people that apply for employment with the Adolph Coors Company only 7.6% of them are hired.
- The Rate of Hire for all Minorities is 18.6%.
- The Rate of Minority Applicants is 11.5%. That is of all the people who apply for employment at the Adolph Coors Company only 11.5% are minority 6.0% are SSA individually 3.3% are Black individually
- The Rate of Female Applicants is 22.3% and the female rate of hire is 30.1%.
- One out of four persons hired into the Official and Manager category is a minority.



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3/15/77

FOR IMMEDIATE RELEASE

DENVER--The American G.I. Forum has suspended a long-standing boycott of Coors beer and is actively working to iron out remaining differences with Adolph Coors Company, the Chicano Veterans Organization announced here this week.

The decision to suspend the boycott, which was started in 1968 after the Forum alleged Coors discriminated against minorities, was made by its Executive Board in Oklahoma City.

Ivan Vasquez, Chairman of the Colorado Chapter of the American G.I. Forum, which proposed the suspension, said it was warranted because committees representing the Forum and Coors, which have been working together for several months, have made significant progress in resolving the dispute.

Vasquez said that Coors had established a top-management "Affirmative Action Committee," headed by Joe Coors, Executive Vice-President, to work with a similar Forum Committee for further develop programs in Employment, Education and Economic Development for the Chicano community.

Vasquez said the suspension means the Forum will stop distributing materials publicizing the boycott and, "will leave it to the discretion of its members" whether or not to consume or dispense Coors beer.

Joseph Coors, when contacted at the Golden, Colo. brewery said he was "very pleased and encouraged with the suspension."

"We have been working on an open and positive basis with the Forum and have found its representatives to be professional and positive in attempting to iron out differences between us," Coors said.

(more)

"We feel this suspension is a significant step forward in resolving the issues and developing better communications and outreach programs with the Chicano community," Coors added.

Vasquez termed the work of the Coors and Forum Committees as, "a precedent-setting landmark in establishing working partnerships between the Chicano community and industry."

"The advancement of the Chicano community," he said, "requires establishing formal relationships with the private sector and developing stable, positive, practical programs."

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