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(Smith/Grossman)
November 18, 1991
Draft One
USIA

PRESIDENTIAL VIDEO: USIA INTERNATIONAL VISITORS
Room 459

I speak to you today as someone who has a true appreciation for the efforts of our International Visitors Program volunteers. I recognize the crucial role this program plays in promoting international understanding. And I know what it means to share America's most valuable national treasure -- its ^{(spirit of} hospitality, ^{giving)} its ~~friendship, and its giving spirit.~~

You see, way back in 1967, Barbara and I were proud participants in this wonderful program, hosting then future Prime Minister Margaret Thatcher ^{in (USIA)} our Houston home. The "Iron Lady" has said of that visit, "I saw and felt the vitality and generosity of the American way of life...Forevermore, I shall be a true friend of the United States." Who could have known that a bond begun almost a quarter century ago would one day help win the Gulf War -- and cement the ties of international friendship.

Margaret Thatcher is one of the more than 130 international visitors who are current or former chiefs of state -- ^{Former (USA)} Japanese Prime Minister Toshiki Kaifu, Hungarian Prime Minister Jozsef Antall, former Egyptian President Anwar Sadat, and former Indian Prime Minister Indira Gandhi.

But the program offers more than just an opportunity to host ~~and hobnob~~ with tomorrow's world leaders. \ For our visitors, it offers a glimpse into the ^{real} heart of America. For our

^(P. 1)

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offers a glimpse into the real heart of America. For our government, it offers a chance for people-to-people diplomacy without pomp and circumstance. For our volunteers, it allows us to share and show the real reason why America is the greatest nation on earth.

Herman Melville once wrote, "America has been settled by people of all nations. All nations may claim her for their own...We are not a nation so much as a world." Thank you for being such essential envoys in this new world order. God Bless the United States of America.

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director

-LRSM

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October 23, 1991

MEMORANDUM FOR: The Honorable Sig Rogich
Assistant to the President
for Public Events and Initiatives
The White House

FROM: Henry E. Catto *WEC*
Director

SUBJECT: Request for Presidential Video Message

The U.S. Information Agency manages the International Visitor program which brings future and established foreign leaders to the United States to meet with their professional counterparts during a three- to four-week tour of selected U.S. cities. The IV program is one of USIA's longest-standing and most successful exchange activities. The IV program marked its 50th anniversary in September of 1990. Distinguished alumni include Margaret Thatcher, Toshiki Kaifu, F. W. de Klerk, Jozsef Antall, Helmut Schmidt, Anwar Sadat and Indira Gandhi.

President Bush has personal experience with this program. He served as a volunteer host in Houston in 1967; Margaret Thatcher first met the President in this capacity when she came to the U.S. as an International Visitor.

Because volunteers are the backbone of the IV program, we would like to use the President's personal story as the introduction to an existing promotional tape. We use the tape to explain the program to U.S. citizens and to recruit volunteers who provide home hospitality and arrange appointments for the IVs. We will also use the updated tape to encourage private-sector support for local chapters of the National Council for International Visitors, the nationwide network for volunteers and support services.

President Bush's message will replace that of President Reagan, allowing us to update our existing tape without having to incur the considerable costs associated with producing an entirely new video. Once the President's message is done, our TV production staff would manage the editing process for the tape.

I would appreciate your placing this request before the long range scheduling committee and giving it the support we feel this important program has earned.

SUGGESTED SCRIPT BY PRESIDENT GEORGE BUSH
INTRODUCTION TO PROMOTIONAL TAPE ON
USIA'S INTERNATIONAL VISITOR PROGRAM

THE SUCCESS OF MANY PROGRAMS IN THE UNITED STATES VERY OFTEN DEPENDS LESS ON HOW MUCH THE GOVERNMENT SPENDS THAN ON THE WILLINGNESS OF CITIZENS TO GIVE OF THEMSELVES. THE INTERNATIONAL VISITOR PROGRAM IS A UNIQUE EXAMPLE OF THE SPIRIT OF COOPERATION WHICH EXISTS BETWEEN THE GOVERNMENT, THE PRIVATE SECTOR AND AMERICANS JUST LIKE YOU.

ADMINISTERED BY THE UNITED STATES INFORMATION AGENCY, THE INTERNATIONAL VISITOR PROGRAM BEGINS IN OUR EMBASSIES OVERSEAS. EVERY YEAR, OVER FIVE THOUSAND PEOPLE FROM COUNTRIES AROUND THE WORLD ARE NOMINATED BY OUR EMBASSIES FOR THEIR OUTSTANDING ACCOMPLISHMENTS AND LEADERSHIP POTENTIAL IN MANY FIELDS, INCLUDING: EDUCATION, THE ARTS, GOVERNMENT, POLITICS, JOURNALISM, BUSINESS AND LABOR.

THANKS IN LARGE MEASURE TO THE GENEROSITY AND KINDNESS OF VOLUNTEERS IN MORE THAN ONE HUNDRED CITIES ACROSS THE U.S., INTERNATIONAL VISITORS HAVE A CHANCE TO EXPERIENCE FIRST-HAND THE AMERICAN WAY OF LIFE.

WORKING IN CONJUNCTION WITH THE NATIONAL COUNCIL OF INTERNATIONAL VISITORS, VOLUNTEERS ARRANGE ACCOMMODATIONS, PROFESSIONAL APPOINTMENTS AND HOME HOSPITALITY FOR THESE IMPORTANT VISITORS.

I KNOW THE VALUE OF THE INTERNATIONAL VISITOR PROGRAM FROM PERSONAL EXPERIENCE. IN 1967, WHEN BARBARA AND I WERE LIVING IN HOUSTON, WE SERVED AS VOLUNTEER HOSTS FOR A VERY SPECIAL INTERNATIONAL VISITOR, SOMEONE WITH WHOM WE'VE MAINTAINED A LONG AND WARM FRIENDSHIP OVER THE YEARS. WE WILL ALWAYS REMEMBER THE VISIT OF MARGARET THATCHER.

619 4355
Cashid
Goodman

TODAY, MAGGIE THATCHER JOINS THE MORE THAN 130 INTERNATIONAL VISITORS WHO ARE CURRENT OR FORMER CHIEFS OF STATE OR HEADS OF GOVERNMENT. ALUMNI INCLUDE: SOUTH AFRICAN PRESIDENT F. W. DE KLERK; JAPANESE PRIME MINISTER TOSHIKI KAIFU; HUNGARIAN PRIME MINISTER JOZSEF ANTALL; FORMER PRESIDENT OF EGYPT ANWAR SADAT; AND FORMER PRIME MINISTER OF INDIA INDIRA GANDHI. SINCE THE PROGRAM BEGAN MORE THAN 50 YEARS AGO, THOUSANDS OF INTERNATIONAL VISITORS HAVE GONE ON TO BECOME LEADERS AND OPINION SHAPERS IN THEIR OWN COUNTRIES, TAKING WITH THEM A SPECIAL UNDERSTANDING OF THE UNITED STATES.

THE INTERNATIONAL VISITOR PROGRAM GIVES US MANY THINGS: FOR OUR VISITORS, A UNIQUE PERSPECTIVE OF THE GREATEST NATION ON EARTH; FOR OUR GOVERNMENT, A CHANCE TO ENGAGE IN DIPLOMACY AT THE PEOPLE-TO-PEOPLE LEVEL; AND FOR THE VOLUNTEERS, AN OPPORTUNITY TO SHARE WHAT AMERICA IS BEST AT--HOSPITALITY, FRIENDSHIP, AND A GIVING SPIRIT. THIS PARTNERSHIP HAS ALLOWED US TO BUILD BRIDGES OF UNDERSTANDING BETWEEN OUR PEOPLE AND THE PEOPLE OF OTHER NATIONS. I KNOW THAT THE TIME, TALENT AND RESOURCES DEVOTED TO THE INTERNATIONAL VISITOR PROGRAM ARE WELL SPENT. THANK YOU FOR HELPING US SHARE THE DIVERSITY OF AMERICAN CULTURE AND FABRIC OF AMERICAN LIFE WITH OUR FRIENDS AROUND THE WORLD.

IVNOT

--importance of IV exchange in promoting international understanding

--admin by USIA, our embassies nominate over 5,000 people around the world -- recognized for their achievement and leadership in endeavors ranging from education to the arts, from government to journalism, from business to labor.

--Barbara and I are proud to have participated in this program, when, back in 1967, we hosted Margaret Thatcher in our Houston home. Imagine, a bond that ...even then, the lady was not for turning...she said, if you want something said, ask a man, if you want something done, ask a woman..what USIA has done...the woman who once described America as XXX, got her first taste of it at the Bush breakfast table.

one old American, "you should have as much faith in America as I have"

--Today, Maggie Thatcher joins the more than 130 international visitors who are current or former chiefs of state or heads of government. Alumni include: Japanese PM Toshiki Kaifu; Hungarian PM Jozsef Antall; South African President F.W. de Klerk; former President of Egypt Anwar Sadat; and former PM of India Indira Gandhi...special understanding of US

--One foreigner once described our nation as "white noise," giving out so many signals in so many different directions..

--Herman Melville once said of our country, "America has been settled by people of all nations. All nations may claim her for their own...We are not a nation so much as a world."

--this program offers many things: unique perspective for our visitors, chance to engage in people to people diplomacy, for the volunteers -- an opportunity to share what America is best at -- hospitality, friendship, and a giving spirit.

--But this program could not survive without the dedication and commitment of volunteers like yourselves

--concerned citizens, opening their homes, opening their wallets, and opening their hearts...unique example of cooperation between the Government, the private sector, and Americans just like you.

--keep up the good work

and hobnob with tomorrow's world leaders, -- ^F for our visitors, it offers a glimpse into the real heart of America; for our government, it offers a chance for people-to-people diplomacy without the pomp and pretense; and for our volunteers, it offerst the chance *to show why ^{America} we are such a special ^{place} people.*

(Smith/Grossman)
November 18, 1991
Draft One
USIA

PRESIDENTIAL VIDEO: USIA INTERNATIONAL VISITORS
Room XXX

I speak to you today as someone who has a true appreciation ^{FOR} of the efforts of our ~~volunteers for the~~ ^{volunteers} International Visitors Program. I know how important this kind of exchange can be to international understanding. And I know what it means to share America's most valuable national treasure -- it's hospitality, it's friendship, and it's giving spirit.

You see, back in Houston, way back in 1967, Barbara and I were proud participants in this wonderful program, hosting Margaret Thatcher. The former Prime Minister has said, "I remember my visit in 1967...I saw and felt the vitality and generosity of the American way of life, and it has left an indelible impression on my mind. Forevermore, I shall be a true friend of the United States." Who could have known, that a bond begun over a Bush breakfast, would one day help win the Gulf War, and cement the ties of international friendship.

Today, Maggie Thatcher joins the more than 130 international visitors who are current of former chiefs of state -- Japanese Prime Minister Toshiki Kaifu, Hungarian Prime Minister Jozsef Antall, South African President F.W. de Klerk, former Egyptian President Anwar Sadat, and former Indian Prime Minister Indira Gandhi.

But the program offers more than just an opportunity to host

01 NOV 18 AM: 22 TELEFAX MESSAGE

From: E/V - Office of International
Visitors

Sender: PATTI BURKE

Date/Time: 11/18/91 11:00 AM

U.S. Information Agency
301 4th Street, S.W. Room 266
Washington, D.C. 20547

(202-619-5217) PHONE
(~~202-619-6200~~) FAX
205-0792

To: JENNIFER GROSSMAN
White House

Subject: Margaret Thatcher
in Houston

Volunteers fete foreign guests

Distinguished visitors kick off their shoes in Houstonians' homes

WHEN the economic policy adviser to the chancellor of Austria was in town recently, Thomas and Emily Ryan rolled out the red carpet to their Memorial home, Texas-style.

They treated the international visitor, whom the Ryans had not met before, to cocktails, a dip



Shelby Hodge

in the family pool and a casual steak dinner with friends.

Likewise, when the adviser to Mexico's secretary of commerce and industrial development toured Houston two weeks ago, she was feted at a dinner hosted by Eduardo Aguirre, senior vice president of NCB Texas, and other NCB officers in the wine cellar of River Oaks Country Club.

While that guest list was heavy on banking and business leaders, Armino Sanchez Arellano was also treated to a more personal dinner by new acquaintances Hilbert and Ann Link.

On any given week during the year, volunteer Houstonians are sharing their homes, their private clubs or their favorite restaurants with international visitors in a host program sponsored by the Institute of International Education (IIE).

The IIE is a national non-profit agency promoting international educational and cultural exchange. Funding is provided through community contributions and membership support.

The organization works with the United States Information Agency's (USIA) International Visitor Program in providing social evenings for foreign guests of the U.S. government. Each year, the USIA funds as many as 600 up-and-coming professional and political leaders to Houston as part of an informational U.S. tour. Of those, some 300 may request the opportunity to supplement their educational and business-oriented visit with a sampling of the American lifestyle.

This is when the IIE steps in. Volunteers are asked to spend an evening with the guest, preferably in their homes, so that he or she can sample American home life.

If work schedules prohibit dinner at home, a night out at a restaurant is an alternative.

The Southern Region IIE headquarters are located in Houston, where general membership is open to the public.



Chronicle file

George and Barbara Bush, top, were volunteer hosts during the late '60s. Their guests included a rising British politician, Margaret Thatcher, above left, Valery Giscard d'Estaing, above right, later France's president, also stayed with IIE hosts.

Volunteer activities for members range from the dinner hosts to those who provide overnight lodging and/or regular dinners for international students, volunteer work in the regional office and volunteers in the schools program.

Those signing up for the dinner-host program fill out questionnaires regarding their professional interests, hobbies, language skills and availability for hosting. The IIE tries to match up visitors with hosts who will have something in common. If language is a problem, the guest may be accompanied by his USIA interpreter.

Volunteers range in age from their 20s to retirement age. Their professional status runs the gamut from real-estate sales to architects, from oil industry retirees to accountants. Social activities for the foreign visitors stretch from after-work cocktail parties to dinner at Churrascos, from steak cookouts to formal seated dinners for 10. The style of entertaining is entirely up to the hosts.

Longtime IIE volunteers George and Ruth Obolensky prefer welcoming USIA visitors to their home. In April, they opened their doors to

Don Cornelia Paporis, chairman of the Romanian Bank for Foreign Trade, and his wife, who is also in banking. It was, Ruth says, a fascinating evening, particularly for George, whose work as assistant treasurer with Shell Oil Co. involves him heavily in banking issues.

A number of the foreign visitors who come through the United States on the International Visitor Program go on to become heads of state and cabinet ministers in governments around the world.

The individuals are selected to participate in the program by U.S. embassies abroad who determine them to be "the best and the brightest." Among those who have been hosted by IIE families, not necessarily in Houston, before their rise to power were former French President Valery Giscard d'Estaing, South African President Frederik W. de Klerk, former West German Chancellor Willy Brandt and Japanese Prime Minister Toichiro Kishi.

George and Barbara Bush were IIE hosts in Houston in the late '60s when they entertained a young up-and-coming British politician — one Margaret Thatcher.

Not all USIA visitors are on a par with Thatcher. But all can be interesting. Several weeks ago, Kollie and Julie McGinnis of McGinnis Cadillac hosted John Charles Beverley, inspector of the Marylebone Police Station in London. Beverley oversees six police sergeants and 30 police constables in the district that is home to a large number of foreign embassy residences and hotels where foreign tourists and visiting U.S. officials regularly stay.

Laura McWilliams, director of the IIE Southern Region, says, "The night hosting is as important as the daytime appointments."

"Our surveys have found that these visitors said they learned as much or more, enjoyed it more and gained more insight from visiting with an American family in an American home."

Volunteer hosts are called upon only "once or twice a year," McWilliams says, adding, "so the welcome is never worn out. That's the good news and the bad news," because some people would enjoy hosting more often.

The IIE's role in providing social situations for foreign visitors is expanding as the organization works more closely with the city through Houston International Protocol Alliance.

Next month, the IIE, working with the Chinese Consulate, is providing housing in the homes of volunteers for the Sichuan Folk Art Troupe from China.

The IIE has tapped Houston Ballet star Li Cunxin and wife Mary McKeon to assist in social events with the young Chinese dancers. The troupe will be performing at the Wortham Center in a program cosponsored by the IIE, Houston Public Television and the Chinese Consulate.

Information on IIE programs is available from the organization at 515 Post Oak Blvd., Suite 150, Houston 77027-9487, 621-2800. Membership is \$25.

The Professional Exchange Group within the IIE, aimed at stirring the interest of younger professionals, has a membership fee of \$25.



FAX MESSAGEDate 11/18/91 Time 10:45**TO:**Name Jennifer GrossmanOrganization WT SpeechwritingFax Number 456-6218**FROM:**Name Karen Stockmeyer

Organization Office of Public Liaison
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Total number of pages including this cover page 3

*We're checking with Houston
I-V chapter for documentation
on Bush hosting Thatcher.
See attached for Thatcher
quote.*



MARGARET THATCHER

UNITED KINGDOM

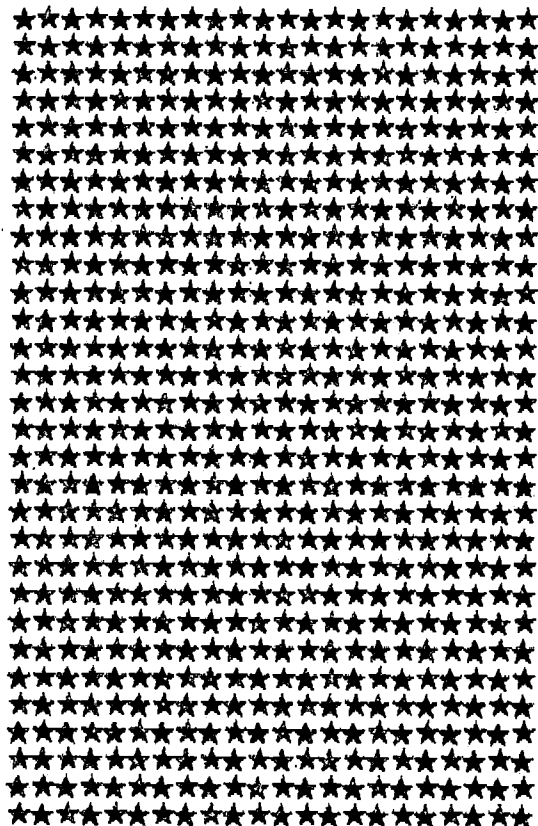
*Margaret Thatcher, former prime minister of the United Kingdom,
was a participant in the International Visitor Program in 1967.*

I well remember my visit to America in 1967, during which I travelled around the country extensively—from Washington, D.C.; Miami, Florida; Atlanta, Georgia; and Houston, Texas, across to San Francisco and Los Angeles, California; and back, via Omaha, Nebraska, and Chicago, Illinois; to Boston, Massachusetts, and New York, New York.

The whole tour was immensely valuable. I saw and felt the vitality and generosity of the American way of life, and it has left an indelible impression on my mind. Forevermore, I shall be a true friend of the United States.

I should like to say thank you to all those who participated in this wonderful program.

UNITED STATES INFORMATION AGENCY



**INTERNATIONAL
VISITOR
PROGRAM**



ANNIVERSARY

1940-1990

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↳ of tomorrow's world.