

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 indigenous 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.

With these examples fresh in our minds, we marvel at the strength and character of the Jewish people. Their steadfast determination to rebuild their lives following the Holocaust has given the world a remarkable model of resolve. Through their example, we can glimpse the extraordinary human spirit that rises above the fruitlessness of anger and resentment. With this day and with our deeds we honor that spirit.

Mr. Speaker, I am proud to recognize Yom Hoshuah, May 5, 2005, and I urge my colleagues, and all Americans, to do the same.

CONFERENCE REPORT ON H.R. 1268,
EMERGENCY SUPPLEMENTAL
APPROPRIATIONS ACT FOR DE-
FENSE, THE GLOBAL WAR ON
TERROR, AND TSUNAMI RELIEF
ACT, 2005

SPEECH OF

HON. DARRELL E. ISSA

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Thursday, May 5, 2005

Mr. ISSA. Mr. Speaker, I rise today in support of the inclusion of the REAL ID Act within the supplemental appropriations conference report. The REAL ID Act is an important step towards addressing a significant national security concern.

The inclusion of the REAL ID Act in this legislation will protect Americans from terrorists who seek to exploit weaknesses in our homeland security. By allowing homeland security officials to more closely scrutinize asylum claims and by expanding the grounds for deportation to include additional terrorist related activities, this act makes America more secure. The creation of minimal standards for drivers' licenses will help reduce the use of fraudulently obtained state IDs to access sensitive areas and board aircraft.

Last year, I voted against intelligence reform legislation because of the removal at the last minute of the REAL ID Act. I know Judiciary Chairman Jim Sensenbrenner strongly opposed the removal of the REAL ID Act from that legislation. When many had lost hope, he continued the fight to move the REAL ID Act through the legislative process. I thank Chairman Sensenbrenner for sticking by his convictions, providing leadership on this issue, and ensuring the inclusion of the REAL ID Act within this conference report.

IN RECOGNITION OF JOSEPH
STEFANI

HON. DENNIS A. CARDOZA

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Mr. CARDOZA. Mr. Speaker, it is with the greatest respect and sincerity that I rise today to honor the late Mr. Joseph Stefani. Known to many as simply "Papa Joe," he was an endearing friend, a successful businessman and beloved member of our community in Merced, California. At the age of 92, Joseph Stefani passed away on Saturday, April 16, 2005.

Joseph Stefani, a life-long resident of Merced, was the son of Italian immigrants Carlo and Annunziata Stefani. He was born October 28, 1912 on his parents' 20-acre farm on Franklin Road. He attended and graduated from Franklin Grammar School, and then continued on to Merced High School. However, before he was able to graduate, the Great Depression forced Joe to leave school in order to earn money to help pay property taxes on the family's farm.

Soon after leaving school to work as a grocery clerk, Joe was hired at the Workingmen's Clothing Store in downtown Merced. After only four years of learning the business, and at the young age of only 24, Joe opened his own store—Stefani's Sport Shop on June 1, 1936. With a lifetime of success and happiness ahead of them, Joe married his first love, Mary Gonella Stefani on February 5, 1938. In the years following, the Stefani's business expanded and prospered. They eventually opened an additional store in the Merced Mall, and in the neighboring communities of Atwater and Los Banos. After 51 years as a downtown merchant, Joe reluctantly retired in 1987. In addition to creating and maintaining a successful business, Joe and Mary created a beautiful family of three children, Bob, Larry and Kathleen.

Throughout his life, Joe Stefani remained committed to the growth of Merced and dedicated his time to countless civic and business committees including the Merced Downtown Improvement Association, and the Merced Chamber of Commerce. He was a member of the Downtown Rotary Club for more than fifty years and was a Paul Harris Fellow. His service to the community continued up to the time of his passing, as he was currently a member of many organizations including the Merced Elks Lodge, and the Italian Catholic Federation. Throughout his entire life, Joe was a devout Catholic and an active member of Our Lady of Mercy/St. Patrick's Parish. He was instrumental in the building of a new Our Lady of Mercy School which opened in 1956, and in the building of St. Patrick's Catholic Church in

the 1990's. During his life he had the distinct honor of a personal audience with Pope John Paul II which serves as further evidence of his lifelong commitment to his church.

Joe was preceded in death by his beloved wife Mary, his son Bob, and his brother Angelo Stefani. He is survived by his son Larry and daughter Kathleen, both of Merced, his sister Mary Lucich of Merced, his sister Caroline Cugia of Concord, 11 grandchildren, 11 great-grandchildren, and numerous nieces and nephews.

Mr. Speaker, it is my honor and privilege to join the community of Merced in recognizing Joseph "Papa Joe" Stefani. Our community benefits greatly from the example he set throughout his lifetime of service as a successful businessman who dedicated his life to his community, his family, and his faith.

COMMENDING SUPERINTENDENT
BARBARA WEST

HON. BETTY McCOLLUM

OF MINNESOTA

IN THE HOUSE OF REPRESENTATIVES

Monday, May 9, 2005

Ms. McCOLLUM of Minnesota. Mr. Speaker, I rise to commend Barbara West, the superintendent of Voyageurs National Park, as she prepares to leave Minnesota for America's southwest. I thank her for her hard work and know that she will be missed, not only as one who has dedicated her life to preserving our nation's natural treasures, but as a friend.

Voyageurs National Park is one of the crown jewels in our national park system. It contains four large lakes covering forty percent of the park with a series of beautiful islands for one to explore. Voyageurs was named for the French-Canadian canoemen who traveled these waters in their birch-bark canoes. The park's waterways were an important stretch of the "voyageurs' highway" from the Great Lakes into the interior of the western United States and Canada.

With grace and confidence, Superintendent West has done an outstanding job of overseeing and protecting this area so future generations can enjoy its history and beauty. Minnesotans and visitors to our state have benefited from her stewardship of the park and her dedication to community and our natural resources.

Superintendent West, thank you for your years of service. I, along with many who treasure and love our national parks, wish you the very best in your new assignment at the Chaco Culture National Historic Park in New Mexico.