The Travel and Tourism Advisory Board

July 13, 2012
8:30 a.m. - 10:30 a.m.
Dearborn, Michigan
The Dearborn Inn

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Dearborn, Michigan

Friday, July 13, 2012

8:30 a.m.

- - -

MR. DAVIDSON: Well, I'm going to --

just my quick rewind is to -- I want to be here, sure, and publicly thank all those that stepped up to our ship of seven committees and you are already at the meeting conference. You are already doing the work to keep our initiative moving forward outside of our regularly scheduled quarterly meetings. That's the legacy of this Board; it is a working Board. It is an engaged Board. None of us here will -- to add anything, because we truly believe, we help the people for this nation's economy. We do that through our Congress within the U.S. Travel and Tourism Industry. We are also blessed to have some dynamic federal partners who support us, actively engaged with us. You may recall, you know, last week when we were together, the Discover American Pow-wow, I made a comment having just returned from Japan and hoping that we could help, you know, move this idea of global entry reciprocity with the Japanese government forward. I said that in my opening remarks. We followed that with the objections. By the time we got down to Douglas, who if you don't know is the Department of Homeland Security, he
had already texted the Homeland Office and commented they
should -- if it wasn't already in, they should find a way
to feed this into the President's comments when he met
with Prime Minister Noda that week, he did and those
remarks were included and on Monday, Douglas -- Monday
following their summit, he emailed me in the Minutes that
and that President Obama President Noda had a reciprocity
kind of support.

United States has not been resting on
its laurels, either. I mean, I'm hearing all kinds of
reports about how China, under a week, they processed 25%
more visas to date than they did last year at this time.
If I were to -- M-Visas have been -- I'm sure have been
even more updates. As we move forward, they developed a
50 States Promotional Campaign in the Department of State
specifically designed to drive traffic, to drive
U.S. Discover got coming. So, federal agency direct
literally U.S., a non-profit direct marketing
organization moving forward. I just could not be more
excited for our work. It is just amazing energy. There
is a lot of energy.

As we move forward, I want to make sure
I've provided some information that will continue to be
useful to you and continue to do that. So, as we move
forward to do -- we will continue to start hearing
updates from our federal partners, but also start hearing
subcommittees all informed of the work that's occurring
there, here, as familiar with the opportunity to discuss
those action plans as we discussed, as we -- too, I want
to make sure, I -- (inaudible) -- USA, all of you are
aware that Jim Evans has stepped down as CEO of Brand
USA. Jim is an incredible CEO, great start-up guy for
that corporation, help build the corporation, key
organization. They are now in a period of transition.
Carol Wallace, CEO of Visa, California Tourist commits --
has assumed the role of Interim Director. She made it
very clear, she was also selected Board Chair of USA
Board. She has no desire to serve as both roles. I
know, she told the group, they should be planning her
farewell party. She's only going to be there for a
couple months. To move this transition, they are
undertaking an executive search, and so, we will all have
the opportunity to stay informed on that as it moves
forward, but I have great confidence, you don't know
Carol Wallace. I have amazing confidence in Carolyn's
abilities focused on the processes internally and
relationships with Congress, Department of Congress and
Commerce and our other federal agencies. She is very
committed to fund raising. She is well aware the clock
is ticking on this two for one match opportunity we have.
By the way, I would reinforce, again, to this group, it is an opportunity for us as TTAB to get that message out about opportunities to reference this match before September 30th, when we have this two for one match. So, anything you could do within that corporation, remember, we all represent constituents as FTTI. We are all representing constituents, have an opportunity to -- them to have opportunities to help reference supported brands of USA. Carol has also led the team, so, to what, I believe, some of you may be aware of already, comments and questions from Senator DeMint and a few other Senators regarding the commencers and at Brand USA. There were questions that have been raised. Carolyn has led that team in responding professionally, thoroughly, transparently and even deadlocked two Senators' comments. So, we are still waiting to hear back that Carolyn is going to be able to move that process forward and navigate any of the concerns that are there for the Senator and for any of his colleagues to (inaudible).

They also had great success in their initial launch of their advertising campaign, so, you know, early they launched three, VA, Canada and in Japan. What I've been told so far is intent to visit, you measure pre-launch and post-launch. Intent to visit in
Japan is now 59% to 67%. In the U.K., it is 51% to 57%.  
Canada found -- is in process right now. I don't have
those views in Canada in terms of "intends to travel;"
but if you look at some of the deeper subtle measures
that already have been captured, we are seeing 5% to 11%,
12% positive swings in, like, American Team Adventure,
welcome in Werner (sic), Jetica (sic) (phonetic) may with
limited possibilities, a place that has something for
everyone.

So, we are seeing swings in 5% to 12% in
terms of their image. This is an associated campaign.
So, we feel very, very positive about the message of
going to places on our behalf, truly increase and
branding an umbrella campaign, all be in position in
product destinations. Underneath, I'm very excited about
it. 1.6 million care for people, 660,000 visitors on
discover.com sends the launch of the advertising
campaign, 14,000. Donald's land -- Treatsong (sic) is
over 450,000 views on the Discovery American U-Tube
Channel. There they have already 64,000 Facebook and
following them on Twitter. Again, there is an another
opportunity for TTAB to encourage our customers as well
as our constituencies to engage with Brand USA on Twitter
and help build that infrastructure as well. It is really
awesome to be able to share these kinds of numbers with
you as a result of these 360 days of -- (inaudible) -- so far increasing.

I would like to add a personal note of professional congratulations to Jenna, because Jenna as you may know now has been promoted to Director to Office of Advisory Counsel.

Jenna, we are incredibly proud of you, working with you.

(All in attendance clapped.)

It is now my pleasure to turn the microphone to someone who is not a stranger to many of us. She has always worked the room and introduced herself to all of us, so, it is my pleasure to turn the microphone over to Dr. Blank.

Dr. Blank is serving as Secretary to the Department of Commerce, and she is no stranger to that role. I let Dr. Blank -- when I served on the previous Advisory Board and under (inaudible) leadership and we were presenting our final batch of recommendations to the Secretary and Secretary Locke who has just been appointed recently to become Ambassador to China, Dr. Blank has assumed the role of that Secretary and was very engaged, very well briefed. She just knows, you will know and appreciate the role of Travel and Tourism Advisory in the U.S. and we are very honored to have you with us,
Dr. Blank; welcome to the Travel and Tourism Advisory

Board.

DR. BLANK: Thank you.

Get this out of the way. It is
dangerous.

Let me just start by saying, thank you
to everyone here on the Board. I know, you have been
doing excellent amount of work. We have been tutting
(sic) together, travel and tourism strategy, folks, at
the center and back, and I know, you do this -- well, we
don't do it for pay, and I don't know, you don't do it
for the wonderful meals and meetings that, that's coming
to you, too. You come here because you are really
committed to this whole area.

So, thanks for all your involvement, for
what you have done and what you are going to do.

As some of you know, my dad actually
spent, you know, 25 to 30 years in the travel and tourism
industry, so, I sort of -- I -- it's really fun to be
part of Commerce when we are writing travel and tourism
strategy and drafts. I mean, I'm not sure, they expected
me to take and -- and do a lot of realtime edit, so --
But I hear a lot about this issue, and I'm delighted to
see this ability, that it's getting even a -- Too few
people in this country understand and realize the
importance of travel and tourism to our economy and that's one of the main messages that we, at Commerce, have to get out with your help. So, it is great to be here, in Dearborn. As a Commerce Congressman said, "I'm sort of at home." I spent almost ten years at University of Michigan. My daughter was in grade school. We came out to Henry Ford at least two or three times a year. It is so much fun to come here. I'm glad you all had a chance to visit. Come back. I know, you have a full agenda with a lot of stuff, full committee reports. Let me be relatively brief. Let me apologize in advance. I have to be over at the Grand Opening of our first satellite of U.S. Patent Office, in downtown Detroit. I'm going to be leaving mid-morning for that.

As you know, the strengthening of the economy and creating more jobs is the number one priority of President Obama, and all of us in the administration, we have had 28 straight months of private sector job growth and created 4.4 million new jobs, but we have a lot more work to do for our economy to get back to the same level of growth that it is at for -- and a group and levels of growth and activity that we really want to say, you know, "We really are back where we should be." One of our strongest sectors and it is one of the reasons I think that our activities of this area are paying so much
attention is the travel and tourism industry which does continue very strongly and playing a key role in economic growth and job region. So, I'm pleased to announce today that in May, this is the new date that has just been released; international spent nearly $14 million in travel and tourism-related activities within the U.S. That's $1 million, 8% more than in May of last year, and it marks 28, 29 straight months of growth in that data. That also means that you are on pace for a record setting year with international visitors having spent over $68 million so far, up 12% here in the last year. We have already also recently announced that the actual amount of actual visitors to the U.S. is up from last year as well as those, again, are widespread: Eastern European visitors up 13%, African visitors up 20% and Asia up 26%. So, a time when a lot of U.S. industries are growing more slowly, tourism is really one of the high road, bright spots in the economy, that it's clear, that's one reason why we need to be moving forward with Brand USA and all of the earth, you -- all of you talked about in subcommittees yesterday, this is one of our clear national strengths. We have to find out how we build on that strength to help businesses create more just, therefore, work we are doing today is as important as anything that we have. I hope that all of you are as
excited as I am there for the potential where the
National Travel and Tourism Strategy can lead.
President Obama charged us with a goal
that is ambitious and reachable, the 100 million annual
visitors spend $250 billion annual dollars in the U.S. by
2021. I know when I first heard about that goal, I said,
you know, "How crazy is this?"

MR. HYATT: We are.

DR. BLANK: I know. I don't mind
ambitious goals. I want a goal. At least, you can do
right and at least, you can do that, and you know, we
talk some about it and it's intense, "We really can't do
this!"

Here is how you can put the numbers
together. This is something not -- you know, there is no
question that it will take work and focus on the part of
many of us in the room and it is something I think, we've
got and can be waiting for some -- I know, some register
stress free, grossly, five elements promoting U.S. by
encouraging travel and tourism from abroad as well as
engaging more Americans to travel, enhancing travel and
tourism increase with which visitors are greeted. The
U.S. State Department is involved in that progress and
offering greater in consumer service and visitors'
experience to achieve a higher rate of customer
satisfaction. Coordinating cross agencies isn't -- to make the most of the federal government to the sourcings and I do say, I think, we are more doing some of that coordination much better than we have in the past, you know, as the strategy is moving forward.

Finally, measure the results such as the intent to travel that I talked about. That will empower all of us to talk about, you know, what we are doing, why we are doing it and what the successes are coming out of it. So, before I turn the floor over to Ken, and the others, let me hone in on the issue of exports. You all know what most people don't realize, that for visitors, increase America exports, because they are foreign respondents' goods. That's the definition of "exports," especially for tourism. Tourism translates to reduce trade deficit and increase in export dollars. Everyone knows that, but almost no one else does realize the strategy.

I was doing some press interviews and it is always -- I sort of use that line, increases in foreign to tourism means foreigners find exports. That's good for U.S. You always get the journalists on the Hill on the other end of -- on the radio saying, "I never thought about it."

You know, it is something, you actually
need to talk about. It is an education. You need to be doing one of our priorities at the Commerce Department as, again, I heard about the -- go with the National Export Initiative. National Export Initiative said, the goal in 2009 is to double exports by 2014, and we have already made very strong progress on that last year. We had an all time record of $2.1 million in U.S. exports and our services exports reached $606 billion with travel and tourism-related exports representing one-fourth of that, biggest part of services exports. Most important, you have seen a number of exports that supported job increases by $1.2 million between 2009 and 2011. This is one of the real drivers of the job growth given the economic slowdown in Europe and where it's going to be challenging growing as strongly, exports growing as strongly in the next year. That's time and energy in national tourism strategy, because this is one of the ways we can achieve not just one of the goals of travel and tourism strategy, but as well, by increasing foreign tourism even in the face of challenges such as the current crisis, tourism crisis.

In addition, the work we are doing at TTAB is going -- in addition to the work as doing -- as house counsel going as federal government, it is our room that does the coordination across government.
Next week, I'll be Chairing a meeting of that council where the council agencies are going to present updates on their progress and implementing the "national strategy" in their agencies. They will then organize Senators to what you have done here and then focus on the strategy and we are going to pin down very specific amendments from each agency as we move forward in order to meet our goals. So, federal government side, I hope, we will be working in close partnership with you by September. Our expectations in each agency is going to be action plan complete with deadlines and defined metrics that's going to take us through the next fiscal year, so, we will know what the federal government is doing and how that will coordinate with the efforts of you and other groups. It is critical of the groups that all the subcommittees, boards that which have a lot of overlapping interests work together.

So, again, thank you in advance for what you are going to do.

Oh, thank you for being here in Dearborn. Thank you for all the conversations in the work moving forward. We all know how important travel and tourism is for our economy and all we need to do is get that message out to everyone out there who is not --

So, let's be about doing that.
Thank you.

(All in attendance clap.)

MR. DAVIDSON: Dr. Blank, thank you, again, for joining us this morning in the Commerce by trade.

You've got to love her. She makes it all really understandable for those of us who are not in Commerce.

Thank you, Dr. Blank, for being here, for your enthusiasm.

And Mr. Hyatt, I will turn it over to you for you to go into more detail for us. So, how the National Travel and Tourism --

MR. HYATT: Great!

I'm happy to be here. I'm sorry, I missed many of you at the international pow-wow. I am given a choice by my wife attending the important personal meeting to which she needed to go which would be currently quarter of my marriage is very good about communicating to me, travel and tourism is the most important part of my life. I did not get actually to the pow-wow, so, I'm delighted to be here, back in the saddle, so to speak. So, let me give you just a brief update on both the strategy and also, the various activities of Commerce to travel and tourism interests.
Dr. Blank mentioned that travel and tourism is 25% service exports. I'm allegedly responsible for all the service exports. The reality is that I spend at least 75% of my time on travel and tourism. Those other services seem never to get much attention, but nevertheless, three, four or five different parts I'd likely -- just briefly, one, the implementation strategy, obviously, individual agencies continue to work implementing strategy; even while people are writing out section plans, you are going to hear around the table various activities which are under way.

We are meeting next Friday with a Tourism Council Meeting. For those of you who don't know, the Tourism Policy Council is this inter-governmental policy council that coordinates the activities of various agencies, and I think, leads strategically the efforts of the federal government. We have four working groups which, I think, mirror parts of what you are doing, ease of travel, more promotion, research. We are creating a new group, "Visitor Services Group" to pick up that part of "national strategy" and I think, what is most important is that as we staff the chair positions of those various groups, the people who volunteered were very senior people from around the government. So, Suzanne is going to be
Co-Chair and Douglas is going to be Co-Chairing. A number of Under-Secretaries are Co-Chairing and this is again, very light to us to see that the level of focus and the level of senior focus remains very high on this, because as you know, the strategy is an interesting document, but it is implementation of strategy is what it is all about. So, I think, from our perspective, we are seeing a very high level of energy and very high level of momentum to drive this forward, very committed about this.

Sitting in the meeting yesterday, the intersection about what a TTA Meeting will do and how it will feed into that, I think, it is again, the energy, enthusiasm. It is there. It is a strategy.

Second, we are as many, spending a tremendous amount of time in Commerce working on Brand USA. I think that coordination between Brand USA and the federal government continues to improve. We put in place over the last couple of months government-wide calls where different agencies are talking with Brand USA about what Brand USA's plans are, making coordinations, working very well with Carolyn as she assumes this interim CEO role. We have been working very closely with them on the development, or I should say, the finalization of some of the policies or contributions.
They came to us about four weeks ago with a set of new ideas, new marketing programs, asking, "How would you guys value these? How would these contributions be considered?"

And over the past couple of weeks, with the assistance of a number of people from around the room, I think, we are at the final stage on those drafts and back and forth. Even we went back and forth even this morning and so, I think that Brand USA by Monday of next week will be able to come out with some final policies and I know, people have been remembering working on this. In addition, we are in the process of the appointments and/or reappointments of the four -- of four Board seats for Brand USA which will turn over in September of this year. We had a Federal Register Notice which again, some of you might know closed Tuesday of this week, three of the current Board Members asked to be reappointed, of course, very seriously considered their applications and we are likely to move very quickly to make the decisions about appointments, reappointments as expeditiously as we can and President Blank will make that decision with Department of State and Homeland Security. We are moving forward on those appointments.

Third, this survey which again, I know some people are going to talk about later, the airline
survey, the in-flight service and let me give you an update on what we are doing with it; obviously, recognizing the importance of data and research, some of you might know, I used to be manager and consultant on sort of like, data and research. One of the things that we are exploring is, "Are there more technologically efficient ways of gathering the data in the survey?"

People survey is still a paper document handed out in a Departure Lounge, and people are filling them out in Departure Lounges and/or home planes. Obviously, as these developed, there is this question around and as the I-Pad developed, "How do we use technology to dramatically increasing data efficiency?"

It has efficiency benefits, but also, sample size potential benefits.

We are testing, starting within a week or two, the delivery of the survey through smart phones, through I-Pads, et cetera. We have taken it in both, English and in German. They've agreed to test it on a number of flights. Starting in two weeks from now, we will begin to explore how more effectively this technology can gather information. This is, again, a step, but it is really not the answer to the research problem, and so, we will -- I think, I will sort of say, we are delighted to be working with you on this issue and
I'll leave it to Rossi to talk a little bit about the TTA Meeting, what the role of TTA is going to play, but we are, again, looking forward to collaborating on a more fundamental rethinking of "What are the data research needs? What are the most effective ways to gather that data?"

Let me -- I'll sort of defer to you to talk about it a little bit more.

I guess, finally what I would just say is Dr. Blank was modest in her contribution to the strategy. I think, we, on the travel team, are delighted that she is now taking this forward, and also, I did offer to let her look at the strategy, you know, certain odd things that some very, very senior government officials do in which they say, "Don't wait until it is done to show it to me. I want to see it early so that I can have input into it, and then can actually change the direction of the strategy," and you know, I sent her an electronic copy, and again, you know, a time sheet, was not that busy, Deputy Secretary of Commerce, but what came back was a document with notes along columns with strategic advice about how to conceptualize the strategy. Of course, we had long conversations on the data itself, but I guess, what I am trying to communicate to you is her understanding of this, her commitment to this will
be, I think, an extraordinary benefit. I speak personally and for the team. We are delighted, and I think, all of us should be delighted that we will be working with Secretary Blank, that and -- and that will be my uptake.

Moderator (MR. DAVIDSON): Thank you.

Any quick questions for Ken, so, we can complete --

Moderator (MS. MATTHEWS): I think, more than a question is common for Dr. Blank, in addition, Ken.

Secretary (MS. BLANK): In addition, thank you for what you are doing for the industry. There is an initiative that charges for services provided by the U.S. Commercial services abroad is going to increase between 150% to 175%. I know that's one of the things my company does is trade missions for the state of Florida and used also for states all over and these services are mainly used by small businesses. Needless to say, that will impact travel and tourism as when these companies are not expending their services abroad, travel and tourism will be impacted. So, I just wanted you to be, you know, cognizant of that and it will affect travel and tourism.

Moderator (MR. HYATT): I'll just say a word about that, so, our domestic service officers who work with companies to build exports continues to be completely
available to companies. We charge our foreign service, their commercial officers with this as well. If they are working on certain kinds of projects where someone comes to them and says, "Can you help us with this trip?" there are some charges that go in place. This -- I have to say, this is a -- purely a budget issue. We are in a situation where we are asked to do more and more, and we have less and less money to do it with and you are going to see this across the government of, you know, some place we are charging for services. I would wish that we were not doing that, and I do understand your concerns, but you know, it is unfortunately where we are.

MS. BLANK: Yes.

MR. DAVIDSON: Thank you very much.

Next on agenda, we have a report from one of the more shy, retiring members of the Travel and Tourism Advisory Board, Robert Lynch, Chairing our Travel Subcommittee, leadership of this very important subcommittee.

MR. LYNCH: Thank you, and, too, I want to recognize the members of the subcommittee, job post over the person (sic) -- Ms. Thompson of Florida, Elliott Ferguson of Destination DC and Kathleen Matthews of Marriott, both have -- (inaudible) -- Express Travel of Miami, Olga Ramudo. Tourism is a -- very good working
with them. We are working in the committee -- Travel Facilitation Subcommittee. We are working to develop a focus on Visa processing and the experience at the border, looking at the U.S. Since then, I have to highlight how we're impressed by the fact that the President issued an Executive Order of January. It was extraordinary, given the National Travel and Tourism Strategy couldn't be more happy about it. It is going to reach 100 million international visitors to the country and in the progress that has been made, here is what we have focused on is Twitter.

Why hide the mention?
These are the ways of the times today.

In Rio De Janeiro, wait time for an interview is one day. It was 150 days two years ago?

MR. S. THOMPSON: 120 days.
MR. LYNCH: 120 days. Another example is the number of people that have been involved in lower entry or similar programs which is now a success of the million members. So, a lot of credit goes to leaders is percentagely (sic) on all levels. Douglas Smith -- (inaudible) -- mentioned a lot of friends in Commerce. It is ground striking!

The other thing that's striking is the celebration spirit. They share the same goals with
working together, too, is very -- quite remarkable.

So, our work was built on the previous work, the Executive Order and "national strategy," particularly, the goal of "national strategy" which is to label-enhance travel, tourism to U.S., today specifically focused on Visas and the experience at the border and to many of the strategies of the TTAB.

We have had two conference calls and we met yesterday. I would like to speak in terms of our work, there's a couple of things. One is we have asked Jenna to help us with collecting data to look at the progress that has been made with many of these recommendations, and would be also to help, you know, spread the word about the immense progress that we made. So, Jenna helped with that, and today, we identified six priorities. I would like to list them for you, priorities where members collaborate.

One is "report prognosis." There has been enormous progress in Orlando, specific progress and collaboration -- John, you have been involved and what we would like to do is speak three or four volumes based on size of international visitors and the wait times and for each of those, establish SWAT Team and Task Force involving representatives from the private sector, the Airport Authority and then the various agencies, of
course, the CBP, Homeland Security, so -- to see how we can improve this at the border.

Second, "international vision of global entry." The Secretary, you highlight the -- and talked about the importance of this program, so, working with some of these other countries and seeing how, as a private sector, we can -- I'm quite sure, I was going to say, government in other countries, so, that to address strictly, increase the number of members of this program that ties at the borders.

Third priority is I think, it's the "members of pre-check," again, a very, very good initiative. There is the opportunity to drastically increase the number of participants, pre-check to look at the website, looking at how web industry -- to accelerate this and gross number of participants, the Visa funds a front. There's a couple of topics which we think, we can score. One is critical, to increase the authority of the Secretary to waive the need for interviews. There has been some significant progress in this area, to see -- let's see how we can continue to do that so as to reduce the size of the hay stack, I guess, as they say on the Visa Waiver Programming that had occurred from Secretary Batani that Brazil is focused on becoming a participant. We all know how drastically the inclusion
of new countries can increase the number of visitors to the country. We know, there's requirements and at this time, so, we get this done, but let's see how we can add countries, raise an act.

MR. JOLY: That would be a great help.

MR. LYNCH: You know, this could get --

So, let's see how we can work together on moving forward with that.

And then the sixth priority is doing the funding. You know, funding is important for all of us, reduces the fees of the nation to learn. So, the Visa processing is $134.50 per education, the mandate of airplane fees go to cover costs of the officers at CBP. We're asked by friends to help us in the development of all of these fees and see how, you know, we can make sure that they affect however the costs -- Douglas was saying, in addition, too, the $2.00 per landing will help cover the need for additional officers to drastically reduce the wait times at the airports to see how, you know, the -- where the fees are ultimately as far as we can get. So, some of those.

So, these are the six priorities we have discussed yesterday with the -- we will be excited to have the opportunity to work on.

So, in closing, thank you for the
opportunity to make a difference for the country and
thank you for coming and for --

(All in attendance laugh.)

MR. DAVIDSON: Great report, Bob, and
comments on the record, but really, we are -- Really
great report! Nice work!

Travel and Facilitation, before we
start, are there any questions or anything, Madame,
before the members of the subcommittee?

All right. Then we will move on to --
in the spirit of saying "trying to hire," we will stay
within the minutes then, and Department of Homeland
Security, Douglas Smith, thanks for being here.

MR. SMITH: Thank you.

Couple -- just to be clear, my pleasure
-- JetBlue, we were here. I will just add an idea, end
of the idea of the $2.00 fee, highly taxed industry must
really be illustrative. My friends at O'Hare want to see
a dramatic drop in wait times with quick way to fund it.
It would be that, but I'm not here to try to tax anybody.

MR. C. THOMPSON: I would just like to
make 17% of your tickets in taxes, and too, apologies,
but also, 11%. So, thank you for making the alternative
suggestion.

MR. SMITH: Just really being creative,
too. I just need to, like that champ (sic), I'd just like to go over a couple things, but perhaps, allow maybe half of my time. Before we do, we would just like to re-emphasize how Jenna is embarrassed. Um, great, great customer service. I heard customers say that and that was -- DLS was said everyday when I know how my money infrequently -- energy backs me up. You are lucky, you have two of the great saxons. I don't think my negotiation was going so well, but I think, we have made -- I was looking back to notes over in the last two-and-a-half plus years. We have been at this and things are moving and certainly various things are moving briskly and exciting.

Global entry, we are seeing close to a tripling every year of where we were not quite -- First quarter, January in 2010, we were averaging about 3,000 enrollees a month. We have tripled it every year to the point now where we are in our TSAA rejects program 6F, low, low entry people are rolling in TSA, reject program. So, it is working. It is working for a couple of key reasons with global entry work, because Richard Anderson, CEO of Delta --

See why we are doing this?

Once Delta -- to believe what we are showing, the private sector are promoting, we saw almost
immediate 400% enrollments once the other partners are in
here, taxed Marriott customers in here are out dramatic
increase. What once Carlson had said, "dramatic
increase," that's where we are continually approached.
The only way we are going to see the growth we talked
yesterday about, what the federal government is good at,
what it is not good at, within Homeland Security, we are
really good at security. We are real -- get good at --
we don't put ourself up as marters. We don't profess it.
That's where this war can be most effective is help to
work some lower expetive broker (sic), et cetera. I've
talked to Sannell (phonetic) about it. I said something
about 18 months ago, "Allow us to bring private sector in
for rotation, stay on the payroll, stay on the payroll at
Marriot, stay on the payroll at JetBlue, but come in for
six months to a year rotation and help us through
problems. We now have a COO of UPS who is just an expert
and impeded DHS, Hang Seng (sic) global supply chain. I
think, within the area shipments, CBP managing that whole
estimate, whole porthole, whole port entry team. The
programs are fantastic. We need outside help to make the
world more customer-friendly. We are not in independent
business like Carlson or Marriot or Expedia or John, at
Universal is doing, so, I think, in the area of asks, I
think, we should look at ways where we can on a short
term basis give us a little boost on how we get those
easier to use. You know, I think, I can help almost all
of you on my own personal customer service helpline.

How do I get global entry?

That's all well and good. You have my
number, but we realize most of us have that. I think,
everyone right now has posted on the web, much to my
wife's shagrin on the area of Visa waiver. I think, we
are making dramatic strides on that, just not to pour
cold water on it, just my always words of caution there
on -- there are a lot of things that can help increase
the flows through. Obviously, the recent staff meeting,
mutual recognition on public treatise, TSA if you will
check the Visa waiting path is a long path. We are
committed to working with Brazil, but as I would like to
describe these waivers are two plus a step one. You have
to ask for it. Then there's eight criteria you have to
meet. Then the final criteria is evaluation of all the
accurate words. That's one of Brazil's -- they finally
asked. So, we now have a long period to get through the
eight security reviews and then ultimately evaluation.
So, even if -- and I think Congressman Dingell was being
very polite in his assessment of his -- the progressive
evening if the Kagome (sic) hit the room with
administration. As you know, we support wholeheartedly --
we are not that optimistic, it is going to happen. There are quite a few members. You can decide what the -- in the senate, you have made it clear, we will not see this happen and so -- but even if it were to happen, it really -- the only country we would be doing the dealing with effectively would be Croatia, pretty close. Brazil is still a long way off.

So, I'll stop on that topic just to say, let's look at -- as we keep that work stream going as we can which is always to make sure we will -- we are doubling down in all the other areas in the commission, smoother world, how we get there smooth is their global entry.

South Korea went live a few weeks ago. So, we will do it. That's an area for those of you with international footprints. The Marriots and the Carlsons of the world, you are in-country. People can be very helpful in making it happen.

Germany only came up with global entry because of a conflict seal of Luftansa. Jim kept banging on the doors of Berlin and banging on the doors and banging on the doors, too. You are a great (inaudible). We are just not there, yet. Pressure needs to be continued. Continue to be kind, encouragement we have with our good friends.
With the Japanese government, we are just not there, yet. Until they sign these insuring agreements, it's not going to happen. There is always so much we need to do. The last thing we will say about entry, we will have novelists all again for those of you who a -- I know, Kathleen, Marriott, when you are having large annual meetings, we will come to you. We will send CBP Teams to your locations and get you to enrolling for us. It is a whole lot easier to send the people to locations where there are 200, 300 people. We are going to start working with the Vegas Convention and Orlando Convention Bureaus. They are the two biggest footprints in international conventions. Don't worry. We will get to Chicago, pre-arrange the company to get involved. We tested it with Pow-wow. It worked. It better improved our concepts that if we can get groups hosting these conventions, get out early, we can enroll them sooner. I think, those are some of the significant highlights we will talk about. I think, though, for those of the two mentioned yesterday and specific questions or areas or ideas given the council, my coming back to the Chair for that --

MR. DAVIDSON: Any questions for Douglas besides --

MR. GILLILAND: Is there a rotation or a
constraint this summer given how much traffic is coming through various airports?

Is there in terms of getting those officers' help, entry sign-up?

Just I'm really talking about folks to sign up.

MR. SMITH: Short answer is "yes," but we are going to -- we will work through that. We are convinced to do that. This summer is going to be tough. It is going to be particularly at JFK and O'Hare. It is going to be a really, really tough summer. We try to work very, very close to all of our partners to carry -- to spell out our -- the gap between visitors coming in and officers like this, officers are higher based on fees. When the economy was bad, we were flat on hiring. The work that you have got to do is so great, and there are a lot of times, you know, 18 to 20 months from the moment I put a new recruit to start the academy until the early front lines is 18 to 20 months. So, it takes time. I mean, it is why we want to see if we can't tackle that surplus. If we can start to, and not something that jerks 100 --

(All in attendance laughed and commented openly to one another.)

I think, we can get there. That's why
we are done quadrupling down, splitting our cars. We will do whatever we can on these trusted programs, and do so forth. We opened two more Boards this week in Tampa, and we did Charlotte, a big hub for U.S. Air. I'm very, very excited; numbers are going well. Most of the suppliers are doing a phenomenal job, close communication with European (sic) and Canada. This is very close, but quite exciting for you guys to enter an agreement with TSA, will work through every EU country.

In Canada, if you are U.S. citizen checking into Frankfurt, you wouldn't have to -- re-check privilege. You would get re-checked privileges in Frankfurt, et cetera. We are real excited -- way to help us once again through smart security-based screening as well, so -- but the numbers and number of officers, particularly on the CBP side, it is going to be a challenge and we are doing everything we can, because I don't like getting angry calls from my old friend, Mamayo (phonetic) on -- on wait times, but they are going to be what they are going to be until we can catch up.

MR. DAVIDSON: Holly?

MS. AGRA: Just talked briefly last year about potentially hiring some of the retired guys and our overtime agents.

Did that ever come up, again?
MR. SMITH: We continued to look at that. One of the challenges is as relates to these areas, lines they know nothing about. Some Union issues, so, that we are looking at that. We are looking at ways where we can bring more contractors on to back up ours. So, we can get officers, better law enforcement officers out of more administrative duties, more on the front lines. We have a work staff model that is not quite applicable. I think, we shared it surely with you.

DR. BLANK: Yes.

MR. SMITH: It is not quite ready. It will be a process. We have an absolute brilliant senior officer in the process who has an MBA law degree, and I think, it is going to be a great body of work to take and show what we need, but there is no -- no getting around -- the numbers are not great and there -- as travel for the public continues to go up and the numbers will be -- on the front lines is not keeping pace, but yes, Holly, we are looking at every possible way to -- we can do this. I mean, that's why we are doing -- pushing the international re-clearance. We are getting busy on working on additional potential in the Middle East, so, more flights when they get here are more clear and already in the population which is a great security thing for us, a great thing for your wait times. It is also
quite costly. So, it is a balance.

DR. BLANK: Did he complete the report?

Is it public, yet?

MR. SMITH: It is not public, yet. We are in front of O & B for final interview, and as soon as they give -- sort of give us a blessing, it is my intension that we will do some private briefings with a leadership board, with your team at U.S. Travel and others and talk in very, very great detail. I think, it will be a great blueprint from which you will be able to go out there and talk to your various people on -- you know, I think, we are close in.

The second problem is for those of you that will be processed. No. Your hands are kind of tied until they give you the okay. You can talk about it.

DR. BLANK: One other question, you talked about -- one question about getting the CBP Officers to do the last interviews out. Those are the same officers that are processing people at our facilities.

Is there a way to make that process more an administrative role and so, you can keep the officers, because no one passed through that booth, so, the facilitation of the crowd management as well. Also, the sign-up having met before by someone outside of -- other
than a warrant officer will be so helpful for the limited resources.

Can't that be something as well?

MR. SMITH: In theory, yes. In practice, we will -- we are probably not quite there, yet, but what we are looking at very carefully is being smart on how we use -- you know, we are not going to -- Don't worry. We are not going to have 250 too fewer booths open at O'Hare and opening -- we are talking about headquarters, who are not -- we are not taking necessarily front line people who are strike teams, sending them out. We have strike teams at headquarters, at front, global team.

DR. BLANK: Comments?

MR. SMITH: Well, here is -- to me, it is sort of an investment if we get them out and dramatically increase our numbers in using these Keosks. That would dramatically help your front line time more than just having them there. Every person we get out last year is as a result of where we are last year. That was 45,000 hours saved in front officer time. So, from return on your investment, you want to see us getting as many people in this program, because every person we get on the front lines will get them out a whole lot faster than us just having one or two officers there. This is a
worry. I don't have 100 people in my back pocket, sitting there. We have deployed every possible thing we can, particularly in the summer where at LAX for Los Angeles, we pulled our people, a whole group out of the seat boards that you know, there was a bit of just sort of monitoring traffic in the seat boards. We pulled out a number of inspectors. We transferred a whole lot of people from the seat boards to LAX. So. We do the surge in every way we can, just sort of run the body and run on the body. It is always money. Money is a challenge, but it's just sheer ability to -- you can only work people as many times a day as you can. You can't work them 24 hours a day, seven days a week. People have to have breaks, so, it remains a challenge.

MS. MATTHEWS: Douglas, are all your people questioning like this, all your people in port servicing boards?

That's one question.

Second one is that it would be interesting to see more recently the hours for saved --

MR. SMITH: 45,000 hours.

MS. MATTHEWS: Interesting to see for every additional person involved in global entry, you saved this amount of time in the long run and every additional person that you have saved that is more
powerful for our ad agency and even in a campaign, maybe, to get -- and get -- maybe, award insiders, chat rooms, whatever, because when people equate, "I sign up at some cost, but this is what I am going to say," and then they get it, because it is talking about in terms of what they -- what would be to them as benefits to them as opposed to benefits -- 45,000 hours a benefit to you and your staff. It would be interesting to try to mentor.

MR. SMITH: That's a great point and we can actually help you with that. The big thing is the reality of the sure thing, global entry. You have done it a lot. So, we will get you there, and it is more practice, but it 30 to 45. So, you know, if you plan at international airport, the air immigration process is going to be 30 to 45 second guaranties where it is uncertain if you land how long it would take, so, we take it that, that's sort of how we base it. We base it on how we think. That's how we came up with 45,000. So, every person we take out return to -- return to officers.

MS. MATTHEWS: Airlines, all that, get that out to frequent flier members. We get that out to our world customers so that we had on staff to know the percentage global carrying, start loading this up, so, we can start.

MR. SMITH: I mean, that's another area
we can use. I think, it is getting better and better managing information for these programs.

Do you need some men on that and we need help on the industry, Chairman, and now it is here, but if we don't use it, the challenge of re-check is those lines are -- those officers' management lines are top 100% performance. They are the highest skilled screeners we have. We put them in, because they are doing more difficult tasks. Everything is in bags. Those of you that have done it, if there is no one in line, we don't put general population on that line, especially security clean line, and so, if we don't have a constant group, would we now have a highly skilled team just sitting there, just watching the other lines building up?

So, whatever we can do to increase it, some of the -- Darius (sic) at Delta, in particular, I think, it is 75% all their eligible people. Some of the other air carriers have not quite caught up to that, but getting that message out there, I mean, it is how many have actually taken advantage of re-check here?

MR. KURLAND: You know, you don't need to be more educated to -- they don't tell you, you have to still take on, because you don't want them to start yelling at you and saying --

(Speaker System Defective - Inaudible.)
MR. SMITH: (Inaudible.)

MS. AGRA: (Inaudible.)

MR. DAVIDSON: -- Madame --

(Court Reporter repositioned her chair
to attempt to hear proceedings
and asked speaker to speak louder, but
she still could not hear properly.)

MR. HAYES: Robin Hayes of Jet Blue.

I would agree with, I think, more than

speech -- one of the -- one of the questions -- I
thought, I got a couple questions. This is "How quickly
do you think, you can change the qualifying reject to
inform people?"

Because you jet Southwest and some of
these larger airlines, we have a lot of people that fly
and you have -- obviously, have the same profile at Delta
and you have a lot of frequent fliers. So, we can bring
a lot of people into the program at the moment they go by
customers qualifying according to the --

So, I think, you know, in terms of what
is -- like, what we do and how the airlines are, if there
is a menu change there, there is a lot of people very
quickly (inaudible) --

Secondly, one of the -- is TSA point of
view, one of these changes that we hold is performances, the quality of the ship at the airport. You know, even in retail, the saying -- So, just I don't know. In terms of how do you feel about front line supervisors, the issue of training TSA to, you know, make sure, like, what we have -- Start there. -- you know is sufficient to --

MR. SMITH: That is a great point! I'll start with the second one first. That is a huge priority for John. He has done -- it was a challenge to get our TSA in there, but it was -- he has recognized that he is always -- workforce is one of the things he is trying to get in there is get on-board support. He actually wants to potentially shrink the number of employees by increasing -- he really wants to make it a career path, so, training is becoming massive priority for them. I'm sure, you saw in the New York market last week, we fired seven people, quality control on how you are -- you know, our front line officers is the highest priority. So, we hear that loud and clear.

As to criteria in precheck, we are probably not there, yet, but the biggest news around there is that we need to increase volume, so, we need to understand how it is working with the population we put in so far. So, whatever you can all do to get American and United and everyone to maximize the people going
through, we need more data points to see, you know, how it is all working and I think, once we have those data points, we will be able to continue to use more sort of smart security-based analysis to adjust it orderly. Now, that all being said, I fly JetBlue, so, they are there. I would immediately be a customer on that line. I think, you will find it, even with criteria you have right now while you have customers, I'll bet, you would be surprised how many of your current customers drew, whether it is military or car programming, the ones you set on things that we have here, that you and Southwest would immediately see on that, but to get us where I want to be, we just have to increase the populations going through, so, you continue to analyse that data. This isn't done just, "Oh, hey, guys, you know, with beard and red hair." I mean, there's a lot of analytics that go into how they picked the people and get privileged to go through it, but to really measure that, if we need a larger sample base and while we are now over -- we wrote over 100 million people advantage checked so far, it's not a lead to show that group in there and the biggest reason for that is, you know, sampling VFW, he goes to -- go through the precheck line there and there is one or two people in it and they are all in -- the other lines are way backed up. I mean, they are looking at "What the
hell is that about?"

You know, so, how -- and it just creates
havoc when the carriers and other people -- So, we just
need to get the word out there, so, as many possible
people as we can to take advantage of that.

You know, Portland is now online, so,
advantage of going online in Portland, we've got to
maximize groups.

In Alaska, amazing partner, they
probably went from zero to where they are faster than any
carrier to date, what they did to target their members.
We have got to increase global output, too. So, I
understand and your security, carriers --

MR. DAVIDSON: Kind of sort of breaks my
heart flying in the red eye, and IP, they will open that
precheck line for me. They will have it closed. They
will have other people working on the line. So, the
other line, they have substantial there. So, it is -- it
is closed off. So, when I go through and it is -- it is
-- it is three Bs which I love, they will call me over.

MR. SMITH: The three Bs?

MR. DAVIDSON: The magic three Bs, if I
-- here is the three Bs I hear. I will just -- actually,
I have been waiting for them to bring people over to
goals, to advantage. So, you are definitely right. We
definitely need to work together to increase that input, just -- not just for me and it is no problem to train the line, so, one thing I do want to say about research reports is just, again, in the spirit of working with -- between protocol for me with Secretary Napolitano, just so the Secretary had an opportunity to call me and flex her support to the successful Travel and Tourism Strategy, and so, she -- again -- so, again just speaking to the awareness and energy and level of engagement that this Board has helped bring to you, the U.S. Travel and Tourism industry is outstanding. So, thank you, Douglas, for -- thank you very much for that influence. Mr. Ralenkotter, I'll turn it over to you, sir, and give us research updates.

MR. RALENKOTTER: Thanks to Don, Laura and I had a subcommittee and have seen -- subcommittee for the research, and it -- really, the genesis of this was because of the fact that Brand USA needs to be able to identify how their metrics are, how to improve successfully to collecting data, successfully reflecting data for the numbers side as well as on the visitor characteristics. There's a couple of things that also have occurred which we did not address immediately. I'll just kind of touch on that, then I'll turn it over to
Laura for some additional comments.

In the fiscal year '13 becoming Net Jet, the VBA is not funded, so, we need to get funding for that in place, because we can't afford to lose the data that we currently are obtaining while we are going to go on the backside of how we improve the methodology or how do we make the data more meaningful. We also have to make sure that we continue to collect, so, Valerie passing around a letter. I would send it to Roger Dow over at U.S. Travel and the intent is to allow U.S. Travel to start the advocacy activities to make sure that the funding is in place. What we will do and what I'll ask Roger to do, this same kind of strategy in that we had incorporated meetings and travel, incorporate -- industry was being attacked and we had to marshall our forces together to get one voice to talk about the importance of that issue being meeting the -- being the same thing, here. So, all the different organizations we belong to, both of -- on the leisure side as well as the meeting side, we will engage you to do that. So, just so you know, because Congress can do that, my role as Chair of new travel, we have got to be engaging the industry before, got to have the information in going forward. The other two or three parts of it is -- generally, we are going to talk about is how we attain the information
technology and so forth, and then the last part is once we come up with recommendation, one of the things that will be included in that is how do we fund this?

I firmly believe that the data check collection should stay in Commerce. That's where it should reside. That is where it should go, but in addition to that, we know there is going to be an increased cost in how we expand and attain the information and so, that will be the last part of what we do. So, that's will -- with that, Laura?

MS. MANDALA: Thank you.

As many of you know, because it is information that many of your constituents travel to the traffic performance based on the amount of international travelling at the same time, it had instant travelers. It is not being, you know, objective. It is not being the most classification way of data. So, we are two tracks lower, see, one growth is as Rossi said, belies individuals on this Board. You can't add to the -- you can't add to the individuals to lobby to your own staplers, your own ends, under-sitters to safe bonding for the Midwest's survey, and secondly, concurrently we want to convene a committee of both, representatives of and representatives outside of our industry to understand what kind of options we have and looked at similar needs
to be and happy with bar from them as well as looking at
our corporate numbers and our endemic members of travel,
tourism to really understanding, progressing and going
forward. So, we need to keep this funding and I
courage all of you as individuals to contact your
Senators, because right now, we depend on the second we
vote in the Senate in October to reinstate funding to
budget. So, it's now critical to now, from now to
October and the same time, we ask you to consider joining
us in this committee to evaluate the program is that we
are all -- and recommend parties even also coming to
researches are just having to get some data and so, all
the ministry and I have been looking at this for the long
time on the serve side, their variety of their -- "What
is the methodology used? What is the methodology? How
do we funds this to get a better partnership? Are there
tools in the our way?"

Some of you suggested Visa, stress that
could be incorporated in a model so that all these need
to be put on the table and evaluated by a very educated
group in industry who understands what's needed and
evaluate it so that we can go forward. So, Rossi and I
are going to start convening this group. We ask for
names and in going forward ourselves and by -- you know,
that proceeds to improve this, keep it -- keep the price
in place over in -- keep the place over in this approximately $1.2 million. Keep that budget, because if we lose it, then we start from zero. We lose all the store that we have. What we have isn't perfect, but it is --

MR. DAVIDSON: Thank you.

Will Kathleen Matthews, Marriott International --

Can you hear me down there, Kathleen?

MS. MATTHEWS: I'm a big fan of consolidation of data and the sharing and consolidation of data gathering and sharing. I feel like we are an industry where too many a -- plenty gathering data, some of the industry, oftentimes, they -- we get duplicate data and because of Brand USA is charged with measuring the effectiveness of their campaigns, it seems to me that -- and because data gathering and research is something that is very easy in kind, contribution for companies that do a lot of that, to do -- and that's a model of Brand USA. I'm just wondering if consolidation of this in Brand USA is a strategy, because if they are going to try to measure the way our commercials are working, shouldn't they also measure whether -- the fact that the Visa wait times were formed, shortened or currency exchanges were better or wait time was better for
whatever reason?

Wouldn't you want to get all that
together and bring USA's -- their data and bring it
together on J. Walter Thompson commercial and as they
struggle with trying to figure out what legitimate wait
time contributions seems to me, that would be a perfect
one for the American Expresses or the VISAs or you know,
data intensive industries to give to them and maybe --
maybe, by not holding government and by shifting
government data banks over, you know, this is a better
solution.

Now, I guess, the only thing is
precariousness of the Brand USA's funding an entity, but
I just think from a political standpoint activating all
this and collecting it all in one place makes a lot of
sense.

MR. RALENKOTTER: I think, an issue --
this is an opportunity for us to discuss all of those
issues, but I think, from the Brand USA's standpoint, a
lot of the things you just mentioned are the
effectiveness of the ad campaigns and determine whether
or not it did move people. We are talking about the
basic ads, the numbers -- the numbers of people coming in
which we did have the drilling down to the destinations
we talked about, Brazil and importance of Brazil, I can't
give you a hard number of Brazilians went to Las Vegas and other destinations, it's that -- and other characteristics, it is that part of it we don't want to cross the lines with marketing effectively with the numbers of economic impact and other characteristics. Those are things we have to talk about.

The other side of this happening, there is a lot of dialogue going on about, "Well, let's just go American Express or Visa, Master Card."

We will go -- that I have seen numbers, international stores are -- half of the spending is card dollars. It is not charged.

Are you not getting all of that data?

So, from the standpoint of research, we need to see how we can improve the information that we have and then see where it truly should be fit. The other one is that you also have that same thing of, you know, why you want the Good Housekeeping seal of approval versus in Brand USA. There could be something suspect as they are evaluating themselves. You have to -- we have to figure out -- all of that out. It is a great opportunity. We have never been able to say, "Okay. What should be on the survey? What should be characteristics we all need to have, so, we will all have not only needs to take care of that analogue size of
techniques, size of sample, but what questionnaire?"

So, we want to throw -- I think, we --

Laura suggested earlier in one of our discussions, we
need to get some people outside of our travel industry,
research experts, have them take a look at the data. So,
I think, it is an opportunity. Got to keep the funding
in place, primarily, goal number one, and then second,
airlines, the dated information, research back advocates
for this. I just think, as we figure out how hard should
we fight for the Visa waiver, let's find out if Visa
waiver is really the issue. If we fight hard for two day
wait times, is it really two day wait times or model
ports of entry or 45 -- 20 minutes versus 45 minutes
versus a two hour wait difference?

It would be great to know whether we are
as a group, here, advocating for the right kinds of
things as part of that survey; not just sort of how many,
where they go, you know, to broaden what we are learning
to, you know, go where we are at, getting in government.
We should shift -- If we talk to Brazil, for example,
they will tell you, "Wait times don't matter. They want
to come to American."

How long they wait for a Visa and how
long they wait in line, is that true?

Well, Brazil has to let us know if
that's true or not, you know?

MR. SMITH: I think, the one shot where there are just importance of according "X" where -- go to Cameroon, there are a lot of different interests, obviously. The hotel industry looks at it in a different way than aviation industry, airlines for American is going to look at things a little differently than U.S. travel. I tried to work very, very closely with Calley over at there, over at America as well as lodger. We have to narrow down the tasks that make them very specific and very coordinating the challenges is going to be through the months very, very incredibly difficult if you have go with nine things. They don't have too band width the focus. You are going to have to go one or two and think to yourself, "Boy, Kathleen, what are your -- are the biggest impacts? Is it, we need a budget, just making it up, a 3% increase in budget. Council officers, that's the one -- make that one or two things, asked the challenge of getting anything through this Congress is going to be daunting and if we confuse it either to them or to all the travel associations, because they fight each other, it is going to be even more --

MR. DAVIDSON: Mickey?

MR. RALENKOTTER: The other thing that asks is one voice in the industry. We have never had
that. That's why we are so fragmented. Everyone in the organization in the Alphabet Soup have their own particular issue, so, we did see in the challenging, in the corporate meetings, we were able to get and one time it was U.S. Travel had a travel data center where it was supposed to be for research issue as well as research and as well as market segmentation. So, we -- that has gone away, so, we looked at U.S. Travel to be the organization that goes after particular issues that will be a bi-part -- hopefully will -- We will have some discussion, but right wherever we go that we ask, that speech may be --

MR. DAVIDSON: Did you have a question, too, Bob?

MR. LYNCH: -- (inaudible) -- exchange to Rossi.

Who makes the decision on this?

What subcommittee is Chair of that?

MR. RALENKOTTER: This is one of the budgets, the whole budget for the Commerce. So, we can get the list. What we need to do is get all of our (inaudible) together from each state. That is what we do for U.S. Travel. Get them focused on, but by the issues.

MR. LYNCH: Thanks.

MR. DAVIDSON: Thanks, Bob.
Ed, updates from the State Department?

MR. RAMOTOWSKI: All right. And I would like to thank him personally, and members of the group, because for the past two years, we had an extremely productive relationship with the whole award subcommittee and they were very pleased. Now, we are in the year or two to be -- so, when we're high on figures, plans up by over 24 percent this year over last; in Brazil, it was up about 38%; in China, 48%; in Mexico, it was a larger -- a 35% and in India, which is good for about 4.7% and in Brazil, in wait time for Visa appointments is all less than a week and as they pointed out one day and sometimes it is two days. That's an enormous achievement to meet your goal.

(All in attendance clapped.)

MR. RAMOTOWSKI: Argentina, here, for the past five years, Visa all glad 97%. A year ago, we were at wait time -- now, it is three days. So, marketing, we can at the highest level of improvement to wait times that some -- all the money invested -- why the department in personnel infrastructure, and it also involves lifting and policy, the Entry Waiver Pilot Program is introduced this --

MR. HAYES: (Inaudible.)

(Defective Speaker System - Inaudible.)
-- pilot Program has stayed -- emerged now in terms of productivity, especially China, also in the mainland Russia, Mexico and Brazil and that's an area as we mentioned, where the departments -- we are partners in departments of Homeland Security would like to have more massivity in terms of waivers which is the most time consuming, expensive partnering where cases -- where we are going to see an elevated security risk. That isolation will take from industry, from travel association, from Congress, not all of whom are missed way to go, but community has planned for travel and demand for increases. We are not going to be able to maintain current business model in that indefinitely. We are going to place the men we have got. Other options I just want to mention, I think, we are going -- (inaudible) -- So, well, many of you know the China and you ask are packages of Greece, reciprocity of the Visa issue and Visas. The Chinese government has not been well to make a sense of progress on this issue. We -- deep motion in June of this year, consular job -- (inaudible) -- the Chinese government has committed to set up working with will be sworn, extending really Visa reciprocity. So, we all got that out of the way. I don't have any input that (inaudible) with relations with
China are, but we are committed to pursuing that last
year almost exactly a year ago, Senator -- Russia in
counterparts, Visa Group with extend Visa for 36 months
Visa and Russian basis, I have to hear Russian products.
There are a couple of admission steps they need to take
before they go to President Putin for signature, but we
don't see that. Later this year, I'll make an important
difference in travel for Russians for travel.

Finally, I just want to say that we feel
committed to public relation's efforts to say, market in
the country worldwide. I see set 50 days and I want to
go private. Some of you may seem sort of sums up the
process of taking some successions of view process; this
is the English version that it will buoy in all of the
(inaudible) -- Wildlife Adventures, so, we go to --
(inaudible) -- Rone, who is public spokesman and is
not here, so, travel solutions, so, what we have decided
to do without is to go -- sort of three entities.

First one instruction here. Second one,
instruction on the ground, and third is the
sustainability. I'm not going to talk about -- very much
about sustainability today. Our group is really is to
focus on the instruction and the instruction of us, of
air and ground, first. A lot of -- at work will then go
to two days, so, we -- (inaudible) --
What we had to divide in two groups off 83 and see, come back -- come back to data as we need to do. Let's talk about the structure of the air briefly and South, so much great to see you and see re --
fabulous transportation adding through the air, we know tend to spend, spent, spend a lot of time. So many groups -- last name, it is a great partnership and really needs comments, instruction there, because the answers. we -- their answers exchange, and I think, one of the main themes last -- yesterday is that last year, just an appraising house was benefits, cost benefits, resource benefits and base. I mean, if we were able to just shave a few minutes off every flight in the U.S., even now, our airlines, hundreds of additional flights, really, all -- most costs we got carry all this. You know, we have this block time, so much money to smash air and of course, it is a lot longer than needs to plan delays and so -- so, we start to very cost effective for allowing it to growing flags which is really so-called to business and we think -- No. I think, a lot of good work has been done appraising progress. It is really called last week, looking at it, we -- I work at Votan Trunk (sic). We look at some approaches can --(inaudible) day and pass on it some. It is really important to see how they get started and --(inaudible). So, what we are going to do
is going to be appraising them, stay on the group news
clear, so, ministry. So, one of our actions is to go
away and get stay groups who -- the compassion used,
SDAFA. It is very sort of airline FAA initiative here.
If we are honest, we need those public. So, you know,
all things sort of -- I've had all believe sort of a blow
to get that next much better so that we can --
(inaudible) -- one of the northern.

                           MS. KURLAND: For years of knowing, you
know, what's going to be happening. Predictability is a
very important thing. You know, reauthorizations for 60
days, it isn't that helpful and then getting Map 21 for
two years, my bi-partisan bill, we are in the faces of
the reviewing what it actually means to us, and you know,
Robin, held a really robust discussion yesterday and
Jenna had asked us to get -- put together a next year
presentation for the committee in October, but hearing
from the infrastructure committee and also, from the
advocacy committee during the day, what we thought we
would do is driven during the summer, set up either a
conference call, if you will, when you come to D.C. --
We would be happy to set that up earlier, you know,
whichever is -- we wanted to, and the other thing we can
do as well then, so many people, different aspects of the
Department of Transportation touched, you know, tourism,
you know, whether it would be rallying, whether it would be transit, whether it would be gross or see something perhaps, we would be happy to September, the days and different methods to disagreements for you, you know, whether or not we do it by phone, we do it in person, I will work with Jenna and see about getting the Department of the Interior, Commerce as well. We would be happy to do that.

You know, a couple of points, I think, you are familiar with there are no guys' program working very closelyly with the State Department and negotiating. Delighted to tell you that we are just leaving 107 of overskies wise. That's important to you. It is important to you from a practical standpoint as we have seen from the Visas and then industry and soon Kathleen and the rest of you will be making that. International travelers is about money, and so, having equalized market for our airlines, you know, for our airports are all out there self-serving convention and tourism bureaus themselves. This is all very helpful to you. There are ways that some of the doing business issues that you are seeing, you know, not from stating partners, from DHS's perspective re-go through the airlines in terms of other airports, you know, around the world. Please, we have talked with you on that as well. Internal tourism is an
important piece. We have conversation structures of committee and a lot of the funds go by, but there are ways to think about it creatively and Department of Transportation is interested in doing Secretary of HUD and feature communication advisory committee which I shared for him one of the recommendations as we fit mobile living. We do have internal task force looking at it and we were -- title program, we have funded a number of travel projects, but as Douglas suggested, you know, you come up with recommendations being focused on what is really important, too, in tracking biggest recommendations, I think, will be important for transportation's side as well.

One point that I would like to make to you from the students, tourism side is a lot of -- you are familiar with a number of our programs such as Senior Bi-ways Program, transit parks, tribal programs and while those have been funded directly, grants from D.O.T. Before what has happened in Map 21 is a lot of those programs have been consolidated. They will be block funded block grants to the grants to the states. Again, I don't have all the details in looking at this, so, you all, in giving you more information on that, you all may be wanting to talk to your states for and setting new priorities on -- you want to recommend that bad arm,
high speed rail California just improved there has to be
rail in and that, that's -- really in a nutshell, we
would be happy to have further conversations, you know,
with you on drill down and particularly, interests in the
other programs.

MR. DAVIDSON: Susan, thank you very
much.

Any quick questions received while she
is --

MS. MANDALA: I have a question. I
forgot to ask you the question yesterday.
Are there any countries that are faster
in technology than the U.S. is?

MS. KURLAND: You know. It is
interesting, the FAA and our aviation is simply a gold
standard. FAA works very closely with EAU in working
with China. We have what we call "Aviation Cooperative
Partnerships" with China which is sign one Brazil. So,
it is everybody. Everybody is working on Canada, working
on, but that's a good question, and we can certainly go
through that and to the point on next generous point you
need to sell it, the FAA really does get the department
-- do get the past out. I think, a getting ahead smarter
how we talk about it. So, you know, you -- oh, we will
want to work with you on that as well. Talk about this
travel Secretary LaHood, and just spoke with travel in Washington. So, you get -- look for ways to engage us, but why can't we promote sometimes the way that you all do because we are -- safety regulatory agencies there are certified in ways, we can do advocacy. Some of us can go KFC, permitted by -- permitted by Commerce Department. Also got assistance from the country speculation. I'll let you know airspace. So, you know, think of it. Help us to create ways that we can work through this problem.

MR. DAVIDSON: Susan, I truly appreciate it a little bit of the subcommittee yesterday, your extreme willingness to set up the issue, the subcommittee can get that information, Rob Benson discovery phase. So that we can -- Secretary of Commerce that, that's more recommendations obviously most of the information from the -- from Frost that points, great! We appreciate it. Okay. Thank you, Susan very, very much.

Is there another progression?

MS. KURLAND: I just have a question about tribal tourism or the Department of Transportation. We have to take a look and see how it is going to be funneled back, okay?

I --

MR. HYATT: She is there.

MS. KURLAND: I believe that's part of
the consolidated programs. We have to see how that works. It has been tremendously successful program.

Are you familiar with the Yurok Tribe and we have proceeded in California, and you know, it is -- we do, do the drill now to really interesting for the rest of the committee to really -- because I was surprised to see how much we have done in the international tourism department to give you more information on that. It is one of the things that we have truly done to find out how it actually is going to be.

VIDEO TECHNICIAN: Thank you, Susan, certainly we will be finding out more, will be interested in finding out things. They are --

Maryann, I'll turn it over to you. You will give us an update on the business climate you will top.

MS. FERENC: Thank you. Thanks to Dr. Blank and Jenna and members of the Business Climate Subcommittee. Our Chair was unable to be here with us today and particular, thanks to Brian Robb on the staff who has really helped to lead in the Business Climate Committee after a round, we have joined us often titled Business Climate to provide a broad umbrella to assess a range of habits, an ability to go back to work, to
taxation and many subjects in between. We have organized
out initial approach to the organization of three initial
projects, initially being a fourth committee. As we exit
areas to the next stage, we are open to other business
climate issues, too, that are colleagues and other
subcommittees going forward.

The three areas we are beginning with
are Workforce Development, Small Business and Taxes
affecting our industry and potential growth in our
initial evaluation of the current business climate and we
are finding an issue which affects all of our aspects of
our work. It is one we have spoken of before this Board,
one that is all committees on one that has been very
positively affected by Presidential Order and Commerce,
Department of the Interior and other departments in this
room today; that is the progression of our institute by
the business community at large, by Congress members,
government, our Senators and local community leaders. We
believe that -- understand that hurdles continue to exist
and incorporating tragedies, overcoming them appears to
be handiwork in these areas.

Beginning with Workforce Development, we
find no, that there's a lot of work that is being done in
this area, but states low at the level, so, in continuing
the work, this work earlier this year, it is our
contribution to national strategy and in turn, support
the strategy of tourism, we are focusing on this
workforce development issues and small business
development issues, first, and as far as issue developing
as many of the subcommittees are looking at landscape
currently and doing the necessary research, looking at
the scale of education and looking at current landscape
uses. Travel is already done, the first stage,
substantial work in this area, so, we are going to go to
what they have already done and how we use that as well
as what their next steps are and how we are able to use
that evaluation in evaluating the workforce landscape.
That work and our conversation in the first couple of
meetings have made us quickly realize, we want to enhance
our cooperation with this work, Department of Labor
through Department of Commerce and Department of
Education as well as -- and we looked toward other that
we have seen in the past with the various parts.

We are here today and hope for some of
that collaboration with the Department of Labor and
Department of Education as we try to work on the
Workforce Development issue. We also will be looking at
other models, some as the (inaudible) model as we do our
research, the outcome of this, what we truly hope will
happen is that our industry, travel and tourism industry
can tell our story. Possibility in employment programs
go to the future of many of this. Sam pointed out today
is a dynamo and no longer see themselves as unemployable,
no longer see ourselves as in this country where we can
carry on and lead a life and maintain a life and a family
here, that this industry -- that this industry thought
before our future, as we get that message, we can also
increase our employment and industry and at that time,
status of our industries at the same time.

In going to our next area of small
business, the past work this Board has already done on
the present strategy and present street strategy itself.
We looked at number three of that street strategy which
is support small business and travelling, tourism,
looking at SBA updates on that strategy. There are a
variety of areas in that strategy that are expanding,
obviously, education, promoting committing small
businesses, creating whole market campaigns, increasing
counselling and mentorship and expanding access to
capital and in our conversation yesterday, one of the
things we quickly realized in talking to us, the SBA, how
can we most effectively and expeditiously affect this
strategy in the public/private sector partnership, again,
and how can the private sector commence on getting out
the word on these programs that are already in place or
being developed and as we have heard on the table many
times, marketing is not the main goal or even in the
realm of some of these parties, "So, how can we bouy in
the private sector help?"

The message to get out and then also,
that we have some credible network VMOs and stated there
that are seen as experts and are seen as experts to
listen to in various communities. So, we really need the
help to get that word out to the small businesses,
marauding the effects of these programs.

The last item is the taxes industry and
I'm sort of -- even conversations today that we had
reduced my comments to some of the subjects, cost is
$2.00 a table. It is visitors, travelers are taxed in a
variety of ways, taxes local to the federal, "What does
that mean to our business?" is really "What does it mean
to our business?" is starting our additional question.
That is our first -- going to understand this, "What are
these things?" "What does that mean to our business?"
"Where will it be headed?" Then we can determine from
that where it is possible to address, "Can the secondary
do anything?" Contact role there, we will determine that
later. That should be our role.

MR. DAVIDSON: Very good, Maryann.

Thank you very, very much.
Because you were over two minutes, I will lead to us Doug. You got it. Good work, subcommittee!

MR. LYNCH: Stephen Perry, the honorable -- on agenda person today, he is the Chair of the committee, but held out last night in the New Orleans Airport and couldn't make it, so, he was not in our subcommittee meeting yesterday as well. So, I will give you a report on behalf, but I'll just give you names of all the folks on the committee and not all of them will be with us, because they don't Chair and go Chairing other committees, so, Stephen Perry, Kenny, Lauren Nettle (phonetic), Maryann Ferenc, Rossi Ralenkotter, Steve Thompson, Linda Kurland, so, those are the folks that have been on the phone calls now and then; in this meeting, a couple of things first of all: I would like to thank you for sharing and Jenna, too. I just want to point out, this is the Advocacy Committee. It is great to have Congressman Dingell here in -- he's in the house, is sorry to have left, and also just from coming to you from culture center, which I represent, we range and grade every member of Congress when we go insist 100% world record which is great. It is also an advocacy thought somewhere in our system for how we might comply that kind of technique to some of the issues we are
talking about here. I know that we can do some of the
proper can-opening already. It is hugely effective.
Committee is actually called "Advocacy," but it is also
subheaded "Communications and Engagement" and an awful
lot of what we talked about were in these areas,
communications, engagement, different kinds of
partnerships and also, it is really important for our
community to lastly presented here, because what we do
based upon all this is growth and even in the year I've
heard of lots of things that we didn't discuss as to
priorities. Number one, some of the business priorities.
Last in the report, for example, I think, you want to put
some finish, too. So, what we denied was that we wanted
to -- our recommendations have to be advocacy about
policy, some of the different policies that we want to
see happen and how did that happen to see -- put it in
place, who actually does that Advocacy Department?

Second part of our mandate is
communication of value of those policies. In some ways,
it almost seems like a genre in that communicating about
a lot of the good things we have already put in place,
accomplished in the past, so, we want to get in the next
month some clarity on some of the basics.

What are the key policy areas that we
can help in?
Of all the different things we have heard today, how should we prioritize ones for the most advocacy suggested in here?

I see a couple of different kinds of committees see-saw a couple of different kinds of areas that we are talking about. One is the area of obstacles. Obstacles to getting this travel and tourism working, happening like keys of entry. That, too, the previous committee, the previous committee -- subcommittee was terrific on the -- giving us some information reports on that energy policy was one great one and for the security policy was another. We were fortunate on our committee to have Sam Hill and Voils (sic) Stern join us and give us some basis on what has already been accomplished, some of the successes and how we can better communicate all those successes.

The second part of what we talked about has to do more with destination and progress, how do we let people know better what kind of policies should be in -- to let people know better about what it is to come here for. That's kind of like, what issue of the film states Brand USA is doing. So, our committee want to go more on those -- some of those kinds of issues for that, for authentic front nontraditional, rural, tribal experience. That, for us, is a partner strategy. No one
can do that alone. In partnership with other organizations is how to do that. So, that's the clarity on that.

Then there is the clarity on whom to advocate and communicate common government agencies. Yes. But not just federal government. It is states and local government as well. It is one of the things that my organization was able to do. We bring policy recommendations to other entities, like, United States Conference of Mayors this year. We brought policy recommendation that's related to the travel and tourism work. That's all together, and so, U.S. Council of Mayors passed a resolution and resolved that they were going to go Mayors across the country to work on implementation of recommendations contained in the U.S. National Travel and Tourism Strategy that we all put together. So, we have more opportunities to do that kind of empowering on a -- to whole parts that government -- We also talk about industry itself, how industry is fired up about successes that are put in place and use nonindustry partners who -- but who are partners of in flux, like, for example, entire national nonprofit networks, all of whom are involved in some way or another with that and tourism. We want to handle the infrastructure committee and travel and facilitations
Committee. Some of the things that we are coming up with are really key, like, federal programs of the last several years put in place, global entry, the crew precheck program, the next check program, and the Visa. Those are some of the ones we talked about today.

There are a half dozen ones we talked about today, each one of these things partially we have a prioritization drawing with you. Another part, some of those have advocacy aspects to them. Some of them have communication aspects to them. We want to talk about how to set up recommendations and clarity of one -- of each one of those things and on the contents side, we want to better integrate existing systems of contents, whether it is culture, all of the different pieces of what is around the room, here, culture community, arts community, shopping community, native culture community, restaurant community. We feel that there there is unbounding information that can be put together to network better as a whole on the industry and also, the federal agencies that support and affect the success of these continents. As an example for me is that you can talk forever about travel and tourism to culture destinations and support mechanisms being loaded for these organizations that are having the current problem. That's part of the Advocacy Group. We want to harness the nationwide system at the
local level of local businesses that are out there, 
authentic businesses that are end of Detroit and come up 
with a series of policy recommendations to leadership 
entities; not just at the federal legislation place, but 
local and state level and national. 

Lieutenant-governor has a situation in 
independent sector, American Association of Museums. All 
are powerful, talk about a year, then finally 
recommendations on better source. This came up with much 
news that we are talking about here. This is why there 
is a Brand USA. This is why the State Department did 
that. We want to have a more connected lending approach 
to that sort of and that recommendation and about U.S. 
contents and I hope that was under ten minutes. 

MR. DAVIDSON: Thank you, Bob, very, 
very much for that report. I'm going to defer to Sam as 
our Vice Chair to provide some closing thoughts and then 
to Jenna to ride out. 

MR. GILLILAND: Okay. I will keep it 
brief. I know, we are running over and people have to 
keep flights. All the subcommittees, I'm sure have 
observed that Todd and I were sitting in on several of 
the subcommittees at this time, and at one, a few of the 
conference calls we have decided at the outset, we 
thought, it would be helpful for each of us to split up
and participate in two subcommittees each, so, that's what we have been doing. So, if you are wondering, "Why is Todd here? Why is Sam here?" It is really to facilitate the connect point between the -- across the subcommittee, because we can all tell as we sit at these meetings today, there is a lot of commonality, certainly in purpose of what we are trying to accomplish.

I want to try to comment, first of all, on the observations. I think that Todd and we -- as we sat on this committee, just continued enthusiasm, energy, everybody that's sitting in these meetings certainly in private sector and public sector, so, we have got -- you know, we have got Commerce and states and DHS and D.O.T. and I'm just anticipating this meeting and opportunities to talk about and engage with other agencies. They want our help, and we have heard -- we clearly need their help. It is a great opportunity for collaboration. I think, what we all hope to see is further engagement going forward, really taking the engagement to the next level. We see a lot of attachment and fantastic success through engaged at the last TTA meeting, seeing that going forward thing that we find out as that engagement occurs is that in much cases, there is significant alignment between goals in a private and public sector. So, I was really encouraged by that as well. I think, at
this point, we have heard the reports of each group and
there race, next steps or early nemesis, important to
continue to make progress between now and next meeting
which is October 2nd. So, we'll want to just continue to
progress these things, make sure that if you are talking
advantage of those agencies, public sector, but also
taking advantage of other things, tanks around
Washington, be helpful with the work that we are trying
to accomplish, so, I really appreciate the minutes and it
is time to go, get it done already.

MS. PILAT: So, first and formost to
thank you to each and every one of you committee people
to join us here, really great day yesterday, really
excitinging to see you. Thank you for your continuing to
serve on this Board.

Next meeting, like Sam said, is
October 2nd which will be in Washington D.C. at the
Department of Commerce. We are looking at a late
morning, probably, 9:30 to 11:30, 12:00, in that range.
We are go going to get a detailed itinerary out, detailed
other state meetings and while you are in town in
addition to your separate meetings, I think, it is fair
to assume October 1st, in the afternoon, we will meet and
have our meeting October second. I want to fly to dates
for August of -- It is coming up, August 1st, our team,
we are planning -- we are leading for planning for the
Whitehouse and states convenience for travel and tourism
industry. We just got the date confirmed Wednesday
evening and so, you all will be invited to participate in
this meeting. I will save on Monday, being -- going to
be a larger economic meeting for travel and tourism and
you folks will want to be sure, you send those to me
before you test involved. Also, next meeting, we will
sent out a recap of some of the meetings and this
meeting, a summary of, as well as first full calendar
between this and the next meeting as well as
teleconference.

What we are planning on doing, D.O.T. --
Department of Interior is interested in briefing. We
will make sure that you get all of those dates on the
calendar leading to the October 2nd meeting. You should
be thinking toward -- if you will be ready to give
recommendations, your subcommittee is welcome to give
recommendations. If something is ready to want to start
looking at immediately, think of practical, you are not
expected to have recommendations at each meeting, but we
would like to have some to discuss, so, keep that in the
back of your mind. About two weeks after that meeting,
we will have the phone calls to review any meeting and
recommendation letters we have and drafts, so, make sure
taht we have recommendations and discussion.

Lastly, we had a fun conversation last night about the nine meetings we will have in 2013, and all the investigations across the country, but we will work the next few weeks to really set the calendar for 2013 as much as we are able to get those dates on the calendars with locations and so, we can plan with your schedules. So, on that, if those of you have any questions for me, I'll take it.

If you have to fly, just thank you very much.

MR. DAVIDSON: Thank you very much, Jenna.
Certified Shorthand Reporter (CSR)

Because of technical difficulties with the microphones, which were not under my supervision or control, I cannot certify that this transcript, consisting of 80 pages, is a complete, true, and correct record of The Travel and Tourism Advisory Board held in this case on July 13, 2012.

August 6, 2012

SHALAAN K. FISHER CSR-2284
Certified Shorthand Reporter
Notary Public, County of Wayne, MI
(Acting in Wayne County, MI)
My Commission Expires: 5/7/12

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