

THE AMERICAN SOCIETY OF MEXICO NEWSLETTER

**DEMOCRACY
AND VOTING
GO HAND IN HAND**
LARRY RUBIN TALKS ABOUT THE
ELECTORAL SCENE AND THE
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THE AMERICAN SOCIETY OF MEXICO NEWSLETTER

DEMOCRACY IS THE CITIZEN'S RESPONSIBILITY

In today's world, the concept of democracy is more than ever a relevant matter, not only to Mexico and the United States, but to the whole world. It is one that will produce economic wellbeing for years to come and the opportunity to address key issues affecting a society. With every election, we become more aware that our participation affects and impacts the stability of every community. Likewise, we also know that the freedom to elect one of several options who are running for office, is a big responsibility as citizens that cannot and should not be taken lightly. Thus, democracy really becomes the citizen's responsibility.

Because of the importance of the upcoming elections, The American Society of Mexico held an enlightening dialogue with the President of the National Electoral Institute (INE), Lorenzo Córdova. He discussed the June 6th elections taking place throughout Mexico, where Governor's, Federal Congress local legislatures will be elected. At our conference, the President of INE gave us a detailed explanation of the challenges in the Mexican electoral process ahead and asserted that there is still a need to reform the electoral system further, which I found quite interesting. Everyone's vote has the power to represent a decision, and hopefully that decision results in a better future. Mexico is about to face the biggest elections in its history. Mexico's democracy for which the nation has worked to consolidate for over the course of several decades and has seen clarity in recent years through alternating parties in the top position of the Executive branch, now more than ever requires every citizen's commitment to participate and vote. The INE is a solid and autonomous institution in charge of organizing all elections assuring the best conditions to elect those who will govern or be the people's representatives in Congress, resulting in reinforcing the trust of the people in the process. Even though it has been challenging in the previous months, ones right to vote is always the best solution to have the quality of political leadership needed for the future, taking the necessary safety and health precautions because of the pandemic.



LARRY D. RUBIN

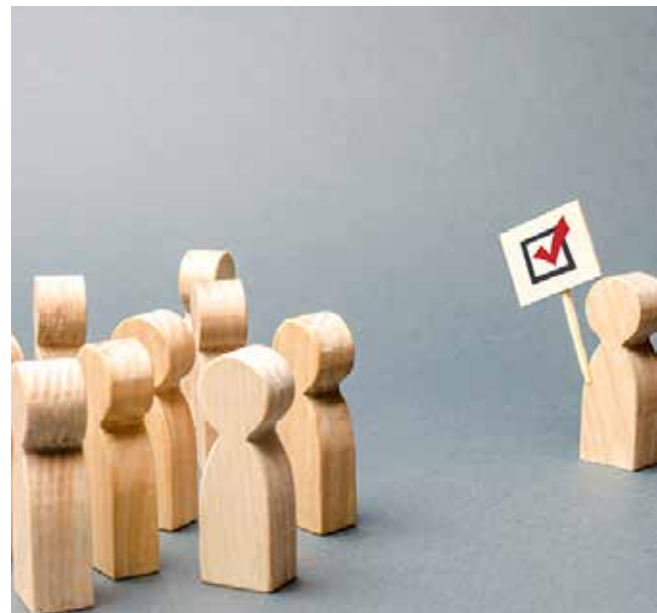
President & Chairman of the Board
The American Society of Mexico

Interesting to note is that eleven Mexican States recognize the vote from abroad, and at least 33,000 Mexicans living outside of Mexico, mainly in the United States, have registered, the great majority online. There is still work to be done to get all 30 states to accept the vote abroad, but it is a good start. This is also proof that in Mexico it is possible to talk about democratic elections. Again, we discussed this process with Mr. Córdova. You can watch the full interview through our platforms.

In conclusion, each individual citizen must make an informed and conscious decision that each vote can impact everyone's future in a good or not so good way. We saw how this collective decision changed Mexico's government in the year 2000 after having a 70-plus year rule of one party. It is definitely up to those governed to act responsibly.

As a final note, we have troubled by the fact that candidates to government have been a target of organized crime. This must stop because it sends the wrong signal not to the whole population, but to the world. Knowing that we are only days away from the election and are unsure what can be resolved in only a few days, we do believe Mexican authorities should seriously look at this disturbing phenomenon and for the next elections, guarantee all candidates better security to campaign.

"The government of the people, by the people and for the people", as stated by President Abraham Lincoln I believe is the phrase that best defines what democracy should look like.





MAY 2021 ACTIVITIES

ELECTORAL SCENE 2021 - DR. LORENZO CÓRDOVA VIANELLO

At the beginning of the month, we had the participation of Dr. Lorenzo Córdova Vianello, Consejero Presidente at Instituto Nacional Electoral (INE). With the forthcoming elections, it is important to know the electoral landscape in which the country and the INE itself are currently located. Through these panoramas we were able to know and analyze through Dr. Cordova intervention in presenting the way in which the entire electoral process has been planned, the relevant measures to ensure due democracy and the time that this process will take to be able to be realized efficiently.

Visit the full Webinar with the following QR



PANEL DE CINE

Under the splendid moderation of Tábata Vilar, Director of CANACINE, a panel of film experts was formed to talk about the industry, the growth it has had and the plight it currently faces due to the global health crisis. The President of CANACINE and President of Anima Estudios, Fernando de Fuentes received us with an excellent presentation about the growth that the industry has had in the country, the diversification that it has had to implement and above all the challenges faced with the arrival of streaming platforms, followed by Ana Magaña, current General Director of the Motion Pictures Association in Mexico, addressing the importance of the distribution of films within Mexico and presenting a panorama generated by the pandemic with a clear emphasis on the economic damage that the film industry has suffered over the last year. To finish our panel, we had the participation of Miguel Mier, COO of Cinépolis, the fourth largest cinema chain in the world, who told us about the challenges and expectations for the recovery of the exhibition due to the structural, & financial damage and the pace with which the industry can regain its boom again.

Look at the full panel



MIGUEL MIER

COO, Cinépolis



FERNANDO DE FUENTES

President of CANACINE and
President of Anima Estudios



TÁBATA VILAR

Director of CANACINE



ANA MAGAÑA

General Director of the Motion
Pictures Association in Mexico
Miguel Mier, COO of Cinépolis





EVENTS COMMITTEE - MAY 2021

PATRICIA KELLY - CHAIR, EVENTS COMMITTEE



HOME WORLD

This month, Patricia Kelly and Cristina Camino gave us a broader picture on issues regarding serenity and freedom with ourselves. Despite the challenges we experience throughout life, we all have an accessible, innate strength. They explain the importance of giving ourselves the time to take a pause and find serenity.

They also addressed the value of Liberty and how to incorporate this concept with responsibility.

It is also relevant to consider that many of the tips they offer us in their conversations are useful not only in the home environment, but also in one's office and personal environment.



VIERNES DE SALUD

This month, Dr. Flor Luna expands our panorama regarding the commotion that has existed with respect to the new strains that have been released and the vaccination process that is being carried out in Mexico. Although progress has been made in the City, Dr. Flor provides us with information as well as the extensive care we should take before and after vaccination.

On the other hand, Dr. Silvia Orozco broadens our knowledge regarding the care of our health and the positive impact that a good diet and a healthy immune system has for us in this COVID-19 season.



VINOS Y DESTINOS & TRAVELLING WITH DEBY BEARD

A trip to the famous Hacienda de los Morales in Polanco is what ends this month's series of events with Deby Beard, where we appreciated the lovely installations and the delicious menu that this iconic Polanco site has for us. Similarly, the company of Rafael Orellana with Cynros, and Carlos Moro from Matarromera Group, awaken the senses with the smooth variety of wines that they presented in their interviews.

We also have the participation of Leobardo Espinosa, Member and Co-Chair of AmSoc's Events Committee, where he presents a trip and an explanation about Treasures of Mexico and the importance it has for tourism in the country.



OUR RECOGNITION TO THE MOMS

In Mexico on May 10, and the second Sunday of May in the United States - Mother's Day is celebrated. On this special day, we have the opportunity to honor the women who have had the great joy of being mothers and, fulfilling their roll with the great responsibility of guiding their children and their family.

In The American Society of Mexico, we recognize them for the hard work, their integrity, their support and their daily efforts. We especially value those moms who participate in this great organization who are part of our team and help strengthen it each day.

We are aware that a mother is, in many cases, the one who encourages us to get ahead and be a better society. Our sincere and grateful recognition goes to all these exceptional women.



UPCOMING EVENTS – JUNE 2021

THE AMERICAN SOCIETY OF MEXICO
IS PLEASED TO INVITE YOU TO:

HOMEWORLD

Become a Member amsoc.mx/members
Facebook Live: Facebook.com/amsocmx/ | Transmisión: foro-virtual.amsoc.mx/

THE AMERICAN SOCIETY OF MEXICO
IS PLEASED TO INVITE YOU TO:

VIERNES DE SALUD

Become a Member amsoc.mx/members
Facebook Live: Facebook.com/amsocmx/ | Transmisión: foro-virtual.amsoc.mx/

THE AMERICAN SOCIETY OF MEXICO
IS PLEASED TO INVITE YOU TO:

VINOS Y DESTINOS

Become a Member amsoc.mx/members
Facebook Live: Facebook.com/amsocmx/ | Transmisión: foro-virtual.amsoc.mx/



ORGANIZATIONS STEERING GROUP

FONDO UNIDO- UNITED WAY MEXICO

For more than 40 years, Fondo Unido- United Way Mexico has stepped up to help communities



VIVIAN BARDAVID

Chair, Organizations Steering Group

Fondo Unido – United Way México’s long history of supporting local Mexican communities dates back to 1979. Across Mexico, the United Way Network supports more than 911 community agencies and programs every year, helping to improve lives.

It does it by mobilizing the caring power of communities to advance the common good. Its focus is on education, income and health—the building blocks for a good quality of life.

We all have a stake in each other’s success. We all benefit when a child succeeds in school, when someone finds a job that sustains a family, or when more people get quality, affordable health care.



The solutions United Way creates go beyond short-term charity for a few. United Way’s support provides tools for success, which translate into safer, healthier, and more equitable communities for everyone.

United Way’s results are amazing. One of the keys for its success is to forge alliances with strategic partners who share their vision, to reach the most vulnerable sectors: women, children, elderly, communities, informal trade workers, so they can have access to their basic human rights.

According to its Activity Report of 2019, United Way impacts more than 150,000 persons annually.

With the help from corporate and individual donors, with many of which it develops social investment strategies, United Way delivers thousands of in-kind donations such as basic pantries, personal hygiene kits, safety equipment for medical personnel and prevention kits, especially during emergencies such as the 2017 earthquake and the 2020 COVID Pandemic.

United Way is currently working on 99 projects for economic reactivation, education, emotional health and Science-Technology-Engineering-Mathematics (STEM) projects to help communities.

It constantly seeks synergies to expand its reach. One of the ways it does it is by coordinating and participating in forums with federal and local government entities like CENACED (National Center for Epidemiological Contingencies) and the Mexican Ministry of Health and Education.



One of United Way's many education programs was carried out in conjunction with UNICEF, to develop an emergency curriculum, designed and adapted for basic education in the country, in order to help 2.5 million students that are at risk of dropping out of school.

United Way also designed a Handbook which is now part of the training course for educational agents of the Mexican Ministry of Public Education (SEP). 4,176 agents will be trained, and it can also be downloaded in the SEP page so that 20,500 agents more are able to take the course.



Nancy Lara is United Way's brilliant Executive Director, and she shared with us the following message:

"Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. Our work is far from over. Fondo Unido - United Way Mexico is committed to ensuring communities become stronger, more inclusive, and more sustainable as they recover."

"We've changed over the years to address the challenges of a changing world. But the one thing that hasn't changed is our focus on improving lives and strengthening communities."

Nancy, we are very proud of you and your team. Fondo Unido - United Way Mexico, every single day, helps the lives of thousands of people, restoring their hopes and their dreams and giving them the possibility to achieve them.





HERMAN MILLER AND AMER SPORTS HELP OUR ORGANIZATIONS

Many of the Organizations of our network need of proper office furniture to have better workplaces for their staff members and volunteers, that comply with the new health standards.

The Organizations Steering Group called the great people of Herman Miller to find a way to help them, and immediately they stepped up to the plate. Esteban Sánchez and Magaly Sánchez offered to contact some of their customers that have transferred part of their operations to home office mode and are reducing their office spaces and furniture, to see if they would be willing to donate their discarded workstations.

One of them, Amer Sports, was the first one to jump on the idea and, through their kind donation, we have been able to help two of our organizations: Ronald McDonald House Charities Mexico and Special Olympics Mexico. Below we are reproducing their letters acknowledging this initiative.

It gives us great pleasure to be able to help such great Organizations that better the lives of so many in our communities, and we will continue with this effort to try to provide needed supplies to more Organizations in the near future.

Thank you Herman Miller and Amer Sports!



CDMX a 24 de mayo de 2021.

Vivian Bardavid.
Chair, Organizations Steering Group
The American Society of Mexico

Dear Vivian,

On behalf of the children and families we support day by day at the Ronald McDonald House Charities Mexico, we reiterate our gratitude to the Organizations Steering Group for its help to obtain the Herman Miller – Amer Sports furniture donation placed last Friday in the RMH Mexico City offices.

The workstations will allow the entire administrative team to carry out their work in ergonomic furniture, modern and with healthy distance, ensuring compliance with the biosecurity protocols stipulated by the authorities, and above all ensuring their comfort in a space conditioned for them.

Partnerships like the one we have with you, drive us to continue working to make a much greater impact, and confirm that Ronald McDonald House Charities Mexico and The Organization Steering Group change lives, transform realities and support those who need it most.

Sincerely,

Ma. Gabriela Gatica Laborde
Directora Ejecutiva
Fundación Infantil Ronald McDonald México

Antonio Dovalí Jaime No.75, 2 Piso Lomas de Santa Fe, C.P. 0219, México CDMX T. *52(55) 5513-8240
www.facebook.com/FundacionRonaldMcDonaldMxwww.rmhcamericalatina.org/Mexico



Mexico City, May 24th, 2021

MRS. VIVIAN BARDAVID
CHAIR ORGANIZATIONS STEERING GROUP
THE AMERICAN SOCIETY OF MEXICO

Dear Vivi,

On behalf of all the members of Special Olympics Mexico, thank you for all the support and commitment of the Steering Group to our movement and our athletes with intellectual disabilities. It is through all the alliances that you are building that civil organizations experience a positive difference in our everyday life.

This is evidenced by the recent donation of office furniture by Amersports and Herman Miller to us. It is a privilege for us to receive a donation of such quality and to have our workplace properly equipped so all our staff, social service & volunteers can continue working for the social inclusion of people with intellectual disabilities.

Many thanks for the support of the Organizations Steering Group, it means the world for us, as of today, we did not have furniture of our own, we worked with borrowed ones. It is because of organizations such as AmSoc and its Steering Group, that we can continue furthering our mission.

Sincerely,

Mtra. Pilar Bazán
National Executive Director
Special Olympics México

CC: Mr. Larry Rubin, President The American Society of Mexico.





TRAVEL & WINES – DEBY BEARD

A WINERY'S HISTORY

Euripides remarked: "where there is no wine, there is no love."

The wines from Casa Madero were born from a dream and became reality based on constant work. These are wines that capture the history of a winery, a nation, and the hundreds of people that made the effort to transform the small natural oasis into a huge paradise. Climate and grape variety are the perfect mix that conquers us with their flavors and aromas.

The winery is located in the State of Coahuila, in Mexico's Northeast and is in an area composed with abundant water tables and an altitude of 1520 meters above sea level. Winter there is cold and well defined, summers are sunny with temperature variations between 15°C to 20°C. This temperature constant allows the maturing of the vines to be gradual and complete.

When we taste wine from Casa Madero, we savor history. A history that began in 1568 with the planting of the first vines in the Americas; and, it was in 1594 that the first Mexican wine, the work of the Jesuits' knowledge and dedication, was tasted. This the origin of Hacienda San Lorenzo, named after its founder Don Lorenzo García; currently known as Casa Madero.

The tasting of wines in the vineyards in Parras, Coahuila, adds a spectacular touch to the experience. The historic center of the hacienda is still in use today, and to explore it, is to enter a world where the walls keep the voices of the past, and the aroma of history traps and envelops us as we delve into it.

Proud of its long history, Casa Madero, America's oldest winery, recently created an impressive new label, which is the result of more than eight years of labor that highlights the best yields of the soil of the Parras Valley.

Casa Madero 1597 is a wine that causes sensations that disperse slowly; disguised as floral and fruity aromas, hidden behind flashes acquired by their passage in barrels, letting us peek through its seductive tones. The sensations and feelings (inside and outside the glass) are the gateway to the world of Casa Madero wines.

1597 is an assembly of different grape batches and varieties – Cabernet Sauvignon, Merlot, Petit Verdot and Syrah – that represent the best of the area, reposing for 24 months; aging in French and American oak barrels.

The 1597 has been made with the finest selection of grapes that are particularly harvested at night, achieving an amazing assembly of sensations in the glass. To the eye, it has a seductive ruby red color, deep and bright: its aromas are complex and elegant, with notes reminiscent of spices, cassis, fig, menthol, nuts, cocoa and coffee. To the palate its taste is dense and velvety, with a robust body, balanced with highly consistent, aromas of plum, cassis and dry fruits.

In 1597, Casa Madero bottles the best of the Parras Valley and commemorates the year in which America's first winery was founded.





MEMBER TO MEMBER

PATRICIA KELLY, CHAIR, EVENTS & IMAGE COMMITTEE

Born and brought up in Mexico City of American parents both from New York. I feel very fortunate to have been educated in a bicultural atmosphere and I feel that this has opened many opportunities for me socially and professionally.

Presently I am the PR, Culture, and International Relations Director at the Club de Industriales in Mexico City, considered to be the most prestigious business club in the country. The Club de Industriales is a private space that brings together its 1600 members: businessmen, intellectuals, artists, and the most important national and international companies in Mexico.



In addition to business, its tradition is to promote good food, art, culture, and the opening of ideas in a pleasant environment that offers satisfying experiences, where its spaces and facilities of the highest level are combined with elegance, comfort, tradition, and functionality.

On the other hand, I am very proud to have been invited by Larry Rubin to be a part of the Board of the American Society of Mexico and am so honored to Chair the Events and Image Committee. Fortunately, my work experience has helped me offer my expertise in coordinating many interesting events with the great support and teamwork of all the members of this committee in coordination with the other committees and with our director and staff members of AmSoc. We have been extremely active in transmitting many different webinars covering very interesting topics with very high-level speakers. Our objective has been to attract a varied audience to become a reference to people from all walks of life and invite them to become members and be a part of this important organization which is close to celebrating its 80th anniversary.

AmSoc has also done an extraordinary job of repositioning and updating its corporate image. We have been very careful and worked diligently on aligning criteria to increase visibility as well as meeting our goal to continue being recognized as one of the leading organizations that represent all U.S. private interests in Mexico furthering business and social opportunities.

I share with you some of our most outstanding webinars, fortunately, all our webinars are and hope that you can enjoy watching them thru our Facebook live at any time:

- Viernes de Salud: Nuevas Cepas y Proceso de Vacunación
<https://youtu.be/8GH8xxvREog>
- Home World: Banco de Alimentos
<https://youtu.be/JrQcADtlyMs>
- Home World: Home Women
<https://youtu.be/SE6s--XqmEw>
- Vinos y Destinos con Deby Beard – Tempos Vega Sicilia
<https://youtu.be/NZrmABtDph8>
- Energy Panel 2021
<https://youtu.be/jQxFiRkgQX4>



INTERVIEW WITH – MANUEL MACEDO

1. WHAT IS HONEYWELL AND WHAT DOES IT REPRESENT IN MEXICO?

- Honeywell has innovated for more than 100 years and today it is one of the leading companies in the world focused on creating technological solutions for a smarter, safer and more sustainable world. It has more than 110,000 employees in more than 80 countries.
- In Mexico, Honeywell has been operating since 1936 and has more than 12,000 employees, the largest employee base in the world for the company, just behind the United States.



MANUEL MACEDO

President Honeywell, High Growth Region, Latin America

Honeywell

- Honeywell has operations in 5 states of the country: Nuevo León, Baja California, Chihuahua, San Luis Potosí, and Mexico City.
- Honeywell is focused on uniting the physical world with a more connected one to serve customers with products and solutions that we offer through our 4 business groups, all present in Mexico:
 - * Aerospace. A leading global provider of aircraft products, software and services. Our technologies enable more fuel-efficient aircraft, more direct and on-time flights, and safer skies and airports. We are present on virtually all commercial, defense and space aircraft.
 - * Performance Materials and Technologies (PMT). It is a global leader in providing advanced materials and low potential heat refrigerant solutions, automation and software for process industries, and process technologies for refining, petrochemical, industrial and gas.
 - * Security and Productivity Solutions (SPS). It is a global leader offering solutions to improve the productivity and safety of more than 500 million people each year through voice software, barcode scanners, mobile computers and protective equipment.
 - * Building Technologies (HBT). HBT creates software products and technologies found in more than 10 million buildings around the world. Commercial building owners and occupants use our technologies to ensure their facilities are safe, energy efficient, sustainable and productive.
 - * Today, our headquarters for Latin America are in Mexico City, with most of the roles, including the Presidency of the region.
 - * In Mexico, Honeywell has established one of the four High Technology and Software Solutions Centers that we have in the world “Tecnoparque” in Azcapotzalco. In 2019, we expanded the Center by 2,500 m2 and doubled the staff of specialists to reach almost 500 engineers working on site who create highly specialized technological solutions for various industries in Mexico, the region and the world.
 - * In the past, Honeywell’s operations in Mexico were more focused on manufacturing, however, in recent years and thanks to Mexican talent and the growth of the country, the company has also oriented its local efforts to the creation and development of manufacturing solutions, high technology and especially in software.
 - * Today, Mexico represents a technology hub for the company.



2. WHAT IS THE IMPORTANCE OF THE RELATIONSHIP BETWEEN HONEYWELL AND AmSoc?

- At Honeywell we believe in the importance and strategic relevance of associations like AmSoc. being AmSoc's ally is very important for Honeywell to contribute and strengthen economic and industrial relations between Mexico and the United States.
- As Chair of the Council of Latin American Heads of AmSoc, we are pleased to see the important role that AmSoc has in linking American companies throughout Latin America, seeking to highlight the opportunities of this immense region and find solutions for its also great challenges.

3. WHAT DOES BEING THE CEO LATAM OF HONEYWELL MEAN TO MANUEL MACEDO?

- I assumed the position of President and CEO of Honeywell Latin America in August 2019. As a high growth region, I am responsible for the entire operation of the company in Latin-America and for promoting the growth of our four strategic business units of the company.
- As CEO and President for Latin America one of the biggest challenges is keeping Latin America as one key high growth region for Honeywell.
- The pandemic has been a catalyst for the digital transformation of companies, enabling greater innovation in products and services, better integrated global value chains moving into a decarbonized world with a more circular economy. The digital transformation represents a turning point for global development,

as well as a great ally to face the current challenges, such as the reactivation of the economy and the different industries after the contingency.

- I'm proud of the way we all at Honeywell faced the great challenge of supporting critical industries in Mexico and the world through the safe operation of our sites during the most vital moments of the pandemic.
- A crisis of this magnitude showed me that investing in digital skills is essential, not only for companies, but also for governments, economies, industries and even the academic sector.
- For Honeywell, the accelerated growth of these technologies in the region offers us a unique opportunity to be more competitive by adapting and being able to contribute to the greater digitization of companies and industries.
- Today, from my position as a business leader, I have the opportunity and responsibility to accompany our clients and partners to accelerate the adoption of these technologies and processes that will strengthen Mexico to promote business and people innovation.





IMPACT OF COVID-19 ON THE EDUCATION SECTOR

After more than a year since the beginning of the COVID-19 pandemic, enough time has passed for students, parents, elementary, middle, and high schools and universities to experience the advantages and challenges of online learning.

Despite the efforts and improvements made by academic institutions, there is still a significant percentage of parents who do not believe the quality, duration or methodology of online classes are comparable to conventional education programs. Mexican parents are the most unsatisfied with online learning: 55% of respondents feel that the quality of their children's education has suffered.

A lower percentage of public university students reported to have access to broadband internet at home compared to private university students. However, the gap has since narrowed, since 94% of students have confirmed that they have internet access. In the case of elementary and middle school students, most families (60%) have invested in an internet connection.

There has been an increase in the use of computers or tablets by private school students, but there are mixed results regarding the access to these types of devices by public school students. In Mexico, 75% of private university students said to have devices for personal use, when some months ago, only 55% of private school students had their own devices.

After the first semester of online learning, there was a decrease in the students' satisfaction compared to the beginning of confinement. In Mexico, satisfaction fell by 12%, mainly due to the universities' failure to offer payment plans and the students' negative perception of educational technology capacities.

Seven out of ten students feel that online classes are not engaging, since most of their professors have failed to adapt their teaching materials to the new online modality, which makes it harder for students to take an interest in their classes and pay attention. Other aspects, such as teamwork and interaction between teachers and classmates, have not seen success through digital platforms and are still the most pressing areas of opportunity.



Eighty-nine percent of university students in Mexico still disagree with paying the same amount of tuition for online and in-class courses. Most of the respondents (65%) feel that online and conventional learning programs should only have similar costs when the former offers certain benefits. The benefits mentioned include the following: availability of wellbeing services such as psychological and nutritional services (40%), online courses provided by foreign institutions (39%), more assistance with employment search (32%), physical activity platforms (26%), better professors (25%), and bilingual courses (23%).

On the other hand, parents of elementary school students have shown mixed feelings concerning the government's plan to reopen schools. In this sense, institutions must develop strict protocols with the appropriate health and safety measures to guarantee that their facilities are ready for the students to return.

Find all the results of this survey conducted by EY Parthenon in https://www.ey.com/es_mx/education/colombia-mexico-y-peru



Authors:
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José Ceballos, Senior Manager, EY Parthenon



DISTINGUISHED AMERICAN CITIZEN

JOHN A. WARNER (1922 - 2008)

John A. Warner's early years were spent in Woodland, a small town of 400 in Michigan. He lived in a house by Saddleback Lake which had an outhouse and he recalled when "electrification" came to town. He was seven when the Great Depression hit and 17 when WWII began.

He was inducted into the Army in early 1943 at the beginning of his sophomore year at Michigan State University. After two months of basic training, he took a troopship to Normandy, France, landing in Cherbourg. "The 79th Division went ashore on D-Day and we replaced them," he recalled. "There weren't too many of them to replace."

He joined Patton's legendary force in crossing France, fighting through France and Germany. For his service, John was awarded the Combat Infantry Badge, the Bronze Star, three Battle Stars, the American Theater Ribbon, the EAME Theater Ribbon, Good Conduct Medal, and the World War II Victory Medal. He was honorably discharged in 1945. After returning and graduating from Michigan State University and attending graduate school at Thunderbird, He and another classmate decided to job hunt in South America. John paid \$65 for half of a '36 Ford and they took it with them on the Tulane Victory freighter to Uruguay. They got jobs teaching English and working for a textile factory. A year and a half later he went to New York and with his international experience and Spanish language ability, he was hired by Pepsi Cola International, trained had and sent to Mexico to open sales routes through the country.

John married a bilingual American Airlines stewardess Veronica Gutierrez (Betty) in 1955 whom he met in the lobby of the Hotel Del Prado on Parque La Alameda, where his bachelor friends (Purdy Jordan, Cal Hemphill, Al Denniston, Ted Circuit) would go to meet airline stewardesses. After their wedding, he was assigned to open the Pepsi bottling plant in Honolulu where Nancy was born. From there they moved to other regions on various assignments with Pepsi including Regional Manager positions based in Caracas where Johnny was born and Sydney where Maria came into the world.

In 1965, he returned to Mexico City and was eventually reassigned to head up the creation of Frito Lay Snack Foods (Sabritas) in Mexico and turned a small, unprofitable factory with 37 delivery bicycles into the largest, most profitable operation of its kind in Mexico and the world. His success as the head of Sabritas, a PepsiCo subsidiary, was made into a case study used by both Harvard Business School and Thunderbird American Graduate School of International Business. The study later became a chapter in the textbook "Strategic Management in Developing Countries." Today the Sabritas smiling face logo can be seen all around the world.

He retired from PepsiCo in 1984 and he and Betty settled in La Jolla, CA where he continued to be very active in consulting, traveling, playing golf with buddies, and actively serving his community.

Throughout his life, he believed that serving his community was an important way of giving back and this earned him recognition and special honors. His service included: American Society President in Sydney Australia, founding member of the Bear Boosters, School Board President for the American School for 11 years, ABC Hospital Board member. In La Jolla, his service included: Advisory board for Scripps Whittier Diabetes Institute, council member for the Salk Institute Research Center to name a few. Many happy hours were spent mentoring young people and those in need and he was passionate about believing in and motivating people when he had the chance.

John had a successful international career and his values were rooted in the midwest: God, country, honor, family, service, and hard work. It was important to him to pass on these values; reminding us to always be cheerful even if things are not always perfect and we are reminded of that every time we see his smiling (Sabritas) face.





RECOMMEND A MEMBER!

Apply for your AmSoc membership at:
www.amsoc.mx

The American Society invites you to become a valued member and be part of a great community.

1. Fill Out Your Application
2. Receive a Link to Process Your Payment
3. Your Application Will Be Reviewed by Our Committee
4. Approval
5. Start Living the AmSoc Experience!



JOB BANK*



MEMBER TO MEMBER



DISCOUNT CLUB



CONCIERGE SERVICES



EXCLUSIVE EVENTS



NEWSLETTER

* Coming soon