

March 2021 Issue 402

Latino American Today

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DÍA DE CÉSAR CHÁVEZ EL 31 DE MARZO 2021



CESAR CHAVEZ DAY MARCH 31, 2021

Honoring Cesar Chavez



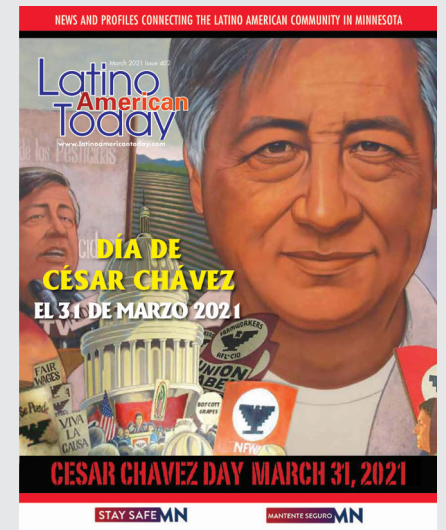
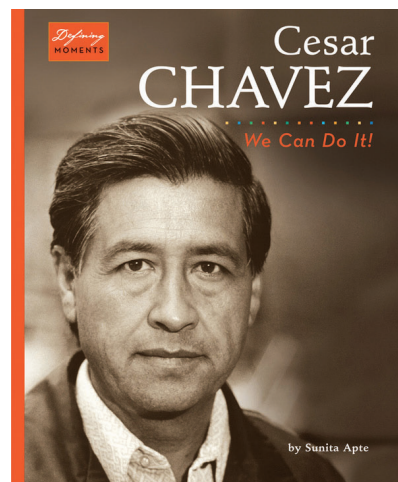
Chavez set out to be a moral leader, but, by the end of his life, that possibility had faded, and he had ended up something more interesting and compromised: an American hero.

Cesar Chavez was one of the 20th century's most dynamic American social activists, waging an aggressive but nonviolent campaign for farm workers' rights that drew widespread support and gave people across the country a new appreciation for the origins of their fight. This issue came naturally to Chavez, who was ten years old when his parents lost their Arizona farm amid the Great Depression, moved to California and took up migrant farm labor. Chavez experienced first-hand the rampant prejudice and injustice on American farms during the 1940s and '50s, but rather than feeling bitter or downtrodden, he saw adversity as a source of inspiration.

"We draw our strength from the very despair in which we have been forced to live," Chavez once said.

After fourteen years of farm labor, Chavez took a job in 1952 as an organizer for the Community Service Organization, a California civil rights group, and by 1958 he was its national director. He left four years later to join Dolores Huerta in founding the National Farm Workers Association, now United Farm Workers of America (UFW), the first successful farm-labor union in U.S. history. That led to his most famous work, a series of strikes and boycotts that won unprecedented protections for farm workers.

Chavez died in 1993, but his legacy is still remembered every year on his birthday, March 31. Cesar Chavez Day is now an official holiday in several states, and although it's not a federal holiday, President Obama has proclaimed it a day of "service, community and education."



On The Cover
Cesar Chavez Day
March 31, 2021

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La Vacuna no es el sello de la bestia

Por Saúl Carranza

Durante cinco días las banderas del país ondearán a media asta. Es un recordatorio que en la última semana de febrero 2021 más de quinientas mil vidas se han perdido en el país por causas relacionadas con el Covid-19. Medio millón de personas. Todas ellas eran padres, hijos, hermanos o amigos de alguien y serán extrañados. El corazón de la nación sangra y las familias lloran la pérdida de sus seres queridos.

En el marco de una pandemia que en el mundo ya ha cobrado la vida de dos millones y medio de personas, la discusión sobre si algunas de estas muertes pudieron evitarse sale sobrando. Solo podemos recordarlos y llorar su partida. Lo que si debemos preguntarnos es ¿qué puedo hacer para evitar más muertes por el Covid-19? Mientras los trabajadores de salud trabajan día y noche para rescatar vidas. Nosotros podemos contribuir guardando las medidas que se nos han indicado. Distanciamiento, uso de cubre bocas, lavarse las manos y en cuanto sea posible ponerse la vacuna.

Un Pastor conocido mío tituló su predicación: "La vacuna no es el sello de la bestia". En respuesta a algunas personas que especulan con esa posibilidad apocalíptica. Cualquier estudioso serio de la Biblia podrá fácilmente demostrar que eso no es así. Pero la verdad es que hay muchas personas que esgrimen argumentos para rechazar la vacuna. Algunos de estos argumentos pueden ser valederos, pero he encontrado que la mayoría de ellos, inclusive los religiosos son falaces. El mismo Señor Jesucristo afirmó que los enfermos son los que necesitan médico Luc.5:31 y la Biblia dice que Dios "muda los tiempos y las edades; quita reyes, y pone reyes; da la sabiduría a los sabios, y la ciencia a los entendidos". Dan. 2:21.

Quien realmente quiere aprender descubrirá que no hay contradicción entre Biblia y ciencia. Aunque definitivamente hay personas que por condiciones particulares y prescripción médica no pueden ponerse la vacuna. La mayoría podemos y debemos considerar seriamente el tomarla. Las razones son humanitarias. En la medida en la que más personas tienen defensas, los que le rodean se protegen también. Es principalmente un acto solidario con los vulnerables. En la medida en la que más personas se vacunan el virus ya no puede circular efectivamente y se detiene la transmisión y con ello la enfermedad y la muerte.

Muchos no mueren por Covid-19, pero tienen que sufrir semanas o meses en unidades de cuidados intensivos en los hospitales y luego hay muchos que quedan afectados seriamente por largos periodos o inclusive de por vida. Quienes hemos tenido la bendición de pasar la enfermedad y sobrevivir sin tener secuelas démosle gracias a Dios. Si no has enfermado, con más razón se agradece. Pero no permitamos que este flagelo siga dañando a nuestra sociedad. La Biblia dice: Gál. 6:10 "mientras tengamos oportunidad, hagamos el bien a todos, y especialmente a los de casa, que son nuestros hermanos en la fe." **Al protegernos como individuos también estamos protegiendo a la familia y la comunidad.**

Cada persona es libre de actuar como mejor le parezca. Si estas considerando vacunarte el estado ha establecido este sitio para conectar a las personas con la vacuna <https://vaccineconnector.mn.gov/>. Te invito a visitarlo o consultar a tu médico. Dios te bendiga.

El Pastor Saúl Carranza originario de Guatemala es el Coordinador de Ministerios Hispánicos de la Iglesia del Nazareno para Minnesota y las Dakotas. pastorcarranza@gmail.com

The Vaccine is Not the Seal of the Beast

By Saúl Carranza

During five days the flags of the country will fly at half mast. It is a reminder that in the last week of February 2021 more than five hundred thousand lives have been lost in the country due to causes related to Covid-19. Half a million people. They were all parents, children, siblings or friends of someone, and they will be missed. The heart of the nation bleeds and families mourn the loss of their loved ones.

In the context of a pandemic that has already claimed the lives of two and a half million people in the world, the discussion about whether some of these deaths could be avoided is over. We can only remember them and mourn their departure. What we must ask ourselves is what can I do to avoid more deaths from Covid-19? While health workers work day and night to save lives, we can contribute by following the measures that have been provided to us. Distance, use of mouth covers, washing hands, and getting the vaccine as soon as possible.

A Pastor I know titled his preaching: "The vaccine is not the seal of the beast." In response to some people who speculate on that apocalyptic possibility. Any serious student of the Bible can easily show that this is not so. But the truth is that there are many people who use arguments to reject the vaccine. Some of these arguments may be valid, but I have found that most of them, even the religious ones, are fallacious. The Lord Jesus Christ himself affirmed that the sick are those who need a doctor Luke 5:31 and the Bible says that God "changes times and ages; He removes kings and sets up kings; He gives wisdom to the wise, and science to the learned. Dan. 2:21.

Whoever really wants to learn will discover that there is no contradiction between the Bible and science. Although there are people who, due to conditions and medical prescription, cannot get the vaccine. Most of us can and should seriously consider getting it. The reasons are humanitarian. To the extent that more people have defenses, those around you protect themselves too. It is mainly an act of solidarity with the vulnerable. To the extent that more people are vaccinated, the virus can no longer circulate effectively, and transmission stops, and with it disease and death.

Many do not die from Covid-19 but must suffer weeks or months in intensive care units in hospitals and then there are many who are seriously affected for long periods or even for life. Those of us who have had the blessing to pass the disease and survive without having sequel, let us thank God. If you have not gotten sick, more so be grateful. But let's not allow this scourge to continue to harm our society. The Bible says: Gal. 6:10 "while we have the opportunity, let us do good to everyone, and especially to those at home, who are our brothers in the faith." By protecting ourselves as individuals we are also protecting the family and the community.

Each person is free to act as they see fit. If you are considering getting vaccinated, the state has established this site to connect people with the vaccine <https://vaccineconnector.mn.gov/>. I invite you to visit it or consult your doctor.

God bless you.

Pastor Saúl Carranza from Guatemala is the Hispanic Ministries Coordinator for the Church of the Nazarene for Minnesota and the Dakotas. Connect via email at: pastorcarranza@gmail.com

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Nine Competencies Your Successors Must Possess



Marci Malzahn

By Marci Malzahn

Knowing the nine competencies your successors must possess is crucially important for the continued success of your organization—especially if you are in senior leadership. At some point in your leadership journey, you will encounter the task of choosing your successor.

So how do you choose your successor? Leadership transition is happening across America as the “legacy workers” exit the workplace into retirement. And the biggest challenge your organization may face is that several of the top leaders are leaving *at the same time!* Often top leaders look for emerging leaders who possess same characteristics as they do, and some may focus more on the specific technical skills to do the job. However, I encourage you to look for the nine competencies your successors must possess to succeed you first and then train them on the specific technical skills if needed. As they say, “they have big shoes to fill,” and you want to help them be successful.

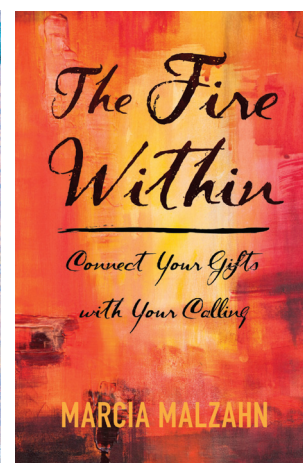
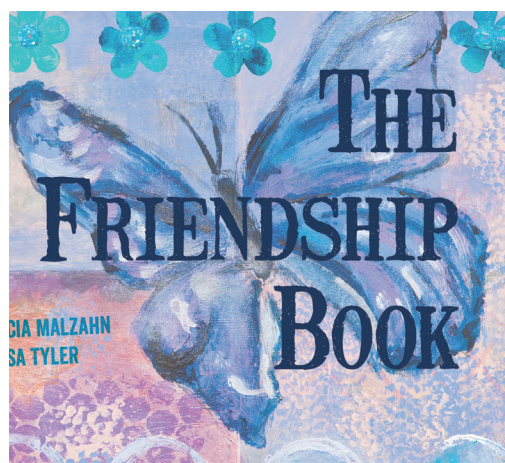
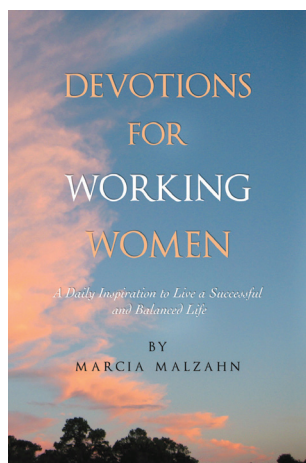
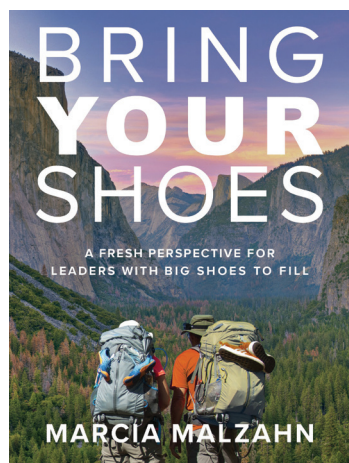
1. **Vision:** Successors must possess a sense of vision of where they want to take the organization, division, department, or team. Without vision they will not have the passion or enthusiasm to lead.
2. **Leadership Ability:** They must be able to influence others and inspire others to follow them as their leader. Some people have the natural talent to lead; others need to work at it. But everyone can become a better leader.
3. **Ethics and Integrity:** These qualities are the foundation to any leader in any company. If you find a successor who possesses these character traits, you’re already ahead of the game.
4. **Big Picture:** They need the ability to zoom out and see the big picture as well as zoom in and see the details that can turn opportunities into a competitive advantage for the organization.
5. **Communication:** Successors must have the ability to communicate up, down, and across the organization. The best communicators are also connectors of people which drives results.
6. **Personality:** The successor’s personality must fit the job their filling. There is no right or wrong personality but there is the right or wrong personality for a particular job, and we all recognize that.
7. **Presentation and Eloquence:** Successors need to be able to present confidently to various audiences—from the Board of Directors to the entry level staff members. They must communicate and present with eloquence yet be humble in the way they communicate.
8. **Resilient:** Being able to not only embrace change but also to create change as the customers’ needs change benefits and impacts all stakeholders.
9. **Strategic:** Successors must be strategic thinkers to recognize when the *right* opportunities present themselves and how to execute on the new opportunities successfully. They also need to be strategic on selecting the right team members to execute on the company’s vision.

No one is replaceable as individuals because we are all unique human beings. But you can replace yourself with someone who will take the organization to the next level and feel good about it. Excellent leaders choose excellent successors. And you should be proud to leave the organization in better hands than when you were there without taking away your own valuable contributions throughout the years.

Once you have selected a successor who possesses the eight competencies above, you can then assess the next level of requirements that include education, management experience, technical expertise, and negotiation skills, among others. There are several excellent training opportunities you can send your emerging leaders and/or successors to such as the Dale Carnegie Leadership Institute. You can also give them books such as my latest book, *Bring YOUR Shoes: A Fresh Perspective for Leaders with Big Shoes to Fill* to help them grow as leaders.

I wish you the best on your quest for your successors! I assure you if you focus on the nine competencies your successors must possess first, the rest of the journey will be easier.

Marcia Malzahn is president and founder of Malzahn Strategic a community financial institution consultancy focused on strategic planning, enterprise risk management, treasury management, and talent management. Marcia is a professional keynote speaker and published author of four books. You can contact Marcia for speaking engagements through her website at <https://crowning-achievements.com/> or email her at mmalzahn@crowning-achievements.com. You can purchase Marcia’s books at Malzahn Publishing or Amazon.



Cómo hacer frente a la COVID-19

¿Está usted o alguien que conoce teniendo problemas?

La pandemia ha afectado bastante a muchas personas y por una muy buena razón. Muchas personas han perdido su trabajo. Muchas personas se han enfermado. Y demasiadas personas han muerto.

Sentirse estresado es normal. Pero para algunos, el miedo y la ansiedad sobre una enfermedad pueden ser abrumadores. Nuestros niños son motivo de especial preocupación. Es demasiado pronto para saber cuál será el impacto total en nuestros hijos o cuántos de ellos pueden enfrentar un trauma.

En momentos como este, es importante hablar con nuestros amigos y seres queridos. Para reconocer lo difícil que ha sido. Para apoyarnos unos a otros; ayudarnos unos a otros como comunidad y estar allí para nuestras familias.

Todos necesitamos ayuda a veces. Y está bien pedir ayuda.

Hay ayuda gratuita disponible. El Departamento de Servicios Humanos de Minnesota ha añadido una página web para hacer frente a la COVID-19: mn.gov/dhs/coping-with-crisis. La página web y los materiales están en inglés y español. Encontrará consejos para reducir el estrés, además de una amplia gama de recursos, incluidos lugares donde puede obtener ayuda en persona o por teléfono.

No está solo. Juntos superaremos este momento. Al obtener la ayuda que necesitamos, podemos estar ahí para la gente que nos importa.

Conozca los signos de estrés en usted y en sus seres queridos, y sepa cuándo obtener ayuda.

Cuídese

- Manténgase saludable: coma alimentos saludables, evite demasiada cafeína y alcohol, y haga bastante ejercicio y descanse.
- Use el tiempo libre para relajarse: coma una buena comida, lea, escuche música o hable con la familia.
- Hable con frecuencia sobre sus sentimientos con sus seres queridos y amigos
- Reconozca y preste atención a los primeros indicios de estrés.
- Dedique tiempo para renovar su espíritu a través de la meditación, la oración o para ayudar a otros en necesidad.

Cuide a los niños

- Dese tiempo para estar con su niño cada día y dele a su niño muchos abrazos.
- Escuche a su niño: permita que hable sobre cosas que le pueden estar causando estrés.
- Asegúrese de que su niño tenga periodos de juego y periodos tranquilos.
- Controle la exposición a las noticias. Busque ayuda cuando los problemas parezcan ser graves o interfieran con la vida diaria. Hable con el médico de su niño o con un consejero.

Cómo obtener ayuda

- Un buen lugar para comenzar es Warmlines MN de mentalhealthmn.org. Llame al 651-288-0400 o al 877-404-3190, o envíe un mensaje de texto con la palabra "support" al 85511.
- Si alguien está teniendo una crisis de salud mental, llame a **CRISIS (274747) desde un teléfono celular. En mn.gov/dhs/coping-with-crisis también encontrará una lista de números a los que puede llamar a través de teléfonos fijos.
- También se pueden enviar mensajes de texto. Comuníquese con la línea de texto de crisis enviando un mensaje de texto con la palabra "MN" al 741 741.

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Cómo afrontar el COVID-19

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Coping with COVID-19

Are you or a loved one having trouble dealing with the pandemic?

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STAY SAFE MN

VACUNA
CONTRA
COVID-19PUNTOS
BÁSICOS

Una vacuna está hecha para prevenir enfermedades. Actualmente, hay dos vacunas contra el COVID-19 disponibles. Ambas vacunas le indican a su cuerpo cómo reconocer y luchar contra el virus y se denominan vacunas mRNA. Las vacunas contra el COVID-19 no pueden transmitirle la enfermedad.

La vacuna contra el COVID-19 es segura y eficaz.

Las vacunas contra el COVID-19 fueron cuidadosamente probadas antes de su autorización para el uso de emergencia. Los estudios de las vacunas contra el COVID-19, tanto de Pfizer como de Moderna, incluyeron a nuestras distintas comunidades, lo cual es muy importante. En estos estudios participaron más de 32,000 negros, latinos, indígenas americanos y asiáticos. Sabemos que con frecuencia estas comunidades son excluidas de los beneficios de la medicina y sufren de racismo actual o histórico, aparte de trauma médico y abuso. Estos factores empeoran el impacto del COVID-19 sobre estas comunidades y subrayan la necesidad de contar con una vacuna segura y eficaz para todos.



POR QUÉ DEBERÍA VACUNARSE CONTRA EL COVID-19?

- Para protegerse del COVID-19.
- Para apoyar a su comunidad. Ayudará a mantener abiertos los comercios, escuelas y otros lugares.
- La vacuna es **GRATIS** para todos. No importa si tiene o no seguro, ni su condición migratoria.
- Para ayudar a poner fin a la pandemia.

Qué esperar al vacunarse



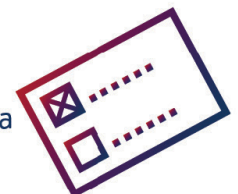
- Personas entrenadas para vacunarlo lo guiarán a través del proceso.

• Tendrá que ponerse 2 dosis para estar protegido. La persona que lo vacune le indicará cuándo debe ponerse la segunda dosis. Ambas dosis deben ser del mismo tipo de vacuna.



- Después de que le pongan la vacuna, estaremos pendientes para asegurarnos que no tenga ningún efecto secundario grave.

• Cuando se vacune, le entregaremos una tarjeta de vacunación. Esta tarjeta indica el tipo de vacuna que le pusieron (Pfizer o Moderna). Esto es importante para la segunda dosis.



- Vacunarse es su decisión.



Independent small businesses are the backbone of our communities. But today, more than ever, Black, Indigenous and People of Color (BIPOC)-owned small businesses are hurting. The time for talking and offering short-term gestures is over. We're putting our words into real, long-term, sustainable action through the creation of Comcast RISE. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing an integral role in driving lasting change.

Comcast RISE stands for Representation, Investment, Strength and Empowerment. The initiative combined the talent and resources of two business units with expertise in the small business space— Effectv, the ad sales division of Comcast Cable, and Comcast Business – to sustain, support and rebuild BIPOC-owned small businesses within their combine footprints. The current program is geared towards the BIPOC-owned business community. As Comcast RISE is a multi-year initiative, the future complimentary services will be open to other underrepresented groups.

Selected businesses could receive one or more of the following business services :



Consulting

Advertising and marketing consultations with local Effectv marketing, research and creative teams to gain insights on how to grow your business.



Creative Production

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Media

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Change Is the Only Constant



By Adriana O'Meara

Adriana O'Meara
CEO of Lakeshore
Partners

Without a doubt, 2020 was the year of change. Change has never been more of a constant in our world and our business. As we begin to emerge from the pandemic, many business owners and leaders are finding ways to pivot their products and services to reinvent, recover and succeed as failure is not an option. Finding ways to do more with less has become the theme for many of my clients lately. Consequently, increasing productivity is one of my clients' top priorities along with developing effective leadership skills to help manage disruption immediately, effectively, and thoroughly.

Regardless of where your business is right now, either starting up, scaling up, or expanding, these three high-performing habits have helped my clients move their business to the next level.

Start with the end in mind

Give yourself the gift of clarity and focus. Take the time to define what your goals are in the next 6 to 12 months; personally and professionally. Remember what gets measured gets managed.

Protect your calendar

Time, unlike money, is the only thing we cannot get back, and we do not know when it will run out. Warren Buffet knows this too well and does not analyze a new opportunity based on return on investment (ROI). Buffet's decision-making is based on return on time invested (ROTI), and he guards his calendar accordingly. To increase our productivity, we must practice saying "NO" more often to activities that do not serve us. It is imperative that we identify our zone of genius (what we do best), carve uninterrupted blocks of time to work on it followed by a scheduled time for relaxation.

Focus on your \$10K activity

As a business owner, the implementation of the 80/20 rule in business has been a game-changing discipline to increase productivity and focus. According to Perry Marshall author of the *80/20 Sales and Marketing* book, not all our daily activities yield the same value, and regardless of the business that you think you are in, your \$10,000 per hour activity boils down to working on your Marketing or improving your Unique Selling Proposition (USP) as these activities are the lifelines of our business.

Moving forward our ability to respond to change and disruption will make the difference between our business growing or thriving. More importantly, carving out the time to develop clear and concise goals would yield better results to our overall success and well-being, helping us emerge stronger in this new norm.

Adriana O'Meara is an award-winning business strategist as well as CEO of Lakeshore Partners, a company that provides Strategic Growth Consulting and Executive Coaching services across multiple industries.

Adriana partners with owners and executives to help them navigate change, disruption, and transformation. For a complimentary strategy consultation on how to take your business to the next level, contact her at (952) 239-3928 or email her at Adriana@lakeshorepartners.net



¿Preguntas sobre COVID-19?

Obtenga ayuda en su propio idioma.

Questions about COVID-19?

Get help in your own language.

651-318-0989



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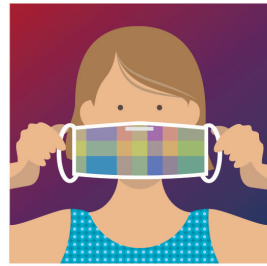
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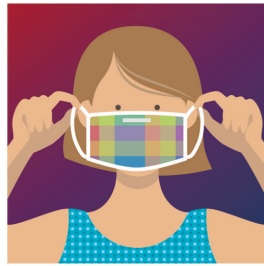
How to Safely Wear Your Mask



Step 1: Wash or sanitize your hands.



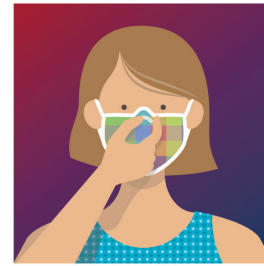
Step 2: Make sure the top of the mask is over your nose and the bottom is under your chin.



Step 3: Place the mask over your nose and mouth before you use the ear straps or tie it behind your head.



Step 4: Move the mask around so it covers nose, mouth, and chin completely.



Step 5: The tops of some masks can bend. Press your fingers on the top of the mask to make them fit tight around your nose.



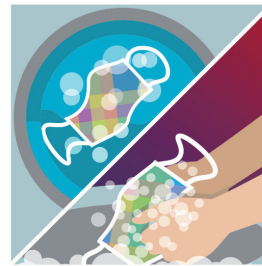
Step 6: Do not touch the mask while wearing it. Use the mask ear straps or ties if you need to make it fit better.



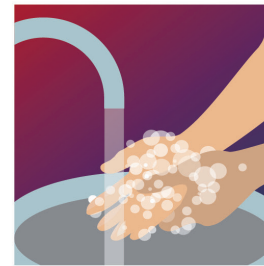
Step 7: Use the mask ear straps or ties to take it off. Do not touch the front.



Step 8: Throw away if mask is disposable.



Step 9: Wash your mask by machine or by hand before you use it again.



Step 10: Wash or sanitize your hands again.



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March Gladness: It's All About Change



March gladness—spending some fun time in Fort Snelling state park

By Harland Hiemstra, Minnesota DNR

Asking a Minnesotan to pick his or her favorite season or month is probably a bit like asking parents to choose their favorite child.

What can compare to a balmy summerday in July? Except maybe a comfortably crisp and colorful afternoon in early October? On the other hand, was there ever a sky so big and so deep and so blue as what unfolds in the sub-zero dawn of January?

But really, by the end of February, who isn't ready to see winter fading away in the rearview mirror? Along comes March, which for anyone who's ready for change offers a lot to like.

First, March means the arrival of Spring. Meteorologists, who like neat boundaries for the seasons because they make it easier to handle data, say Spring begins March 1. Most calendars peg the beginning of Spring to the vernal equinox, when the sun is directly over earth's equator and the days and nights are roughly equal in winter – an occurrence that usually falls on March 20.

That we even have seasons is largely a result of the earth's axis (basically a line running from the north to the south poles, around which it spins) being tilted about 23 degrees. As the earth moves around the sun over the course of a year, that tilt moves from pointing away from the sun to pointing toward it. As the north pole leans more toward the sun, the sun's rays grow more direct and powerful, causing temperatures to gradually increase. Springs moves from south to north at the rate of about 17 miles per day, taking a whole month to spread across Minnesota from Iowa to Canada. On any given day in March, a person in Owatonna could be frolicking in 50-degree temperatures, while someone in Brainerd is shivering in the freezing cold.

When there's lots of snow on the ground in March, Spring can get off to a slow start, because the snow helps keep the surroundings cool (just like ice in a drink) and it reflects much of the solar radiation. But as the snow melts, and the ground clears, the increase in temperatures picks up its pace. The normal high temperature in the Twin Cities is just above freezing at 34

degrees F. on March 1, rising to 49 degrees by the 31st—practically shorts and T-shirt weather for some hardy souls! Temperatures in the 70s (with even a few 80s) are not unheard of for March, with many Twin Cities record highs being set over the past 10 to 20 years, another sign of the changing climate associated with global warming. For all the snow to melt, it generally takes a period of days and nights with lows remaining above freezing. In a typical March, we'll usually have mostly bare ground by the end of the month. March 31 is also the median date on which the ice is gone from Lake Pepin, that wide spot on the Mississippi River.

But don't let all this talk of Spring lull you into thinking March is just a pleasant stroll on the way to summer. Old-time Minnesotans will often warn their younger kin about the dangers of jinxing Spring altogether if you put your snow shovel away before Easter. There can be plenty of reminders of Winter's wrath throughout the month, with memorable snowstorms and even sub-zero temperatures having been recorded. As the winter storm track shifts north into Canada, more moist air from the Gulf of Mexico makes its way to Minnesota, giving rise to those three of our four types of precipitation occurring in March: snow, rain and sleet. Hail typically requires the warmer temperatures associated with towering cumulus clouds and thunderstorms. Even tornadoes can happen in March, although they're rare, with only about two dozen recorded around the state. March is what weather folks call an "active" month; you can get nearly any kind of weather.

The changes typical of March in the weather realm, are also reflected in what's going outside in the woods and fields. As temperatures warm during the day then drop below freezing at night, maple trees respond with sap flow that can be tapped to make tasty maple syrup. Deer become more active, and males are dropping their antlers, making it a good time to keep an eye on the ground looking for those they've shed. Some birds like cardinals and chickadee, which stick around through the winter, are becoming more vocal as they seek mates, while others like red-winged blackbirds and robins begin to show up as positive signs of warmer times. Owls and some eagles are already sitting on eggs, waiting for their young to hatch. Geese and herons appear in the sky.

So, for all its change and unpredictability, its hopeful warming and the return of life, even amidst occasional wintry setbacks, March gets my vote for best month of the year. For now anyway – check back with me in June, and I might be singing a more summery tune.

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