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To: humamabedin [redacted] B6
Subject: PrintFw: Huma - idea #2

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PART B6

From: Andrew Tobias
To: Abedin, Huma
Sent: Sun Feb 01 17:56:46 2009
Subject: Huma - idea #2

Here is my second idea, equally tied to our relations with the rest of the world.

I'm sure you know the endless horror stories of how we treat foreign visitors to our country.

It's really cut down on potential tourism (and business travel and students wanting to study here).

Even with the US was "on sale," with a plummeting dollar, our tourism numbers weren't nearly as good as, say, the UK.

So the idea is to spend \$1 billion a year to generate an extra \$30 billion a year in revenue – at the same time generating substantial international good will.

Imagine the speech:

"Over the past eight years," the President and Secretary of State and Secretary of Transportation could say on a world stage, "it became distressingly cumbersome and sometimes even unpleasant for visitors to enter our country.

"Yes, we need to protect our citizens by careful screening at customs – and will. But no longer will we do this at the expense of hospitality.

"The following steps will be taken to improve the welcome of visitors to our shores:

- First, the number of customs agents will be increased as needed to cut the standard wait time at our major ports of entry to 20 minutes or less.
- Second, while our visitors ARE standing in line, they will be offered complimentary hot chocolate and tea in the winter; complimentary lemonade and iced tea in the summer. Folding or rolling chairs will be provided to those desiring them. Multilingual volunteers – a Greeter Corps, proud to show our hospitality – will be available to answer visitor questions while in line.

"We anticipate the added cost per incoming visitor to be less than \$25 – a small price to pay to create a favorable first impression on people who, on average, spend \$2,000 while they are our guests.

"We will do this, first, because we are a warm and welcoming people. Second, as a small but real signal to the world that 'we're back' – we are rejoining the community of nations. And third, because we want the word to spread that America is once again, and as it has always been, a great place to vacation, a great place to study, a great place to do business."

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So that's it. I just pulled the \$2,000 figure out of the air, but it has to be something vaguely like that. I think it has to be a good investment.

A huge hug to you and your boss. Please let me know your thoughts (I'm a big boy; I can take straight talk).

Your fan,

Andy