

gram that seeks a memorable visit for every guest. This luxury hotel business knows that a mint on the pillow isn't enough to keep a customer coming back. It's the principle "Service must be excellent if it is anything" that has earned Ritz-Carlton one of the most loyal followings in the travel and tourism industry.

Now, for Texas Instruments Defense Systems and Electronics Group: Its best product is always surpassed by its next innovation. Mac used to call this kind of inventiveness Yankee ingenuity. I'm not sure this Texas-based company cottons to be called Yankee—[laughter]—but ingenious I think they'll accept. And they've earned it. Formed during World War II, this TI subsidiary has grown to become the Nation's eighth largest defense electronics contractor. And we know from the success of Desert Storm that in matters of advanced weaponry, quality is absolutely essential. It's the key. And we know, too, from the success of Desert Storm that TI's contributions to

this effort were absolutely invaluable.

In today's competitive global marketplace, quality of service and quality of goods takes on top priority in American business. And premium standards are no longer lofty goals but vital components of every basic business strategy. This year's Baldrige winners know that quality standards do not impede success, they encourage it. And Mac Baldrige would certainly agree with that.

Each time we revisit our memories of Mac Baldrige at this ceremony, I'm reminded of the wisdom that he used to impart most often: Always, in anything and everything, rise to the highest standard. This year's Malcolm Baldrige Quality Award winners have all done just that.

So I came over here to say congratulations to all of you. And may God bless our great country. Thank you very much.

Note: The President spoke at 11:52 a.m. at the Department of Commerce.

Statement by Press Secretary Fitzwater on Relations With Vietnam *December 14, 1992*

The United States is today taking additional steps concerning our policy towards Vietnam. The decision to take these steps is in response to Vietnam's implementation of agreements reached with the President's Special Emissary for POW-MIA Affairs, General John Vessey. It is in keeping with the established "roadmap" policy of a step-by-step process for normalizing relations with Vietnam.

Effective today, the United States will permit U.S. firms to sign contracts to be executed should the embargo with Vietnam be lifted. To assist U.S. firms, we will also begin implementing a decision that permits a liberal licensing policy allowing commercial transactions relating to contracts, in-

cluding opening offices in Vietnam, hiring staff, writing and designing plans, and carrying out preliminary feasibility studies and engineering and technical surveys. Other than these actions, the embargo with Vietnam remains in effect.

We look to Vietnam to intensify efforts to achieve the fullest possible accounting of all our POW-MIA's, including the rapid repatriation of all recovered and readily recoverable American remains. In this context, we have noted Hanoi's recent call for Vietnamese citizens to turn in any American remains they may possess. As further results in accounting for missing Americans are obtained, we are prepared to consider additional "roadmap" steps of our own.