

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

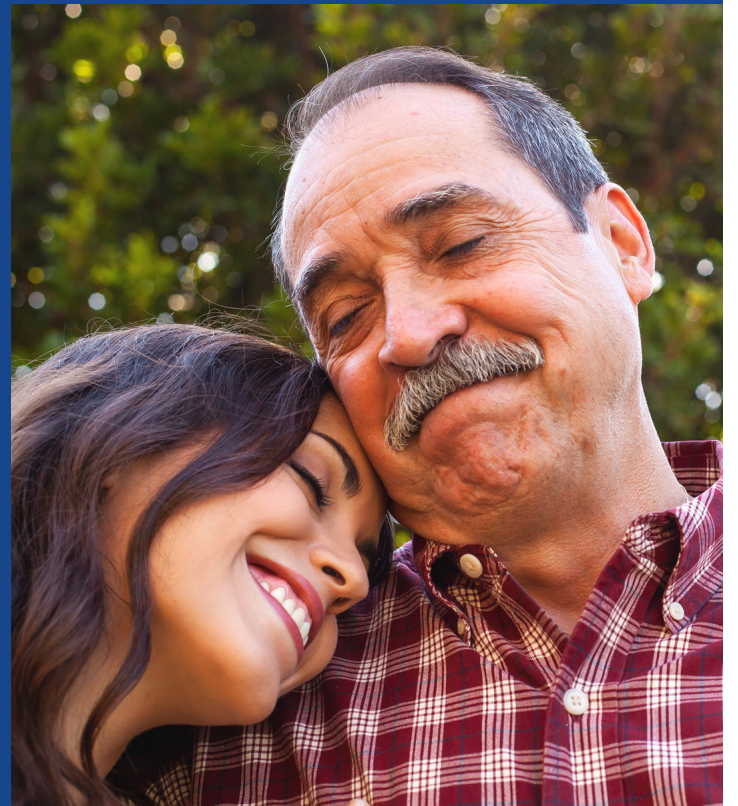
June 2022 Issue 417

Latino American Today

www.latinoamericantoday.com



*¡Feliz día
de los
Padres!*



HAPPY FATHER'S DAY!

STAY SAFE **MN**

MANTENTE SEGURO **MN**



Outdoor Summer Music – St. Paul

There's no better way to enjoy beautiful summer weather than listening to live music outside.

Groovin' in the Garden

Wednesdays June 8 - July 27

A series of free outdoor concerts featuring some of the Twin Cities finest musicians and activities for the whole family (Voted by City Pages as the "Best Place to See a Concert with Kids!); bring a chair or blanket Wednesdays 6-8 p.m. at Como Park Zoo & Conservatory. Food, ice cream treats, beer and wine will be available to purchase.

Lowertown Sounds

Thursdays June - August

Formerly Music in Mears, Lowertown Sounds will help you kick off the weekend (Thursdays count, right?) with outdoor live music. This popular Thursday night concert features different local acts, and the artists, restaurants and spectators truly bring the romantic Mears Park to life.

Bands on the Bluff

Fridays June 10, July 8 & August 12

Enjoy live outdoor music at the new Klas Overlook at Historic Fort Snelling, featuring a stunning backdrop of the Wakpa Tanka/Mississippi River and Minneapolis downtown skyline. Bands include Bend in River Big Band, TaikoArts Midwest and Bluedog.

Twin Cities Jazz Festival

June 21-23

Kick-off summer with the famous Twin Cities Jazz Festival in Saint Paul's lively Lowertown, with headliners performing in beautiful Mears Park.

Lowertown Blues & Funk Fest

July 16

Head over to Dual Citizen Brewery for the Lowertown Blues & Funk Fest featuring regional and national acts on two stages.



On The Cover

¡Feliz día de los Padres!

Happy Father's Day!

Latino
American
Today

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Lo Que Significa Ser Padre.



*Por Saúl Carranza
Coordinador de Ministerios Hispanos
Iglesia del Nazareno*

Tres de la mañana, suena el teléfono. “Papá, tengo problemas, la tarjeta no funciona y no puedo tomar el próximo vuelo. Era mi hija, toda una profesional, se encuentra al otro lado del mundo y no le preocupa la hora. Ella tiene un problema y llama a quien siempre ha sido su paño de lágrimas, al que siempre soluciona todo. A papá. Me levanto, trato de despertarme y busco la mejor manera de ayudarla. Aunque ya sean profesionales, aunque sean adultos, para nosotros siempre serán nuestros niños y nosotros queremos estar allí para ayudarlos. Este relato lo compartió mi amigo el Dr Renè Rivas recientemente.

La palabra papá engloba mucho más que ese momento de engendrar. La paternidad nos hace crecer, despojarnos del egoísmo y renunciar a nuestra comodidad y descanso para cuidar de esos pequeños seres a los que llamamos hijos. Cuan diferente sería nuestro mundo si todas las familias pudieran contar con padres y madres responsables.

Vivimos en una sociedad que carece de padres responsables. Una gran cantidad de hijos se desarrollan y empiezan la vida sin esa figura que le da estabilidad y seguridad a su vida y la familia. El machismo de unos y la irresponsabilidad de otros hacen que la funcionalidad de la familia no se consolide. No nos enganchemos, aunque muchos padres y madres pueden crear bien a sus hijos, todo niño necesita a su lado un padre y una madre.

Un padre es un amigo, un consejero, un protector, un proveedor y muchas cosas más. Pero por sobre todas las cosas debe ser quien de amoroso cuidado a su hijo. Por alguna razón Dios mismo escoge identificarse como nuestro Padre celestial, porque su amor desinteresado no conoce límites y su cuidado es para todas sus criaturas. Que importante recordar que los padres terrenales somos de alguna forma un reflejo de ese Padre bondadoso.

Por todo eso en este mes queremos felicitar y enviar un saludo respetuoso a todos esos padres responsables que han sabido dar lo mejor de sí a sus familias y que renunciando muchas veces a sus propios intereses lo han dado todo por su familia. Para ustedes nuestras felicitaciones y nuestros mejores deseos por un feliz día del padre. Feliz día del padre “mi querido viejo”. Dios los bendiga.

What It Means To Be A Father.

*By Saúl Carranza
Coordinator of Hispanic Ministries Church of the Nazarene*

Three in the morning, the phone rings. “Dad, I’m having problems, I can’t take the next flight”. It was my daughter, a professional, she is on the other side of the world and does not worry about the time. She has a problem and calls the one who has always been there for her, to help solve everything, her Dad. I get up, try to wake up and look for the best way to help her. Even if they are professionals, even if they are adults, for us they will always be our children and we want to be there to help them. This story was shared by my friend Dr Renè Rivas recently.

The word dad encompasses much more than that moment of begetting. Fatherhood makes us grow, shed our selfishness and give up our comfort and rest to take care of those little beings we call children. How different our world would be if all families could count on responsible fathers and mothers.

We live in a society that lacks responsible parents. A large number of children develop and begin life without that figure that gives stability and security to their life and family. The machismo of some and the irresponsibility of others mean that the functionality of the family is not consolidated. Let us not get hooked, although many fathers and mothers can create their children well, every child needs a father and a mother by their side.

A parent is a friend, a counselor, a protector, a provider, and much more. But above all, it must be the one who gives loving care to his children. For some reason God Himself chooses to identify Himself as our heavenly Father, because His selfless love knows no bounds and His care is for all His creatures.

How important to remember that earthly parents are somehow a reflection of that kind Father.

For all this in this month we want to congratulate and send a respectful greeting to all those responsible parents who have known how to give the best of themselves to their families and who many times renouncing their own interests have given everything for their family. To you our congratulations and best wishes for a happy Father’s Day. Happy Father’s Day “my dear old man”. God bless you.



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How to Present Your OWN Promotion



Marcia Malzahn

By Marcia Malzahn

It takes practice to learn how to present your own promotion. Organizations post their job openings all the time. But how do you know when you're ready for a promotion? How do you present your resume and have the conversation with your boss? There are several ways you can present a new job opportunity that includes yourself as the ideal candidate or apply for a higher-level job that results in a promotion. Below are a few ideas to help you take a chance and be ready when those doors open for you.

*As a life-long learner, **seek new opportunities** to learn new skills.*

Become a lifelong learner and seek opportunities to learn new skills—consistently. This includes a move to a different job to acquire new experience. The StrengthsFinder 2.0 assessment explains that “learners thrive in the journey of learning.” Learners don’t just learn to be the “know it all” in the room. They learn because they are passionate about the act of learning. They also enjoy sharing their new acquired knowledge with others and inspire learning to those around them.

***Identify a need** within your organization.*

The first step in presenting your own promotion to your manager is to identify a real need in your company. Look around and find gaps. Find what’s missing in your department or any other area of the organization and ask yourself if you may be interested in pursuing such an opportunity. If the answer is no, then propose the idea to someone in that area to improve their department or process. Or help them create a position with the purpose of improving the organization. Doing so, will give you visibility within your organization which can help you get promoted later.

***Create Job Description** with what you believe would be the duties*

If you are interested in pursuing the proposed job, then move to the next step which is to create a Job Description for the position. Describe the primary functions of the job as best you can and conduct some research on the responsibilities as well as pay scale.

An example of when I created a job description was when I was expecting my second child. I saw a need for a Customer Service Representative in the Treasury Management department. As a next step, I created the draft of the Job Description, presented it to my boss, and told him “I’m your perfect candidate.” He was pleased that I had the idea, went through the work to create the Job Description, and that I had the courage to present myself for my own promotion. Guess what? I got promoted!

***Update your Resume** to match the job you’re proposing*

One way to be ready when doors open is to always update your resume every time you get a new responsibility in your current job. In the event you find yourself looking for a job unexpectedly, your resume is ready. It is also a good idea to update your LinkedIn profile with new job functions that may be significant when looking for other opportunities.

***Present the idea** to your immediate boss*

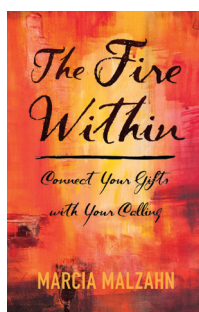
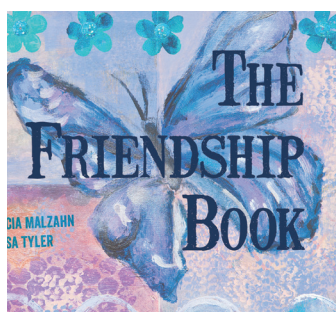
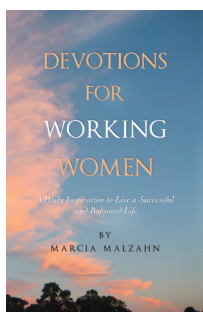
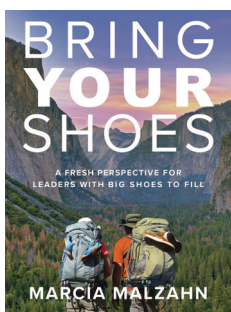
As I shared in my April column *How to Increase Your Visibility in Your Organization without Self-Promoting*, when the institution I worked for decided to be the first to offer online banking, I jumped to the opportunity to present an idea to my boss in Private Banking. I was going to sell this new product to all Private Banking clients of the bank.

There was a need for an expert to sell this new product. I then created the job description for the proposed position, updated my resume, and presented the idea to my manager. She in turn presented it to the senior leadership and they approved the new position. I got a promotion and had the most fun I’ve ever had in a banking job! The job included visiting Private Banking clients at their homes and offices to sign them up on online banking and taught them how to pay their bills. To this day, I still have friendships formed with my clients from almost 30 years ago!

***Develop relationships** with other department leaders so they know your skills when opportunities open up*

One of the best strategies I practiced during my banking career was to develop relationships with other department leaders. It is not only a great opportunity to create new friendships in the workplace, but it allows the department heads of those areas to get to know you.

Taking the step to ask for a promotion or apply for a job that is above you to move up in your career takes courage. I hope these strategies on how to present your own promotion inspired you take the initiative to go for it!



Marcia is an inspirational keynote speaker and published author of five books: A daily devotional – *Devotions for Working Women*, *The Fire Within* – to help you find your purpose, friendship poems in *The Friendship Book*, also in Spanish *El Libro de la Amistad* (poemas de Amistad), and *Bring YOUR Shoes* to help emerging leaders with tools on how to lead. In her latest grandma baby book, *Inside Your Mama’s Tummy*, Marcia inspires grandparents to form a bond with their grandchildren.

You can contact Marcia for speaking engagements through her website at <https://crowning-achievements.com/> or email her at mmalzahn@crowning-achievements.com. Marcia Malzahn is also president and founder of Malzahn Strategic a management consulting firm for community financial institutions.



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Exciting News We Just Announced Today For Twin Cities Small Business Owners

For the second time in less than a year, Comcast is providing another \$1 million in grants – \$10,000 each – to 100 small businesses in the Twin Cities owned by women and people of color in a third round of our Comcast RISE Investment Fund initiative. Apply at www.ComcastRISE.com

Comcast RISE launched in late 2020 to provide small businesses owned by people of color, including Black, Indigenous, Hispanic, and Asian American owners, among others, with the resources they need to navigate the challenges of the pandemic.

This round of the Investment Fund will grant 500 small businesses in five cities \$10,000 each, for a total of \$5 million. **This includes 100 grants, totaling \$1 million, right here in the Twin Cities.** The application window is June 1-14, and the grants will be awarded in late July.

In November 2021, Comcast awarded \$1 million in grants to 100 small businesses in the Twin Cities. Some of the local winners included: Las Enchiladas, Manny's Tortas, Santamaria Broadcasting, Latinxcreative, Pasteleria Gama and Peppers and Fries!



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The Telephone Equipment Distribution Program is funded through the Department of Commerce – Telecommunications Access Minnesota (TAM) and administered by the Minnesota Department of Human Services.

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11AM Find A Home + Mortgage Basics
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#TCDIVERSITYHOMEFAIR

Latinos Attend GOP State Convention

By: Claud Santiago

Local Twin Cities Latino Americans participated in the Republican State Convention that was held in Rochester, MN in mid-May. Thousands of Minnesota statewide delegates gathered to select the candidates for Governor, Attorney General, Auditor and Secretary of State. The elections will be held in November 2022. The Latino vote in Minnesota has grown dramatically over the past decades and today there are over 100,000 eligible Latino voters in the Twin Cities metro area. Generally Latinos are thought to be similar to the Black voters who vote as a bloc for Democrats. Pollsters and pundits who spoke of a Latino “bloc” that would vote reflexively for Democrats in the 2020 presidential election came to discover it did not exist. Latino voters chose President Donald Trump in numbers higher than experts expected. In Minnesota, where Latinos are a growing political force, exit poll data analyzed by the Washington Post put the vote at 38 percent for Trump, greater than the 33 percent he received nationally from Latino voters.

Meanwhile, President Biden has been mired in a stretch of disappointing polls, but recent surveys suggest he’s having particular trouble keeping the support of Latino voters. A Quinnipiac University poll found that just 26 percent of Latino voters surveyed approved of Biden’s job performance, the lowest of any demographic group. “Democrats have to learn that Latinos aren’t looking for a handout, we looking for opportunity, we’ll work for our success” stated Rick Aguilar, Chair of the Hispanic Republican Assembly of Minnesota. “Latinos are worried about the same issues as all Americans, the economy, inflation, crime, healthcare and education!

Pedro Miranda volunteer at the state convention.

*L to R
Rick Aguilar,
with House
member Rep.
Eric Lucero*



*L to R Rick Aguilar with
Governor endorsed candidate,
Dr. Scott Jensen*



*L to R Kim Crockett endorsed candidate
for Secretary of State with David Sepeda,
Chair of the St. Paul Republicans*



*L to R Mariah de la Paz, Vice Chair of the
Hispanic Republican Assembly of MN*

Bison At Minnesota State Park Produce Record Number Of Calves



By Deborah Locke, Dept. of Natural Resources Information Officer
Photos by: Scott Roemhildt

For reasons that are not entirely clear, a record number of bison calves have been born at Minneopa State Park, located near Mankato, Minnesota.

And the moms are not finished yet: the calf number is expected to increase throughout June as the last of the females give birth. Sixteen new calves have been born at Minneopa, with another one due soon, said Ashley Steevens, park supervisor. Last year at this time the herd had increased by only 12 calves.

The increase could be due to the addition of twins, or the pregnancy of a very young female known as a yearling, Steevens said. The bison herd at Minneopa now numbers 47. Typically, females come into heat at the age of two and can have 10 or more calves throughout their lifetime. A pregnant cow will walk a distance from the herd to give birth to the calf that weighs from 30 to 70 pounds, and stays with the calf for a few days before returning to the herd, Steevens said.

Bison also roam at Blue Mounds State Park in southeastern Minnesota, where 25 new calves were born this spring, said Tom Sawtelle, assistant park supervisor. Those additions bring the total number of bison to 92. Sawtelle added that the number of calves could be higher since a few may be hidden by tall grass when they were counted or were blocked from view by the adult bison. It is expected that five more calves will be born through June, which is about the same number of calves born in 2021.

Female bison are very protective, Steevens said, so park visitors on the bison drive are warned to be especially vigilant about staying at least 75 feet from the animals. Sometimes the wiry, small calves will squeeze through the park fence, which tempts visitors to walk over and pet the animal, she said. Park staff emphasize that these are unpredictable wild animals who will protect their young.

“We are excited to welcome the baby bison this spring, along with the visitors who arrive to appreciate their beauty,” she said. “There is beauty in a bison. From a distance they look big and dumb and slow, but the reality is, bison are very intelligent and very fast.” She added that bison can run up to 35 miles per hour and if threatened, they could become aggressive quickly.

Bison at Minneopa and Blue Mounds State Parks are part of the Minnesota Bison Conservation Herd, which means that genetically, they are very similar to the bison that roamed the Minnesota prairies freely 200 years ago. The Minnesota Zoo also has members of the conservation herd; zoo staff oversee the genetic component of the animals. The entire population of bison was nearly shot to extinction in the 1800s, and today’s bison are descendants of the 100 or so that remained after the slaughters.

Visitors are welcome to Minneopa and Blue Mounds State Parks for a view of the bison. The animals often shy away from the public, so there is no guarantee of seeing one. Those using binoculars from the observation deck at the Blue Mounds State Park are likely to see the herd. More information is available on each park’s webpage.

Before leaving home for any state park, go online to check announcements from the visitor alert section. Additionally, you will need a day pass to enter a state park. You can purchase the \$7 pass online or get one at the park visitor office during business hours. An annual permit to all state parks is \$35.

La aventura de un día en kayak.

En la naturaleza



m MINNESOTA
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PROVEN WAYS TO BUILD YOUR BRAND IN THE "U.S. HISPANIC ECONOMY"

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AGUILAR PRODUCTIONS



Rick Aguilar, Aguilar Productions

HISPANIC MARKETING CONFERENCE
2022 TOPICS

What's Up -

With the Low Spend?

Presented by Trinidad Aguirre

Only 6% of overall industry investment is spent towards Hispanic consumers. Despite Hispanics making up 18.7% of total U.S. population. What's Up!

Power of Print in the Latino Market.

Presented by: Anita Grace

How important is Print to the Latino consumer? Where does print fit in to your Latino marketing campaign?

All Things Latino Boomers

Presented by: Karla Fernandez Parker

A Day in the Life From Healthcare to Financial Services

Latino/Hispanic vs Latinx

Presented by: Rico Paul Vallejos

Surveys - 97% of Latinos do not like or use the term Latinx. So, end of the story, right? Not so fast!

Who and what is behind Latinx?

Digital Marketing in Real Estate

Presented by: Isaac Contreras

How effective is your Cross/Cultural Digital Marketing program? What's your spend on Digital Marketing?



Luncheon Catered by:
Amalia Moreno-Damgaard
Twin Cities Favorite Chef!

26th ANNUAL

HISPANIC MARKETING CONFERENCE

Thursday, June 9th, 2022
8:00 am - 1:00 p.m.



NEIGHBORHOOD HOUSE / WELLSTONE CENTER

A Great Venue In the Heart of the Hispanic Community
179 Robie Street E., Saint Paul, MN

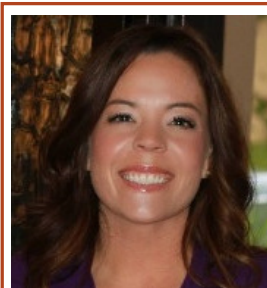
FOCUS ON THE U.S. HISPANIC MARKET

**U.S. HISPANIC MARKET: \$2 TRILLION OF BUYING POWER IN 2022,
ARE YOU GETTING YOUR MARKET SHARE?**

PRESENTERS



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**FEATURING THE ANNUAL HISPANIC MARKETING
ACHIEVEMENT AWARDS PRESENTATION**

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Call Aguilar Productions at 651-665-0633