

全球連線捍衛道地花旗參信譽  
許氏總裁獲聘威州長外銷顧問



〔本報訊〕許氏參業集團總裁許忠政先生日前又連續 25 年來獲威斯康辛州前四任州長及現任州長 James E. Doyle 聘任為威州州長外銷顧問一職,州長並親訪沃沙市的許氏總部,實地了解威州重大農產品出口之一的花旗參生產過程及整體經營動態。

已在美國威斯康辛州創業三十年的許氏參業集團,向來以自產自銷,專人專業,標準化經營方式,致力於花旗參種植的〔產銷一條龍〕。不但是首家華人擁有的參場,更以全國總產量 20%,總銷量 40%的年市場率,成為全美內銷第一品牌外,三十多年來更積極推廣海外市場,將道地優質的美國原產花旗參,行銷至中國大陸、香港、台灣及東南亞等地,堅持誠信的立業原則,凝聚累積了多年的口碑,許氏幾已成為美國花旗參的代名詞,消費者只要認明產品包裝上許氏品管驗證金標章,就可確定是百分百安心健康的正宗道地威州土產。

古今中外的藥學典籍研究指出,美國原產的花旗參具有其優越的特性與功能,市面上到處可見販售威州花旗參的招牌,亦證明了市場性的需求與消費者的肯定。惟花旗參生性嬌貴,培植不易,近年來不但產量銳減,價位與其他產區的參類相比明顯偏高,導致市面上魚目混珠,假貨充斥,消費者花錢傷身的情形層出不窮,更因此誤導而戕害威州花旗參的信譽。有鑑於此,現任州長 James E. Doyle 特別抽空參訪許氏總部,親聘許總裁繼續任外銷顧問,除肯定許氏參業集團長期推廣有成,並希望借助許氏多年的營運經驗與全球的行銷網絡,捍衛威州花旗參的信譽。許總裁除深感責無旁貸欣然接受外,並建議州長應當安排亞洲之行,以實際站台帶動威州花旗參的正本清源,同時亦再次呼籲消費者在選購花旗參時必定要指名具信譽的品牌商家,以免吃虧上當。而威州花旗參農業總會近日授權亞洲地區廠商使用總會標章與封印字號,來代理威州部分參農的銷售業務,許總裁亦表示樂見其成:「這對消費者也是個保障!畢竟全球市場幅員廣大,光靠許氏單一的力量是不夠的!」

許氏參業集團三十三年一路走來,秉持不變的專業經營理念,成功獲致華人社區一致的認同;近幾年更因應消費者生活型態的變遷,致力開發海味、健康食品、美妝與流行商品代理等多元的服務,並提供店頭、型錄、網站等多樣方便的通路,未來更將以年輕化、全球化、專業化,來滿足消費者購物上的全新體驗,與享受健康生活的保健養生需求!

克城援心會排憂解難奉獻愛心

克城華人常青公寓建于 1998 年 8 月,42 戶居民,都是年逾古稀的 70 歲以上 95 歲以下的體弱病老人,家家戶戶都有電視,就是沒有中央電視台頻道的節目,文化生活單調,非常寂寞。困擾安裝電視的難題是缺乏經費。但是耆老們要求安裝中央電視台的呼聲很高,今年引起了常青公寓董事會領導的重視,他們積極想辦法解決,經聯繫,可以把中央四台、香港鳳凰台等頻道安裝到每戶,其條件是要簽定五年的合同,每年繳納電視費一千二百美元,費用由住戶分攤。

安裝電視的消息傳開後,老人們在奔走相告的同時,也有喜憂參半的心理,喜的是願望將要實現,憂的是經濟上有些壓力。當此困境消息傳到援心會肖麗女士那里後,她滿腔熱情、毫不猶豫地表示,由她捐獻,老人們眉開眼笑,激動地說:世上無難事,只怕有心人。這件拖了 9 年的老大難,一個月就圓滿解決了。

援心會做慈善是講究人性化,多形式,重實惠。

一是獻愛心,解難題。他們敬重老人,出于愛心,主動給老人安裝電視,不講條件,不提要求,深受耆老們的贊賞、欽佩。

二是做善事,暖人心。做善事是一項功德無量受人崇敬的志業。慈善的對象是最需要關心的社會上的弱勢群體,讓歷盡滄桑的老人在古稀之年活得灑脫,從中感受到晚年更美好。

三是聚餐宴,溫馨情。援心會為銀髮群體創建一個寬鬆、優雅、溫馨、祥和的平台。連續兩年在阿唐海鮮城舉辦“敬老援心”新年聚餐會,邀請二百餘人參加宴會,擺席十桌,場面熱鬧,歡聲笑語,在洋溢着溫馨和諧的氣氛中舉杯同飲新春酒,互祝一年好運,健康長

壽,通過這項活動,加深了老人們之間的感情。

四是送溫暖,情意濃。聖誕節,援心會肖麗女士在頂好超市設點,給老人送火雞,當人人拿到一只火雞時,喜笑顏開,連聲稱讚說援心會真好,真親。援心會名不虛傳,名副其實。

上述一系列公益善事的人性理念體現在“三高”,高尚品質,不圖名利,盡心盡責,無私奉獻;高尚道德,尊老敬老,中華美德;高尚風格,助人為樂。

世間人事遷變無常,但是慈善精神永恆不變。援心會的善舉讓老人們見證,中華尊老敬老美德永遠流傳。

常青公寓 任學武

ate wrote this: "I don't know most of you guys, but we're all Hokies, which means we're family. To all of you who are okay, I'm happy for that. For those of you who are in pain or have lost someone close to you, I'm sure you can call on anyone of us and have help any time you need it."

These sources of strength are with your loved ones. For many of you, your first instinct was to call home and let your moms and dads know that you were okay. Others took on the terrible duty of calling the relatives of a classmate or a colleague who had been wounded or lost. I know many of you feel awfully far away from people you lean on and people you count on during difficult times. But as a dad, I can assure you, a parent's love is never far from their child's heart. And as you draw closer to your own families in the coming days, I ask you to reach out to those who ache for sons and daughters who will never come home.

These sources of strength are also in the faith that sustains so many of us. Across the town of Blacksburg and in towns all across America, houses of worship from every faith have opened their doors and have lifted you up in prayer. People who have never met you are praying for you; they're praying for your friends who have fallen and who are injured. There's a power in these prayers, real power. In times like this, we can find comfort in the grace and guidance of a loving God. As the Scriptures tell us, "Don't be overcome by evil, but overcome evil with good."

And on this terrible day of mourning, it's hard to imagine that a time will come when life at Virginia Tech will return to normal. But such a day will come. And when it does, you will always remember the friends and teachers who were lost yesterday, and the time you shared with them, and the lives they hoped to lead. May God bless you. May God bless and keep the souls of the lost. And may His love touch all those who suffer and grieve. (Applause.)



REMARKS BY THE PRESIDENT  
AT VIRGINIA TECH MEMORIAL CONVOCATION  
Cassell Coliseum Virginia Tech Blacksburg, Virginia

THE PRESIDENT: Governor, thank you. President Steger, thank you very much. Students, and faculty, and staff, and grieving family members, and members of this really extraordinary place.

Laura and I have come to Blacksburg today with hearts full of sorrow. This is a day of mourning for the Virginia Tech community -- and it is a day of sadness for our entire nation. We've come to express our sympathy. In this time of anguish, I hope you know that people all over this country are thinking about you, and asking God to provide comfort for all who have been affected.

Yesterday began like any other day. Students woke up, and they grabbed their backpacks and they headed for class. And soon the day took a dark turn, with students and faculty barricading themselves in classrooms and dormitories -- confused, terrified, and deeply worried. By the end of the morning, it was the worst day of violence on a college campus in American history -- and for many of you here today, it was the worst day of your lives. It's impossible to make sense of such violence and suffering. Those whose lives were taken did nothing to deserve their fate. They were simply in the wrong place at the wrong time. Now they're gone -- and they leave behind grieving families, and grieving classmates, and a grieving nation.

In such times as this, we look for sources of strength to sustain us. And in this moment of loss, you're finding these sources everywhere around you. These sources of strength are in this community, this college community. You have a compassionate and resilient community here at Virginia Tech. Even as yesterday's events were still unfolding, members of this community found each other; you came together in dorm rooms and dining halls and on blogs. One recent gradu-



ate wrote this: "I don't know most of you guys, but we're all Hokies, which means we're family. To all of you who are okay, I'm happy for that. For those of you who are in pain or have lost someone close to you, I'm sure you can call on anyone of us and have help any time you need it."

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