

**NWX-DOC ITA**

**Moderator: Brian Beall  
May 24, 2018  
2:00 pm CT**

Coordinator: Welcome and thank you for standing by. At this time all participants are in a listen-only mode. During today's Q&A sessions for the public, please press star then 1. Today's call is also being recorded. If you have any objections, you may disconnect at this time. Now I'd like to turn today's meeting over to your host, Mr. Brian Beall. Thank you, you may begin.

Brian Beall: Thank you. Good afternoon, everyone and welcome to today's call of the Travel and Tourism Advisory Board. A couple of logistical items for the call today. As the operator mentioned, the lines are in listen-only mode. At certain points throughout the call we'll indicate when the lines are open for the members of the Board to make comments.

During the public comment portion, please indicate that you'd like to make a comment if you're a member of the public following the instructions from the operator. Before I turn the call over to our Chair John Sprouls, I'd like to quickly rundown roll call for TTAB members. (Cedric), if you could please open the lines and I'll go through the names. Are the lines open?

Coordinator: All lines are currently open.

Brian Beall: Perfect, okay, and we have John Sprouls on the line. Margaret McKeough, are you on the line?

Margaret McKeough: I am.

Brian Beall: Great, and we have Greg Stubblefield also here with us.

Greg Stubblefield: Yes.

Brian Beall: George Aguel?

George Aguel: Here.

Brian Beall: Ted Balestreri?

Ted Balestreri: Yes. I'm here.

Brian Beall: Helane Becker?

Helane Becker: Yes, I'm here.

Brian Beall: Henry Cruz? Todd Davidson?

Todd Davidson: I'm here.

Brian Beall: Brad Dean?

Brad Dean: Yes, Brad Dean is on.

Brian Beall: Fred Dixon? Kurt Ekert? Elliott Ferguson? Mike Gallagher? Adam Goldstein?

Adam Goldstein: Here.

Brian Beall: Jim Hagen?

Jim Hagen: I'm here.

Brian Beall: Nick Hentschel?

Nick Hentschel: I'm here.

Brian Beall: Taylor Hoang? Steve Morrissey?

Steve Morrissey: Good afternoon, I'm here, thank you.

Brian Beall: Mary Motsenbocker? Susan Presby? Tricia Primrose?

Woman: She's unable to join, Brian.

Brian Beall: Okay, thanks (Melissa). Olga?

Olga Ramudo: Here.

Brian Beall: Sherry Rupert? Adam Sacks?

Adam Sacks: Here.

Brian Beall: Gary Schluter?

Gary Schluter: I'm here.

Brian Beall: Marty St. George?

(Jeffrey): Hey, it's (Jeffrey), Marty can't join unfortunately.

Brian Beall: Thanks. Bill Talbert?

Bill Talbert: I'm here in Miami.

Brian Beall: Excellent. Denise Thevenot?

Denise Thevenot: I'm here, thanks.

Brian Beall: Great, and Ernie Wooden?

Adam Burke: It's Adam Burke from L.A. Tourism. I think Ernie may try and dial-in but he's actually in France at the moment so I'm not sure with the time difference he's able to join.

Brian Beall: Okay, thanks for clarifying. At this time, operator if you could please close the lines and I will turn the call over to our TTAB Chair John Sprouls.

John Sprouls: Thank you, Brian, thank you so much. Thank you, everybody for joining us. I want to thank you not only for joining us today but for all your work. Believe it or not this June will be two years since this particular version of the Board was put together and to say it has been a very productive two years is probably an understatement.

I've been involved in a few iterations of the Board and I can tell you this is the largest amount of quality work product I have ever seen developed and delivered by this Board. The amount of work and the quality of it has been incredible and usually with ridiculously extremely tight deadlines. Brian and Isabel, I would just point that out. I really appreciate everyone's time.

I appreciate your diligence. I appreciate your participation and I appreciate everyone's leadership. We couldn't have done it without everyone on the call and the folks that have not been able to join us today and I think it has really been a tremendous experience for me and I hope it's been the same for you.

At this point what I'd like to do, we do have one fairly significant order of business. We need to consider the letter that everyone has seen a draft of by our National Goal Subcommittee and so what I'd like to do at this point is call on the Chair of that Goal Subcommittee Todd Davidson to present the recommendations.

Todd Davidson: All right, thank you, John, I appreciate that. I believe many of you are familiar with the situation that is prompting the letter of recommendation from the National Goal Subcommittee, but I do want to afford you some background and I'm going to ask Isabel Hill, who is the Director of our National Travel and Tourism Office, to also assist in that.

First of all, just for the sake of some background from me, the TTAB members will recall that back in December the National Goal Subcommittee did submit a letter that was considered by the full TTAB and adopted by the full TTAB that was about a new 10-year goal for the United States that we could build a new National Travel and Tourism Strategy off of.

And it was a goal that was going to look at both the increases in international visitation as well as spending. Now as you're also aware this spring the National Travel and Tourism Office announced that they are suspending data reporting on overseas arrivals to the U.S. because they've identified data source anomalies.

So with that I've reached-out to our chair John the chair here at the Travel and Tourism Advisory Board and asked for the ability to reconvene our National Goal Subcommittee in light of these data anomalies because our next 10-year goal, our proposed goal from the December letter, was predicated on the data as well as other data sources and we thought we needed to kind of dive into this data a little bit more deeply.

I want to say at the onset that our entire subcommittee, and I won't speak for the full Board, but I will share that from my perspective and from the perspective of the National Goal Subcommittee, we strongly support the NTTO's decision to suspend the data.

We applaud the transparency with which they've approached it with their earnestness in early identification of this and bringing it to the industry's attention, not only the TTAB but other key industry stakeholders and also to their commitment as we note in this draft letter of recommendation their commitment to as we call it restoring confidence in the integrity of the data collection and reporting it as expediently as possible.

So John I want you to know how much I appreciate your agreement that we should reconvene, we should look at these data anomalies and determine what possible recommendations might result from that.

I also want to thank the members of our subcommittee for getting us to this point and especially thank Adam Sacks and Ernie Wooden and Adam Burke with L.A. Tourism for their efforts in helping draft these recommendations and review numbers and data points and the like.

And at this point just to give you a little more context within which these recommendations were formulated, I'd like to ask Isabel to provide a brief overview to the TTAB members that maybe haven't been working as closely with you on these data anomalies as the members of the National Goal Subcommittee have just to provide us a little bit of background and context for where we're finding ourselves right now.

Isabel Hill: Absolutely, thank you Todd and again thank you all for joining the call today and deliberating this important letter that as Todd said addresses the goals for the next 10 years which is a very important decision for the Secretary and for the industry.

As Todd mentioned on April 9th of this year, the National Travel and Tourism Office announced our temporary suspension of data releases on overseas arrivals to the United States.

We took this step because we found that there were some issues in records that we were receiving from CBP. As many of you are aware, the National Travel and Tourism Office works with records on individuals arriving to the United States that are provided by Customs and Border Protection directly to us and we use these records to calculate overseas arrivals to the United States.

As you all may be aware, Mexico and data on Mexico and Canada are calculated separately but we take those records and we filter them for the classification for who are traveling to the United States under the international

definitions of travel and tourism which are those that are traveling for business, leisure, education and those who are staying one night or more.

So we take all those records, pull-out the relevant visa categories, etcetera, and do a great deal of processing of those records to isolate the records and the data that we report to you and in this process we do not count residents of the United States as visitors to the United States. I think that's fairly apparent.

But in our due diligence when we had seen that the records the reports that we were issuing on I-94 arrivals were not in-sync with other data sources that we ourselves were producing and that come from other industry sources.

We looked into what the reason for that might be and after working extensively with our partners at Customs and Border Protection, we identified that there was a problem where some visitors who were not filling-in the lines that asked their residency were being miscoded as U.S. residents.

So if resident was blank, the kiosk was defaulting to U.S. resident and what that meant was that we've identified as many as 4.5 million records that could have been affected by this.

And therefore, since they were coded as residents of the United States, they were taken out of our count of visitors to the United States which means that there is a potential significant undercount of international visitors to the United States for 2017. Some of these issues can be attributed to errors in the automation process.

We've identified some other challenges which we are also working through particularly with respect to the nature of residency data. We are engaged with the Bureau of Economic Analysis that uses this data to calculate the balance



of trade and travel services which is where the national goal financial goal comes-in and so they are working with us.

We will continue to work closely with our industry partners at (U.S. Travel Brand USA) and others on the Travel and Tourism Advisory Board as we move forward to resolve this issue as quickly as possible and resume publication of that arrivals data so I would like to really from the bottom of my heart thank the Travel and Tourism Advisory Board and the members of this subcommittee particularly for your assistance in working with us through this process.

We look forward to resolving it in the foreseeable future and I hope that, you know, upon the appointment of the new Travel and Tourism Advisory Board, those members will be ready for evaluation. If there are any questions, I'm glad to take them, Todd, during the open deliberation period.

Todd Davidson: Beautiful, Isabel, thank you very much and thank you for presenting that when I know you're not feeling really, really well. I like the Lauren Bacall thing on you though, I do want you to know that but so jumping back into the letter, you get an idea now for the context and the NTTD team met with the subcommittee members and walked us through a very detailed explanation of what was happening with the data anomalies, what the sources were.

And so we had an opportunity to do a very deep dive into the causes as were brought forward to us by the NTTD and as a result of that you see the recommendations that are formed here. Now one of the questions you might be asking yourself – may be asking yourself - as a TTAB member is what I kind of affectionately refer to as the why do we care?

You just heard from Isabel that this is very important. I agree. I think this is incredibly important and the two reasons that are really cited within the letter as to why taking this up as a TTAB issue and elevating it to the level of the Secretary of Commerce that are spelled-out in the letter are these.

First of all, the accuracy of the NTTO's data is essential and not only to us as travel and tourism industry organizations but there are a host of government agencies that depend upon this information to help inform policy decisions so you'll note for example that these data anomalies are going to result in material understatement of U.S. exports and gross domestic product as well as an overstatement of our trade deficit.

So when you stop and think about all the conversations that are going-on around trade policies whether they're unilateral, bilateral, etcetera, all those trade policy conversations are being built upon an estimate of national GDP, our national balance of trade, any trade deficit and because of the data anomaly, there is a material understatement of the value of the travel and tourism industry to our balance of trade.

The other is this you know, accurate data is essential to ensuring that the U.S. travel and tourism industry remains globally competitive. Without that reliable information, it is absolutely impossible for us to be able to properly assess competitive market conditions, any kind of forecasting trends, market share analysis, a host of other data points that we in the industry use to compete around the world.

So we've already heard the report and we've seen the work from the Visit U.S. Coalition that's talking about how the U.S. is losing market share, a position we have not found ourselves in for a while, so good reliable data so we can do the best possible forecasting and adaptation of our marketing plans

to what's happening with market trends and consumer trends is obviously vitally important.

So with that, let me give you a brief overview of the recommendations because each of you has had time to review the letter and I understand from Brian that prior to this meeting there had not been comments or any questions that have been submitted for me to necessarily review here so I'll just move through the letter and then I'll turn it back over to you, Brian.

As far as the recommendations go, as you heard from Isabel, there's different data points that are being collected by CBP and reported to the NTTD to utilize in their analysis.

We believe that, at a minimum during this interim period of time, that we are trying to reconcile the data anomalies with the country of residence data, we have an opportunity to look at country of citizenship arrivals to at least give us perhaps an estimate of visitation but certainly a trend line too and some additional market analysis.

So we would like to see that embraced and that's why you see that called-out as analyzing the utilization of country of citizenship arrivals as a primary data source.

Really as a substitution at least during the interim for country of residence data, it's data that is immediately available. It is verifiable and it's going to be able to meet the needs of the stakeholders at least during this interim period.

Number 2, as you heard from Isabel right now, there's currently a default in the kiosks for the United States so if they don't fill-in that field as they're moving through the automated kiosk - passport kiosk control - it will default

to the United States. That could be contributing to this anomaly and we believe that that default should just be removed and it would become a field that you would be required to actually enter and choose what your country of residence is.

The third is the allocation of additional funding resources to be able to enhance and modernize the data collection. There were several other elements of the whole data collection process that became apparent to us as the National Goal Subcommittee and we believe there's some opportunities here to enhance that.

There will be some resources that will be required to do that. We talk about some of those within the specific recommendation, but one of the things that we've all talked about in the industry is sometimes the delay in reporting the data and one of the contributors - one of the primary contributors I should say - to that delay is that we have two of our territories that are still collecting paper forms rather than doing it electronically and again you see those called-out here.

We're hoping for an opportunity to modernize the system fully so that we not only are getting accurate data but we're getting accurate data in a more timely manner. The fourth is aligning the CBP and the Department of Commerce missions to balance national security and economic security.

This is really going back to the National Travel and Tourism Strategy that we're still currently operating within that talked about this whole of government approach that there's an alignment within the federal government in total around how we can increase and enhance America's competitive (unintelligible) in this case as a travel and tourism destination.

But we believe that understanding that both Department of Commerce and Department of Homeland Security are working in this space to not only preserve our national security but have a vital role in enhancing our economic security as well. As a result then you see the last recommendation is to delay the adoption of our revised 10-year international goal.

We just believe that's prudent and that's a pretty straightforward recommendation I believe to just say until we have these data anomalies addressed, we would ask that you delay the adoption, allow us to work through this process with our good colleagues at the NTTD and come back with a revised recommendation for a visitation goal and a spending goal.

So with that John, my closing thought is just this, again my thanks to not only the member of the subcommittee for their work on this letter, I want to give a very special thank you to Isabel and her team at the NTTD for the briefing they provided us and again for their timely response to this and their transparency throughout as we move forward.

And then finally a special thank you to our colleagues at Brand USA, U.S. Travel and others who also were there and advising as we were talking about the data anomalies themselves and how to best move forward, so again Isabel, my thanks to you and your entire team for your great work on this and with that John I will turn it back over to you.

John Sprouls: Thank you, Todd, and thank you for that presentation and Isabel, thank you to you and your team as well as well as the subcommittee, I mean, it is, it's a tremendous amount of work thinking about what you know, feels esoteric but yet it's vitally, vitally important to the work that we do so I think it's an important recommendation that we need to get before the Commerce Secretary.

At this point I'd like to see if we could open the phone lines and see if there are any questions or comments from Board members with respect to the letter.

Brian Beall: And this is Brian and as we go through this part of the agenda, just a reminder that this is for TTAB members only to provide comments at this time and also TTAB members who do wish to comment if you could please say your full name, it'll help with the transcription process. Thanks.

Coordinator: All lines are currently open.

Brian Beall: Thank you. Any questions.

Bill Talbert: This is Bill Talbert. Does anybody have an idea how long this process will take because we're kind of all stepping-back and waiting for the funding and then the changes and just any sense of the timing?

Isabel Hill: Excuse me Bill, this is Isabel. We are still in the diagnostics process. It is therefore difficult to know what the end solution will be. I think one of the things to point-out is that there's sort of two processes ongoing at the same time here.

One is the diagnostics around the challenges with the data that we have received and the next is the capturing of the opportunity to work with CBP to automate this process and draw the data down in a new and different way which we believe will provide not only better and more accurate data but also provide it in a more timely fashion.

So we have both of those ongoing processes which I believe are in keeping with the recommendations on the table. I wish I could give you a date certain

that that would happen. We're optimistic that it will be done hopefully in the early fall but I don't want anybody to hold us to that. I'm just putting it out there because we've put that as a very ambitious goal between us and CBP.

So we will keep you posted absolutely as we make progress but I'm sorry that I cannot give you at this time an answer to that question.

Bill Talbert: Thank you, thank you.

Ted Balestreri: This is Ted Balestreri from Cannery Row Company. One of the things was the five-year goal to increase by \$20 million tourism. When will we have a new baseline you think of the accuracy of how we're going to measure real tourism inbound to this country? What do you think the timeframe of that so we can measure our success?

Todd Davidson: Ted, this is Todd Davidson and I invite my colleagues at NTTD to add to this as well but I think that's part of the diagnostics that are currently being undertaken by NTTD because they're looking at what it might take to address the anomalies.

They're, you know, they're looking at the data and looking at the revisions that they have to make to the current estimates so there's quite a bit of diagnostic work that's going-on there so that's you know, until that diagnostic work is completed and as I just heard from Isabel we don't have a date certain on when that will be completed yet.

I can assure you based on my conversations with them moving forward very expeditiously because they appreciate the importance of this to us and to the entire industry and the national economy for that matter but we don't have a date certain yet Ted on exactly when we'll have a new baseline.

Isabel Hill: Exactly Todd and what I can say is that when we correct this issue, we will then be able to have our baseline. I think the good news here is that what we can all anticipate is that we have achieved far more than we thought we had so that's the good news.

Ted Balestreri: Thank you.

John Sprouls: Any other questions or comments? Hearing none, I'd like to bring the letter to a vote of the Board. If we could do it by voice vote, if it is close obviously we would just poll everyone but all in favor of adopting this letter and sending it on to the Secretary of Commerce, please signify by saying aye.

All: Aye.

John Sprouls: All opposed? Terrific, the letter will be delivered. Thank you very, very much. At this point I'd like to call upon Isabel to give us some updates on the NTTD.

Brian Beall: And operator if you could please close the lines, that would be great.

Isabel Hill: Thank you, John. First, I'd like to really thank the Board for your engagement and your advice on this issue that and we will be sending that letter forward to the Secretary.

As we mentioned, we will be using this data in consultation with the new Travel and Tourism Advisory Board to ensure that the goal that is set by the Administration is in fact responsive to the Secretary's request for an ambitious but achievable goal for international arrivals and for expenditures so I know that everybody anxiously awaits that date.



Second, given that this is your final meeting I really want to express my sincere appreciation on behalf of the Department of Commerce for your dedication and your commitment to this Board throughout your term.

I think as John said the quality of the work here has been extraordinary and I know it has been very challenging to produce that level of quality work to say nothing of the quantity under the deadlines that the Secretary gave and John I hear you loud and clear.

We will give some additional (advice) to the Secretary looking forward on the timeframe but time and again you all have responded to requests from the Secretary with recommendations that are thoughtful, that are focused, that are actionable and you should be proud of the work that you've accomplished.

I want you to be assured that this work has helped us set the priorities for our office during this time and our engagement with our interagency partners many of whom I think are on the line today.

I know that Undersecretary Kaplan is looking forward to working on these priorities and to helping to move our agenda and recommendations forward through the Tourism Policy Council together with the Secretary so let me touch base on a couple of the issues of interest to this Board.

I want you to know that we have been moving forward on the hurricane recovery efforts. We've been working with FEMA and the Economic Development Administration to focus-on the recovery of the travel and tourism sector and to develop standard operating procedures for disaster recovery.

Chris Thompson and I traveled to Puerto Rico and met with the Governor, with his cabinet, and with private sector travel and tourism leaders to understand the status of their recovery efforts and to hear what they think is necessary to accelerate their recovery efforts.

And I think many of you know that during this period our own Brad Dean has taken the reins in Puerto Rico so we have a very, very good partner there in their new marketing promotion organization and we will be following-up with that.

We are completely engaged with FEMA and with the Economic Development Administration as far as looking at the recovery and some of the underlying structural issues that need to be resolved in order for Puerto Rico to move forward with their goal to become a world-class destination.

And similar work is undertaken with the U.S. Virgin Islands who are now open to this engagement. We've been meeting with industry associations on the needs of their members and advised on how to best engage the private sector so I want you to know that we have taken that advice onboard and are executing against it.

Additionally, you all made some recommendations on how we should market the welcome which is a very, very important part of what we need to grow international travel and tourism to the United States so specifically you asked the Secretary to create an interagency working group for communications to help brand the United States as a welcoming as well as safe destination.

So I want you to know that we've been meeting with the Department of Homeland Security and the Department of State who are again I'm sure on this call to outline both the channels of communication and top-line messages

that we can be delivering not only here in Washington but in our missions around the world.

And we've asked Brand USA for their assistance with messaging so they will be integrated with this process moving forward so that we can make sure that this is a coordinated effort and then we will be taking that communications plan forward in the meeting of the Tourism Policy Council which we expect to happen later in the fall.

Also you gave advice to the Secretary on the prioritization of biometrics as the most important effort to both increase our security and to facilitate travel to the United States which was I think a hallmark of the work of this Travel and Tourism Advisory Board over time.

And as you all are aware from the demonstration that we gave you, CBP has been doing extraordinary work with airlines and airports testing facial recognition technology and I know John you all in Orlando have really stepped-up in partnership.

And we are working with DHS to connect them to the private sector to communicate the benefits of this technology and to encourage this kind of partnership. We've also worked with the World Travel and Tourism Council to help make this a priority for their organization and also connecting them with Customs and Border Protection to leverage this for the goal of an international and interoperable system.

So we are also going to actively engage with the World Economic Forum, their technical group which is looking at models working with travel that can expand this kind of facial recognition potentially to the private sector as well.

And since private sector support will be key in this area because of the need for investment and infrastructure, we really look forward to continuing to work with the Travel and Tourism Advisory Board and the private sector to advance this agenda.

And lastly as you know your advice on the national goal is not going to be forgotten. That work is going to serve as the basis for this area moving forward. It is I think wise to pause on the adoption of the specific goal until that goal can be assessed and until the system of monitoring progress as Ted mentioned is securely put in place.

So I hope you all feel that the work that you all have done and the advice that you have given to the Secretary has clearly informed the priorities of our office and guided our work through this transition and that it is going to have a lasting impact and so speaking on behalf of my team and our agency and our interagency partners, we cannot thank you enough.

And for those of you who are interested in continuing to work with us, the Federal Register notice announcing the opportunity to apply for the next Travel and Tourism Advisory Board is going to be published on May 29th and we do hope you will consider applying for the next term as we continue to provide your advice to strengthen the competitiveness of the United States in travel and tourism.

That application window is going to be open until 5:00 Eastern Daylight Time on Friday, June 15th and Brian will share the Federal Register Notice with you once it is published and with that I will turn it back to John.

John Sprouls: Thank you Isabel, thank you so much and I would reiterate those of you who would like to continue your experience, please don't miss the window and an

opportunity to apply to be part of the next round of the Travel and Tourism Advisory Board.

At this point we will open-up the phone lines to see if there are any public comments. Brian, we haven't had any notice of any public comments, is that correct?

Brian Beall: That's correct, John, no one from the public indicated their intention to make a comment during the public portion but at this time we can open-up the public portion comment portion and operator if you could again remind members of the public that would like to indicate they'd like to make a comment on how to do that, that would be most appreciated.

Coordinator: Sure, as a quick reminder if you'd like to make a comment or ask a question, please press star then 1. Remember to unmute your line and record your name clearly when prompted. One moment to see if we have any questions.

Brian Beall: Thank you.

Coordinator: Yes, (Aaron), your line is open.

Brian Beall: (Aaron) we can hear you.

(Aaron): Oh, you can hear me. Okay, this is Aaron Wodin-Schwartz with Brand USA. I apologize for my voice. I'm in a cab from Dulles so I think the service was choppy there. I just wanted to first of all you know, thank everybody on this Board for your engagement with Brand USA over the last couple of years on this current letter and all of the workstreams that the board just outlined.

And in particular on this latest letter we wanted to also express our appreciation to the NTTO team for the transparency and proactiveness and thoroughness of how they're approached the anomalies in the data and the subcommittee on the national goal for so quickly turning around a new recommendation letter, you know, based on those anomalies so just, you know, gratitude to everybody for that and congratulations.

I also just wanted you to note I think it's a good letter and from our perspective we look forward to the resolution of those anomalies as I'm sure we all do in the destination marketing space since your residency data is very important for us because it really tells us about the market characteristics, where people are coming from and our ability to measure our impact in the market.

And so we're excited that there is an aggressive timeline and that ultimately these will get resolved and so much appreciation for that and for all of the other work that everybody's done. Thank you.

John Sprouls: Thank you. Any other public comments?

Coordinator: Our next question comes from Mike Gallagher. Your line is open.

Mike Gallagher: Hey there. I just got back from Denver and landed so I heard about half of what you talked about there and so I appreciate everybody's work. I think I understand what we're doing here and sure appreciate being on the phone with good folks trying to do good things so thank you.

John Sprouls: Thanks Mike.

Coordinator: Showing no further questions or comments.

John Sprouls: Okay, I think we can close the phones and I would just, you know, as by way of summary before I turn it back to Brian, I would just like to reiterate sort of where I started. It has been a very fast two years. It has also been a very busy two years. I'd like to thank everybody. I think this Board has done some awesome work, great quality, great quantity, tough deadlines.

I'd like to thank you for your time and for your commitment. I think this is very important work when you think about the fact that about one in every 10 Americans works in our industry. What we do here and how we promote the United States and how we grow jobs and grow our economy is critical to the United States.

I'd also like to thank everybody for their friendship. It has been a very fast two years and I just want to say to everyone I have been honored to serve as your chairman. Thank you so much for having confidence in me and for supporting me and making me look really, really good.

Isabel Hill: Thank you, John.

John Sprouls: Okay, Brian, I'll turn it over to you.

Brian Beall: Great, thank you, John. Thank you John, Margaret and Greg of course also for your excellent leadership throughout this process on the TTAB. We couldn't have done it without you and it's been a pleasure to be the designated federal officer for the Board and to get to know all of you better as well.

So with that I think we've reached the end of the meeting. I will be in touch with the information as Isabel said about the Federal Register Notice and once

it publishes and we really appreciate your time and attention this afternoon and with that, the designated federal officer will declare the meeting closed.

Coordinator: Thank you and that concludes today's conference.

Brian Beall: Thank you everybody.

Coordinator: Please feel free to disconnect.

Isabel Hill: Thank you.

Brian Beall: Thank you, John.

John Sprouls: Okay, bye bye.

Coordinator: Speakers, you may standby for post-conference.

END