

ZAMOCITAS²³

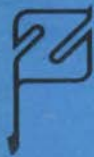
RECOPIADO POR
Keith L. Andrews

Si lo que desea es un año
de prosperidad, cultive arroz;
si planifica para diez años,
cultive árboles; pero si desea
cien años de prosperidad,
cultive hombres y mujeres.

Proverbio Chino.

Knowing is not enough
we must apply. Willing
is not enough;
we must do.

Johann Wolfgang von Goethe



REVISTA DE LINGÜÍSTICA Y LINGÜÍSTICA
DE LA AMÉRICA LATINA
1993
TEGUIGUIGUA HONDURAS

ZAMOCITAS '93

Recopilado por Keith L. Andrews

AGRADECIMIENTOS

Agradezco sinceramente a la sra. Patricia de Paz por su eficiente trabajo en mecanografía de este documento y por sus múltiples sugerencias. Gracias al Lic. Héctor Barletta y Nahúm Saucedá del MAP por el diseño de la carátula.

Mi aprecio y amor para la Dra. Ana Margoth Andrews por su apoyo y contribuciones.

PREFACIO

Zamorano provee una educación técnica integral. Zamorano no les puede enseñar todo y no es posible aprender todo en unos pocos años.

Este folleto, incompleto y sujeto a cambios posteriores, es mi intento modesto para usar las palabras de otras personas para reafirmar la importancia de algunos de los elementos claves de la filosofía zamorana y de su modus operandi.

Muchos temas esenciales para una vida balanceada se han dejado por fuera debido a que Zamorano no promulga ninguna idea política o espiritual. Animamos a nuestros graduados a estudiar más, a pensar en forma amplia, a leer mucho y a participar en actividades que amplíen sus horizontes.

Zamocitas '93 enfoca más las actividades profesionales, cívicas y aspectos psicológicos de la práctica del agrónomo zamorano.

Léalo críticamente. Consúltelo y añádale a medida que vaya adquiriendo experiencia. Les deseo a cada uno de ustedes los mejores éxitos en su vida profesional y personal. Espero sinceramente que siempre mantengan el nombre de su Alma Mater en alto.

**KEITH L. ANDREWS
Zamorano, 11 de diciembre de 1993**

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ACCION

Knowing is not enough; we must apply. Willing is not enough; we must do.

Johann Wolfgang von Goethe

Shallow men believe in luck... strong believe in cause and effect.
Ralph Waldo Emerson

La especulación es un lujo mientras que la acción es una necesidad.

Bergson

Mejor gastarse que enmohecerse.

Cumberland

Los cielos nunca ayudan al hombre que no quiere actuar.

Anónimo

A veces la impaciencia da más frutos que los más profundos cálculos.

William Shakespeare

He started to sing as he tackled the thing
That couldn't be done, and he did it.

Edgard A. Guest

Every man feels instinctively that all the beautiful sentiments in the world weigh less than a single lovely action.

Lowell

Get good counsel before you begin: and when you have decided, act promptly.

Sallust

He that is overcautious will accomplish little.

Schiller

Heaven never helps the man who will not act.

Sophocles

Out of the strain of the doing,
Into the peace of the done.

Julia Woodruff

The finest eloquence is that which gets things done; the worst is that which delays them.

David Lloyd George

Trust the man who hesitates in his speech and is quick and steady in action, but beware of long arguments and long beards.

George Santayana

Intelligence is quickness to apprehend, as distinct from ability, which is capacity to act wisely on the thing apprehended.

Alfred North Whitehead

We should not judge a man's merits by his qualities, but by the use he makes of them.

Francois Duc de la Rochefoucauld

Good thoughts are no better than good dreams, unless they be executed!

Ralph Waldo Emerson

Influence belongs to men of action, and for purposes of action nothing is more useful than narrowness of thought combined with energy of will.

Henri Frédéric Amiel

ADVERSIDAD

La desgracia puede debilitar la confianza, pero no debe quebrantar la convicción.

M. del Palacioc

Adversity introduces a man to himself.

Anónimo

God brings men into deep waters, not to drown them, but to cleanse them.

Ashey

Prosperity is a great teacher, adversity is a greater. Possession pampers the mind, privation trains and strengthens it.

Hazlitt

There is no education like adversity.

Benjamin Disraeli

As a rule, adversity reveals genius and prosperity conceals it.

Horace

Las calamidades son las verdaderas piedras de toque para el hombre.

Fletcher

La dificultad no es sino una palabra para designar la cantidad de fuerza que es necesaria para vencer un obstáculo.

Warren

No hay hombre más desdichado que el que nunca probó la adversidad.

Demetrio

Los golpes de la adversidad son muy amargos pero nunca son estériles.

Renan

Dios castiga aquellos a quienes ama.

Biblia

AGRICULTURA

When tillage begins, other arts follow. The farmers, therefore, are the founders of human civilization.

Daniel Webster

El que antes de su muerte ha plantado un árbol, no ha vivido inútilmente.

Proverbio indio

Honra a los labradores, porque los que labran la tierra son el pueblo escogido por Dios.

Thomas Jefferson

El primer surco abierto en la tierra por el hombre salvaje, fue el primer acto de su civilización.

Lamartine

Donde los palacios sean magníficos, los campos serán pobres y los graneros estarán vacíos.

Proverbio chino

La agricultura es la más noble de todas las alquimias, porque convierte a la tierra y aún a la majada en oro, y dá además al cultivador un premio de salud.

Chatfield

La vida del agricultor es la mejor calculada para la felicidad y para las virtudes humanas.

Quiney

El que posee el suelo posee hacia arriba hasta los cielos.

Juvenal

A field becomes exhausted by constant tillage.

Ovid

Alguién dijo: "es mejor morir envenenado que morir de hambre". Pero no existe necesidad ninguna de morir de hambre ni envenenado; existe tan solo la necesidad de cambiar nuestro raciocinio industrial por uno ecológico.

Ana Primavesi

Cada arada es una revolución.

Ana Primavesi

Blessed be agriculture! If one does not have too much of it.

Charles Dudley Warner

AHORRO

Si añades lo poco a lo poco y lo haces así con frecuencia, pronto llegará a ser mucho.

Hesiodo

AMBICION

If you wish to reach the highest, begin at the lowest.

Syrus

AMOR Y AMISTAD

Never explain. Your friends do not need it and your enemies will not believe you anyway.

Elbert Hubbard

After the verb "to love", "to help" is the most beautiful verb in the world!

Bertha von Suttner

Getting people to like you is merely the other side of liking them.

Norman Vincent Peale

You can make more friends in two months by becoming interested in other people than you can in two years by trying to get people interested in you.

Dale Carnegie

ASPIRACIONES

El horizonte está en los ojos y no en la realidad.

Ganivet

AUDACIA

La audacia es en los negocios lo primero, lo segundo y lo tercero.

Anónimo

La audacia lleva a los hombres al cielo o al infierno.

Colofón

Who dares nothing, need hope for nothing.

Schiller

No one reaches a high position without daring.

Syrus

Fortune favors the audacious.

Eramus

**Whatever you can do, or dream you can... begin it. Boldness has
genious, power and magic in it.**

Johann Wolfgang von Goethe

AUTOESTIMA

Self-made men are always apt to be a little too proud of the job.

Josh Billings

**The trouble with most of us is that we would rather be ruined by
praise than saved by criticism.**

Norman Vincent Peale

We are all more average than we think.

Gorham Munson

Don't compromise yourself. You're are all you've got.

Janis Joplin

The easiest thing to be in the world is you. The most difficult thing to be is what other people want you to be. Don't let them put you in that position.

Leo Buscaglia

AUTORIDAD

Every great advance in natural knowledge has involved the absolute rejection of authority.

Huxley

The highest duty is to respect authority.

Pope Leo XIII

BEBIDA

La embriaguez no crea vicios, se limita a ponerlos en evidencia.

Séneca

BELLEZA

La hermosura que se acompaña con la honestidad es hermosura, y la que no, no es más que un buen parecer.

Cervantes

Remember that the most beautiful things in the world are the most useless, peacocks and lilies, for instance.

Ruskin

BUROCRACIA

Si quiere saber como hacer un buen trabajo, pregunte a las personas que lo hacen; no permita que una burocracia corporativa les diga a ellos como hacerlo.

Jack Reichert

Bureaucracy is a challenge to be conquered with a righteous attitude, a tolerance for stupidity, and a bulldozer when necessary.

Peter H. Diamandis

CALIDAD

Usted gana clientes por la calidad en lugar del precio.

Jean Ridley

La calidad de un servicio o producto no consiste en lo que uno ponga en él, sino más bien lo que el cliente obtiene de él.

Peter Drucker

In every instance, we found that the best-run companies stay as close to their customers as humanly possible.

Thomas J. Peters

Los empacadores de paracaidas de la Segunda Guerra Mundial tenían un record inaceptable: abrían solamente 19 de cada 20 paracaidas empacados. El gerente descubrió que permitiendo a los empacadores el placer de probar los paracaidas, saltando de un avión, la calidad subió al 100%.

Anónimo

CALUMNIA

La mayor venganza del que es sabio, es olvidar la causa del agravio.

Lope de Vega

CAMBIO

If we did business with the consumer of the 90's the same way we did business with the consumer of the 80's, we'd be out of business in 2000.

Joseph Antonioni

Applaud the new, rough-cut or not, and yawn at even good performance that involves no bold moves and no fast-paced experiments.

Tom Peters

El arte del progreso consiste en preservar el orden en medio del cambio y de preservar el cambio en medio del orden.

Alfred North Whitehead

We ought not to be over-anxious to encourage innovations, in cases of doubtful improvement, for an old system must ever have two advantages over a new one; it is established and it is understood.

Charles Caleb Colton

La innovación nunca viene a través de la burocracia o jerarquía. Siempre proviene de individuos.

John Scully

Progress, far from consisting in change, depends on retentiveness... Those who can not remember the past are condemned to relive it.

George Santayana

Even the most competent management probably bats, at best .300 in the innovation area, with one real success for every three tries.

Peter F. Drucker

CAMPO Y CIUDAD

God made the country, and man made the town.

Cowper

Cities force growth, and make men talkative and entertaining, but they make them artificial.

Ralph Waldow Emerson

I consider it the best part of an education to have been born and brought up in the country.

Alcott

The town is man's world, but this country life is of God.

Cowper

CARACTER

Mejor que el talento es el carácter.

Heine

El carácter de cada hombre es el árbitro de su fortuna.

Syro

Self-conquest is the greatest of victories.

Plato

**When wealth is lost, nothing is lost,
When health is lost, something is lost,
When character is lost, all is lost!**

Anónimo

The great hope of society is individual character.

Channing

Human improvement is from within outward.

Froude

**Talent is nurtured in solitude, character is formed in the stormy
billows of the world.**

Goethe

Aprende a gobernarte a ti mismo antes de gobernar a los otros.

Solón

**True bravery is shown by performing without witness what one
might be capable of doing before all the world.**

Francois Duc de la Rochefoucauld

**Physical bravery is an animal instinct, moral bravery is a much
higher and truer courage.**

Wendell Phillips

El que domina su cólera domina su mayor enemigo.

Lewis

Strong and bitter words indicate a weak cause.

Victor Hugo

Nada muestra mejor el carácter de cada cual, que su manera de portarse con los necios.

Amiel

Character is what you are in the dark.

Dwight L. Moody

El triángulo de la buena conducta es honradez, justicia y recompensa.

Conducta

People are unreasonable, illogical and self-centered. Love them anyway.

If you do good, people will accuse you of selfish, ulterior motives. Do good anyway.

If you are successful, you will win false friends and true enemies. Succeed anyway.

Honesty and frankness make you vulnerable.

Be honest and frank anyway.

The good you do today will be forgotten tomorrow.

Do good anyway.

The biggest people with the biggest ideas can be shot down by the smallest people with the smallest minds. Think big anyway. People favor underdogs but always follow top dogs. Fight for some underdogs anyway.

What you spend years building may be destroyed overnight. Build anyway.

Give the world the best you've got and you'll get kicked in the teeth.

Give the world the best you've got anyway.

Robert Schuller

CASTIGO

Trabaja en impedir delitos para no necesitar castigos.

Confucio

CIENCIA

The brightest flashes in the world of thought are incomplete until they have been proved to have their counterparts in the world of fact.

John Tyndall

COMERCIO

Commerce links all mankind in one common brotherhood of mutual dependence and interests.

James A. Garfield

Commerce is the equalizer of the wealth of nations.

Gladstone

Whatever has a tendency to promote the civil intercourse of nations by an exchange of benefits is a subject as worthy of philosophy as of politics.

Thomas Paine

COMIENZO

Comenzar bien no es poco, pero tampoco es mucho.

Sócrates

Well begun is half done.

Horace

He that climbs a ladder must begin at the first round.

Sir Walter Scott

The first step, my son, which one makes in the world, is the one on which depends the rest of our days.

Voltaire

COMPAÑEROS

Dime con quién andas y te diré quien eres.

Cervantes

Si vives con los cojos, aprenderás a renquear.

Proverbio latino

He that walketh with wise men shall be wise.

Proverbs XIII.20

Un amigo fiel es la medicina de la vida.

Biblia

El amigo fiel es un resguardo poderoso: quien lo tiene, tiene un tesoro.

Eclesiastés

La única manera de poseer un amigo es serlo.

Ralph Waldo Emerson

COMPENSACION

He is well paid that is well satisfied.

Shakespeare

The man who will use his skill and constructive imagination to see how much he can give for a dollar instead of how little he can give for a dollar is bound to succeed.

Henry Ford

Folks who never do any more than they get paid to do, never get paid for any more than they do.

Elbert Hubbard

We will get paid what we are worth once we prove our worth.

Anónimo

I get satisfaction of three kinds. One is creating something, one is being paid for it, and one is the feeling that I haven't been sitting on my ass all afternoon.

Williams F. Buckley, Jr.

The more I want to get something done, the less I call it work.

Richard Back

You have to perform at a consistently higher level than others. That's the work of the true professional. Professionalism has nothing to do with getting paid for your services.

Joe Paterno

Nothing is pure and entire of a piece. All advantages are attended with disadvantages. A universal compensation prevails in all conditions of being and existence.

Hume

COMUNICACION

Let thy speech be short, comprehending much in few words.
Ecclesiasticus 32:8

CONDUCTA

Be swift to hear, slow to speak, slow to wrath.

James I. 19

The integrity of men is to be measured by their conduct, not by their professions.

Junius

La cortesía no cuesta nada y gana todo.

Montague

Manners must adorn knowledge and smooth its way through the world.

Chesterfield

CONFIANZA

The confidence which we have in ourselves gives birth to much of that which we have in others.

Francois Duc de la Rochefoucauld

Society is built upon trust.

South

Be courteous to all, but intimate with few, and let those few be well tried before you give them your confidence.

George Washington

CONOCIMIENTO

Todos quieren poseer conocimientos pero pocos están dispuestos a pagar su precio.

Juvenal

CONSEJOS

Many receive advice, only the wise profit by it.

Syrus

Admonish your friends privately, but praise them openly.

Syrus

El consejo rara vez es bien recibido, porque el que más lo necesita es el que menos lo desea.

Johnson

CONSTANCIA

Si sale, sale. Si no sale, hay que volver a empezar. Todo lo demás son fantasías.

Manet

Pero la abeja, que ignora estas verdades científicas, se lanza a volar, y no tan sólo vuela, sino que fabrica su poco de miel todos los días.

George Bernard Shaw

COOPERACION

Colmado de felicidad o de sufrimiento el corazón tiene necesidad de un segundo corazón. Alegría compartida es doble alegría; dolor compartido es medio dolor.

Fiedge

CREATIVIDAD

The ideas I stand for are not mine. I borrowed them from Socrates. I swiped them from Chesterfield. I stole them from Jesus. And I put them in a book. If you don't like their rules, whose would you use?

Dale Carnegie

The value of an idea lies in the using of it.

Thomas Alva Edison

I never did anything worth doing by accident, nor did any of my inventions come by accident; they came by work.

Thomas Alva Edison

Creative activity is one of the few self rewarding activities. Being creative is like being in love!

Woody Flowers

If you do not expect the unexpected, you will not find it.

Heraclitus

Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius - and a lot of courage - to move in the opposite direction.

Ernst F. Schumacher

CUIDADO

Carelessness does more harm than a want of knowledge.

Benjamin Franklin

Hasten slowly.

Augustus Caesar

A wise man does not trust all his eggs to one basket.

Cervantes

When you go to buy use your eyes, not your ears.

Czech proverb

Be slow of tongue and quick of eye.

Cervantes

It is a good thing to learn caution by the misfortunes of others.

Syrus

CURIOSIDAD

Curiosity is one of the permanent and certain characteristics of a vigorous intellect.

Samuel Johnson

DECISIONES

One cannot govern with buts.

Charles de Gaulle

Take time to deliberate; but when the time for action arrives, stop thinking and go in.

Andrew Jackson

What we think or what we believe is, in the end, of little consequence. The only thing of consequence is what we do.

John Ruskin

Whenever I make a bum decision, I just go out and make another.

Harry S. Truman

No great marketing decisions have ever been made on quantitative data.

John Sculley

A mind all logic is like a knife all blade. It makes the hand bleed that uses it.

Rabindranath Tagore

We know what happens to people who stay in the middle of the road. They get run over.

Aneurin Bevan

Whenever you see a successful business, someone once made a courageous decision.

Peter Drucker

It is a fine thing to be honest but it is also very important to be right.

Winston Churchill

No amount of sophistication is going to allay the fact that all your knowledge is about the past and all your decisions are about the future.

Ian E. Wilson

DESCONFIANZA

Desconfía del hombre que te aconseja que desconfíes.

Etha Wheeler

DEUDA

Debt is a bottomless sea.

Carlyle

The borrower is servant to the lender.

Proverbios XXII:7

DICHA

La dicha está donde la encuentras, muy rara vez donde la buscas.

Petit-Senn

DINERO

If money is your hope for independence, you will never have it. The only real security that a man can have in this world is a reserve of knowledge, experience, and ability.

Henry Ford

If a man goes into business with only the idea of making money, the chances are he won't.

Joyce Clyde Hall

Money alone sets all the world in motion.

Publilius Syrus

Capital as such is not evil; it is its wrong use that is evil.

Mohandas K. Gandhi

DISCIPLINA

He that would govern others, first should be master of himself.

Philip Massinger

When firmness is sufficient, harshness is unnecessary.

Napoleón Bonaparte

The best policy to follow in developing a reputation for severity is to make any decision that involves a conflict between the organization and an individual according to fixed principles announced in advance and applied so consistently that each application takes on a didactic