

We cannot forget that the bloodshed could have been averted had the leaders of the world not been silent while Jews were being killed at Auschwitz. When we say "Never Again," let us learn from their mistakes.

HONORING THE CONTRIBUTIONS
OF MRS. WILLIE STEPHENITCH

HON. JON C. PORTER

OF NEVADA

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Mr. PORTER. Mr. Speaker, I rise today to honor the contributions of Mrs. Willie Stephenitch to the State of Nevada. Mrs. Stephenitch has been recently named one of eight national recipients of the "Making a Difference" award by the Bureau of Land Management. Mrs. Stephenitch has volunteered for Friends of Red Rock Canyon for many years and has been instrumental in preserving the Red Rock Canyon National Conservation Area for future generations.

Some examples of the hands-on approach Mrs. Stephenitch has taken include extensive educational outreach regarding Red Rock Canyon; the design and development of "Trash Bash Day," a semi-annual clean-up event; and aiding in the coordination of Red Rock Canyon's annual "Tortoise Trot" trail run.

Red Rock Canyon is one of Nevada's crown jewels, and I thank Mrs. Stephenitch for her hard work and dedication in helping to increase community awareness and involvement for the protection of this area. Her enthusiasm and love for public lands has been felt by thousands of area residents and visitors and should serve as an example for Americans to live by.

Thank you for your hard work, Mrs. Stephenitch.

CHRISTY REID

HON. C.L. "BUTCH" OTTER

OF IDAHO

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Mr. OTTER. Mr. Speaker, I rise today to draw the attention of the House of Representatives to an individual from my district whose creativity and vision have brought due accolades to both herself and the great State of Idaho.

Christy Reid was chosen out of the Nation of fifth graders as the winner of the National Arbor Day Poster Contest. Her beautiful artwork will now represent the National Arbor Day Foundation all year long. She has been honored in our home state of Idaho, in Nebraska City—the home of Arbor Day—as well as in Washington, DC.

Not only is Christy's artistic talent on display in the posters, but she also had the honor of planting a tree in the National Botanical Gardens. As this tree grows, surely so will Christy's talent and her excellent representation of the many things that Idaho has to offer. I hope the House will join me in acknowledging Christy's achievement.

MOURNING THE PASSING OF REPRESENTATIVE JOE. E. MORENO, TEXAS STATE HOUSE OF REPRESENTATIVES—DISTRICT 143

HON. AL GREEN

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Mr. AL GREEN of Texas. Mr. Speaker, my heart is heavy as I pause today to pay tribute to my colleague and an outstanding public servant, Joe Moreno who died tragically this past Friday, May 6, 2005.

A native of Houston, Texas, Mr. Moreno represented District 143 in the Texas State House for more than seven years after being elected with overwhelming grassroots support in November, 1998. A graduate of St. Thomas High School, he attended St. Thomas University and Texas Southern University. His unexpected death leaves a huge void in the lives of all of us who knew and respected him. As a dedicated community activist, Representative Moreno will be remembered as a champion who never wavered in his commitment to improving the lives of his constituents. An active member of the Resurrection Catholic Church, the Harris County Tejano Democrats and the League of United Latin American Citizens Council, Joe was awarded the prestigious title of "Legislator of the Year" in 2003 in recognition of his skills as a Member of the State House of Representatives.

Mr. Speaker, throughout his career, Representative Moreno has been honored by the Coalition of Texans with Disabilities, the East Harris County Manufacturing Association, the Houston Gulf Coast Chapter of the Labor Council for Latin American Advancement and the Hispanic Contractor's Association of the Greater Houston Area, Inc. During the 79th Legislative Session, he served on the Juvenile Justice and Family Issues Committee as well as the Borders and International Affairs Committee.

Finally, Mr. Speaker, this is a sad day, and I hope my colleagues will join me in saluting Joe Moreno, a pillar of the community whose contributions will not be forgotten.

THE INTERWOVEN VALUES OF
FREEDOM AND MARKETS

HON. DONALD A. MANZULLO

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Mr. MANZULLO. Mr. Speaker, in today's times, we often find that the principle values and activities of the United States are under attack. Too few defenses are offered against such attacks, even if they question the very fundamentals of how we live and work. It is therefore helpful and encouraging to see when someone takes this responsibility seriously. Here are some thoughts of Professor Michael R. Czinkota of Georgetown University who professes his belief on how to advance the cause of freedom.

ON FREEDOM AND INTERNATIONAL MARKETING

(By Michael R. Czinkota)

THE ISSUE OF FREEDOM

You may ask what freedom has to do with international marketing. Freedom is about

options. If there is no alternative, there is no freedom. A true alternative provides the opportunity to make a decision, to exercise virtue. In the blaze of the klieg lights, it is easy to make the "right" decision. That's not an exercise in virtue, because real alternatives are effectively removed. The true selection among alternatives takes place in the darkness of night when nobody is looking.

The focus and aim of international marketing is on crossing borders. The goal is to provide more than one choice for customers, letting them pick from a selection of options in order to maximize their satisfaction. International marketing does so in all corners of the globe, the glamorous ones as well as in the small and remote ones where the efforts are not seen by others. By operating both in the limelight and also well outside of it, international marketing offers the freedom to exercise virtue both to the seller and the buyer—be it in decisions of supplying or purchasing, pricing or selecting.

Another key dimension of freedom is not to confine, allowing people to go outside of the box. As a concept, freedom knows no international boundaries. But national borders usually are the box where business and government find their limits. Such borders are a mere point of transition for international marketing. The discipline thrives on understanding of how to successfully cross national borders, on coping with the differences once the crossing is done, and on profitably reconciling any conflicts.

International marketing contains the freedom of almost unlimited growth potential. Activities confined to domestic borders may well run into limits of expansion. International market opportunities relax these limits quickly. Instead of restrictions, the international marketing paradigm encourages the stripping away of restraints; instead of limitations, there is the encounter of opportunity.

Freedom also means not being forced to do something one does not want to do (Hayek, 1971). There are economic migration pressures that force people to move from their rural homes into urban areas or from their developing countries into industrialized ones. Industrialized nations, in turn, speak about immigration pressure. For both sides, little if any freedom is involved here. Most individuals who do the moving would much rather stay home but cannot afford to do so due to economic exigencies. The recipient countries might not want to welcome the migrants but do so in response to political and humanitarian pressures. International marketing may have been part of what triggered some of these migrations, but it also can provide the economic opportunity for individuals at home so that they need not migrate. Thus, it lets individuals become productive contributors to the global economy free from pressures to shift locations.

When the long-standing rivalry between socialism and market orientation was resolved, market forces and the recognition of demand and supply directly affected human rights and the extent of freedom. With all humility and gratefulness we can conclude: Markets were right! In country after country, market forces have demonstrated typically greater efficiency and effectiveness in their ability to satisfy the needs of people.

International marketing has been instrumental in stimulating these newly emerging market forces. In spite of complaints about the slowness of change, the insufficiency of wealth redistribution, and the inequities inherent in societal upheavals, a large majority of participants in market-oriented changes are now better off than they were before. Without the transition provided by international marketing, these changes would not have come about that swiftly.

THE COST OF FREEDOM

One keeps hearing about the large segment of the world population that is poor and therefore supposedly excluded from any international marketing efforts; the World Bank's former president called them the 3 billion \$2-a-day poor (Wolfensohn, 2001). By contrast, international marketers see them as an attractive \$6 billion-a-day opportunity for valuable exchanges!

What's more is that international marketing provides the opportunity to acquire resources without the deployment of force. Why fight if you can trade? Countries that have been historic enemies such as France, England and Germany are now all united in their close collaboration through international marketing. (Farmer, 1987) The field is, therefore, at the very least contributing to freedom from war while providing additional choices for consumption.

But the cost of freedom is rising. Terms like free trade or free choice are misleading since they all come with a price, which international marketers pay in terms of preparing their shipments, scrutinizing their customers, and conforming to government regulations.

We all are paying a higher price due to global terrorism. As freedom suffers, so does international marketing. In most instances, terrorism is not an outgrowth of choice but rather the lack of it. Terrorists may succeed in reducing the freedom of others but not in increasing their own. Who is typically most affected by terrorist acts? Attacks aimed at businesses, such as the infamous bombings of U.S. franchises abroad, do not bring big corporations to their knees. The local participants, the local employees, the local investors, and the local customers are affected most. Who can protect themselves against such attacks and who can afford to protect targets? Only the more wealthy countries and companies can. They have the choice of where to place their funds, with whom to trade, and whether to hold the enemy at bay through a security bubble created by changing business formulas via exporting or franchising. The poor players do not have choices. The local firms, the nations with economies in development, and the poor customers continue to be exposed to further acts of terrorism with very limited indigent ability to influence events.

But international marketing can enable the disenfranchised to develop alternatives. Multinational firms can invest in the world's poorest markets and increase their own revenue while reducing poverty. With support from shareholders and the benefit of good governance, international marketers can, and should, continue in their role as social change agents. The discipline has value maximization at its heart. If it is worthwhile to fulfill the needs of large segments of people, even at low margins, then it will be done. International marketers after all have as their key desire the creation of new customers and suppliers and they are delighted when, in fulfillment of their aims, they can bring about freedom from extremes of hunger, sickness, and intolerance.

VALUE AND FREEDOM

In a global setting, freedom can take on many dimensions. Privileges and obligations that are near and dear to some may well be cheap and easily disposed of by others. The views of one society may differ from views held in other regions of the world. Such differences then account for misunderstandings, surprises, and long-term conflicts.

There are two value dimensions at work here, both of them highly relevant to international marketing. One may be circumscribed as the freedom and values of a market economy. To make them work gov-

ernmental, managerial, and corporate virtue, vision, and veracity are required. Unless the world can believe in what institutions and their leaders say and do, it will be difficult to forge a global commitment between those doing the marketing and the ones being marketed to. It is therefore of vital interest to the proponents of freedom and international marketing to ensure that corruption, bribery, lack of transparency, and poor governance are exposed for their negative effects in any setting or society. The main remedy will be the collaboration of the global policy community in agreeing on what constitutes transgressions and swift punishment of the culprits involved, so that market forces can work free from distortion.

A second and even more crucial issue is the value system we use in making choices. Some years ago, the Mars Climate Orbiter mission failed spectacularly as a result of the use of different values by the mission navigation teams. One team was using metric units and the other used the English system of measurement. This mistake caused the orbiter to get too close to the atmosphere, where it was destroyed ("NASA's Metric Confusion," 1999).

There are major differences among what people value around the world. Contrasts include togetherness next to individuality, cooperation next to competition, modesty next to assertiveness, and self-effacement next to self-actualization. Often, global differences in value systems keep us apart and result in spectacularly destructive differences. How we value a life, for example, can be crucial in terms of how we treat individuals. What value we place on family, work, leisure time, or progress has a substantial effect on how we see and evaluate each other.

Cultural studies tell us that there are major differences between and even within nations. International marketing, through its linkages via goods, services, ideas, and communications, can achieve important assimilations of value systems. On the consumer side, new products offer international appeal and encourage similar activities around the world: many of us wear denim, dance the same dances, and eat pizza and sushi (Marquardt & Reynolds, 1994). It has been claimed that local product offerings help define people and provide identity and that it is the local idiosyncrasies that make people beautiful (Johansson, 2004). Some even offer the persistence of the specific breakfast habits of the English and the French as evidence of local immutability in the face of globalization (de Mooij, 1998). Yet, we should remember that values are learned, not genetically implanted. As life's experiences grow more international and more similar, so do values. Therefore, every time international marketing forges a new linkage in thinking, new progress is made in shaping a greater global commonality in values. It may well be that international marketing's ability to align global values which makes it easier for countries, companies, and individuals to build bridges between them, may eventually become the field's greatest gift to the world.

A JOINED OCCURRENCE

How do freedom and international marketing match with today's discontent so forcefully expressed by the disgruntlement of the anti-globalists? Many claim that never before in history has there been so much evidence about such strong opposition to globalization and to Americans as harbingers of international marketing.

Perhaps those making such claims are sadly mistaken. In looking at other "globalizers" in world history, such as the Vikings, the Mongols, the Tatars, and the Romans, there probably was both intellec-

tual and physical opposition (or do we really believe that everybody enjoyed Genghis Khan?). But protest was never allowed to become very vocal, or to engage in repeated, large demonstrations or widespread pamphleteering. Due to rather harsh policies of dealing with the opposition, very few records of such resistance are available today. Consequently, comparisons with past events are difficult to make and are likely to be highly inaccurate.

Today's news is good. The nations, institutions and individuals around the world are increasingly accepting freedom as the key foundation of the good life. We are discovering that international marketing, both as a discipline and as an activity is very closely interwoven with freedom—some even call it essential. It is the freedom Thomas Aquinas saw as the means to human excellence and happiness (Weigel, 2001) which international marketing helps us reach. In reciprocal causality, freedom causes and facilitates international marketing, while international marketing is a key support of the cause of freedom. A productive symbiosis at work!

IN RECOGNITION OF HOLOCAUST
REMEMBRANCE DAY

SPEECH OF

HON. E. CLAY SHAW, JR.

OF FLORIDA

IN THE HOUSE OF REPRESENTATIVES

Thursday, May 5, 2005

Mr. SHAW. Mr. Speaker, I rise today in recognition of Yom Hoshuah, Holocaust Remembrance Day. We recognize now not only the more than six million Jews who lost their lives, but the human potential that was also extinguished during the dark days of World War II. We remember not just the mothers and fathers, the sons and daughters, the brothers and sisters, but also their descendants who never got to make their contributions to mankind. And we remember the heroes who gave their lives in the greatest fight for freedom and democracy the modern world has ever known.

By reflecting on this most solemn day, we join in a special bond with the victims of the Holocaust to ensure that the world will never suffer such a horrific tragedy again. It is through our reflection that we acknowledge the human loss and through our actions that we build a world free of such hatred and despair. Our greatest tribute to the millions who suffered at the hands of the Nazi regime will be to ensure that their memory will never be extinguished. By recognizing Holocaust Remembrance Day, we carry on the legacy of those who bore the greatest burden of one of the world's saddest times.

Now 60 years later, the fires of hate, which burned so brightly in Europe from 1939 through 1945, never really burned out. They were smoldering in the hearts of the terrorists on September 11th. Those same fires are ablaze today, in actions of homicide bombers in Tel Aviv, the West Bank, and in Gaza; and in genocidal practices in the Sudan. Mr. Speaker, as we recognize the 60th anniversary of the liberation of the Auschwitz concentration camp, we pray for an end to evils of hate throughout the world.