

Megan: ... Senator Richard Bryan to kick us off this morning.

Richard: Well good morning and welcome to breakfast. As you have been told, my name is Richard Bryan, and I have the honor of serving as a co-chairman of the U.S. Global Leadership Coalition of the Nevada Advisory Committee. Frank Ferncroft, the other co-chair, and Frank and I were fraternity brothers at the University of Nevada more than half a century ago. As you know, he's a former national chairman of the Republican Party and will be retiring this June as the first CEO of the American Gaming Association.

I'm also delighted to be joining in with the Latin Chamber of Commerce here in Las Vegas, and Amount Torres will be joining us as part of the moderating panel. I'm especially delighted to welcome back to our community Governor Tom Ridge who was here about five years ago, and I'm telling you those who were privileged to hear him at that time will be as impressed as all of us were who heard him when he was here some five years ago.

This morning, we're going to have a panel discussion and a very thoughtful, meaningful discussion on the importance of our diplomatic mission and the importance of funding the various aid programs that are part of that. It will be a bi-partisan approach. We'll be breaking, I think, into two different aspects as I see it. One is the national security issue and the other is the economic security issue, and I want to just say a couple words about that before I'm privileged to introduce Governor Miller.

No program is probably as misunderstood. For something that constitutes about one percent of the national budget, when you go out and talk to the public generally, they have the impression that it must be a third or more of the national budget and it is difficult for the public to understand how important that is. I can remember having many town hall meetings as the United States Senator and being asked about this question. What about this foreign aid? Why? I said, "Well let me give you an example." I said, "In June of 1947, George Marshall announced at the Harvard commencement what would be known as the Marshall Plan." I said, "What relevance does that have to me and to you?" I said, "I'm part of a first generation of Americans of the 20th century not to be involved in combat in Europe. My grandfather's generation fought in World War I. My father's generation fought in World War II. As a result of the Marshall Plan, we stem the advancing tide of communism which has enveloped most all of Eastern Europe. We rebuilt those economies, and the world was better and safer for that. The challenges that we face today are different with terrorism that are not sponsored by a particular state organization but various tribal and other interests."

It's terribly important, and I emphasize that in terms of my own personal experience which the generation that fought World War II. Tom Brokaw tells us

was the greatest generation. I agree with that. I would say of the generation which I am a part ... the sons and daughters of that generation. We're the luckiest generation because what they did to make our country strong and the world a safer place to live.

The other aspect of this is something that as Governor Miller, Ridge, and others I think understand very well, and that is the economic component of this. Ninety-five percent of the world's population lives outside of the United States of America, and the fastest growing segment of the world's economies are in these under-developed countries ... enormous opportunities for Americans to participate in that global trade.

For us in Nevada, about 350 thousand of our citizens are involved in enterprises that involve trade, and in the last ten years, the growth in that segment is about 800 percent. As we search for the new paradigm of where we go in Nevada in building around the economic foundation that essentially has been driven by gaming for the last 70 years. Where'd we find a new catalyst to take us to the next level? Certainly expanding our trade opportunities and Governor Sandavol would be going on a trade mission. I'm sure Steve Hill who will be joining us on the panel will be talking about that as well.

There's some enormous opportunities for us in Nevada in terms of our own employment opportunities. Let me just say, which is obvious, the great challenge is China at least in this part of the 21st century both economically, politically, militarily. The Chinese get it. They are everywhere. They are everywhere, and their footprint is large in the under-developed world as they're looking to extend their global reach.

Now it's my privilege to introduce Nevada's 26th governor, Bob Miller. Bob Miller has had a distinguished career in public service. He was a Justice of the Peace, the first district attorney in the history of Clark County to be re-elected to that post. He has served ably as Lieutenant Governor and as Governor of our state. He holds a distinction which is unique to all of the governors in the 149 year history of our state. He is the only governor who ever served for ten years. He is my friend and a distinguished member in our community that continues to be active in so many different roles, so would you please give a warm welcome to our 26th governor, Governor Bob Miller.

Bob: I have to find the tab here so I can introduce the people I'm supposed to introduce. I've made a life-long habit of following Dick Bryan, so when I learned that he was going to be the co-chairman of the Nevada Advisory board of USGLC, I immediately signed up because you got to keep that record intact. It's a pleasure to have him introduce me. I want to begin by acknowledging some representatives we have here of our Congressional offices. Charbus Fuller of Senator Reed's office is here ... somewhere. Ashley Kerrigan of Senator Heller,

Edith Fernandez, please. Edith Fernandez from Congressman Horseford. Barry Gooding of Congressman Heck, and Mike Naft of Congresswoman Titus.

It's especially a pleasure for me to be here with our keynote speaker, Tom Ridge. The first time I ever met or saw Tom was at a national governor's meeting where he had been elected, and it wasn't at the beginning of the meeting. It was precedence the meeting. I happened to be exercising, and he was in there exercising. I took a look at the new governor of Pennsylvania and said, "That's a guy I never want to piss off," and over the years working with him, I developed a great deal of respect for the way he approaches sensitive issues and the inclusive action in which he embraced all of his colleagues in addressing them.

When he was named by the President, I gave out a loud cheer. Of course, my wife was the only one in the house at the time, but she will attest to the fact that I thought it was an excellent appointment, and I'm really pleased to be able to be here with him again this morning.

As all of you would know because of your direct involvement, the Nevada economy is directly linked to the global economy. You can see it in the recessionary periods, but even if you look at the U.S. economy as a bigger picture, what happens in Japan affects our economy. What happens in the European Union has a direct affect on the economy, and it affects certainly Nevada where a lot of our income comes from discretionary spending.

I have the pleasure now of serving on the board of Wind Resorts, for example, and International Game Technology, so I'm directly aware of the statistics that relate to the gaming industry, our primary industry. As all of you would suspect, our domestic market participation is diminishing to some degree especially as we see more and more competition in other parts of the United States. All of these properties ... this one that we're in, the MGM group, Caesars, Wynn, Sands, all of them ... are really depending more and more on the international traveler. In order to have the international traveler come here, they have to feel good about America, and we have to feel good about their country.

It's very important these types of relationships that establish friendly, cooperative not only in business but in social contacts throughout the world. If you look at the year 2011, Nevada exports were over eight billion dollars, and that represented 2,054 companies at that time. Eighty-nine percent of those were small or medium businesses ... in other words less than 500 employees and that created thousands of jobs.

After being Governor, I got a chance to travel a little more. I'm Senior Advisor to a group called Dutko Worldwide and also in my other capacities; I've traveled to every continent except to the one where penguins outnumber people. I haven't really embraced the economic concept of that one yet. In those, I've had the

opportunity to meet with government leaders all the way up to Presidents and Prime Ministers because once you leave America, the two big letters E and X that go before governor disappear somehow, and so you're afforded the opportunity to go in to meet with people, and it's been a pleasure working with groups doing that or individually.

I see that Nevada has increased dramatically over the last several decades in its recognition particularly here in Las Vegas. There was a time several decades ago when you could go abroad to some parts of the world and say Las Vegas and they have some vague concept of what that might mean. Steve probably knows that firsthand from dealing with it now, but you could go anywhere, China like he's been and I've been, any part of China for example, and they will know. I've been to Siberia. I went the summer. I'm not that dumb, and on behalf of the U.S. government, as I have to Bulgaria, Romania, and the Republic of Georgia, and every place I've gone, they are familiar with Nevada. Now they're primarily familiar with our primary business, but they also have a positive feeling relating from that.

It's important, and that's why this U.S. Global Leadership Council is so important. Bring all 50 states individually and collectively together to embrace the concept of world peace and economic exchange. I'm honored to be part of today. Thanks for the invitation. It's great to be here with two former governors ... one I work with and one I follow around. At this point in time, I'd like to bring up from the national office Policy Director of the U.S. Global Leadership Coalition, Dr. John Glenn. He said I should say he's not the real John Glenn. You've probably all figured that out, but he's the more important one for this morning for sure.

John: Good morning. That question about whether or not I'm the real John Glenn comes up a lot, but I trust you, I am real. I am here and really want to thank you all for the time you've spent coming to be with us today. It's really a pleasure and honor to be here in Nevada. It's a privilege to co-sponsor this morning's event with our partners the Las Vegas Latin American, excuse me, the Latin Chamber of Commerce, and I want to thank you for taking your time out of your busy days to come and be with us today.

I want to start as well by adding a note of thanks to our Nevada host committee getting Senator Bryan, Frank Ferncroft from the Nevada American Gaming Association. We couldn't do what we do without their support. They're joined by many Nevadan faith-based, business, retired military, leaders who really are some of our key voices here, and we've been really grateful for them in lending their support. As I thank you for coming out, I hope that you've all had a chance to say hi to my colleague Megan Nathan who is leading our work out here, Megan's cracker jack, and I think she was looking forward to working with each and every one of you.

If I can, I'd like to take just one moment to tell you a little about who we are. Some of you may know. You may have been with us in 2008, but it's a good chance to talk a little bit more about who we are. We're often known by something The Washington Post dubbed us once, the strange bedfellows coalition. When I introduce us, I always say we are a group of businesses and humanitarian organizations that have come together in support of understanding the need for U.S. leadership and engagement with the world. We are Caterpillar, Coca Cola, Cargill, Chevron, along with Bread for the World, Save the Children, and Care, and it's those two groups coming together have really, in many ways, embodied our commitment to understanding why we as Americans need to stay engaged in the world. We are blessed ... I keep pushing backwards, excuse me. We are blessed by a bi-partisan advisory council. It's led by General Colin Powell. We are fortunate enough to have every living secretary of state from Henry Kissinger to recently Hillary Clinton. You'll see up there many faces you'll recognize including Governor Richards with us today, Bob Gates, but really an extraordinary group of people who come together and support our works of understanding that this is an issue that is important for all Americans.

We're particularly proud in recent periods with our support from the military community. We have a group of now over 125 retired three and four star generals and admirals from all branches of the military who lend their support for understanding the importance of the civilian side of our national security. Furthermore, once we did this work, we realized that it wasn't just the brass tops that understood, but it was veterans of all ages and ranks who understood that today's problems don't just have a military solution. We need to use all the tools of national power, and we started a group here called Veterans for Smart Power which now has nearly 30,000 veterans from across the country who have really come together for our work which is an extraordinary group. There's a Facebook page for those of you who do that. You should check it out.

Now, who are we? We stand for the importance of a strong U.S. role in the world and for understanding the importance of engagement. It's a belief that a small, but strategic, investment ... as we like to say just one percent ... in global health, agriculture, economic development, and diplomacy. It's not just the right thing to do, but it's the smart thing to do. Why is that? We live today, as everybody knows, in an inter-connected world. This is a world where infectious disease and terrorism know no borders. This is no longer the Cold War era world of red and blue and a battle between strong areas, but it's a problem of weak and fragile states, actually, where the economic health and futures of other people throughout the world are linked to what happens here on our own soil, and where events from across the globe from the fruit cart vendor in Tunisia setting himself on fire to protest the lack of economic opportunity or a child dying of AIDS in Africa can have an impact on each of us right at home.

We were first here in 2008, and we talked about smart power. This is a concept that we liked because, as we like to say, it's not the military alone, and it's not the soft side that development diplomacy alone, but it's how you use them together to deal with today's global challenges. This is a strategy that we say requires a strong and effective development diplomacy alongside our defense. It requires a small, but strategic, investment in foreign assistance, but since 2008, as you know already, the world changes quickly and the landscape has changed dramatically. We've taken to what we talk about now as Smart Power 2.0. When we started, it was easy to say that since 9/11, everyone understands that what happens in other parts of the world affects us at home. Those national security threats are no less present now, but we're talking as well today about the economic impact. We're talking about how 95% of the world's consumers live outside America which means we must stay engaged if we're going to be able to compete in the world.

The good news is that when we look at what these programs, what diplomacy and development do, they do both of these. They advance our national security. They promote our economic prosperity and on the economic side by helping to build the enabling conditions for private investments for American businesses abroad. They promote transparency, rule of law, and the kinds of things that enable our businesses to compete.

If you will, each of you on your chair has a small, little so-called key ring here. I urge you when you get a moment to take a look at that. There are some examples that make concrete just some of the ways we're making a better, safer world. It's important for our allies. It's helping children. It's helping promote agriculture in some remarkable new ways that I think highlight the way we're trying to make sure that the work that we do today is accountable, effective, and transparent. There's a lot that can be said about this, and I'm really looking forward to our panel discussion. We're looking forward to engaging you. On your tables, I hope you'll notice there are some cards there and little pencils. If you'd like to prepare some questions during the discussion, I really encourage you to do so, but let me once again thank you for joining us. This is really critical that we have your involvement and understanding in how we are working to build a better and safer world.

To bring this here, however, to Nevada, please let me welcome to the podium Carlos Silva of the World Affairs Council of Las Vegas.

Carlos: Good morning. I am Carlos Silva, a proud veteran of the United States Army, and I'm honored to be here among all of you. From the time spent in the service to our country, I have seen firsthand the importance of maintaining the strength of America's armed forces. I'm proud to be part of the USGLC's Veterans for Smart Power representing nearly 30,000 veterans and supporters who share the

commitment to elevating and strengthening our non-military tools of global engagement alongside our military so we can build a better and safer, more prosperous America and world.

I speak for many in military including many of my fellow veterans here today who agree that national security cannot depend on the military alone. These men and woman have served on our front lines defending our security and our deepest held values. They deserve our deepest appreciation and our support for their service to our nation. I would like to ask all of the veterans and active duty personnel in attendance to please rise so we can salute you. Thank you.

I have also come to see that America's civil tools of diplomacy and development are critical components of a national security strategy. We don't need to look very far to find evidence of how global engagement impacts us right here in Nevada. In 2011, Nevada exported over eight billion in goods and services to foreign countries from over 2,500 companies. Of these, 89% were small and medium size enterprises with fewer than 500 employees. Working closely with other state organizations, we have helped create new export opportunities and expand overseas direct investment which has led to thousands of jobs right here in Nevada, but don't just take my word for it. We have asked a top-notch team of experts to lay out the case for today's discussion in more detail. Let's watch.

Video: With our economy the way it is today, some people are asking why we're spending so much money overseas and not on creating jobs right here at home. Well actually, we're not spending much money ... just one percent of our national budget goes to the International Affairs budget. That's not a lot, and helping to create American jobs is just what that money's doing. If you want to create jobs, you have to create more demand for products and services. You need more customers, and where are American companies finding more customers? Not here, but here, and here. Ninety-five percent of the world's customer's live outside of the U.S. - ninety-five percent.

When we sell goods to them, they're called exports. U.S. exports accounted for a big part of our economic growth last year. Half went to developing countries, and their economies are growing three times faster than developing countries. Every ten percent increase in exports creates a seven percent increase in jobs here, so how do we increase exports? Building markets for American goods and services. Remember that one percent? America's International Affairs budget helps fund programs that improve health and education, supports agriculture development, builds a stable economy, and creates new markets. If we don't go to the biggest, fastest growing group of consumers, other countries will. Other countries already are. I'm guessing a small amount in development and diplomacy is not only the right thing to do, it's also the smart thing to do to make

our economy stronger, to create more jobs, for my mom, for my dad, for my neighbor, for me.

Carlos: Aren't you hopeful for the future after watching them? I definitely am. I now have the pleasure of introducing our keynote speaker. There is no one who encapsulates all these more than our honored guest, former Pennsylvania governor and the first Secretary of Homeland Security, Tom Ridge. He's also a veteran of the Vietnam War where he obtained the rank of Staff Sergeant with the United States Army. He's a trusted advisor to the USGLC and co-chair of this year's PAC 12 campaign, Governor Ridge has been a critical voice around the country and on Capitol Hill in support of a strong and effective Smart Power foreign policy. We are extremely grateful to have him here this morning. Please join me in extending a warm welcome to Governor Tom Ridge.

Tom: Thank you Carlos. Thank you very much for your warm reception. Good morning all. It's a great pleasure to join you. To my colleagues, Senator ... when we served way back, it seemed like quite some time ago, I like to think the environment was more conducive to compromising and getting things done. It's a pleasure to be in your company. To my friend The Gov, I got to tell you. You told a story about Governor Ridge. I'm going to tell you one about my friend Governor Miller. Governor Miller hosted every year the Chairman of the National Governor's Association hosts an event, and he hosted the NGA event here in Las Vegas. At the time, I don't think either one of my children had hit double digits. They were still very young, and the families invited. We were here for three or four days, and I daresay if after that three or four days we were here, if you had taken a poll among the kids who were here in Las Vegas as to who their favorite governor was, their fathers would have come in second and Bob Miller would have come in first. They had a heck of a time.

Let me thank you for taking the time this morning. It's an important conversation. It's an important gathering. I think the coalition appreciates the strength of the organization and the financial and political support from all of you in the room. Obviously we're always looking for more of both. We're grateful to have your attention and your ear this morning. I've been privileged to have been associated with this group since shortly after I left public service for several reasons.

First of all, I am, and perhaps most importantly, I buy in to the mission of the organization and the message. Think about it if you will ... global leadership ... very powerful words. A very powerful image and you put the United States in front of both those words and, frankly, I just believe that is a role and responsibility that, whether we like it or not, and candidly many political circles global leadership on both sides of the aisle in different dimensions is not something that is warmly embraced. If the United States doesn't take upon itself

the responsibility to lead, who else does? If the United States with its value system doesn't take the responsibility to lead in terms of promoting freedom and democracy and liberty, who else does?

We have the history. We have the mission, and I would say we have the responsibility. I'm going to also say there's probably the expectation around the world that we accept that mission and that responsibility. Global leadership can be very controversial. We have some folks on our side of the aisle that think we ought to draw from the rest of the world ... we ought to ... it's not political isolationism, but it's pretty close. Let the world do as they will, and we'll get involved occasionally. On the other side of the aisle, there are economic protectionists ... we don't want to be engaged. They're worried about they don't appreciate the opportunities that exist in the world economy. Whether you're an economic protectionist or a political isolationist, you have concluded that it's in America's best interest to withdraw from the rest of the world.

I don't know of anyone who ... well obviously they do ... I don't know how anyone thinking of America's future in an inter-connected global community can think in America's interest, and it's okay if we do things in America's interest. You can do good and well at the same time. How in the world in the 21st century can it be in America's interest to be less engaged than the rest of the world? How can we pull back when we're now more connected? We're more inter-connected, more mutually dependent. Frankly, the security of the world and the economy of the world are inter-connected just like in the United States. Our national security and our national economy are inter-connected. You can't have a secure world without a strong economy. You can't have a strong economy without a strong defense. They are inter-connected. Security and prosperity ... in the United States and the rest of the world, so when I say U.S. global leadership, I say to myself, "We accept the responsibility." There are many reasons why we are responsible that I believe we should take on that obligation to lead in many areas around the world, but it is also in our interest to be more engaged and not less engaged ... forevermore.

A lot of young people here, and I always thought that politics and government was about tomorrow. Those of us who have been privileged to serve in public life, we're senator, governor, whatever, we make the decisions, I don't care what side of the aisle you're on, you make decisions depending on your philosophy around the notion that what you're trying to do is make sure that the tomorrows for your constituents, the tomorrows for your citizens, are better than today's and yesterday's. Frankly, the young people have more tomorrows before them than yours truly. Don't laugh ... many of you, too.

When I take a look at U.S. global leadership and the unique coalition that's been formed, their goal in this one very important dimension in talking about smart

power is to promote the notion that if we can use the effective tools the why's arsenal of liberty to advance our interests also consistent with our brand, consistent with our heart, consistent with our DNA, it is in our best interest to do so, and hopefully, in doing so, there will be better tomorrows not only for us. If there are safer, more secure, more prosperous tomorrows for the rest of us, but the rest of the world, the benefit endures to us as well.

At the end of the day, when we talk about how America can influence events, we know clearly. We've got the strongest, most sophisticated, most expensive military in the world. Regardless of what you think of our foreign engagements in other parts of the world, we have to admit that one of the lessons from Vietnam we've learned is that we've learned to distinguish the war from the warrior. We have to be grateful as a country that so many men and woman today but for 200 plus years have gone on perilous parts of the world, sacrificing oftentimes their own lives to advance our interests. That's one way you influence, but you also have diplomacy and you have foreign assistance.

At the end of the day, the mission of the coalition is making us safer and more secure. We all want that ... to promote economic development. We all want that, and the third is pretty difficult to articulate. The third reason we should do it is because it's the right thing to do in my judgment because we are the United States of America ... probably the most blessed country in the history of the world in terms of people, resources, technology, so we accept that responsibility. At least, I think we should.

When you think about the military, I can't help but go back and thinking about in my terms when I was a young staff sergeant in Vietnam 22 years old. I got to tell you I wasn't terribly interested in the nature of global engagement at the time, so my images of the time have less to do with foreign policy, but they have a lot more to do, and I can close my eyes right now and see it, the certain elements of human dignity and the work ethic of the peasants in Vietnam kind of woven through this incredible, almost unbearable, landscape of war while they tried to eek out a living ... no, tried to eek out survival.

In retrospect, you go back and you wonder. Was democracy important to them or was food on the table? Were elections important to them ... the institutions we know as civil society important to them, or riding a bicycle up and down the highway or wander through those ... so you always wonder. I've always wondered had we stayed, obviously we pulled out, but the military is just one arm of our arsenal. There's a wiser and smarter arsenal, and that's diplomacy and foreign assistance.

Diplomacy, I for years have thought that neither Republican or Democrat administrations have done is more emphasis in building the counselor affairs office, the economic affairs office in our embassies around the world. You really

do need to tie them together. If you can tie the economies together, if you can tie countries together through mutual economic benefit, the chances are you'll create a more stable economic environment hopefully in longer term, and you create relationships. Hopefully, as my friend Jack Kemp used to say, "A rising tide lifts all boats." If you can help create a more stable environment, if you can help reduce the level of poverty, if you do those kinds of things, and if you could get U.S. corporations bringing a certain ethic and quality of work to different parts of the world. I've always felt we've fallen short by not advancing the notion that our diplomatic cores should have more counselor affairs offices dealing strictly with economics.

Part of the International Affairs budget kind of beefs up not so much the state department but the global coalition understands the connectivity on the economic side. You saw that great video of the kids. You know the numbers. Ninety-five percent of the world lives ... ninety-five percent of the market is outside the United States. One out of five jobs is related to exports. Seven of the ten fastest growing economies in the world are in Africa in emerging countries. Ten out of the fifteen of the strongest economies of the world are significant beneficiaries of the foreign assistance that we've given over the years.

It makes sense not just because it ties us economically, but it makes sense. Stable countries with enhanced economic opportunity that is spread across the countryside provides less of an attractive environment for those who would potentially undermine those countries or perhaps try to undermine ours. And foreign assistance, let's face it folks, foreign aid, next to executive compensation, might be the most volatile and controversial vote in Washington DC. I just reject that notion, "Well, we've got so many problems in America, how can we send money overseas?" I say it's a strategic investment that benefits the United States of America. That's why you invest. That's why that line item International Affairs. I'm sure it's like 1.4%.

By the way, the budget this year that President Obama submitted hold onto your hats. Sit in your seats ... 3.8 trillion dollars, ladies and gentlemen, 3.8 trillion. International Affairs budget which deals with food assistance, deals with promoting human rights, deals with some health care assistance ... a long list of things they do ... is 52 billion. In know in Erie, Pennsylvania that's still a lot of money but in comparison with nearly 4 trillion dollars, it's a drop in the bucket. Compare it to what the national defense budget is ... 600 billion, plus. It is very ... I don't want to say it's modest because it's a lot, but in the scheme of things, it's nothing compared to the benefit inures to us if we're prepared to make the investment.

The word has been used from time to time preemptive wars. I think there's a reason to have a preemptive engagement before the war starts. We know

expensive wars are in blood and treasure. It's a bargain if we can create stable platforms in emerging countries where they look at the United States and say look we have a big heart. Who is the first country that rushes to the aid of another part of the world when a natural disaster strikes? Tsunami in Indonesia, earthquake here, problems in Haiti. Who is the first country on the scene? The United States of America. Well, global coalition is saying let's not wait until disaster strikes. Let's try to get in before it strikes. Let's try to build a stable society, and remember before they're interested in democratic institutions or civil society, before they're interested in a ballot, they're interested in food, clothing, and shelter. I've often thought about that in my time of travels around the rest of the world. If you can help them deal with human needs, if they can identify the vaccination that their children received, the intervention by the United States in providing food, the dollars that go to start a school in the village. If those investments in them, in their quality of life somehow enhance that quality of life, and they know who sent it over there, who's responsible for making their life a little bit better...?

I often think of ... it's a tough example to raise publically but I'm going to raise it anyways because I think it's true. We manage to get troops from Israel out of Southern Lebanon; we've got Syria out of there, but that whole part of Southern Lebanon that we know as a hot bed for terrorism. They had elections in Lebanon, but there was a need for social assistance, medical assistance ... just humanitarian aid in that ... you know who provided it? Iran, and Iran provided to Hezbollah, and they provide food and clothing, jobs, and schools and healthcare. Is it no wonder that it has become, frankly, a haven for terrorists? You say to yourself, "Why if we did so ... if our diplomacy was so successful there and we managed to pull the parties apart. We enabled them to have their first serious election. Why weren't we there to help them address basic human needs? If we can provide sanitation, if we can provide clean water, if we can help them improve their agricultural productivity, and the list goes on and on. Oh yes, it very much improves their quality of life, but at the end of the day, it's the right thing for us to do. It's the smart thing for us to do, but the benefit is also ours.

We think about this, and I go back to that U.S. Global Leadership Coalition ... powerful words, powerful image ... what a difference the wide use of tools, the wide arsenal of liberty can make for the United States and its future. I know many of you have been very supportive of the global leadership coalition over the years financially, and we want to say thank you, but put it all in perspective again. It helps make us more secure nationally. The forces of globalization have pulled the forces of this planet closer together, and it's going to get closer and closer over the years where we're more inter-connected and more interdependent. Whether it's the global scourge of terrorism, if it's pandemics, it's organized crime, the list goes on, we're in this together. We'll use the military when we have to, but I still like the notion of preemptive diplomacy and

preemptive foreign assistance and development assistance because the ROI if you're a businessman in the audience, the return on that investment is almost infinite when done wisely and smartly.

At the end of the day, I'm going to tell you something I truly believe in, and most people don't appreciate or understand this. I don't say that to be critical. It's just my observation. The world expects us to lead, folks, whether we like it or not there's a certain expectation among our global community that we act and others will follow. We act that's in our self interest, but I say this again and again, it's part of our DNA. We are the compassionate country. We are the first to arrive at the scene. We do care about how other people live. In midst of a moral crisis, humanitarian crisis, we dare not be neutral because that's not who we are. Again, I want to thank you for spending some time here. I guess we're going to have a good conversation with this panel. It's always great to be ... I really messed up my schedule. I got in late last night, and I'm leaving this afternoon. What's wrong with me? By the way, my kids not only enjoy the governor, the governor did, but I want to thank you for participating in what I consider to be important conversation, and thank you for your continued support of U.S. Global Leadership Coalition. Thanks very much.

John: Good morning everyone, can you hear me? I'm John Rolse, and I'm pleased and honored to be moderating this distinguished panel for this great group. I will say that even before this panel discussion begins, we have a spectacular achievement here this morning. We had three former politicians speak, and we're almost on time. Let me quickly introduce the distinguished folks who have joined Secretary Ridge up here on this panel. Richard Bryan gave me a 20-page resume to read, but I'm only going to give just a couple highlights. He, of course, was a two-term governor ... almost two terms, and then he went to the U.S. Senate. He's now on the board of trustees of the Las Vegas Chamber of Commerce and the NDA, Nevada Development Authority, and you already know the co-chairman of the U.S. Global Leadership Coalition Nevada State's Advisory Committee.

Steve Hill, my good friend, is here. He serves in Governor Sandavol's cabinet as the Executive Director of Economic Development. It's easier just to call him the Czar of economic development for the state. He's also been a chairman for the Las Vegas Chamber of Commerce, and last but not least Ramon Torres who serves on the board of the Latin Chamber of Commerce. He also leads the Epicure Group International which specializes in international trade and business development services through the Americas. Let's give a warm welcome to this panel first, please.

We want this panel to be as interactive as possible, and there should be some cards on the table if you have questions or questions occur to you, and they will

be passed up me, and I will try to get as many of them answered as we can. Let me start the panel discussion with Senator Bryan. You heard Secretary Ridge talk about how global leadership is not always warmly embraced. You've been in DC, you've been a governor. Talk about how governors can help and get more warmly embraced in the notion of global leadership.

Richard: Well I think as Governor Ridge and as Governor Miller pointed out, governors get the economic component. They recognize the importance of being involved internationally through diplomatic efforts obviously the visa programs which are terribly important to those of us who come from states that are heavily dependent upon tourism. Governors understand the importance of international engagement. I don't think there's probably a governor in the United States today that has not led or participated in some international trade mission. All of us as former governors here did so, and there's recognition. I think there's also recognition at a time when the economy in America is struggling and how do we do something more of getting more people back to work.

Clearly there's an international component. The potential of developing better ties in the international community gives us an opportunity for growth, and I think there's an enormous potential there. Governors get that, and I think they need to convey that message to our leaders in Washington.

John: When you were governor, Governor Ridge, in Pennsylvania, you emphasized businesses exporting. Talk about some of that experience and how it helped in the goals that we're talking about today.

Tom: When I had the privilege of serving as governor, we had inherited I think two offices overseas, and, frankly, we are inter-connected. The global economy means we're more vulnerable to a lot of things, but there has been greater opportunity. I think we expanded to like seven or eight offices, and we had a hub and a spoke, so we hired some people. We held them on performance measures as well, and they were responsible for regions. It was hugely important for us not so much with the big companies. I'm sure you're doing this in Nevada as well. The big companies don't really need government help very much. They tag along. You take the small to medium size companies, and we used to brief them before we went overseas about culture the dos and the don'ts. I used to plead with them don't go just to make a sale. Build a relationship. You want a long-term engagement in this part of the world or not. It proved to be very successful. I never got a chance to measure it because I always got the call from the White House, but it proved to be very successful, and you're right. We took two or three trade missions every year. We took 15 or 20 companies with us. Before they got off the plane, they knew, and here was my reference to the counselor affairs office and the economic counsel affairs. Some of the embassies did a good job, and some of them did an awful job, but they all knew regardless of the

sources when they got off the plane in that country, they're going to have five to seven meetings. We said don't just try to sell your product, create a relationship because you want the state to be tied in with that part of the world. It proved to be very successful.

John: You want to name some of those embassies that did an awful job? I'm just kidding. Mr. Hill, speaking of trade missions, you've already been on one to Asia. Talk about how that helps Nevada, how it projects a positive image of America. There are some positive things about Nevada, right? Talk about that trip and the benefits.

Steve: I don't want to put too fine a point on how long it has been since Governor Bryan and Governor Miller were governors, but it has been since those two fine gentlemen were governors in this state that a governor has led a trade mission out of Nevada. I think the state has experienced that vacuum just in some of the conversations with some of the members of the audience here today before breakfast. They were remarking that kind of the reengagement of Nevada in the global effort is noticeable and important.

As Secretary Ridge pointed out earlier, 95% of the market is outside of the United States. We approach this from trying to put Nevadans back to work. We're a piece of the homeland security issue, but our primary thought when going to work every day is to put Nevadans back to work. That market out there is enormous. Obviously the gaming and tourism industry is highly dependent on those global connections and making those folks in other countries feel welcome I think is part of a governor's job. It's something that Nevada has started to reengage on, and I think that'll be beneficial in our main industries and also in growing new ones.

John: You want to talk a little bit about that trade mission to Asia and how it went?

Steve: Absolutely, and we covered quite a bit of territory, took over a number of businesses with us. Secretary Ridge mentioned large companies don't need state government help, but it's a daunting prospect for small and medium businesses to think about "Where do I go?", "How do I find customers?" The federal government, the U.S. commercial service in particular Select USA, provide that linkage that we can hook into and help those smaller companies really find customers, and that's happening.

As Senator Bryan mentioned, everybody knows as Governor Miller mentioned, everybody knows Las Vegas. You can walk into an audience that can't speak the language you're speaking, if you say Las Vegas, their eyes light up. That provides a global connectedness that will probably never leave Nevada which is a real benefit to build on, but getting out there and introducing those small and

medium-sized companies to the markets that really are available to them is important.

John: Mr. Torres, I didn't mean to wait so long to get you involved in the conversation, but your business, you're involved with getting out there and entering national community. Talk about Nevada's role as you see it in the global economy and what you find when you're talking to folks outside the country.

Ramon: Thanks John, I think there's tremendous potential for Nevada companies all over the world. We like to say that Las Vegas could be portal with a gateway to trade in the Americas because the brand of Las Vegas is so well-known as Steve was just mentioning all over the world, especially in the Americas. We have tremendous opportunity because of our airport to attract a lot of business. Los Angeles has Long Beach, San Diego has a sea port ... Las Vegas has a tremendous airport with a lot of potential because of proximity to the Southwest area to Los Angeles, Phoenix, and Utah. I think there are a lot of opportunities for Nevada companies, and there's even more so opportunity because we can only go up. We're ranked I believe 47th in the country in international trade productivity, so there's a lot we can do to catch up.

San Diego for example there's an article in The New York Times just this week, and San Diego had its global trade conference. San Diego alone exports 17 billion dollars ... just San Diego alone, so there's a lot more we can do. We need to tap into these resources, and again, capitalize on what we have like McCarran Airport and the fact that we're centrally located on the west coast as a distribution center, for example, which is one of the things that Steve and his team are working on.

John: Tell me some of the other things you think. You said there's a lot more we can do. What more can we do? What more should we be doing?

Ramon: I think we need to look at the companies that are here already that are manufacturing and exporting, for example, and work with them, help them develop which again is something that [Go-ed 00:54:52] is working on. I think we've had more, and this is speaking to Steve's efforts. We've had more developments in the last 12-16 months as far as international trade goes than ever before in the history of the state, and that's really exciting.

When I looked around to try and find companies like mine that were involved in international trade professional services, I just couldn't find any which is why we established the Inside Conference which just took place last week to create a platform, a forum, for companies that needed that support to develop its international trade initiatives or efforts. Working with small companies ... everybody said that the large companies don't need the support. It is a small to

medium-size business, sometimes mom and pop shops that need to find that new market.

Through the Latin Chamber of Commerce, we also partnered with the International Trade Administration to launch the new market export initiative through the Department of Commerce which helps small to medium-size businesses find those new markets outside of the U.S. It's going to be an effort that we're going to be pushing out along with the global, Las Vegas Global Economic Alliance and Steve's office to again support those small businesses particularly in Mexico and Canada. Proximity is everything. Location is everything. Being able to tap into those markets and those resources is going to be critical especially when you look at countries like Mexico, Brazil, Argentina, Chili, that have economies that are growing much, much faster than U.S. economies. They want American products. We need to connect that Nevada company with that consumer in those new markets.

John: So basically it's all on Steve Hill's head? He's got to do ...

Ramon: Absolutely.

John: As long as we understand that. I thought Secretary Ridge brought up maybe the most salient point that speaks right on to the raise on [Autra 00:56:40] on the global leadership coalition which is people, especially during bad economic times, they don't want to talk about foreign aid. They have the perception that foreign aid is way more a part of the budget than it actually is, and so not just this group, but the folks like, and let me start with you Senator and Governor Ridge to expound on this, how do you make that case if you're someone in an elective office? It doesn't matter whether you're a governor, a member of the house, or a senator. How do you make the case to your constituents that this is important?

Richard: Let me say it's difficult because there is that perception that is inaccurate that a substantial part of the budget is devoted to foreign aid and compounding the felony, if you will, there are examples in which some of that foreign aid has been misused, there's rampant corruption in some of the countries that have been the beneficiaries. You add that to the fact that by and large, there is the perception, "Look let's take care of the problems at home." Now I think Governor Ridge did try to make the argument in his keynote address that being involved in the international community in terms of our economic self-interest, and I think one way that we can do that, John, is that everybody with a room temperature IQ, and that would include most of us who have been privileged to have served in public office, recognize that one of the great challenges in the 21st century is China. Whether that challenge is military alone, economic dominance in terms of what they're doing, the fact that the Chinese are everywhere ... that they are in these newly developed countries, and they are there more aggressively than we.

I think, frankly, the competitive juices in America are saying "Look." In effect, a great competition that we are going to be facing in the 21st century ... not some of the European adversaries that we've had in terms of our past history, but what has happened in Asia and the Chinese are doing that. If we don't get that involved, we're going to lose a tremendous opportunity, and we may cede the leadership in the world to China, and I don't think any thoughtful American wants that to occur. I think that linkage, John, could be helpful.

John: How many members of the media would you say have room temperature IQ's?

Richard: John, all of those who wrote nice articles about me.

John: Let me ask you, Secretary Ridge, because if you look through that great key ring that's on the tables, you see all the wonderful things that foreign aid can accomplish, but the real problem is that the average American who is struggling to pay his or her mortgage, to keep his or her job. You say, "Look at all this money we're spending to fight AIDs in Africa." They're going to shut down, aren't they? How do you make that case?

Tom: Well sometimes, whether they buy into the case or not, you still have to vote for it. I mean this notion that you'd like to be able to make the case, you'd like to be able to explain, and if they're willing to listen, I think most reasonable people will conclude that you can make a very solid case that it's in America's long-term best interest. It's easy for me ... 4 trillion dollar budget. We're talking less than ten percent of what we spend on defense. Less than 1.5% of what's in the budget, and if we can create a more stable environment in some of these emerging countries which is a hot bed for terrorism, if we can reduce the likelihood, if we can manage the risk because of the economic environment and instability of those countries, it'd be less likely that they will become a haven for global terrorism, for crime and the like, I've made the case.

I just think that sometimes, whether it's popular or not, if you think it's the right thing, you've got to vote for it. I mean, I'd like to tell folks think about this for a moment. How many of you have ever seen *Charlie Wilson's War* the movie? I serve with Charlie Wilson. I have no idea who those women in the bathtub were or no idea who was in the hot tub with him, but think about this for a moment. The most poignant scene in that movie is at the end, and remember those of you that have seen the movie, it's about America's support for the Mujahedeen in Afghanistan and one of the last scenes was that the Russian tanks were going across the bridge. They're getting out, and he's back in the intelligence committee arguing for money for roads and schools, etc. One of his colleagues said, "Who do you think you are? The congressmen from Kabul?" I don't know. Like I said, you wonder about Vietnam. You wonder what happens if the Russians are out, we go in and start building roads. Again, understand that it's a complex

environment, but we didn't even think about going in with development assistance.

Now think about how much money we have spent there since 2001. Think about the number of lives we've lost since 2001, and you tell me it wouldn't have been worth x number of dollars to at least try and create an environment for the Afghan people given the complexity of the tribal, given all the complexity, and that's what I say, and people say, "Well, you know, I'm not going to vote for you because you voted for this." I say, "Go ahead, fine. Vote for somebody else. I think it's the right thing to do, and every once in awhile regardless of whether or not it's popular, you just gotta do it."

Richard: John, if I might to add a footnote to the governor's comment. I mean, our history indicates the consequences of not being involved. The history of the 20th century in Europe might well have been rewritten if the United States had joined the League of Nations, if the United States had provided some leadership in that inter-regnum between World War I and World War II. There might have been a huge difference. In recent times, I mean, after our success we got the Russians out, had we continued, Mr. Secretary, to have been more involved in helping the Afghan people, perhaps the Taliban would not have reasserted itself. The fact that we, in effect, withdrew significantly at that point in time left the opportunity for the groups that are now fighting to reassert themselves and create continued problems.

I would argue, John, that the absence of being involved has consequences that are dangerous to our national security as well.

John: I do have some questions from the audience here. I think I'm going to ignore the first one that it says that they have reliable evidence that a scene with Governor Ridge in the hot tub was cut from that movie.

Tom: I'm the only one with the copy so eat your heart out.

John: The first question I'd like both Mr. Torres and Mr. Hill to address vis-à-vis Nevada and if either Secretary Ridge or Governor Bryan want to jump in, that's fine, too. As a public school teacher, I'm concerned about the current state of education. How is education and its importance being addressed in global leadership?

Steve: If you look at what the U.S. talks about in the national security strategy or really what we need to do in order to grow the economy in Nevada, you see two things over and over, and that's jobs and education. They're linked. Certainly in Nevada, our education needs to improve both in the school system and the output is going to be critical. If you ask what is going to lead Nevada forward or keep America in the leadership position that we have, it is education, and the ability to produce a high percentage of college graduates which Nevada lags

behind in, and we need to improve. Stem jobs require employees that have that stem education. It's a high priority for the governor. It's obviously something that we need real improvement in, and that's really the cornerstone both in economic development and, I think, national security.

Ramon: To add to that, we all know that companies move when they need to move not necessarily based on consensus, but they move based on quality of life for their staff, or continued development, and high education plays a critical role in that. There's a direct tie-in between funding higher education with being able to stimulate the economy. We also look at what other countries are doing at how they're connecting education with trade or for example with manufacturing. You look at Mexico as one example. They have programs starting at the junior high level that lead into the local trade initiatives that community might have. I know we're making some steps forward in Nevada about that, but I think there needs to be a little bit more to connect trade and trade development and economic and economic development with higher education.

John: Gentlemen, either of you want to jump in? No? I can move on. Another question from the audience and maybe we can have the two former governors address this. Most of the U.S. economy is services, but there are few services being exported. How do we advance the export of services?

Richard: Let me just say briefly, tourism isn't exported in terms of the balancer. This is something that's kind of difficult for a lot of people to grasp. When people come to the United States, spend money, that eases the balance trade problem that the country faces. Tourism is an enormous source of an export industry, and then for all the other reasons that have been expressed here ... the opportunity for small and middle-sized businesses with the help of programs at the diplomatic level and the contra-level can be very difficult to expanding the business opportunities. It looks to me like in this country we've got opportunities here, resurgent here matter-of-factly, as well. There's tremendous opportunities actually some manufacturing coming back to the United States. Their market is the 95% of the world that don't live in the United States, and that's where the real growth is occurring in the economy internationally.

Tom: Just a couple quick thoughts. First off, I think when I think of services, I first think of insurance services and financial services and that like. It's very difficult for us to be involved in exporting unless the country involved has the legal and regulatory framework for us to be able to go over there and operate, so I think there's some restraint in the market because of that. It's like anything else. If, this is moving away from global leadership, but again, it's about when you take a look at a region or a country, do they have the rule of law, the transparency, etc. not just for services but for manufacturing, everything else. That's one of the

reasons that when you think about investing overseas, you're not going to put your dollars in a country that is politically unstable.

One of the goals of the global leadership group is to use the wise arsenal of liberty, particularly diplomacy and development assistance, to provide a more stable environment so then those exports can follow. Exports, to a certain extent I guess there will always be military exports to unstable parts of the world, but you're certainly not going to export other things to that part of the world. You're not going to give too much investment over there. It's really about the rule of law and transparency and the combination of diplomacy and development assistance.

I want to make one real quick comment. I forgot to say this in my remarks, but I think it's very important if you don't mind. President Carter did something really rather remarkable, I thought, at the dedication of President Bush's library. Here's a former President Carter, and it was interesting how he in his tribute to President Bush, he said, "President Bush, do you remember shortly after you were elected, I came to you and said there was a civil war in Sudan, and I said we need to do something about it because you know how important Africa is to me, personally, and it is to America. You said see me in a couple weeks. We'll work on it. He said I came back to see you, and you said you appointed a special envoy, used all the diplomatic tools available, and a couple years later, there was a ceasefire, and the civil war ended. He said at the same time, Mr. President, you invested in [Dalfour 01:09:48]. There are five million people who have been treated in Africa, whose lives have been saved because of immunization against and work against AIDs. There are about 40% less deaths in Africa because vaccinations were given against malaria." You have diplomacy, and you have the development assistance, and when it was all said and done, he turned to President Bush and said, "Thank you for keeping your word."

A graphic example of diplomacy and development assistance making a difference to that part of the world. We made a big difference to the former President of the United States, and he talked about it publically. That's exactly what global leadership is all about ... diplomacy and development assistance.

Steve: John, can I tell a quick Las Vegas story of exporting services?

John: Of course.

Steve: It was in the paper here maybe a month ago, but Tank Snyder is a medium-sized textural firm here in Las Vegas. They've done great work here. A couple of years ago, they received a step grant which is a state trade and export program. It's federally funded. It goes through our office to pay half of their costs of going to China and being connected with some potential clients in China. They'll tell you

they wouldn't have gone without that federal money helping pay for that trip and the government connection that were provided.

When we went on the trade mission to China six months ago, they were able to announce that they are now the architect of record for two new 800-foot tall towers near Shanghai. What really needs to happen if someone wants to export a service, they need to give us a call, let us know that they'd like to do that, and we'll help connect them. It has to happen company by company, and we can help make that work.

Ramon: By getting the word out and being able to connect with some of these smaller businesses, an additional success story is a design firm here in town called Todd Avery Lenahan Designs, PA Designs. They do work all over the world, but they're based in Las Vegas. They employ people here, and just like the architectural firm, they're getting contracts in China, in the South Pacific, in Latin America, and everything happens in Las Vegas. That's a service. That's an export service.

In the gaming industry, we have companies that excel in that trade, and they export their services as well. Along with tourism and mining, I think professional services of that nature are some of the leading exports that Nevada can develop.

John: It's interesting, this question, and anyone can jump in on this, the emphasis on China and Asia has been talked about by Secretary Ridge and some of the panelists, but here is an interesting question. Given the economic growth potential for economic resources and political volatility in that region, why are we not equally focused on Africa? Who wants to take that one on?

Tom: It's been a missed opportunity for decades, and we're still not focused in on it, and it's a shame. We're focused in on it from the military point of view. We've got AfricaCom. We're focused in on it because given the unstable nature, some of those countries can become a hot bed for terrorism and other, but frankly, again, it's global leadership. It's about our national leaders choosing where they're going to point the emphasis. I'm just saying that there's been a big shift to Asia, but I think we have missed the boat in two parts of the world. We still don't pay enough attention to South America, not even close, and we're not paying enough attention ... seven of the ten fastest growing economies are in Africa. It's a matter of priorities and right now, the country is looking in the wrong direction in my judgment. I can't give an explanation other than I think we're missing some really, really big opportunities.

Richard: I think Governor Ridge is right. Part of it, I think, is our ability to concentrate. Historically, we were Euro-centric ... the special relationship we had with Britain. Now, into the 21st century, the focus is China and what's happening. We've got to now shift and pivot, and as a result of that, I think, as Governor Ridge has indicated, we simply have not focused the kind of attention we should.

If you ask the average American, oh Africa is where the real opportunities are; I think they'd say, "Oh what's happening in Asia? What are the Chinese doing? What are we doing to protect our national interests, our economic interests? Are we going to be in the mid-21st century a second-rate power compared to the Chinese?" No one talks much about Africa, but there is enormous opportunity as the governor has indicated for the growth of those economies.

Tom: You got to be able to chew gum and walk at the same time as a country, and we get so fixated on one or two things. That goes back to where the global leadership coalition is all about. Some of this foreign aid will end up going into Africa, but I think we're really missing huge opportunities but for the exportation of foreign natural resources over there. There's a lot of natural gas and a lot of oil. There's very little business engagement over there, and if there was a place where we needed to build stable government to try to develop the rule of law but begin taking care of the great human needs, it's the continent of Africa. It's a missed opportunity, and we're going to regret it if we don't wise up.

Ramon: It does take a little bit of time to develop these relationships as well. Last week at the Inside Conference, the Assistant Secretary of Commerce, Michael Camunez addressed the importance of dealing with Africa and creating trade with Africa because of the natural resources and others. There's also a very fast-growing market in certain African countries that are looking for American goods. The challenge, of course, is being able to get on that side of the world. Then when you compare that to the access to Latin American countries, it might be a little more practical for American companies. The idea is to focus on what is going to give you sometimes the fastest and the biggest return on your investment, but then again we go to Columbia and we have situations like what happened there last year. The good thing is that we're opening and signing trade agreements with a lot of Latin American countries, again, like I mentioned earlier some of the fastest growing economies in the world are in Latin America.

John: What about you, Mr. Hill? Is Africa and South America on your radar screen at all on what you're trying to do for the state?

Steve: Well, as a matter of fact, we have four people in international trade office at the state level which is quite a bit less than the folks in Pennsylvania have, but the folks in Pennsylvania are really a model on how to do this, and they've been a lot of help to me personally. Of those four, right now, one of them is in Brazil, and one of them is in Mexico today.

I think it's Nevada's first official trip to Brazil maybe ever, I don't know. The reason that we're there is that there are four companies in Nevada that have found opportunities in Brazil that help us open the door, and we can help open the door for them while we're there. We can grow from there, but Ramon's right. With four people, we're trying to seize the opportunities that are in front

of us, make something happen, grow credibility in the process, and then potentially be able to grow our efforts from there.

We have to develop some credibility so that we're not just taking trips around the world ... that this actually produces jobs in Nevada, and so that's the original focus, the main focus now.

John: Governor Ridge, I think Steve Hill is very subtly suggesting that you call Governor Sandavol and get his budget increased the way it's like in Pennsylvania.

Steve: I didn't want it to be too subtle.

John: I know we're running out of time, so let's conclude with this question because I think it will give you a chance to reaffirm the major goals of the coalition. Here's the question. How can you as global leaders be instituted as a national priority that can be insulated from the shifting winds of politics and other miracles?

Tom: Boy, everybody jumped all over to answer that one, didn't they? I think given what people perceive to be austere times, and if you're unemployed, it is austere, but I just think it's just like anything else within the world of government and politics these days. It takes a persistent, sustained effort to educate, to proselytize not only the general public but members of the House and the Senate. There's no substitute for the companies that have engaged in part of world leadership to be taking that message ... no substitute for financial support for the coalition. It will never be insulated. Nothing when you think of sequestration, nothing is insulated. Fortunately this budget this year at least, President Obama's budget I think is fairly close to last year's even though there had been the previous reduction of several billion dollars.

I don't think it's any different than any other line item in the budget. Good times or bad, there will always be some political resistance to foreign aid. Oh my God, we have all these problems here. How can we spend that money overseas? I guess the answer has got to be, the refrain has got to be, repeated over and over again. It's a strategic investment in the best long-term interest of the United States of America and future generations. That's all you can do ... persistence and sustained messaging.

John: Let me let you jump in here, Mr. Hill. Some people, I don't know who they might be in the media, might criticize you for taking these trips overseas, for sending people to Brazil, "Oh there goes another junk-it paid for." How do you and the governor get the message out to folks in Nevada that this is an important role of government here?

Steve: I think to start with, it goes back to what Secretary Ridge said. When you know it's the right thing to do, you're just going to have to go do it for awhile. There

are going to be some in the media that criticize that, and it has to produce results. You have to be able to point at something. You have to be able to tell Tank Snyder type stories that show that this was an investment that paid off much more than the original cost.

Obviously at this point, we're spending very little state money on that. The federal government does help quite a bit with those trade missions, so there's not, at this point, a significant state of investment in doing this. There's just an investment of time and the people involved. You have to develop the credibility to jump off and make sure that it happens.

Tom: Can I just add a side bar? We had one reporter in the state capitol who was pretty critical, and we said, "You think this is fun? Come on down." We ran his buns off for three days. The second night, we're still out doing work, he was sleeping. I mean if you're serious about a trade mission, it is hard work, and the men and woman who leave their families and their companies to go and try to sell and build relationships, they're not there partying. They're not there fraternizing. They're not roaming around. They're working hard, and I can't believe that you have newspapers that criticize what you're doing. That never happened in Pennsylvania.

John: Mr. Hill, I'm still waiting for the invitation.

Tom: You've got to pay your own way.

Steve: We're headed to China in about three weeks. You'd like to go?

John: As long as the legislature is done.

Richard: John, at two levels here, it seems to me that the one asset that is brought to the table in this increasingly adversarial, polarized political world. It's a world which whether you're to the left of Mont se Tong or to the right of the Sheriff of Nottingham has been terribly destructive in terms of the national political dialogue, but when you've got every former living secretary of state as part of this group, that brings a lot to the table. I think that sometimes we don't use that. We all in this room after hearing the governor's keynote address and the other comments, not everybody gets that message. Not everybody knows that.

The second thing in terms of how we get this message across more effectively. The governor has the bully pulpit. That's obviously a Theodore Roosevelt, but governors can only do a limited amount. When you get elected governor, you want to change western civilization as it has been known because of the priority that you have. It's important for the governors to identify the priority and repeat the message over and over again. When I was elected, we were in an economic recession not nearly as one as devastating as the one we currently experienced,

and so at that time, I was constantly talking about economic development. My staff said people are sick and tired of hearing about that largely I'm sure because of my ineffective communication abilities. We did a survey. Nobody identified economic development as a priority that I had. You've got to time and time again make that point.

John: All right Mr. Torres, I'm going to let you have the final word. You have three essentially members of the public sector here at one time. How does the private sector get this message across? How do you, who are obviously a big proponent of global leadership and exporting business and America's image in the world, how do you go about telling your colleagues in the private sector? How do you send that message?

Ramon: I think Governor Ridge said it best. It's consistent messaging. It's all about the branding. It's about letting people know you're open for business, and so when you go to those countries like Costa Rica that's the business center of Central American Caribbean, they get funding from Europe because Europe needs them as a source for goods and maybe a market for some other exports as well.

As a net-importing community, Las Vegas, the U.S. also imports quite a bit of what we need, so we need to have those strategic relationships where that's where organizations like the Global Leadership Coalition come in. We need to develop those relationships. We need to put our brand out there. We need to build that relationship. Business isn't done with a business card. It's done face-to-face. It's done person-to-person, and a great example of that is success that the LVCVA has had in the last couple of years in opening new markets. We're now just behind Google as a recognized brand around the world. We need to capitalize on that. If we see the success that the LVC has had, yes they have spent a lot of money with what they're doing, but look at the success we've had. I think we need to capitalize on that. We need to build a relationship. I think that's where it starts.

John: Let's use that to conclude and say we hope that what happens here does not stay here in this room. Export the message of the U.S. Global Leadership Coalition everywhere, and let's give a round of applause for these gentlemen sitting on this great panel discussion.

Megan: Thank you so much to all the panelists, to our moderator for really fascinating and compelling panel. I really enjoyed it, so thank you so much. Another thank you to our wonderful co-sponsor for today, the Latin Chamber of Commerce under the leadership of Otto Merida. I enjoyed working with you so much. You're a wonderful organization in Las Vegas, and we appreciate your partnership.

As I did not mention before, my name is Megan Nathan. I know many if not most of you in this room, and I'm our Western Regional Outreach Director, so my boss, our Executive Director Liz Scherer likes to say the difference between a good meeting and a great meeting is what happens next. In order for it to be a great meeting, I really need your help, and it's just a few simple things not a lot of time.

The first thing if you signed up through our web site, you should be receiving an e-mail in your inbox in the next couple minutes maybe even right now, and it asks you for three things that we really would appreciate you doing. The first is we want you to tell us your story. How does this issue impact you? What resonated with you in the panel today? We really want to collect stories and be able to tell people what we're doing in a compelling way. The second is for you to get someone else involved. Point us in the direction of your neighbors, your co-workers who might be interested in this issue. We're always looking to expand our work in Nevada and across the west, so please help us in that.