

TOM STAGGS: “DISNEY TRADITIONS” VIDEO SCRIPT  
(FINAL, Version 6: April 29, 2010)

Hi. I’m Tom Staggs, Chairman of Walt Disney Parks and Resorts. It’s my honor to welcome you to the team.

I hope you’re enjoying your DISNEY TRADITIONS experience today.

As you’ve now discovered, Walt Disney Parks and Resorts has a long and exciting history—and it all began right here (gesture) at the DISNEYLAND Park in Anaheim, California.

Now, before Disneyland opened in 1955, (gesture) this was just an orange grove. But Walt envisioned something much more: a magic kingdom filled with stories and characters to entertain the whole family.

He wanted it to be the happiest place on earth, the place where dreams come true.

Today, Walt Disney Parks and Resorts makes dreams come true—here, and around the world, in so many ways:

- Theme-park resorts on three continents
- A top-rated cruise line
- Award-winning guided family adventures
- Imaginative Disney Vacation Club Resorts

And the magic keeps growing!

Our Disney Imagineers dream up thrilling new vacation experiences and attractions to entertain families for generations to come.

Our mission is to create fantastic guest experiences that set Disney apart—and it takes a whole lot to make that happen.

We start with a great story and great settings. We add in creativity, technology and innovation. And then there’s the most important element of all: YOU!

Over and over, our Guests tell us the one thing that impresses them more than anything else—more than our Castle, more than Space Mountain, and even more than Mickey Mouse. What impresses them most is the pride, energy and passion of our Cast.

Whether you’re a performer or a painter, onstage or backstage, on land or at sea, YOU will be bringing magic to life for our Guests.

As you've learned today, our first priority here at Disney is to create happiness every single day for many, many Guests. It's a BIG job and it takes very special people.

By now, you've noticed a number of qualities that are shared by our entire Cast: dedication, expertise, integrity, and commitment to preserving our Disney traditions.

Generations of Cast Members, Crew Members, and Imagineers have been entrusted as keepers of the Disney legacy—and today, you join that distinguished group.

Now, as Mickey Mouse discovered in “The Sorcerer’s Apprentice,” making magic carries a lot of responsibility. That’s the reason you hear us emphasize Safety, Courtesy, Show, and Efficiency over and over again—because, quite simply, these concepts are the foundation for everything we do at Walt Disney Parks and Resorts.

MAGIC, of course, is about FUN, too.

We hope your years at Disney will be filled with fun (I know mine have been) and with the satisfaction that comes from a job well done.

As Walt said when Disneyland opened its gates, “To all who come to this happy place: Welcome. Disneyland is your land.”

Well, today, Disney is your land in a whole new way—because now you are part of the Magic.

On behalf of all of your fellow team members around the world, welcome to the Disney team!

.....