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eBao News Magazine

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機會

2 0 多年前美國的經濟發展就指出位於美國 南部的休士頓是一個有開發潛力之地,機 會之都。

這個分析到了現在可以說有了開花結果的回響,她 活力無窮,吸引力來自各方的人潮,東西兩岸,乃至 世界各地,移民,正不斷地進入。

本期介紹了幾不同行業移民至休士頓的人物,他們來的時間不同,經營的行業有別,年齡、家庭背景都不一樣,但是共同的是對休士頓的看法,他們都認為此地蘊含了豐富的機會,他們也掌握了時機,創建自己擅長的事業。

全美五十州廣闊幅員,那些地方最適宜居住,那些 城市深受退休人士喜愛,本期有文章介紹,每個年齡 對居住地方有不同需求與選擇,家永遠是一個人生活 根本,能不細心挑選?

風水專欄由 " 張老師 '撰文將命理的基本正確概念 引介,知命但不抗命,不迷信,使人生旅途減少 湧 波瀾,行走順暢。

> 總編輯 鄔逸卉 Lotus Wu

Opportunities

Twenty years ago, Houston was quoted as being a city of opportunities with economic potentials. This is supported by the analysis of US Economic Development. To date, this analysis has remained valid, judging from Houston's increased appeal to attract immigrants from all over the world.

In this issue, we introduce individuals from different types of business ventures in Houston. While the timing they immigrated to Houston, their business ventures, ages and family backgrounds are totally different, they shared one similarity- they all see Houston as a city of opportunities. They seized the opportunities and embarked on their business ventures.

Every age and stage of life may have different needs and choices toward the places of residence. We have included an article on this subject to facilitate readers arriving at sound decision when it comes to choosing a place of residence.

In this month's Feng Shui Column, Feng Shui guru Ms. Zhang shared with us some basic knowledge on Feng Shui and Chinese Astrological Geomancy. She showed us how we can use these theories to improve our life, and yet without being superstitious.



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對地產或投資理財有關問題,也歡迎來函詢問,我們會請專家作答,解決您的問題。

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他們在休士頓找到機會

They found opportunities in Houston

文/鄔逸卉 Translated by Varence Tan

房地產

高永寧夫婦看準休士頓地產發展,從加拿大 移居過來,在這裡,充分發揮所長,幾年下 來事業蓬勃興旺。

成功的抉擇 到休士頓投資地產



▲房地產開發商高永寧和吳敏儀

高永寧和吳敏儀四年前來到休士頓進軍房地產,最近的投資是建造以家庭居住的公寓、商場和辦公室大樓,地點在Woodland、 Cinco Ranch等地方。以下是對他們就地產業的看法。

問:為何來到休士頓經營地產?

高:溫哥華和美國東西兩岸的房價高昂,比較起來休 士頓仍是可以投資的地方,獲利不錯。如果把那 些地方的住家賣掉,可以到此買四戶,可以住一 間,另外三間作投資。

Real Estate

The Kao family seized the opportunities of the real estate development in Houston. They emigrated from Canada to Houston. The combined talents and efforts of this couple reaped excellent business results in the realm of real estate here.

The choice of success –Investment in Houston real estate

Four years ago, William Kao and Mandy Wu ventured into the realm of real estate in Houston. Their most recent investment is development of residential apartments, shopping centers and office buildings in Woodland and Cinco Ranch areas. The following is the couple's insights on real estate development in Houston.

Why did you come to Houston for real estate business?

Kao: Property prices in Vancouver and east and west coasts of the United States tend to be on the high side as compared to Houston. As such, Houston is still a profitable place to invest. We sold our houses in those places and bought four of them here – one for our own use whereas the other three properties are for

問:休士頓中國城和溫哥華、舊金山有何不同?

高:溫哥華和舊金山的地產都已經相當高,但是歷史 悠久,成為觀光客必經之地。

吳:新華埠社區在新華埠委員會的推廣下,應該可以 更加欣欣向榮。我們現在把目標放在將新華埠 打造成蓋勒瑞亞的水準,希望吸引更多其他非 亞裔和觀光客前來,使新華埠成為觀光的目標。

問:華埠商場是否供過於求?

吳:目前我們看到一些商場還空置,不過市場永遠是 一個供需的問題。

高:我們必須了解,附近幾個商場幾乎是同一時間開發,所以也需要一段時間去消化。

問:中國城如何吸引觀光客前來?

吳:新華埠有許多餐廳,但是要成為引人入勝的目標,一定要有特色,也就是提高需求力,讓人想來嚐試。住在Montrose的醫生或律師也許會對有情調的中國餐廳有興趣,此地還有韓國餐廳、日本餐廳、越南餐廳,多樣化的選擇會讓亞裔或觀光客想要來,吃是一大享受,最好能將人潮從蓋勒瑞亞吸引過來。

我們需要開發市場,紐約、舊金山的中國城對觀 光客具有無邊魅力,這就是我們所要學習的地 方。新華埠有一些不錯的條件,好運大道的批 發店聲名遠播,休士頓的人都知道到這裡可以 買到價廉物美的流行服飾、珠寶、飾品,我們 希望將這些吸引力不但在本地人身上發酵,也 能讓國際觀光客有興趣。

元氣鮮果汁

新移民陳老闆,用新鮮水果為材料,將冰品 創造出新風。

新鮮水果加冰淇淋 令人無法拒絕的滋味

investments.

Are there any differences between Houston Chinatown and Vancouver as well as San Francisco?

Kao: Vancouver and San Francisco have high-priced real estate with established history that makes them a popular tourist attraction.

Wu: Thanks to promotional effort by the Asian American Business Council, New Chinatown will flourish. Currently, we aim to transform New Chinatown into a popular tourist spot that meets the standard of Galleria. We hope to attract more tourists and other non-Asians to visit New Chinatown.

Is there any oversupply of the shopping centers in Chinatown?

Wu: Right now, there are some vacant shopping centers. However, the market is always a question of supply and demand.

Kao: We have to understand this -- Several nearby shopping centers were developed almost at the same time. Hence, they may need some time to get settled in the market.

How to attract tourists to visit New Chinatown?

Wu: There are many restaurants in New Chinatown. However, they must have the special factors to attract people. Doctors or lawyers from Montrose may be interested in the good ambience of Chinese Restaurants





▲ 陳老闆使用新鮮水果開發冰品,健康美味,深受歡迎。

西南區華埠的冰品店,隨著元氣鮮果汁店來到而有了大幅的沖擊。

陳老闆來到休士頓兩年,因為家人在這,而選擇作 為落腳之地。

過去在台灣是上班族,朝九晚五的做了多年,來到 休士頓,對他而言一個陌生的地方,在這裡用什麼來 展開人生的下一個階段?

他來到這裡觀察了一陣子,最後決定以新鮮水果為 主作冰品生意。

陳老闆認為,休士頓和台灣氣候相似,一年當中 炎熱的日子佔去將近二分之一,水果多,台灣流行的 鮮果汁、用新鮮水果製作的冰品,休士頓應有一席之 地。

從來沒有做過生意,更別說賣冰水,陳老闆在家和太太埋首研究,最後出現在明細單上的是百來種果汁,和一些水果冰。他們在家裡調配、品嚐,記下心得、配方,互相討論,那些味道不錯,味道不佳的則被淘汰。

他的店在百利大道上獨樹一幟,內部明亮、輕鬆, 裝修起來並沒有花很多費用,但是效果極佳。

目前他的店從年輕人到全家都會來光臨,上班族會 坐在下班之後坐在那聊天,店裡經常高棚滿座,與附 近其他亞洲冰品店以青少年為主的客源顯然不同。 here. A variety of restaurants, such as Korean restaurants, Japanese restaurants and Vietnam restaurants is an attraction for tourists and Asian communities. It would be nice if we can attract the crowd in Galleria area to New Chinatown

We need to develop the market. New York and San Francisco have their own appeals to attract tourists to the city. This is something we have to learn. New Chinatown has its some pretty good criteria. For example, Harwin Drive is famous with its wholesale market – it is a place that you can get chic clothing and accessories, jewelry and ornaments at very low price. We hope this is not only appeal to the locals, but also to the international tourists.

Fresh Fruit Juice at Juice Box

Mr. Chen, a new immigrant and the owner of Juice Box, sells fresh fruit juice and smoothies from natural fresh fruits – projecting a brand-new image of a cold drinks store.

Fresh fruits and ice creams

Irresistible flavors

The opening of Juice Box has a significant impact on the cold drink stores in Southwest Chinatown area.

The owner, Mr.Chen has been in Houston for two years. He chose to settle down here because of his family. He used to be a corporate professional who worked from 9 to 5 in Taiwan. Houston is a totally new place to

陳老闆說,珍珠奶茶在台灣已經不如以前流行,因 為現在發現吃多並不健康,台灣多年來的富裕生活, 已經把飲食的觀念從滿足感提升到以健康為第一考量 的生活層面,鮮果汁大行其道。因此他以這個思維, 構想移民過來的新事業。

店裡的特色就是完全使用新鮮水果,風味與眾不 同,尤其又健康。下午六點以前要把晚餐解決,不然 就沒有有空了,接著是晚間的人潮。

陳老闆沒有想到這一砲打得真夠響亮。

年輕一族的行業——手機

從舊金山到休士頓,Tim坐在電腦前,就可以指揮全局,明瞭東西兩岸十多個店的營運狀況。

將手機從櫃台中釋放出來

Tim穿著打扮時髦,腦袋裡的生意經不輸給他走在 時代尖端的造型。

他所經營的手機店,在東西兩岸有十多個加盟店, 此外他還在網上做手機生意。

一年多前他來休士頓了解市場,現在位在敦煌商場的店面 已經裝修完工,等使用許可一下來就可以開張大吉。

him. How did he start the next stage of life here? He did some research before venturing into the fresh fruit juice business.

Mr. Chen's opinion is that the climate of Houston is rather similar to Taiwan. Humid days have been accounted for almost half of the year. Like Taiwan, we also have a lot of fresh fruits here. As such, fresh fruit juice and smoothies deem to be in demand in Houston.

Mr. Chen has never ventured into any business. However, he and his wife have put in a lot of effort in researching. Finally, they came out with more than one hundred type of recipe of fresh juice and smoothies. They went through the process of tasting, refining, and exchanging of ideas – the best will remain while the not-so-good ones will be eliminated

Juice Box is located strategically on Bellaire Boulevard. It has bright interior design and relaxing ambience. Though not much money was spent on renovation, it can yet generate an excellent result. Currently, the clientele who frequent Juice Box are youngsters to the entire family group and the working





根據電話公司Carriers的報告,位居美國之南的休 士頓是手機消費全國第三或第四的領導地位,這引起 他過來一探究竟的好奇感。在西南區中國城及附近地



▲從舊金山來的Tim把手機從櫃台裡放出來

區了解市場之後,他立即訂下一個店面,準備在此一 顯身手。他說,洛杉磯的手機市場太過競爭,他不進 入那個市場,未來準備進軍的城市是芝加哥。

十年前他從香港來到舊金山,六年前開始經營手機 生意,把香港活潑、突破傳統的經營方式帶進,到華 人最密集的紐約、舊金山擺開戰線。很簡單的一個例 子,機種的陳列方式,香港人把手機從櫃台內解放出 來,掛在牆上,任客人挑選,環肥燕瘦讓你看個夠, 美國還是把手機陳列在玻璃櫃台裡,客人要什麼再拿 出來。

在休士頓店裡手機放在牆上,自由自在讓你選。

professionals. This differs compared to the clientele of other nearby Asian cold-drink stores whose clientele are mainly youngsters.

According to Mr. Chen, topioca tea in Taiwan no longer enjoys popularity compared to the past. This is because there are findings indicating drinking too much tapioca is not healthy. Against the backdrop of the affluent lifestyle in Taiwan, eating / drinking are not merely to satisfy our basic need, but also have focuses on healthy diet. Taking the cue from this change, Mr. Chen began his fresh fruit juice business in Houston.

The unique characteristic of the Fruit Box is its natural fresh fruits -- unique flavors and healthy drink. Mr. Chen would have his dinner before 6pm in order to make himself available to serve the crowd in the evening. Actually, he did not expect that the response would be so overwhelming from the start as it is.

Business of the young entrepreneurs cell phone

Just a touch of his computer, Tim can manage his cell phone business operation of over ten outlets on east and west coasts.



黃亞靜 會計師 Jean H. Liao, CPA

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為了讓客人容易記得品牌,他用顏色來區分,舊金 山店的主題色是橘色,到了休士頓改成粉藍色,客人 只要提起顏色就知道是他的店,顏色的選擇視他對當 地的感覺而定。

Tim的店裡以銷售量見長,利潤因此扶搖直上,他 設計出一些不同的計劃,使銷售快速又不浪費時間。 原先許多客人會在店裡為了問清楚分鐘數、手機款 式,花上4、50分鐘,到最後還不見得成交,對店裡 是相當的損失,因此他痛定思痛,改變作風。

休市的地產價格讓舊金山來的Tim感到出手容易, 買下了住家和店面,一年他將有半年的時間在這,一 方面坐鎮新開發地區,同時仍可以兼及公司業務,他 公司的另一個主題是網上銷售,不管他人在何方,只 要有一台電腦就可以當作公司大腦來指揮。

雷蒙健身房

休士頓對雷蒙來說是人生重要轉折點,在這 裡成家、立業。

健康、防身全家人的教室

Releasing the cell phones from the display cabinet counters.

A stylish guy, Tim has abundance of creative business ideas that allow him to stay ahead of the market. He has operated more than ten retail branches of cell phone stores in the east and west coasts. He also ventures into trading of cell phones in the cyberspace. His new store that is located in Dunhuang Shopping mall. The renovation has been completed and soon to be opened when all the necessary licensing is finalized.

According to a report by Carriers, a telecommunication company, Houston ranks among the nation's third or fourth cell phone purchase. This aroused his curiosity and prompted him to Southwest Chinatown to carry out further market research. Following researches and analyses, he immediately got a store, ready to venture into this line. Tim claimed that there is too much competition in cell phones business in Los Angeles. As such, he has no intention to venture into Los Angeles market. Instead, Chicago will be his next target.

He emigrated from Hong Kong to San Francisco over ten years ago and has been in cell phone business for







■ 愛好拳擊的雷蒙也 曾經是泰式混合法 式烹飪的主廚

雷蒙從加州移居休士頓,在這裡他開始了自己的事業,拳擊訓練、健身班。

都市叢林,人人都可能面臨隨時出現的危機,當你身處急難之時如何面對,將危周減到最低,這就是雷蒙所要教給大家的知識。而且他的健身房有適合全家人不同的課程,除了防身還要健康,教你強身健體,此外,以他多年的廚下功夫,雷蒙還有一堂美食課,教你如何吃出健康。

平時,孩子下課到他的健身房還可以做功課,有教室有老師,實際像是課後輔導班似的功能。

six years. He brought in Hong Kong's lively and non-conventional business approach to New York and San Francisco. A very simple example, Hong Kong cell phone shop owners display the cell phones on the display walls. Customers are free to see and choose any phones on the wall. The conventional display in U.S. keeps the cell phones in the glass cabinet counters -- customers have to request the staff to take the cell phone out if they want to see the model.

Tim uses color to differentiate his shop outlets in different places. This is to enable his customers to remember the brand easily. Orange color is the theme color of the outlets in San Francisco. As for Houston, blue color is the theme. His selection of color is purely based on his instinctual to the environment local.

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雷蒙說這裡房價、生活費都比加州便宜,他對這裡 印象良好。不過相對起來,所收的學費也只有加州的 三分之一。

沒有當拳擊教練前雷蒙是以泰式混合法式烹飪的主 廚,在廚裡忙得不可開交,而榮耀卻被外場服務人員 享有。他對所學的泰拳興趣和成就日益增多,參加武 術比賽得獎,開始有些教學,學生中有警察、聯邦調 查局人員,對副業的興趣大過了本行,於是決定中年 轉業。

母親是泰國人,從小他對運動有興趣,學了十多年 泰拳,參加過武術比賽,也出任過私人保鏢,當他在 急難時把壞人趕走,緊急時幫助了別人,得到的回饋 讓他到被肯定和心裡安慰。

可以說他的人生從到了休士頓才開始。

怎麼說呢?因為他到了休士頓打定主意定居下來, 決定立業在先,於是挑選企管課程上課,在班上他認 識了一位可愛的同學,之後成了雷蒙太太,人生大事 成家、立業都在此地完成。

他的教室在八號旁,下午小學放學後,裡面有教小 提琴、課後輔導,小朋友功課作完再練習打拳,每周 五有擂台練習,選手們在台上打得激烈,教練在場邊 指導。午間他有婦女防身班,針對附近上班族,利用 時間學習保護自己。 Sales and profits go hand in hand. As such, Tim designed a number of different approaches to make the sales efficient. Due to his observations, he discerned a lot of customers spend 40-50 minutes to enquire about the use of the cell phone model and don't purchase in the end. This can result in a loss to the store. He learned from this experience and thus adopted his newly developed business approach.

Real estate market in Houston allows Tim to buy his house and store with ease. He spends half a year in Houston to be in new development and to take care of the business operations. In addition, he also ventures into online sales. So, no matter where he is, he can still run the business operation as long as he has his computer with him.

Ramon Gym

Coming to Houston is a turning point of Ramon's life

– He settled down and started his business here.

A gym for the whole family – Fitness and self defense Ramon moved from California to Houston, a place where he began his business, boxing training, and

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fitness classes. It is inevitable that we may face danger at any point in time. However, the best we can do is to minimize the danger. Raymond teaches the public the skills to protect themselves. His gym house offers a variety of courses that meet the different needs of the whole family. Besides self-defense, he also teaches the students to stay fit and healthy. In addition, with his many years of experience in cooking, he offers a gourmet class that teaches us how to eat healthy. Generally, school children can do their homework at his gym. The Gym has the classrooms and teachers –almost functioning as an after school care center.

Ramon said that the property prices and cost of living

in Houston is lower than in California. He has a good impression of Houston. But relatively, membership fees collected in Houston are only one-third of California's.

Prior to becoming a boxing coach, Raymond was a chef specialized in infusion of Thai and French cuisine. He was always busy in the kitchen, but the credits were given to the waiters /waitress. Due to his strong interest in Thai boxing as well as his achievement in martial art competition, he started to teach Thai boxing. His students include the police and FBI. When he realized his interest for this profession has already outgrown his inclination in cooking, he decided to make a career

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Westbrian

Galleria Oaks

His mother is Thai. He developed interest in sports in his youth. He has been learning Thai boxing for ten years. He also participated in martial arts competitions and served as private security guard to safeguard people in the nick of time.

It is said that his life has just begun when he moved to Houston. What do we mean by that? This is because Raymond has made up his mind to settle down in Houston the moment he moved to Houston. He was determined to start up his own business first. He chose to enroll in Business Management course. He then knew a very lovely classmate of his -- who later said yes to become Mrs. Raymond. A significant chapter of Ramon

life is written – beginning with a career and family in Houston.

His classrooms are located on Beltway 8. Violin lessons and after school tuition are offered in his gym. These facilities allow the school students to finish their homework before starting their boxing lessons. There is a practice match every Friday. The players are intense with the guidance of coach. In the afternoons, there will be self-defense classe for women. These classes are mainly targeted to the working women in the vicinity. This is also to encourage the women to learn the basic skills to protect themselves.



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Hubert Vo urges the Asian Community to vote

by Mandy Wu

Representative Hubert Vo urges the Asian Community to vote:

MK: What percentage of Asians

vote?

HV: About five percent.

MK: What is the percentage of Asians in your district 149?

HV: I am happy to serve a very diverse group and I work for all of them. The general break-down is as follow:

18% Asians

21% Hispanics

21% African Americans

36% Anglos

4% Others



MK: What have you done recently for the Asian community?

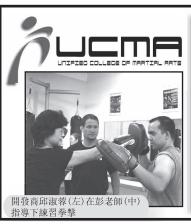
HV: I helped hire a Chinese

speaking person at Work Source. Prior to that, They had only Vietnamese speaking staff.

I also worked very hard to help the Asian Katrina and Rita evacuees.

I am one of the Asian leaders at the Asian Crime Summit. We want to make sure the Mayor understands our concerns and is paying attention to the special needs of the Asian community.

I am very active and in touch with various Asian communities. In October, I was a guest speaker for the Asian American



Our Mission

- · To Promote A Universal Physical Concept
- A Kids To Adults Program
- Family Programs
- · Workman's Comp Program
- · Stress Reliever
- Women's Self Defense

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