

January 2025 Issue 447  
**Latino  
American  
Today**

[www.latinoamericantoday.com](http://www.latinoamericantoday.com)

**2025**

**¡PRÓSPERO AÑO NUEVO!**

**HAPPY**  
*New Year!*



## St. Paul Winter Carnival



Light The Park



King Boreas Grande Day Parade

Photo: Star Tribune



On The Cover

¡2025 Prospero Año Nuevo!

Happy New Year!

Latino  
American  
Today

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**Ice Park** – Presented by Securian Financial!  
Join us and bring your family and friends **the evening of January 23rd, 2025!**

We are turning Rice Park into Ice Park! This Winter Carnival event features ice transformed into beautiful masterpieces by ice carvers. Their work can be viewed throughout Rice Park during the 10 days of Carnival (January 23 - February 2, 2025), weekdays 4-10 pm, Saturdays 10 am-10 pm and Sundays 10 am-5 pm.

**Plaza Hielo** – ¡Presentado por Securian Financial!  
¡Ven con familia y amigos **la noche del 23 de enero de 2025!**

¡Vamos a hacer del Rice Park un Ice Park! En este evento del Carnaval de Invierno verás hermosas obras maestras talladas por escultores de hielo. Se podrán ver las obras por todo Rice Park los 10 días del Carnaval (23 de enero a 2 de febrero de 2025), 4-10 pm durante la semana, sábados 10 am-10p m, y domingos 10 am-5 pm.

**King Boreas Grande Day Parade** –  
NOW ON GRAND AVENUE!  
**Saturday, January 25th, 2025, 2-4 pm**

The King Boreas Grande Day Parade is our daytime procession NOW on Grand Avenue, from Dale to Lexington and disassembly will start just past Lexington, featuring dozens of units, bands, floats and, of course, the newly crowned King Boreas and his Royal Family. Location start: Dale and Grand Avenue to Lexington

**Desfile Grande Day del Rey Boreas** –  
¡AHORA en la Grand Avenue!  
**Sábado 25 de enero de 2025, 2-4 pm**

El desfile Grande Day del Rey Boreas es nuestra procesión diurna que AHORA se hace por la Grand Avenue, de Dale a Lexington. El desmontaje comenzará justo después de Lexington, con docenas de unidades, bandas, carrozas y, por supuesto, el recién coronado Rey Boreas y su Familia Real. Lugar de inicio: Dale y Grand Av.

## Preocupación entre familias y pastores por los anuncios de deportaciones masivas.



Por Dr. Saúl Carranza

Aunque hay mucha especulación sobre lo que el presidente Trump y su administración harán cuando lleguen a la casa blanca, también es cierto que han sido muy sinceros respecto a sus planes de deportación a gran escala y persecución de la inmigración “ilegal”.

Como Cristiano y pastor de una iglesia me preocupan las personas que serán afectadas por estas deportaciones. Estamos de acuerdo que las leyes existen para proteger a la nación y que los criminales deben ser castigados de acuerdo con la ley, incluyendo la deportación. Pero aterra

el daño colateral. Los inmigrantes honrados, aquellos que llegaron siendo niños, los niños nacidos en este país hijos de inmigrantes irregulares y otros que pueden sufrirán.

Como líderes de iglesias y nuestra comunidad debemos prepararnos para lo que vendrá. Sabemos que nuestro deber es honrar a Dios, obedecer la ley y orar por nuestras autoridades, y estamos haciendo eso. Pero en un estado de derecho las autoridades no pueden actuar caprichosamente porque la constitución protege a los residentes. El que una persona haya entrado sin documentos al país o se haya quedado más allá de lo permitido no significa que no tenga opciones. Lo primero que toda persona debe explorar son sus posibilidades de obtener un estatus migratorio que le permita quedarse legalmente en el país. Podemos, como iglesias, ayudarles a obtener esa asesoría.

La constitución garantiza el derecho de expresión y organización para que comunidad e iglesia defendamos a aquellos que han trabajado y servido muchos años sin delinquir y que son parte importante de la sociedad. Personas que aportan significativamente a la vida del país. Se pueden hacer cambios legales que ayuden a las personas buenas a permanecer en el país. Pero alguien tiene que ser la voz de aquellos que no pueden hablar por sí mismos.

Tenemos que ser mensajeros de fe y esperanza para aquellos que serán deportados. Dios no te bendice solo en los Estados Unidos. En cualquier lugar del mundo a donde vayas, hay esperanza. Dios te ha dotado de inteligencia, fortaleza y creatividad. Así como te ayudó a llegar a este país estará contigo en todo lugar. “yo soy quien te manda que tengas valor y firmeza. No tengas miedo ni te desanimes porque yo, tu Señor y Dios, estaré contigo dondequiera que vayas.” Josue 1:9 Biblia LS.

Debemos prepararnos para apoyar y cuidar de familias y personas que continuarán viviendo aquí sin documentos. Cómo lo han hecho por siempre. Sabemos que la ley de inmigración está mal y debe ser modificada. Pero mientras los políticos se ponen de acuerdo y dejan de usar el asunto migratorio como moneda de cambio por votos. A la iglesia corresponde amar y cuidar a las personas sin diferencia de raza, estatus o nacionalidad. Es en horas de obscuridad cuando debemos ser luz de la tierra.

Los valores primordiales del cristianismo son amor, fe y esperanza. Ahora, nos toca encarnar esos valores.

## Concern among families and pastors over announcements of mass deportations.

By Dr. Saul Carranza

Although there is a lot of speculation about what President Trump and his administration will do when they get to the White House. It is also true that they have been very sincere about their plans for large-scale deportation and persecution of “illegal” immigration.

As a Christian and a church pastor I am concerned about the people who will be affected by these deportations. We agree that laws exist to protect the nation and that criminals should be punished according to the law, including deportation. But the collateral damage is terrifying. Honest immigrants, those who arrived as children, children born in this country to irregular immigrants and others that they may suffer.

As leaders of churches and our community we must prepare for what is to come. We know that our duty is to honor God, obey the law, and pray for our authorities, and we are doing that. But, in the rule of law, authorities cannot act capriciously because the constitution protects residents. Just because a person has entered the country without documents or has overstayed their welcome does not mean they do not have any options. The first thing that every person should explore is their possibilities of obtaining an immigration status that allows them to stay legally in the country. We, as churches, can help them obtain that counsel.

The constitution guarantees the right of expression and organization so that the community and the church can come to the aid of those who have worked and served for many years without committing a crime and who are an important part of society. People who contribute significantly to the life of the country. Legal changes can be made that help good people stay in the country. But someone must be the voice for those who cannot speak for themselves.

We must be messengers of faith and hope for those who will be deported. God does not bless you only in the United States. Wherever you go in the world, there is hope. God has gifted you with intelligence, strength and creativity. Just as it helped you get to this country; it will be with you everywhere. “This is my command – be strong and courageous! Do not be afraid or discouraged. For the Lord your God is with you wherever you go.” Joshua 1:9 Bible NLT.

We must prepare to support and care for families and people who will continue to live here without documents. How they’ve done it forever. We know that the immigration law is wrong and must be changed. But, while politicians agree and stop using the immigration issue as a bargaining chip for votes, it is the church’s responsibility to love and care for people without difference of race, status or nationality. It is in hours of darkness when we must be the light of the earth.

The primary values of Christianity are love, faith and hope. It is up to us to embody those values.

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## Six Components and Strategies of Successful Delegation – Happy New Year!



Marcia Malzahn

By Marcia Malzahn

As the New Year begins, consider these six components and strategies of successful delegation to grow as a leader. In preparing to facilitate a women CEOs workshop on “Mastering Delegation,” I read two books to gain additional insight. The first one is, *Who Not How: The Formula to Achieve Bigger Goals through Accelerating Teamwork*, by Dan Sullivan with Dr. Benjamin Hardy. The second book was given to me by a fellow board member, *Lead Like Reagan* by Dan Quiggle. These two books impacted my life. They made me think about how

I do things in my own business. I also reflected on how I could have done better as a leader throughout my leadership journey.

I consider myself an excellent delegator. But I ran into some typical challenges when I was a banker. One of them was that I did not have enough “bodies” to delegate to, especially when we started the bank. Another challenge I encountered in previous jobs was that certain *inherited* employees did not have the skills for the task. Therefore, I could not delegate to them without having to do it myself anyway after fixing all their mistakes.

In this article, we describe six components and strategies of successful delegation to help you master this important skill.

### Trust

It all starts with trust. I used to tell my employees at the bank that I trusted them in three ways. I trusted that they could do the job we hired them to do. I trusted that they were not committing fraud. Additionally, I trusted that they were not talking behind my back. You build a *strong team* when you put trust as the foundation of the relationship.

#### Strategies:

- Get to know your employees at the personal level.
- Give employees opportunities to earn your trust by delegating to them.
- As you delegate, avoid assumptions about team members’ willingness or understanding of new responsibilities; confirm and clarify as needed.
- Avoid micromanaging your employees. This is the sure way to instill “distrust” in your employees.

### Opportunity

Leaders must provide opportunities to their employees if you want to be able to delegate to them. There are several ways you can provide those opportunities:

- **Technical:** Give them the opportunity to become the Subject Matter Expert (SME) in their department.
- **Leadership:** Provide supervisory experience *opportunities to emerging leaders* so they have a foundation to grow from.
- **Collaborate:** Place them in a team where they must collaborate with others to achieve results.
- **Learn:** Allow opportunities to continue learning at their job and also learn new things that are unrelated to their jobs.
- **Growth:** Incent them to grow within their own job to new levels of responsibility.

#### Strategies:

- Highlight the growth opportunities that accompany the delegated tasks, functions, or responsibilities to motivate and inspire them.
- Allow sufficient time for learning new tasks and accommodate mistakes as part of the growth process.
- Ensure the provision of necessary resources to enable the successful completion of delegated tasks.

### Training

Often employees, managers, and even senior leadership team members get “dumped” on a new project without any guidance nor training. Leaders must provide employees with the appropriate training, tools, certifications, and allow them to go to educational conferences.

#### Strategies:

- *Allocate budget for necessary training* and provide the appropriate tools to support successful task execution.
- Alternate team members to attend conferences where they learn about the industry and develop relationships outside their company.

### Responsibility

Part of trusting an employee is assigning them the responsibility of a task. As a best practice, add the new task or function to their job description. Ensure the employee understands the task or new function thoroughly. Communicate to the team that the function is now handled by a new person.

#### Strategies:

- Clearly articulate and communicate objectives by delegating specific tasks to ensure alignment and understanding.
- Stay in touch, provide feedback, and give them a second chance if they make a mistake. Notice I didn’t say give them fifteen chances. The first time the employee makes a mistake, ask what happened. Then decide if more training is necessary. At some point, however, you will need to decide if the employee “gets it” or not.

### Authority

Responsibility must be accompanied by the authority to do the delegated function. Ensure you give your senior leadership team the authority to make decisions within their realm of responsibilities. Establish clear boundaries so they know where their authority ends and yours begins.

#### Strategies:

- Clarify why the authority granted with the new responsibilities is crucial for effective decision-making.
- It’s important to clarify roles, responsibilities, authorities, and boundaries with all involved.

### Accountability

When responsibility is paired with authority, only then a person can be accountable for results. As Dan Quiggle states in his book *Lead Like Reagan*, “*Facilitation of teamwork is impossible where there is no trust, collectively and individually. Not only must there be accountability for the team as a whole, but its members must be individually accountable.*”

#### Strategies:

- Explain the **consequences** and **impacts** of the delegated tasks to ensure awareness and accountability.
- Ensure the performance review reflects the responsibilities, authority given, and accountability for results.

I hope these six components and strategies of successful delegation help you become a master delegator. As you start the New Year, look for opportunities to ask *Who* can help you achieve your goals. The answer will transform the way you do your business while developing your employees and bringing more profits to your business.

### Happy New Year!

Marcia is an inspirational keynote speaker and published author of five books. Marcia Malzahn is also president and founder of Malzahn Strategic, LLC a management consulting firm for community financial institutions. You can contact Marcia for speaking engagements through her website at [Crowning Achievements International](http://CrowningAchievementsInternational.com) or email her at [mmalzahn@crowning-achievements.com](mailto:mmalzahn@crowning-achievements.com).



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## NLPOA Christmas

### National Latino Peace Officers Association – Minnesota Chapter

NLPOA MN chapter, Christmas program (*Christmas with a cop*) for our Latino community, with the goal always to provide a positive experience for families. But the most important thing is to express our gratitude for the great support they provide to servants of law and justice. Today, being a police officer is one of the professions that really provides great satisfaction, especially being able to share the Christmas spirit with so many children in the community.

NLPOA MN ofrece su programa de Navidad (*Christmas with a cop*) para nuestra comunidad latina, con el objetivo de siempre dar una experiencia positiva a las familias. Pero lo más importante es expresar nuestra gratitud por el gran apoyo que brindan a los servidores de la ley y la justicia. Hoy en día, ser policía es una de las profesiones que realmente da mucha satisfacción, especialmente cuando se puede compartir el espíritu navideño con tantos niños de la comunidad.



## Alex Lopez Negrete to be inducted into the AAF Advertising Hall of Fame of 2025



**ALEX LÓPEZ NEGRETE**

PRESIDENT, CEO &  
CO-FOUNDER, LOPEZ NEGRETE  
COMMUNICATIONS

By Rick Aguilar

A good friend of mine is being honored for his amazing leadership in the Hispanic Marketing Industry. Mr. Negrete presented in the Twin Cities at our Hispanic marketing conference. He is also a committee member of Hispanic Marketing Achievement Award selection committee that is presented by Aguilar Productions. Alex, who lives and works in Houston, TX shares this award with his wife and business partner, Kathy. Here is the copy from the press release from the AAF selection committee:



**Alex López Negrete, President, CEO & Co-Founder, Lopez Negrete Communications. This is the unlikely and improbable story of how Lopez Negrete Communications became the largest independent Hispanic owned and operated agency in America. Improbable because the agency was opened in the foyer of a tiny townhouse in Alief, Texas. Improbable because of the decision to focus exclusively on the Hispanic market at a time when the term multicultural wasn't even on marketer's radars. And improbable, yet remarkable, in that the enterprise remains strong and independent, 39 years since its founding. "We exist to bridge the gap between corporate America and the Hispanic consumer." True then. Even more true now.**



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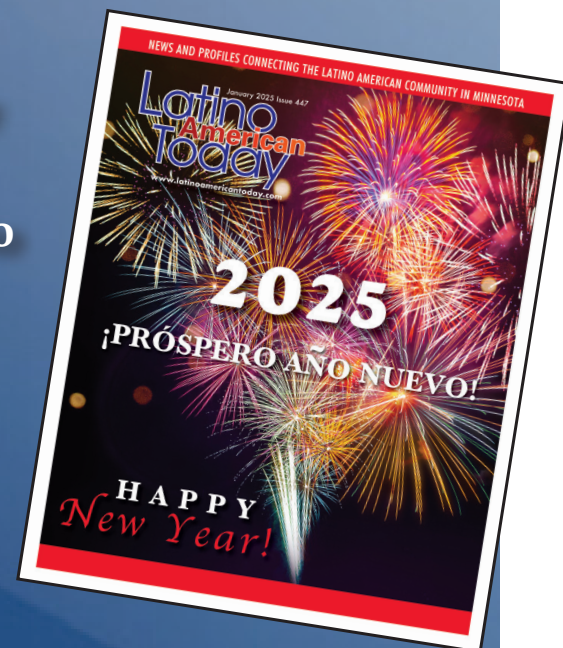
## *Thanks to Latino American Today Staff and Contributors!*

As we look back at 2024, we want to take time to thank the staff and contributors of Latino American Today for their efforts in producing our publication each month. Thanks to all and we look forward to 2025!



Merry Christmas and Happy New Year to all our readers, advertisers, and supporters.

– Rick Aguilar, Publisher  
Latino American Today



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Outdoors Minnesota: Deborah Locke



*Saúl Carranza*



*Marci Malzahn*



*Deborah Locke*

## Latino Business Award Recipients

A sold-out audience celebrated the Latino Business Awards presented by the Latino Chamber of Commerce Minnesota.



Colonel Eduardo A. Suárez, J9 Director of Culture, Resiliency and Community Engagement for the Minnesota National Guard joined Daniel Hernandez, (L) owner of Colonial Market, Inc. for the engaging evening.

## LATINO BUSINESS AWARD RECIPIENTS



- Latino Entrepreneur Of The Year- Mauricio Montes de Oca
- Latino Non Profit Of The Year- BORIKEN Cultural Center
- Latino Business Of The Year- Colonial Group
- Latino Employee Relations Group Of The Year- Emerson SOMOS
- Latino Chamber Member Of The Year- Andrea Jones
- Inclusive Employer Of The Year- Twin City Outdoor Services
- Excellence in Leadership and Service Award- Rep. Maria Isa Perez-Vega
- Excellence in Leadership and Service Award- Colonel Eduardo Suarez
- Excellence in Leadership and Service Award- Rep. Aisha Gomez

## GOP State Central Meeting

The Hispanic Republican Assembly Chair, Rick Aguilar attended the recent GOP State Central meeting in Minneapolis. At the meeting the State Central delegates elected a new Chair of the Republican Party of Minnesota, Alex Plechash. Congratulations to the other officers, Donna Bergstrom, Deputy Chair and Secretary, Joy Orvis!



Newly elected Republican Party Chair, Alex Plechash



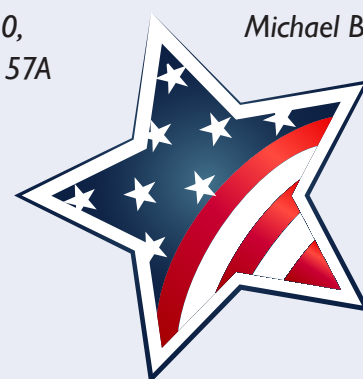
State Sen. Eric Lucero (R) District 30, Rick Aguilar and Rep. Jon Koznick (R) 57A

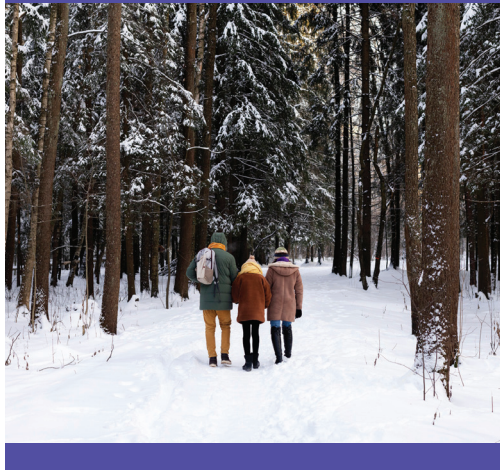


Michael Bang, (R) CD3 Vice Chair



Rep. Kristin Robbins (R) 37A





## State Parks Offer Healthy Activities for Families!

*A winter afternoon in a Minnesota state park: Walking, skiing or snowshoeing your way to much better health*

*By Deborah Locke, communications specialist,  
Minnesota Department of Natural Resources*

*Photos courtesy of DNR Staff*

A new year offers a fresh start. A way to improve the health of the whole family this winter is to participate in outdoor activities at Minnesota state parks and trails.

Why should you do this? Evidence continues to grow about the benefits of outdoor activity for physical and mental health. So, in anticipation of that positive goal, consider packing up the family, heading for a park, and setting an example for your kids that they will follow for the rest of their long, active, healthy lives.

One of the most effective and easy outdoor activities, walking, requires only warm clothing and a pair of boots. Our state provides ample opportunities for a winter walk with more than 1,300 miles of trails. For hiking tips and locations, go to [mndnr.gov/trails](https://mndnr.gov/trails). Attach cleats to your boots to avoid slipping.

For a truly aesthetic experience during your walk, do it by candlelight! That's right, staff at many state parks and trails place luminaries along easy walking trails, bringing magic to an evening walk under the stars. For a list of candlelight walks this winter, go to [mndnr.gov/candlelight](https://mndnr.gov/candlelight). Always check the park or trail website for visitor alerts before you leave home. Severe weather may result in a cancellation.

Here's another way to reap the benefits of time outdoors: consider learning a new skill. State park naturalists offer programs through the winter months on birdwatching, cross-country skiing, tracking wildlife, snowshoeing and more. Getting started is easy: If you don't own skis or snowshoes, equipment can be borrowed or rented at many parks. Most programs are free of charge and some require registration. For a list of winter outdoor events, go to [mndnr.gov/ptcalendar](https://mndnr.gov/ptcalendar).

Now you know a few opportunities for spending time in the winter outdoors, but you may be stuck on this question: "Why bother?" Let's start with mental health. A March 2024 posting on the Mayo Clinic

website, "The mental health benefits of nature: Spending time outdoors to refresh your mind" shows why we should bother. Outdoor activity is a good way to manage stress and reducing stress lowers the risk for chronic disease. The Mayo Clinic story includes information on military veterans with Post Traumatic Stress Disorder whose stress symptoms diminish after regular activity outdoors.

In addition to reducing stress for everyone, time outdoors is proven to increase cognitive functions, outdoors, depression is reduced, and the quality of sleep improves.

An afternoon of moderate exercise in powdery snow at a state park brings other benefits: the Atlanta Centers for Disease Control website reports that about 110,000 deaths per year could be prevented if adults ages 40 and older increased their moderate-to-vigorous physical activity. Even 10 minutes more a day would make a difference.

For those under age 40, consider this. The CDC also reports that adults who are active have a significantly lower risk of many cancers including breast, stomach, bladder, lung and stomach cancers. Long term benefits of exercise are many, from reduction of dementia including Alzheimer's, to lowering the risk of heart disease, improving bone health, improving balance and boosting immunity against disease and illness.

Research is showing that exercise in cold weather burns fat more effectively. Make 2025 your healthiest year yet, and extend that state of health to the people in your life who you love and protect. Give a gift of a good example.

A vehicle permit is required to enter Minnesota state parks. Vehicle permits may be purchased at the park office. The cost of a daily permit is \$7 and may be purchased online at the Minnesota Department of Natural Resources website. An annual permit, which allows unlimited entry into all state parks for one year from the date of purchase, is \$35.

MERCADO  CENTRAL

Mercado Central es un próspero mercado de 35 negocios en la esquina de Lake Street y Avenida Bloomington en Minneapolis. con el interes para fomentar el desarrollo empresarial de los latinos en Mineápolis.

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## Mercado Central

Recently the Mercado Central repaired their parking lot and added an art piece!

El Mercado Central ha reparado su estacionamiento recientemente, ¡y también instaló una nueva obra de arte!



Luis Fitch with celebration attendees

*Wings of Resilience*, a new sculpture by Mexican artist Luis Fitch at Mercado Central  
*Wings of Resilience*, una nueva escultura del artista mexicano Luis Fitch en el Mercado Central

