

Committee on Energy and Commerce
U.S. House of Representatives
 Witness Disclosure Requirement - "Truth in Testimony"
 Required by House Rule XI, Clause 2(g)

1. Your Name: <u>Roger Dow</u>		
2. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	<input type="radio"/> No
3. Are you testifying on behalf of an entity that is not a government entity?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
4. Other than yourself, please list which entity or entities you are representing: <u>U.S. Travel Association</u>		
5. Please list any Federal grants or contracts (including subgrants or subcontracts) that you or the entity you represent have received on or after October 1, 2011: <u>none</u>		
6. If your answer to the question in item 3 in this form is "yes," please describe your position or representational capacity with the entity or entities you are representing: <u>President and CEO</u>		
7. If your answer to the question in item 3 is "yes," do any of the entities disclosed in item 4 have parent organizations, subsidiaries, or partnerships that you are not representing in your testimony?	Yes	<input checked="" type="radio"/> No
8. If the answer to the question in item 3 is "yes," please list any Federal grants or contracts (including subgrants or subcontracts) that were received by the entities listed under the question in item 4 on or after October 1, 2011, that exceed 10 percent of the revenue of the entities in the year received, including the source and amount of each grant or contract to be listed: <u>Market Development Cooperator Program (MDCP) Award Grant Sept. 1, 2011 to Aug 31, 2014</u>		
9. Please attach your curriculum vitae to your completed disclosure form. <u>See Attachment</u>		

Signature: _____

MARKET DEVELOPMENT COOPERATOR PROGRAM (MDCP) GRANT EXECUTIVE SUMMARY

U.S. TRAVEL ASSOCIATION INTERNATIONAL MICE BUYER PROGRAM
(Meetings, Incentive, Conferences and Exhibitions)

<u>Applicant</u>	Bryan Lewis Chief of Staff / General Counsel blewis@ustravel.org 202.218.3640	U.S. Travel Association 1100 New York Ave, NW Suite 450 Washington, DC 20005 www.ustravel.org
<u>ITA and other Federal Collaborators</u>		Office of Travel and Tourism Industries - Helen Marano Foreign Commercial Service In-country Officers/Specialists (see "Partners") U.S. Export Assistance Centers - Anastasia Xenias U.S. Department of State In-country Consular Officers
<u>Federal Share</u>		\$491,681
<u>Total Project Budget</u>		\$1,491,536
<u>Award Period</u>		September 1, 2011 – August 31, 2014
<u>Exports Projected (Award Period)</u>		\$315 million
<u>Exports Projected (Sept. 2014 – Aug. 2018)</u>		\$420 million
<u>Foreign Markets Targeted / Year 1</u>		Brazil, Russia, India, China, Korea Canada, Mexico, UK, Japan, Germany
<u>Foreign Markets Targeted / Year 2 & 3</u>		Markets listed above plus remaining top inbound and high-growth emerging markets. (70 total countries)
<u>U.S. Industry</u>		Travel & Tourism (the meetings and events segment)
<u>Project Description</u>		<ul style="list-style-type: none">• Identify and recruit top international MICE (Meetings, Incentive, Conferences and Exhibition) buyers to meet with U.S. suppliers.• Facilitate matchmaking of international buyers with U.S. suppliers. Schedule subsequent appointments and meetings at largest U.S. travel trade show, International Pow Wow.• Establish education program to inform international buyers of the products and services in the U.S. meetings and events industry, including destinations and venue options.• Host innovative online virtual marketplace designed to assist international buyers in locating the appropriate U.S. destination and venue for their meetings and events.