

## EXTENSIONS OF REMARKS

AMERICA'S TRAVEL AND TOURISM  
INDUSTRY: CONGRESSMAN  
ROTH'S VISION

HON. BARBARA F. VUCANOVICH

OF NEVADA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, December 12, 1995

Mrs. VUCANOVICH. Mr. Speaker, last January the members of the Congressional Travel and Tourism Caucus selected Congressman TOBY ROTH to be its new chairman. The wisdom of our choice is underscored by the fact that just 11 months later, TOBY ROTH has doubled the size of the caucus, to 305 members. Travel and Tourism is now the largest caucus in Congress.

This is but one measure of TOBY ROTH's tireless efforts to invigorate the caucus and to provide our Nation's \$400 billion travel and tourism industry with an effective voice on Capitol Hill. I applaud Chairman ROTH's efforts, because the travel and tourism industry, as vibrant as it is, very much needs an effective advocate within the Congress.

It is clear that with TOBY ROTH's energetic leadership, the caucus will meet this need. This same judgment also has been reached by the leadership of the travel and tourism industry. Two weeks ago, Congressman ROTH addressed the annual meeting of the Travel Business Roundtable, which is comprised of the Nation's top 100 travel industry executives.

TOBY ROTH's speech sets forth a clear vision and specific goals for the travel industry, our Nation's second largest employer. I urge all Members of the House to read his insightful address.

REMARKS BY CONGRESSMAN TOBY ROTH

It's an honor to be here, because in this room, we have the leaders of America's fastest growing, most dynamic industry. Last year, your companies brought in \$400 billion in revenues. That makes travel and tourism the second-largest industry in America.

The 44 million international visitors that come to use your facilities bring in \$78 billion in revenues. That means you generate 11 percent of all our exports. You employ 6 million people directly. And another 7 million jobs depend on you. So you account for 13 million American jobs. Do you know that today, there are 40 million children in this country under the age of 10. Over the next two decades, we have to find jobs for these people, or we will face a social and economic catastrophe.

When people ask where the jobs will be in the 21st century, the answer is: Travel and tourism. So you are vitally important to our country's future—and that's no overstatement. These figures are impressive, but when I say you are the most dynamic industry in America, I am really talking about you, as business people, as industry leaders and as a real force in the American economy. That's what has always impressed me about travel and tourism—the people.

What's more, that is what is attracting so many Members of Congress to our Travel and Tourism Caucus. In January, when I became chairman, we had 127 members. Today, we have 305—making Travel and Tourism the

largest caucus in Congress. We have had an aggressive organizing effort these past 10 months. But what has brought us the new members is really your industry. And on behalf of the caucus, I want to tell that we are ready to work with you.

But my friends, I must tell you something that you may not realize about your industry. After having worked for years in Capitol Hill for travel and tourism, I have come to the realization that the industry is a sleeping giant. The whole is not the sum of its parts. How many people in America know how big you are? How many Americans realize that you are the Nation's second-largest industry? And how many people in the media are writing about travel and tourism as the key element in our future economic growth? The answer is, not enough.

That's what makes this organization so important. Simply put, the industry needs you, and we in Congress need you. That's not to put down the current industry representation in Washington. Travel and tourism has a number of very effective voices in Washington, both in the companies and in the associations. I know them and I work with them. But the Travel Business Roundtable brings an ingredient that, frankly, has been missing: the active involvement of the industry leaders.

We need a sharper focus on a few top priorities. We need the clout and the access that you bring. And we need the visibility, in the media and in the Halls of Congress, that only top executives like you can attract. It is your active involvement that will set the roundtable apart—and make it an effective force for the industry. Later on in the agenda, you will focus on setting a couple of priorities. I think this is a wise course.

Success will come by taking a couple of issues—issues that really mean something to the industry—and concentrating your time and energy on winning those points. It's the same principle that each of you follows in your own business: focus, concentrate and win. Today I want to suggest what one of those priorities should be, and to propose a game plan for success. As we look to the future, the key question is: where will the growth come from? Today, travel and tourism is a \$400 billion industry—that's 6 percent of our GDP. Our task is to work together to insure that you become even bigger.

To reach that goal, the international market is critical. The industry cannot rely on the domestic travel market alone. That's the underlying message of the White House conference. One of the key recommendations is to strengthen our promotional efforts in the overseas market. As you all know better than I, promotion translates into revenues.

The White House conference proposed a "public-private partnership". The idea is to combine together the creativity and talents of the private sector with the resources of government—local, State and Federal—to better promote the United States as a travel destination. This is an urgent matter. Two years ago, we had 18 percent of the world market. Today, we have 16 percent.

This year, we will have 44 million international visitors. That's down 2 million from just 2 years ago. Yet the world market is growing steadily. It has tripled over the last 10 years, and will double again in the next 10. So we are losing share in a growing market.

The bottom line is: The industry won't grow if we keep on losing ground in the international travel market. And the hard reality is, with our current promotion effort, our share will keep on going down. It is projected to keep on going down, to less than 14 percent by the year 2000.

So the question is: How do we turn this around? And the answer is clear: A stronger, more creative promotion campaign. After all, we are being outclassed and outgunned by all of our major competitors. Our tourism promotion budget is \$16 million, a small fraction of what European countries spend. And we see the result in our declining market share. So the partnership concept was developed and ratified at the White House conference. I have taken that concept and drafted a bill.

In your folder, you have a copy of the bill, a summary and my comments from the Congressional Record. We already have support from the Clinton administration. And, thanks to an effective job by Tom Kershaw, Jon Tisch, Darryl, and a few others, we have support from Newt Gingrich and Bob Dole. But to get something enacted into law, much more needs to be done.

This is where you can play a key role, on a proposal that will bring tangible results to the industry. Now, you are all business people. That's where I come from—a business background. So I thought you would appreciate having a specific proposal for how the roundtable can play the critical role in winning enactment of this legislation. In your folders, you have a one-page "Game Plan for Enactment" of the Travel, and Tourism Partnership Act. This lays out a strategy for winning enactment of the partnership plan by next summer. This game plan will work, if we work together and make this a priority.

The plan is to kick off the campaign with a big hearing by my subcommittee and the other House panel which has jurisdiction. This hearing is already in the planning stages. We would use this hearing to demonstrate what we could achieve through the partnership—in other words to show the kind of sophisticated, effective promotional effort that the private sector can produce. Building on that hearing, we would work together to corral the votes to get our bill through the two House committees and onto the House floor.

Just prior to the House floor vote, we would have a concentrated day of Capitol Hill visits by industry leaders. Once through the House, we would use the same strategy in the Senate, working with Senator Bryan, who is our lead Senate sponsor. The idea is to use your contacts and clout at the key points in the game. It would require two visits to Washington and some phone calls at the right time. The bottom line is that a well-conceived plan, together with a modest investment of your time and effort at the right points will win the game.

Let me close with a business proposition. If you will adopt this as a priority for the roundtable and make a commitment to this plan, then I will devote myself to this project in Congress. Together, we can win and achieve something that will bring credit to you and the travel business roundtable—and will be a major achievement for the future of the industry. If travel and tourism is a sleeping giant, then it's time for us to wake up that giant.

• This "bullet" symbol identifies statements or insertions which are not spoken by a Member of the Senate on the floor.

Matter set in this typeface indicates words inserted or appended, rather than spoken, by a Member of the House on the floor.

Together, we can make a difference for this great industry, for the millions of Americans who work in you companies, and for our country's future.

AMERICA WELCOMES PRIME  
MINISTER PERES

HON. TIM ROEMER

OF INDIANA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 12, 1995*

Mr. ROEMER. Mr. Speaker, I rise to welcome the remarks made earlier today by Prime Minister Shimon Peres before the joint session of Congress.

In appearing before the joint session, Prime Minister Peres joins a small group of foreign leaders who have been asked to speak before the combined House and Senate. Mr. Peres richly deserves this honor. He is the leader of Israel, one of our most important allies, and he now bears the heavy burden of following the footsteps of Yitzhak Rabin in promoting a strong Israel and a lasting peace in the Middle East.

While listening to Mr. Peres's tribute to Prime Minister Rabin, one could not help but remember the great loss suffered by the people of Israel and the cause of peace.

Although Rabin's leadership is sorely missed, I take heart in the thought that the cause of peace continues. Indeed, our most fitting tribute to Mr. Rabin would be a continued effort to promote peace, democracy, and freedom in the Middle East and across the globe.

The United States and Israel must continue to work together toward a brighter future; a future of peace and security. Israel, our steadfast ally in times of peace or war, deserves our strong support in pursuing this goal.

There is now a new impetus toward peace in the Middle East. We should not miss this opportunity to end the hatred and violence that have plagued that region. This would be a fitting legacy to Yitzhak Rabin and everyone who has sacrificed for a just peace.

SENIOR CITIZENS' RIGHT TO WORK  
ACT OF 1995

SPEECH OF

HON. JIM KOLBE

OF ARIZONA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 5, 1995*

Mr. KOLBE. Mr. Speaker, I rise today in support of H.R. 2684, the Senior Citizens Right to Work Act of which I am a cosponsor. This legislation increases the earnings limit of \$30,000 by 2002. It is fair legislation. It is fair to the long-term solvency of the Social Security trust fund by offsetting costs within the program. And, most importantly, it is fair to working seniors, allowing seniors to continue to work without being denied their Social Security benefits.

It is ludicrous that seniors in the work force are subject to this impractical and outdated procedure. Our seniors deserve more. It is time for Congress to vote for changes to this archaic practice of reducing Social Security benefits for seniors that continue to work after

the age of 65. We are robbing seniors of their right to support themselves and live with dignity. In many instances seniors stay in the work force out of necessity, not choice, and should be allowed to earn more without losing a portion of their earned Social Security benefits. The earnings test harms those individuals who do not have supplemental pension income for their retirement and need to work. Therefore, we are penalizing seniors who are trying to be self sufficient rather than rewarding beneficiaries who continue to work.

The Social Security earnings limit sends a message to the elderly community that we do not respect their ability to contribute in the work force after retirement. It is time to give seniors back their dignity. This Congress has already taken the first step with the passage of the Medicare Preservation Act which strengthens and protects the Medicare System and allows seniors access to the same type of health care services as offered to all Americans. By increasing the earnings limit to \$30,000 by the year 2002 seniors will be able to hold up their heads as they continue to work without fear of losing their earned Social Security benefits.

IN HONOR OF FRANCIS ALBERT  
SINATRA ON HIS 80TH BIRTHDAY

HON. ROBERT MENENDEZ

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 12, 1995*

Mr. MENENDEZ. Mr. Speaker, I rise today to pay tribute to Hoboken's favorite native son, Francis Albert Sinatra, who will celebrate his 80th birthday on December 12, 1995. No voice in America today brings with it more sweet memories.

No speech could possibly do justice to the "Chairman of the Board." Sinatra has redefined American popular music with such classics as "Strangers in the Night," "Summer Wind," "The Lady Is a Tramp," "Witchcraft," "Young at Heart," "My Way" and countless others. Every generation of Americans from the late 1930's onward has been wowed by his magnetic voice and unique ability to tell a story through his music.

In addition, to a spectacular singing career, Sinatra has distinguished himself on the big screen, with starring roles in "The Manchurian Candidate," "From Here To Eternity" and "Pal Joey." His performance in "From Here to Eternity" earned him an Academy Award for Best Supporting Actor in 1953. Prior to that, Sinatra earned a special Oscar for "The House I Live In," a sensitive documentary that made an eloquent plea for an end to all prejudice.

His accomplishments in the field of entertainment are legendary, but of equal importance, although less well known, are his charitable and philanthropic work. He has performed benefit concerts for among others, the Red Cross, the Palm Springs' Desert Hospital, the New York Police Athletic League, Cabrini Medical Center, the World Mercy Fund, and the National Multiple Sclerosis Society.

Frank Sinatra is a cultural icon, but even more than that he is a hero to millions of Americans of all races and nationalities, most particularly, of course, to Italian-Americans. Please join me in honoring a true American legend, who will always be an honorary citizen

of Hoboken and the 13th Congressional District, on his 80th birthday.

COMMEMORATING THE LIFE OF  
DR. G.K. BUTTERFIELD

HON. EVA M. CLAYTON

OF NORTH CAROLINA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 12, 1995*

Mrs. CLAYTON. Mr. Speaker, on Tuesday, November 28, 1995, at 2 p.m., the family and legions of friends gathered to acclaim the life of their beloved, Dr. George Kenneth Butterfield. A near centurion, he spent 95 years of life before God called him to rest and to reside in a place of total peace.

I regret that official business did not allow me to attend the celebration of Dr. Butterfield's life, however, he has left a lasting impression on me, and the principles which guided him now serve as guideposts for those he leaves behind.

Dr. Butterfield began his legacy in a foreign land, when he was born in St. George's, Bermuda, on February 9, 1900. He left Bermuda in search of a better life and migrated to the United States. He soon enlisted in the army and served in World War I before being honorably discharged on March 18, 1919. During his service, in the midst of a bitter, cold winter, he fought at the battle of Alsace-Lorraine in France.

Following military service, he attended and graduated from Shaw University in Raleigh, NC, and later attended and graduated, with a doctor of dental surgery degree, from Meharry Medical College in Nashville, TN. Upon graduating from dental school, however, he was not able to afford the equipment to establish a dental practice, and he worked for a period of time in maintenance at a hotel. Fate, however, joined him with an aging dentist in Henderson, NC, and a dental practice which spanned 50 years was launched.

An advocate of justice, equal treatment and fair play, Dr. Butterfield was on the cutting edge of many important changes throughout North Carolina. He fought for integration, pushed for voting rights, led the way in opening up employment opportunities and still managed time for important civic duties. Through it all, he remained a caring friend, a devoted family member, a loving brother, a committed father, and a dedicated husband.

May God comfort and help his family and friends to hold on to treasured yesterdays; and reach out with courage and hope for tomorrow, knowing that their beloved is with God. Death is not the end of life. It is the beginning of an eternal sleep. Rest, Brother George, you have labored long.

LEBANON MAYOR KENNETH  
COWAN DIES

HON. IKE SKELTON

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, December 12, 1995*

Mr. SKELTON. Mr. Speaker, a leading Missouri citizen, the mayor of Lebanon, and a good friend, Kenneth Cowan, died October 17, 1995. He was 79 years of age. During his tenure as mayor, Cowan led the city of Lebanon