

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 be instrumental in stemming the tide. It 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.