



John Gatley, Leidy's, Inc.; Logan Bower, Inc. share ideas on promoting Hispanic workers to management positions. Perry County dairy producer; and Jorge Estrada of Leadership Coaching International,

## Relating To Hispanic Workers Is 'Basic' *Workforce Management Conference Draws Diverse Crowd*

DAVE LEFEVER

*Lancaster Farming Staff*

GRANTVILLE (Dauphin Co.) — "Si se puede."

In Spanish, the phrase means "Yes you can."

For Angelo Mino, "Si se puede" is an attitude that can be applied in any situation, especially where people of different cultures work side by side.

Mino is a native of Ecuador whose first job in the U.S. involved working for \$4.25 an hour as a parking lot security guard. He is now the head of Summit, a Kansas firm that connects Hispanic workers with U.S. employers. Mino was one of several speakers at a "Managing the Hispanic Workforce" conference recently offered to dairy and other ag managers by Penn State and Cornell Universities. About 100 people attended.

"It's so basic," Mino said of the lessons to be learned about bringing Hispanic employees into a farm operation. "A third-grader could teach this."

Mino outlined four key areas in which an employer can generate loyalty and respect from Spanish-speaking employees. First and foremost is the role of the family in Hispanic life. That is not such a strange concept to dairy producers.

"For us, family is a really, really strong thing," Mino said. "But so is it to farmers."

Ways that farm managers can create employee loyalty include welcoming their kids, celebrating birthdays, inviting family members to work, and offering rewards that bolster family unity — such as calling cards or help with immigration and naturalization hassles.

Managers should welcome and embrace the

workers along with their families, Mino said. In doing so, bosses also become members of workers' extended family — or what one farm manager referred to as a network of seemingly "unlimited relatives."

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Angelo Mino urges farm managers to welcome and respect Hispanic employees.