

Jay Rasulo
Welcome: Portraits of America Video Event
Speech as Prepared
October 31, 2007

Good evening.

Thank you all for coming tonight.

I'd like to recognize the following people who have joined us tonight from the government....

This is a partnership between the government and the private sector to welcome international visitors through every step of the entry process.

Much of the world forms its first impression at our borders. Whether it be traveling to one of our overseas consulates to apply for a visa, or logging onto DiscoverAmerica.com, the new official web site for travelers to the U.S., or passing through the security checkpoints at our airports, the world is forming its opinions about the U.S. as a nation, a culture, and a people.

Who we are as a country can be measured by how we treat our guests.

Our border is a place where we want to put our best foot forward, and showcase our best qualities as a country.

I would argue that America's most important asset isn't natural resources, or prowess in scientific achievement, or manufacturing might, or our entertainment industry.

Our most important asset is our people. Their friendliness and openness is unparalleled throughout the world.

And it is that asset that we chose to emphasize and celebrate with this project: The ordinary people who make this land extraordinary.

At every point in the entry process...from the time that they apply for a visa in a consulate overseas...to their arrival in an airport here in the U.S. – visitors will be greeted by the American people.

And for the first time, a consistent theme will be in place at America's borders.

The message can be summed up with one word: Welcome.

Now, I would like to introduce the executive producer of this project.

Federico Tio is one of the rising stars in the marketing world. He has led the creative campaigns for many of Disney's best known animated features. His clients today include Apple and 20th Century Fox.

Even more fascinating than his professional background is Fred's personal story. He came to the U.S. from Cuba on one of the first "Freedom Flights" when he was five years old.

He knows what it means to be a part of the American people, and we were incredibly fortunate to have him lead this project.

Ladies and gentlemen, please welcome Federico Tio.

FRED SPEAKS FOR SEVERAL MINUTES REGARDING THE CREATIVE APPROACH TO THE VIDEO. FRED SHOWS VIDEO

JAY RETURNS TO STAGE, ACCOMPANIED BY KAREN HUGHES AND TBD
DHS OFFICIAL

This project demonstrates public private partnerships can do. We are proud and honored to present this gift to you as part of our joint effort to welcome world travelers to America.

GIFT MOMENT: JAY PRESENTS GIFT TO GOVERNMENT OFFICIALS

KAREN HUGHES REMARKS

DHS OFFICIAL REMARKS