

## **Respect**

— The fundamental principal of enduring Relationships is **Respect** and in the US/Mexico Sister Cities Association, we are very aware of this. Throughout the years, we have come to know the vast differences that exist between cultures such as language, social customs and cuisine, attire, religion and patriotism and family ties. We have come to accept these differences with respect and at the same time to share enjoy and learn from them. Reflecting on this, the well-known and celebrated phrase of Benito Juarez comes to mind: “RESPECT FOR THE RIGHTS OF OTHERS IS PEACE.” In this phrase, PEACE is defined in terms of Respect toward others and teaches us that we must learn to be tolerant with one another and cultivate the types of friendship and love that are filled with **Respect**.

## **Friendship**

— After respect, Friendship develops, in Sister Cities, we define Friendship as an intimate and mutual fondness between two beings; Friendship is a compelling force in human relations and is the interactive essential element between two beings. You cannot feign friendship; it is transparent as glass. If friendship is sincere, it is capable of filling a void and provides the emotional

intelligence necessary to recognize if it comes from the heart or soul. Within Sister Cities, we thrive on friendship. It forms a part of us on a personal and group level. It gives us the inspirational strength necessary to confront the responsibilities and burdens that arise from our sister city relationship such as the long hours of work, of travel, the physical fatigue and the financial costs generated by the numerous gatherings and programs. All this turns to joy when friendship surfaces and this joy lead us in achieving the satisfaction and deep feeling of belonging. This feeling of belonging reminds us that the Mexican expression “MI CASA ES SU CASA” (My House is Your House) isn’t just a grouping of words but an agreeable and truthful reality of life and a sincere demonstration of **Friendship**.

## **Brotherhood**

— Brotherhood grows from Respect and Friendship, Brotherhood within Sister Cities is not based on family bloodline relationships but based instead on similar social and emotional ties that develop among persons or groups of people united closely by a mutual cause or common goal. The following reflection allows us to recognize and identify this relationship. When two people meet and shake hands they establish mutual respect and a recognizable relationship, if we

add respectful and positive social interactive activities, a friendship relationship develops, if we feed and cultivate this friendship, we can achieve an extended family relationship level of Brotherhood. To reach this level, we must apply the pillars mentioned previously and above all take these pillars to fruition with a great deal of **Love**.

## **Love**

— Love is the unifying force that cements the pillars of Respect, Friendship and Brotherhood firmly in our hearts. Within Sister Cities, we know love to be a feeling of fraternity that is born and flourishes from respect, friendship, and brotherhood. This Love unites us the same way it unites a family and since we consider love to be the most powerful of emotions that can affect relationships. We can achieve the objectives of our programs and enjoy the satisfaction produced by these achievements.

In conclusion, any organization that is constructed upon these four pillars; **Respect, Friendship, Brotherhood and Love**, is capable of establishing a relationship that will flourish, prosper and endure.