

UPDATES MAY '23

IN THIS ISSUE

A NOTE FROM THE PUBLISHER

The month of may is filled with special days of all sorts, everything from No Pants Day to Memorial Day, and numerous others in between. Nothing beats Mother's Day for humanity across the globe - as everyone has or had a mother to celebrate.

According to History.com,

The official Mother's Day holiday arose in the 1900s as a result of the efforts of Anna Jarvis, daughter of Ann Reeves Jarvis. Following her mother's 1905 death, Anna Jarvis conceived of Mother's Day to honor her own mother at her passing. Ann Jarvis had no children. As a way of honoring the sacrifices mothers made for their children it didn't take long for it to blossom into an event gone viral.

By the year 1912, Mother's Day had become a recognized holiday adopted by many states, as well as towns, churches, and Jarvis founded the International Women's Day Association. Within two years President Woodrow Wilson formally established the Second Sunday in May to be celebrated nationally. It wasn't too long for a good part of the world to adopt it as well.

But the original intent Ann Jarvis was to a son or daughter pay attention and thank their mother, not to become a commercialized holiday for All Mothers. Jarvis became incensed and began campaigning against the holiday.

So, because you have or had a mother, mark the day with love.

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IN FLANDERS FIELDS

by John McCrae

In Flanders fields the poppies blow Between the crosses, row on row, That mark our place; and in the sky The larks, still bravely singing, fly Scarce heard amid the guns below.

We are the Dead. Short days ago We lived, felt dawn, saw sunset glow, Loved and were loved, and now we lie, In Flanders fields.

Take up our quarrel with the foe: To you from failing hands we throw The torch; be yours to hold it high. If ye break faith with us who die We shall not sleep, though poppies grow In Flanders fields.









On the Lighter Side

Q. Why didn't the piglet not wish his mom a Happy Mother's Day?

A. Because when you have 100 suckling piglets you don't want to be reminded!

Q. What happens when you tell your mom a joke on Mother's Day?

> A. Because she turns it into a life lesson.

Q. What's a cow's favorite holiday?

> A. Why, Moo-morial Day of course!

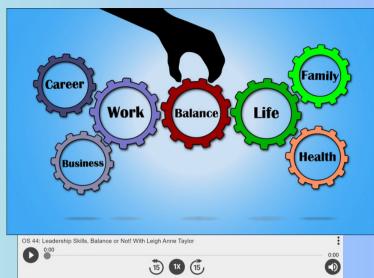
The Memorial Day Weekend was coming up, and the nursery school teacher took the opportunity to tell her class about patriotism. "We live in a great country," she said. "One of the things we should be happy about is that, in this country, we are all free." One little boy came walking up to her from the back of the room. He stood with his hands on his hips and said. . . "I'm not free. I'm four."

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It's Mother's Day, Treat her with.....





CLICK THE AUDIO FILE FOR THE PODCAST

"BALANCE OR NOT!"

by Leigh Anne Taylor

Balance...or Not!

I'm writing a new book. I'm thinking of calling it Adrenaline as a Way of Life. Or maybe I'll try Time: There Will Never be Enough of It, So Squander What You've Got. Here's a sneak peek at my chapter outline.

Chapter One: E---mergency

Answer all emails at once. Do not delay. Stop whatever you are doing and answer that, baby.

Chapter Two: Adrenaline is My Motivator

Save tasks that are "due today" until the last hour, better yet, the last half hour of your workday so you will have the added energy boost of adrenaline to help you complete your tasks.

Chapter Three: Be a Hog

Hog the copier. Put off using office machines until the last possible minute, never mind if your colleagues need them.

Chapter Four: Under-prepare for Meetings/Rehearsals

That way you'll find out what you're really made of. Can you fly by the seat of your pants? Are you great at improvisation? Can you fake it in front of a group?

Chapter Five: Don't Bother Planning Ahead, Wait Until the Last Minute

Careful planning is over rated! Panic provides lots of energy for a task. It's contagious too, so if you can get other people panicked about a mutual project, just think of all the energy!

Chapter Six: Don't organize your stuff.

That last minute search for materials provides a great panic push just when you need an extra shot of adrenaline.

Chapter Seven: Run

Don't walk, run. Run to the workroom, to the bathroom, to your car. Run yellow lights. Heck, run red ones. That gets everyone excited!

Chapter Eight: Do One More Thing

Do one more thing before you leave. That will insure being late.

Chapter Nine: Shallow Breathing

Be sure to keep your breath short and rapid.

Mimic panic in your breathing at all times.

Remember, you don't have time to take a deep breath.

Chapter Ten: Run Late

Show up at the last minute, or better yet, arrive late. Increase every one's anxiety level!

Chapter Eleven: Yell

Yell at everyone when you are running late. If there is no one there, yell at the empty house. Yell at other cars, yell under your breath or right out loud at anyone or anything that gets in your way.

Chapter Twelve: Fast

Eat in the car. Even better, don't eat at all. Being hungry increases your discomfort level and decreases your functioning level which will force your adrenaline to kick in and do it's magic. When you do eat, gorge on foods that are bad for you.

Chapter Thirteen: Blame

Blame other people, blame your life situation, blame the traffic, blame the stoplights, blame your mother. Blame anything or anyone you can think of for anything and everything.

Chapter Fourteen: Calendar, Schmalandar

Don't bother double-checking your calendar for appointments. Better yet, don't write them down in the first place. If they really need you, they'll call you.

I wrote this as a joke in a particularly busy season in my life and shared it at a staff meeting as a way of apologizing to my colleagues for my hyper-anxious state of being at work. I wish I could say those things are exaggerations, but they are based on the truth of how out of balance my life was at that time.

This winter, as I enter a very busy season once again, I'm attempting to do things differently. Like taking time daily for prayer, exercise, good nutrition, and Sabbath rest. As an experiment, I'm going to take one workday a month out of the office to be still and pray. It's already making me nervous but I'm determined to do it to break the habits I wrote about in my "book". As I attempt to regain balance in my work schedule, I hope you'll be encouraged to do the same. May God bless us on our journey





What's Love Got to do With It?



What's love got to do with it? No, not the smoothy kind; I'm talking about love in the biblical sense. You know, love thy neighbor as ye love thyself.

Recently I've been speaking a lot about Diversity, Equity, and Inclusion, not like the recent Buzz Words but centered around love and kindness. Love, after all, is the key to every thought, word, action, or intention if we want to be of good and not evil.

Whether it's work, play, or in the community, if we're all by ourselves, we can't feel love for humanity. Oh, we might have pleasant thoughts, and positive emotional feelings toward our fellow people, but there is no chance for reciprocation if we're cut off from the outside world. A smile in the mirror does not garner a reciprocal smile in return. There must be a living recipient to complete the sequence.

That's all well and good if you are a recluse, but it's not exactly a healthy existence. Alone we can certainly feel the love of God surrounding us, even feel God within. But there's so much more expected of us. We weren't created to be alone. Adam had Eve, Noah had his wife and family, Abraham had Sarah, and we've multiplied ever since.

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Something She Really Loves, Or...





Sales Leadership In Not for Profits: "Selling" Donations so You and the Donor

Feel Good

Publishing Your Expertise and Inspiring Story to Create Abundance and Hope

How to Find More Best Fit

Grant Funders for Your Nonprofit

How to Become a Top 1%

Communicator in Your Industry

Missed Any Episodes?



God could not be everywhere and therefore, he created mothers

-Rudyard Kipling

<u>A Brief History of Memorial Day</u>

courtesy Jacksonville PBS

Originally called Decoration Day, from the early tradition of decorating graves with flowers, wreaths and flags, Memorial Day is a day for remembrance of those who have died in service to our country. It was first widely observed on May 30, 1868 to commemorate the sacrifices of Civil War soldiers, by proclamation of Gen. John A. Logan of the Grand Army of the Republic, an organization of former Union sailors and soldiers.

During that first national commemoration, former Union Gen. and sitting Ohio Congressman James Garfield made a speech at Arlington National Cemetery, after which 5,000 participants helped to decorate the graves of the more than 20,000 Union and Confederate soldiers who were buried there.

This national event galvanized efforts to honor and remember fallen soldiers that began with local observances at burial grounds in several towns throughout the United States following the end of the Civil War, such as the May 1, 1865 gathering in Charleston, South Carolina organized by freed slaves to pay tribute and give proper burial to Union troops.

In 1873, New York was the first state to designate Memorial Day as a legal holiday. By the late 1800s, many more cities and communities observed Memorial Day, and several states had declared it a legal holiday.

After World War I, it became an occasion for honoring those who died in all of America's wars and was then more widely established as a national holiday throughout the United States.



Image Credit: Bill Morrow We've not been created by the Almighty to be on our own, but be raised in family, and then to be joined to a spouse partner in life, and thereby creating a family of our own. The Bible is specific about one man and one woman, but that's a topic for another essay. It's not for us to judge others lest we judge ourselves.

In bible teachings love is clearly mentioned in more than 310 passages (KHV) and 348 (NASV), so there must be some serious weight to the concept. The genuine actions of love are for mutual benefit. We were created to flourish in all aspects of our life, family, and community for the sake of each other. We fail at that if we wall ourselves off from the world, even a tiny part of it.

Diversity – What it Really Means

When it comes to True Diversity, variety is the spice of life. I don't mean just in an employment sense; I mean your community is a precursor to our life after we graduate to a higher state of being.

We're all God's children, so we all have an equal stake in our combined future. Sure skills, ethnicity, age, economic background, and life experiences impact diversity, but that's just the beginning.

It's been proven that diverse communities/workforces/organizations/congreg ations all benefit from the most diversity imaginable. Our souls aren't measured by skin color, gender, age, ethnicity, or any other worldly measurement of prejudice.

There has only been One who was without prejudice. We all suffer some form of prejudice, whether it be people, animals, insects, seasons of the year. It's our responsibility to remove all prejudice from our lives because love commands it.

Drawing from the Book of Matthew 28:19, "make disciples of all nations" translates to - God's intention is for people from all nations are to participate in the Body of Christ together. After all, eternal life transcends our earthly being to one of holy and unblemished status in unified service to our Lord. God has foretold this in the ancient writings.

Equity – It's more than Economic

Equity is another buzzword that is often limiting in nature. The secular society defines equity as equal opportunity, a level playing field for economic wealth redistribution, and fairness and impartiality.

In the biblical definition - The main Hebrew word for equity (mê·šā·rîm) conveys ideas like uprightness, straightness, levelness, fairness, truth, order, and integrity. Note the words uprightness, truth, and integrity. Our daily vernacular doesn't even come close to highlighting these aspects of equity.

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Make Something
Special as a Family...Or



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Leadership Skill of Discernment

by Hugh Ballou



Ours is a world where we are saturated with information, which we are expected to absorb and respond to, often instantly. Not only must we respond, but the expectation is that we will make decisions with wisdom, with justice, with compassion and with a whole array of other values.

- Loretto Gettemeier, D.C.**

Making the Best Decisions

A big part of leadership is decision making. I advocate for not making decisions in a vacuum. Leadership is establishing a culture of excellence. Leadership is building a team of leaders. Leadership is a collaboration building synergy.

Despite all of those things I've said about leadership and collaboration, the leader is ultimately responsible for the decisions. Discernment is a key leadership skill.

Having written guiding principles is essential for the leader to have discernment in making effective decisions. There should be guiding principles for the leader personally and guiding principles for the organization, the team, the board, for any group or person working and making decisions. These principles provide a lens for viewing the issues and for guiding the decisions.

As the second quote above points out, we have lots of data coming at us rapidly. This only complicates our decision making process. Therefore, I have created these 3 principles for anchoring myself for making the best decisions:

Such definitions are very broad but seem to capture the underlying core principles of justice and how God would judge a situation. M. O. Evans defines equity as "the spirit of the law behind the letter; justice is the application of the spirit of equity." In other words, equity looks towards what a law was intended to do and seeks to judge on that basis, not judge solely based on what the letter of the law says.

The word "equality" also appears a number of times throughout the Bible. It can denote equal amounts of something measurable like money, goods, or time (as in Exodus 30:34 and Ezekiel 4:5). It can also refer to using the same standard for everyone, such as weights and measures used in trade (Leviticus 19:35-36, Deuteronomy 25:13-16, Proverbs 20:10). Or, it can refer to comparing the qualitative attributes of two persons or things, like status or beauty (Isaiah 46:5, Ezekiel 31:8, Philippians 2:6).

Throughout the Bible, the principle of equality can also be plainly seen. Humans share a fundamental equality with one another, being created equally in God's image (Genesis 1:26-27, Proverbs 22:2, Job 31:15), having all committed sin (Romans 3:23) and all needing redemption through Jesus Christ (Acts 15:11, Romans 10:12). When discussing justice and the law, there are instances where strict equality is required and everyone is treated similarly (Exodus 30:15, Leviticus 19:15) and instances where that is not the case (Leviticus 5:7, 5:11, 14:21).

Taken from: AdvocatesForTruth

So how do we ensure total equity on a one-to-one level? Whether at work or in our personal lives, it begins with the right intentions. Intentionally choosing to look upon them as God sees them. Purposefully electing to embrace the differences rather than pre-judge, and understanding each other; I mean really understanding. It's not necessary for you to agree, but perhaps accepting them for who they are, and for what their opinion or position on an issue might be. Take the time to get to know them, listen to what they have to say, even offering a hand in need. That's real equity. There is so much more to humanity than our individual perspective. Grow your understanding of humanity.

Inclusion- Thoughts, Words, Deeds

What does it really mean? Inclusion is so much more than working toward making sure all facets of humanity get a chance at fulfilling their God-given gifts. It's more than speaking about not limiting others that are differently-abled, marginalized, or mentally pigeon-holing others because they don't conform to your view of the world. It means that your actions are verified by removing all roadblocks, pitfalls, or limitations to your work environment, services, products, or any other form of inaccessibility.



3 qualities of a high-performance work culture

by Rodney Cox
Originally published 4-25-23 Biblical Leadership

I sat down recently with Mark Miller, VP of High Performance Leadership at Chick-fil-A, and asked him to describe the components of a high performance culture. He responded with a list of three qualities that must exist to create a performance work culture. Mark's response is transcribed below.

Quality 1 - Alignment

Mark says, "You need to have the vast majority of people in alignment with the cultural aspirations—that's one indicator of strength—not how bad the leaders want it, but how much do the people actually buy into the cultural aspirations."

Quality 2 - Performance

Mark told us, "You have to have performance over time. Now we all have ups and downs and there's the business cycle and there are factors outside of our control, and we understand that completely, but a high-performance culture is a culture that enables performance—see some people are confused, they think culture is the goal culture is not the goal, culture is an enabler of performance."

Quality 3 – Continuous improvement Mark clarified by saying, "There has to be a continuing focus on improvement because without that, any performance that you've achieved and any strength of culture that you've been able to eke out—it's in jeopardy because dynamic cultures, thriving cultures, high-performance cultures are never static."

It seems to me that Chick-fil-A is serious about culture. They're dedicated to high-performance leadership development. And if you've visited one of their restaurants it's not hard to see the high performance, no matter where you engage.

Now you may be thinking, Chick-fil-A is huge with lots of resources. Do not fall into that trap. The Chick-fil-A culture started with one man, Truett Cathy, and his ability to pass it to someone else has made this organization the gold standard. And, it starts with you!

Are you cultivating a high performance culture? Your ministry's culture is directly related to your ministry's success. Focus on these three components, and your team will thank you later.



Give Her All Her Favorites...Or



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Here's a real-life example of my point. I have a friend who happens to be a lawyer. He also happens to be legally blind. What happens when he goes to the doctor or dentist for the first time and is handed a clipboard with a stack of forms to fill out? Because he is blind, is he, therefore, required to bring along someone to complete the intake documents? Does the doctor or dentist need someone to assist him in completing the forms? Or is there a process of accessibility via technology that can be instituted? If there is a computer that is available for the task of intake, is it ADA-compliant? Does it meet all of the laws that have been in place?

Computer compliance was further added to the original act in 1990 as the Digital Accessibility Act—Microsoft built some aspects into their operating system in 1995. Yet approximately 26% of the American population has some form of disability, and only 3% of all websites worldwide are compliant. Does your website allow deaf people or blind people to experience satisfactory results from using your website? Lawsuits are occurring daily in amounts exceeding \$50,000 for non-compliance. Where do you stand?

My friend has never sued anyone or any business for not complying with ADA. He offers a service to bring sites into compliance by consulting and servicing the issues that block accessibility to the differently abled. Feel free to contact me, and I'll hook you up.





Like anything that emerges from the collective passion of a group of people, the Star Wars fan holiday on May the 4th each year has no single point of origin. It has no official commencement year, no formal dedication. It is a grassroots phenomenon that now transcends the English language pun that inspired it. Around the world, "May the 4th Be With You" is more ubiquitously known as "Star Wars Day."

by Lucas Seastrom



The earliest uses of the phrase "May the 4th Be With You" that we have evidence for date from 1978, one year after the release of Star Wars: A New Hope.

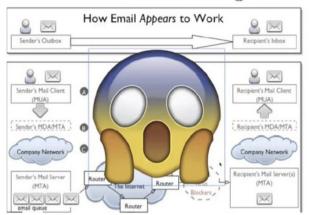
- 1. Perspective: This is the most difficult of the three. We have so many things coming at us; it's essential to get away from the tyranny of the urgent to understand the consequences of each decision. One great tool is the four quadrants taught by Stephen Covey. The four quadrants are: Urgent and Critical; Urgent and Not Critical; Not Urgent and Critical; and Not Urgent and Not Critical. Planning our work helps to keep us in the Not Urgent and Critical quadrants. Unfortunately, we spend too much time in the Urgent and Critical quadrants, wasting time and energy by losing the best time to make the decision. There are sliding priorities that are not predictable, so careful planning allows us to accommodate those sliding priorities. Otherwise, we are so driven by the urgency left until the last minute that we compromise the new priority and that which was left undone. This creates stress.
- 2. Emotion: Managing stress is so critical for leaders. Moving from principle #1 above to this one shows how connected our work is. When one element is out of balance, the entire body of work is influenced...usually negatively. Managing self is the principal leadership mandate. Managing self means managing anxiety. There are various ways to manage anxiety, so learn and apply the method that works for you. If the leader is anxious, then the team is worried. Being anxious puts our thinking into feeling. Making emotional decisions typically blocks rational thinking. Have a process for making decisions that point to analytical thinking by you and your team.
- 3. Process: Having perspective and being balanced emotionally means that you can follow the process you have created for growing the enterprise you lead. Thinking in systems means establishing a process for yourself and your team. Here are my process steps:
 - Create and Utilize Guiding Principles: We define core values and feel good about them; they are simply memories. Take those values and create guiding principles for yourself and your organization. Use them for every decision.
 - **Define Group Process:** Define the level of decision-making for each team member. Learn to delegate and create follow-up methods for accountability. Don't delegate and forget until the deadline. Set up check-in points for mentoring and course correcting.

MAY 14TH IS NATIONAL DANCE LIKE A CHICKEN DAY!





Email is Sexy Again - The Cool Kids Are Even Doing It



Who says email doesn't work anymore? Email is still the highest-performing return on the investment-marketing vehicle of all others. Not only that but remember those Millennials poohpoohing everything the "Older Generation" are wasting their time on?

Well, these guys and gals are now all grown up and working real jobs. Guess what? Companies use email. They have to use it, so they are learning how to get the most out of it.

While I believe the headline is a bit of a reach, email may not be sexy per se, but getting a great ROI on a media certainly is. Who doesn't absolutely LOVE terrific returns on investments?

Email marketing is the most talked about, written about, challenged, and discounted more than any other medium. The fact is that email has been counted on and will continue to be long after other media channels have lost their effectiveness.

The level of noise in the marketplace has either created a deaf, mute, and blind populace or the "buy from me because I'm me" syndrome has gotten so loud and intrusive that people are growing disdain for marketing and advertising messages altogether. Either way, the only way

to capture someone's attention is first to build a relationship, then communicate with them so that they can choose when and if they are interested in what message you've sent them. If your target knows, likes, and trusts you, chances are that your email will be opened more often than not.

There is a tremendous demand for copywriters that can write effective, engaging, and converting email sequences for everything from company newsletters to thank-you emails for e-Commerce orders. There's money in email marketing if done well, that is.

Think of it this way; email newsletters are the only digital messaging not controlled by algorithms. Tweets, Facebook posts, and social media ads like LinkedIn and Instagram are all governed by an artificial methodology that contains whether the right people will see your message.



Al is in the driver's seat, not you. Al decides if your content is going to resonate with the audience targeted. You, as the messenger, are at the mercy of machines.

Sonnets Are Full of Love

Christina Rossetti

Sonnets are full of love, and this my tome Has many sonnets: so here now shall be One sonnet more, a love sonnet, from me To her whose heart is my heart's quiet home, To my first Love, my Mother, on whose knee I learnt love-lore that is not troublesome; Whose service is my special dignity, And she my loadstare while I go and come And so because you love me, and because I love you, Mother, I have woven a wreath Of rhymes wherewith to crown your honoured name: In you not fourscore years can dim the flame Of love, whose blessed glow transcends the laws Of time and change and mortal life and death.

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Enjoy Some Time Alone With Her...Or

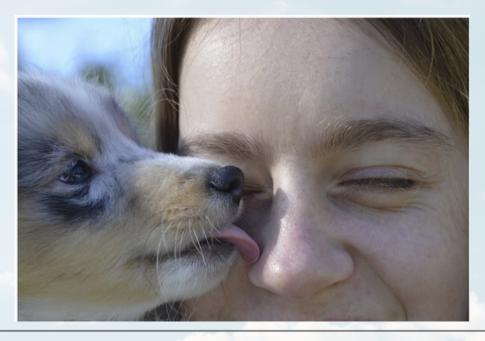


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- Ask for Team Input for Decisions: You will discover that you might have missed some detail that will create a problem. You might find that someone has a helpful suggestion you had not considered. Getting input does not mean that the leader must do what others say. It's a way to get buy-in and clarity. Set boundaries for what you will and will not accept. Make decisions based on principles rather than wanting people to like you. It's better to be respected than liked.
- **Be Flexible:** Sometimes, we choose a pathway that doesn't work, even with all the work, to ensure it's the best choice. Stop when it's evident that the decision is not good and address it with your team. Being transparent is a good leadership trait. Being human is better than being perfect.

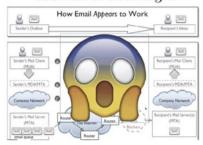
Define a process and continually work on self. Leadership and communication are both based on relationship.

Hey All You Mothers... THIS ONE'S FOR YOU!



UPDATES MAY '23

Email is Sexy Again - The Cool Kids Are Even Doing It



Email IS Sexy again, as the Millennials are now using it to fulfill their jobs in corporate America. However, just because it is email doesn't mean it's the same old-fashioned production.

Email Newsletters make it happen when they are personalized so well that it reads as though you are writing to your friend and not some general blanket message.

Take it from someone that writes for a living. Make your emails as personal as possible in all manner of communications.

The UX (user experience) is all-important in this age of extreme competition. Please don't fall prey to the old-fashioned method of mass mailings, email blasts, and hurry-up and get-it-out commentary. You'll be glad you took the time to craft a great message.

AND, it'll be years before ChatGPT can do it well enough to fool everyone including Google.

Can't Get Enough Star Wars



To all those who gave their lives for the cause of freedom...

We salute you.

Thank you for your sacrifices and service.

May they rest in peace.



Guest Contributor

Wherever I Go

by Lynn Sanders

I originally wrote this poem for my son's Bar-Mitzvah, honoring the feeling of finding God in every season - "wherever I go."

I submitted it to my temple High Holiday choral director in 2017, and he arranged it into fourpart harmony. Since I was singing alto and couldn't record during the service in my seat, I recorded this during our final rehearsal. I thought you'd enjoy it.



Click this plate for the music & melody

Wherever I go, You're there in my heart
Wherever I go, You're there from the start.
In the glory of morning, the stillness of night
You're there, all around me, a guiding light.

Wherever - Wherever - Wherever -- wherever I go...

Wherever - Wherever - - Wherever - wherever I go, you're in my heart.

Winter will show us how strong we can be,

Braving the cold, we turn inward to see,

I find You in snow, whirling soft at my door,

I know You're my comfort - more and more.

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Wherever - Wherever - Wherever I go...

Wherever - Wherever - wherever I go, you're in my heart.

Spring brings the sun, gladly taking my hand,
Warming my heart, spreading joy through the land,
Raindrops are dancing and robins appear
I thank You for-ever - for being right here.

Wherever - Wherever - Wherever - wherever I go...

Wherever - Wherever - wherever I go, you're in my heart.

Summer is sweet - Feeling carefree each day,
I find You in daisies and children at play.
Then fall brings the harvest, a new year to share.
We pray for your blessings, and know You are there.

Wherever I go, You're there in my heart Wherever I go, You're there from the start.

In the glory of morning, the stillness of night (*)
There are no dead ends in this spiritual life.
You're there, all around me, a guiding light.
Nothing is above or beyond redemption.

Everything can be used for transformation.
-Richard Rohr

God Bless Our Native Land by Frances E. W. Harper

God bless our native land, Land of the newly free, Oh may she ever stand For truth and liberty.

God bless our native land,
Where sleep our kindred dead,
Let peace at thy command
Above their graves be shed.

God help our native land, Bring surcease to her strife, And shower from thy hand A more abundant life.

God bless our native land,
Her homes and children bless,
Oh may she ever stand
For truth and righteousness.

UNKNOWE SOLDIER



By: Darlo Rugglero GGAF Italy and European Leader Long-Term Economy Founder

Accessible freshwater in the form of rivers, lakes, ponds, and wetlands makes up less than 1% of all the water on Earth. When freshwater trapped in glaciers, icebergs and groundwater is included in the total amount of freshwater it still comprises less than 3% of Earth's water. Although surface freshwater and groundwater account for only a tin amount of water, it plays a vital role in the habitability of Earth. That is why it is important to make it clean and make the best and most equitable use of it. Let's see what are water functions and which are SDGs related to water.

BIODIVERSITY

We are not the only organism that relies on Freshwater for survival. Freshwater ecosystems are home to a remarkably large portion of wildlife, including 12% of all animals and 40% of fish species. Moreover, hosting such a variety of fish, amphibians, mollusks, crustaceans, and insects, they are excellent for large numbers of birds. Freshwater ecosystems are also home to a wide variety of plants, which support both animal and human populations. These ecosystems are however in danger. They have extinction rates as much as 15 times greater than marine ecosystems. In the United States, 37% of fish species and 40% of amphibians have become threatened or extinct. Human activities can affect these ecosystems in many ways (e.g., by changing the water flows). It's important to reduce our impact on them. SDGs involved in preserving biodiversity are SDG 14 and SDG 15.





CHANGING NATURAL FLAWS OF WATER

Managing freshwater has historically played a crucial role in human development. Human-made structures and systems have benefited some communities but have also impacted natural systems and cycles. Among the human made structures we have: 1. Dams; 2. Canals and Aqueducts; 3. Groundwater pumping. The main objective is "how to give humans clean water minimizing the impact of human-made constructions on nature".

Main SDGs directly involved: SDG3, SDG6, SDG9, SDG11.









GUARANTEEING WATER QUALITY IN FRESHWATER SYSTEMS

Water is the universal chemical solvent. It can easily mix with other chemical particles. When we talk of quality, first, we talk about the water's characteristics in terms of physical, chemical, and biological reactions that occur during its path. Another essential characteristic is its PH. Quality also describes the type of minerals we find in it. The important thing is to establish whether water is safe or unsafe for humans. Pollution describes the unwanted substances in the water. Water pollution is a major global problem and accounts for the death of more than 14,000 people daily. Among the major water pollutants, we have plastic and metals. Although humans are the main cause of pollution, they have also invented ways/technologies to clean water. Main SDGs directly involved: SDG3, SDG6, SDG9 (either positively or negatively).







WATER RIGHTS AND HUMAN COMMUNITIES

As the clean water supply decreases around the world, the issue of water rights and politics becomes increasingly important. There are a lot of water-stressed areas around the world where water use exceeds the natural renewable water supply and puts freshwater ecosystems at risk. In these areas, the issues of water rights and water use is crucial. There are places like California where water shortage is becoming a chronicle. However, it is also crucial to understand how to preserve clean, fresh water and reduce pollution to it. This issue is extremely important, as clean freshwater shortage can bring other problems such as health, war, migration and other problems. Main SDGs directly involved: SDG3, SDG6, SDG10, SDG16, SDG17

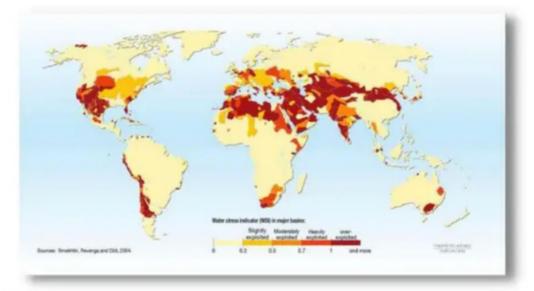












CONCLUSION

We have seen that water is not just for satisfying our water needs. It is related to a lot of other issues. It is one major example of how we live in a system where things are interrelated. Non thing can exist without others. Clean water supply is an issue that directly affect a lot of SDGs and preserving it and reducing its pollution is crucial for a future sustainable society.

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Top 3 Things to Give Your Existing Donors or Sponsors in These Uncertain Times

While Great Value may be the most important thing to offer your donors or sponsors, two other elements coincide with Top Value.

The world has been at a standstill for the past couple of months. It has yet to be determined precisely the economy, employment situation, education of our children, government, social systems, and even business sustainability.

Today's charitable cause giver is in a precarious situation, just like you. They're looking at every decision with new-found seriousness. How much things cost against the value they bring is just one of the thoughts and actions present. The uncertainty of whether their funds will be used to pursue the organization's mission, support wages, and other expenses that are not directly related to answering the call.

Some may have lost their job or need more work once things return to normal. Even if employers are paying them some government-sponsored wage replacement, the pressure is still on them because of the need for more confidence in the government to fulfill its promises. The government is focused on everything but its citizenry lately.

People are stressed, nervous, anxious, and downright scared of the future unknowns. What's a person to do?

As a matter of fact: plenty.

Respect is one of those things that is often assumed rather than displayed or emphasized. As part and parcel of excellent donor relations, an overly high degree of respect is just good business. After all, countless others provide whatever it is for which they have aligned with you. Showing respect for their desires,



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Quiet Alone Time For



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expectations, *loyalty*, *candor*, and even disappointment can mean a great deal when something goes awry. Remember, your customers or clients can go anywhere and probably are already being contacted and enticed to leave you and purchase from them.

They trust you or they wouldn't be doing business with you, so maintain and enhance that trust through an unceasing flow of respect for the entire human and the transactions. It's more than merely a monetary transaction; it's signaling an expressed desire to align themselves with you and your business. Don't discount that trust. Respect everything about them unless you want to lose them. That can happen in the blink of an eye.

I want you to know that keeping your customers engaged in your business, product, or service is essential to a continued relationship. Imagine this: you are purchasing something from a supplier (I'm sure you do every day), and the only time you hear from them is when the invoice or statement shows up in the mail. When was the last time they said or showed they appreciated you?

Suppose you are experiencing anything close to this treatment. In that case, you should strongly consider finding a replacement supplier that will treat you with respect and a genuine relationship beyond the monetary aspect.

UPDATES MAY '23

Want to Market & Advertise Your Nonprofit, Foundation, or NGO?

If you create a half or full page flyer it can be published in the next UPDATES

(reprints make for a great marketing asset)

Remember, cutoff for submittals is the 25th of the month.

NOTE: Like all submittals, the publisher has the final say on editing, ensuring it meets the guidelines and meets the standards of respect for others.



UPDATES MAY '23

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Send them a card once in a while. How about a monthly newsletter that is printed and mailed to their residence? What's wrong with a loyalty-nurturing email drip campaign? How about an "unexpected extra" showing up once a quarter? There are ways to automate this "random act of kindness" so that it can be arranged in advance and scheduled (never on the same day of the month). Make it unpredictable. Learn what they like and give them a taste of their favorite _____(fill in the blank).

It could be a recording artist, favorite gum, soft drink, restaurant, or whatever. And don't forget the kids and even the pet. You'd be shocked at the positive impression something out of the blue that is so personalized can have on a person.

Make it Permanent

If, for some reason, this is new thinking on your part, shame on you. However, every entrepreneur or businessperson thinks differently. Maybe you didn't give it that much thought. Now is a perfect time to roll out the red carpet and put your clients or customers on a pedestal. Make them feel special in as many ways as you can. The longevity of their stay with you as a paying asset to your company counts on it.

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Simply Make Sure She Knows...





Hugh's Favorite Recipes: Yummy Shrimp Scampi

RECIPE

Servings: 2

Prep Time: 5 Minutes

Total Time: 55 Minutes (including marinating)

INGREDIENTS

Dry White Wine

- 4 Garlic Cloves, minced
- 1 Tsp kosher salt
- 3 Tbs Extra Virgin Olive Oil
- 1 Pound Frozen Large Red Argentinian Shrimp, peeled, deveined
- 1/4 Tsp Red Pepper Flakes
- 1/4 Cup Dry White Wine, such as Sauvignon Blanc (or use Sherry for nuttier flavor)
- 1 Tbs Fresh Lemon Juice (use juice of full lemon for bolder flavor)
- 2 Tbs Unsalted Butter
- 3 Tbs Chopped Curley Parsley

DIRECTIONS

- 1. Pour yourself a glass of wine to drink.
- 2. Thaw the shrimp in warm running water, then drain.
- 3. Mix 2 Tbs olive oil, 2 minced garlic cloves, salt, pepper with a whisk in a bowl.
- 4. Add the thawed, drained shrimp and mix. Marinate for 30 minutes.
- 5. If you plan to serve the shrimp on pasta, then cook the pasta now.
- 6. In a frying pan melt the butter with 1 Tbs olive oil, red pepper, and 1 clove garlic.
- 7. Cook for 1 2 minutes. Add the shrimp and cook until pink.
- 8. Remove the shrimp with a slotted spoon into a clean bowl.
- 9. Continue cooking the sauce.
- 10. Add the wine, lemon juice, and 3 4 Tbs pasta water and cook for 5 minutes.
- 11. Once the sauce thickens, add the pasta, then add the shrimp and stir.
- 12. When the shrimp, pasta, and sauce are mixed, serve.
- 13. Add sliced lemons and chopped parsley.

Notes

Serve with veggie like broccoli and toasted bread - yum!

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