

M I N U T E S  
COUNCIL FOR LATIN AMERICA

Steering Sub-Committee Meeting - 3:00 p.m. July 22, 1965, 120 East 56th Street,  
New York, N. Y.

Presiding:	William E. Barlow,	Vision, Inc.
Present:	Henry W. Bagley,	IBEC
	A. DeRosso,	ESSO
	John F. Gallagher,	Sears, Roebuck & Co.
	Henry R. Geyelin,	Chase Manhattan Bank
	Enno Hobbing,	CLA
	Paul Morgan,	ESSO
	John T. Smithies,	CLA
	Richard T. Turner,	CLA

POWELL REPORT ON BRAZIL

Mr. Hobbing, who has just returned from Brazil, reported on the reactions to the Powell report. The Powell report is a survey which was made by Mr. David Powell (on loan from ESSO Brasileira) of American firms in Brazil, their public and community relations, for the American Chambers of Commerce of Rio and Sao Paulo. Mr. Hobbing reported that there has been a very healthy reaction by the American Chambers of Sao Paulo and Rio to the report and that positive action was coming out of it.

One of the suggestions of the report was that the CLA, in collaboration with the two Chambers, should have a man in Rio who would actively instigate, promote and follow public and community relations projects. This man would be paid for by the three entities, but the Committee agreed that the suggestion for and approval of the man should come from Brazil. The Sao Paulo Chamber has established a committee comprised of Mr. Al Close (Carborundum), Mr. Joe Jones (Union Carbide and President Sao Paulo Chamber) and Mr. Juan Llerena (Moore-McCormick) to consider various candidates. The candidate should be one who is well versed in Brazil, speaks Portuguese and has a good feeling for what the Council is trying to accomplish. Mr. Barlow, who left for Brazil on July 22nd, will further review the project with the Brazilian Chambers.

In the Rio Chamber, since they do not have an organization such as Fundo de Agao Social, it was decided to use the American Society, a non-profit organization which has up to now devoted itself almost entirely to social activities, as the vehicle for the public affairs and community relations programs. In line with this, the American Society has already started supporting, at our instigation, a development project in the favelas and most likely will embark upon projects with the Women's Campaign for Democracy, the Christian Sailors Association and with SOPRO ( an organization for promoting small businesses in the favelas.)



Until such time as a permanent representative of CLA is appointed in Brazil, we have secured a voluntary consultant, Mrs. Robert Hammond, a Brazilian married to an American, who is eminently knowledgeable in the field of civic action, to serve as our liaison until the first of the year.

#### MEMBERSHIP MEETING IN CHICAGO, OCTOBER 1ST.

Mr. Smithies submitted a tentative agenda for the membership meeting which will be held on Friday, October 1st, at the Drake Hotel, in Chicago. The program will consist chiefly of reports on the public affairs and community relations committees given in the form of panel discussions to evoke questions and discussions of the audience. The name of various luncheon speakers were discussed and it was decided to try and get some Latin American, already actively implementing the philosophy of the Council. Mr. Smithies will sound out such men as Gustavo Vollmer, etc., for this assignment. Previous to the membership meeting, a conference of the full Public Affairs Committee will be held in Chicago on September 30th.

#### PUBLICATIONS

Mr. Morgan's Committee on Publications will finalize in the next weeks, the plans for a "family look" in all CLA publications, stationery, brochure, etc. Some objections were raised to direct references at the end of each of the items in INTERCAMBIO for further information, as it gave the appearance of undue publicity. It was, therefore, decided that, in order to overcome this objection and also to get an indication of the readership of INTERCAMBIO, all of the inquiries for further information will be directed to the Council's office.

#### IAPA MEETING IN SAN DIEGO

Mr. Smithies inquired as to whether IAPA would accept a substitute speaker inasmuch as Mr. David Rockefeller, their invited speaker for the annual meeting on October 13th, cannot attend. Mr. Morgan will take this up with IAPA. Furthermore, it is believed that decision should be made in the near future on the Council project of awarding annually a prize to the best journalistic report on U. S. business in Latin America because, if this project goes through, it should be announced at the IAPA meeting to which we have been invited as observers. In line with this, if the project should be adopted, it is hoped that the individual CICYP chapters in Latin America would award a similar prize for reporting in their countries and this suggestion should be presented to the CICYP delegations at the Executive Committee meeting in Caracas, October 23-27.

#### SPEAKERS BUREAU

The Midtown International Center of New York, which provides education, entertainment and distraction for foreign students, UN personnel, etc., is reviving an old program of presenting a series of lectures by influential businessmen on private enterprise. Mr. Rodman Rockefeller of IBEC believes that the Council

should provide such speakers. Furthermore, it would be convenient for the Council to form a Speakers Bureau of personalities in the business world who would be available for speeches on private enterprise, to fill requests which we may have in the future.

The meeting was adjourned at 5:00 p.m.