

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

# Latino American Today

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**ya es hora  
¡VE Y VOTA!**



**VOTE ON NOVEMBER 8th – VOTA EL 8 DE NOVIEMBRE**





## Election 2022: Our Choices La eleccion 2022: Nuestras selecciones

Here are our choices for the November 8, 2022 elections

### GOVERNOR

Dr. Scott Jensen

### LT. GOVERNOR

Matt Birk

### MN SECRETARY OF STATE

Kim Crockett

### MN ATTORNEY GENERAL

Jim Schultz

### MN AUDITOR

Ryan Wilson

### CONGRESS 2ND DISTRICT

Tyler Kistner

### CONGRESS 4TH DISTRICT

May Lor Xiong

### CONGRESS 5TH DISTRICT

Cicely Davis

### STATE SENATE

Frank Pafko

Chris Rausch

### STATE HOUSE

Todd Kruse

### DAKOTA COUNTY COMMISSIONER

District 2

Jimmy Francis



Dr. Scott Jensen



Matt Birk



Kim Crockett



Jim Schultz



Ryan Wilson



May Lor Xiong



Frank Pafko



Jimmy Francis



On The Cover:

Vote on November 8th

Vota El 8 De Noviembre

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American  
Today**

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## En El Mes De La Herencia Hispana Hagamos La Diferencia.



*Por Dr. Saúl Carranza  
Coordinador de ministerios multiculturales de  
la Iglesia del Nazareno y Director del Centro  
Nazareno de compasión Agape en Minnesota*

En el mes de la herencia hispana celebramos los logros de las personas, negocios e instituciones de origen hispanoamericano que están haciendo surco en la vida de los Estados Unidos. Gente por cuyas venas corre sangre de nobles pueblos. Españoles,

Aztecas, Mayas, Portugueses, Incas, y descendientes de los más de 500 pueblos indígenas latinoamericanos hoy enriquecen la diversidad de la cultura estadounidense, más del 18% de la población del país.

La interacción entre culturas nunca es fácil. Las personas y los pueblos tienden a señalar su propia cultura como la mejor o superior y eso trae como consecuencias fenómenos de racismo, discriminación y marginación de personas, pueblos y culturas. La inmigración destaca lo mejor y lo peor del ser humano. La valiente lucha por la supervivencia y la prosperidad y la animal tendencia a mantener la supremacía y privilegios. La generosa mano que se tiende al necesitado y la explotación del hombre por el hombre.

En medio de esos fenómenos sociológicos los latinos luchamos por mantener nuestra cultura y herencia, dar nuestro mejor esfuerzo para hacer de este un mejor país, ser parte de la diversidad del país con respeto para otras culturas y asimilar lo bueno de la cultura estadounidense. Aunque no todo es bueno y hay muchas personas y costumbres malas, tenemos la inteligencia para tomar buenas decisiones y hacer lo mejor. “Examínenlo todo y retengan lo bueno” es un buen consejo bíblico. Tanto para lo que compartimos con otros como con lo que aprendemos de otros “Examínalo todo, desecha lo malo y reten lo bueno.

Una revista peruana destaca seis de los valores culturales de los hispanos en Estados Unidos. 1. Amor familiar, 2. Hospitalidad “Mi casa es tu casa”, 3. Amistad, 4. Alegría, 5. Generosidad y 6. Vivir todos juntos. Aunque estos son parte de nuestros valores los latinos tenemos mucho más que a los Estados Unidos y lo lograremos siendo buenos ciudadanos, buenos vecinos, superándonos cada día y esforzándonos por dar lo mejor de nosotros. Una buena meta para seguir nos la ofrece la Biblia. “Según tengamos oportunidad hagamos bien a todos”. Ya hay mucha gente tratando de hacer cosas malas. Seamos diferentes. Feliz mes de la herencia hispana. Dios te bendiga.

## In Hispanic Heritage Month Let's Make A Difference.

*By Dr. Saul Carranza  
Coordinator of Multicultural Ministries for the Church of the Nazarene and  
Director of the Agape Nazarene Compassionate Center in Minnesota*

In this Hispanic Heritage Month we celebrate the achievements of people, businesses and institutions of Hispanic American origin who are making a mark in life in the United States. People whose veins runs with the blood of noble peoples. Spaniards, Aztecs, Mayans, Portuguese, Incas, and descendants of the more than 500 Latin American indigenous peoples today enrich the diversity of American culture, more than 18% of the country's population.

Interaction between cultures is never easy. People and peoples tend to point to their own culture as the best or superior, and this brings about phenomena of racism, discrimination and marginalization of people, peoples and cultures. Immigration highlights the best and the worst of the human being. The brave fight for survival and prosperity and the animal tendency to maintain supremacy and privilege. The generous hand that is extended to the needy and the exploitation of man by man.

In the midst of these sociological phenomena, Latinos fight to maintain our culture and heritage, give our best effort to make this a better country, be part of the country's diversity with respect for other cultures, and assimilate the good of American culture. Although not everything is good and there are many bad people and habits, we have the intelligence to make good decisions and do the best. “Examine everything and hold fast to what is good” is sound biblical advice. Both for what we share with others and what we learn from others “Examine everything, discard the bad and retain the good.

A Peruvian magazine highlights six of the cultural values of Hispanics in the United States. 1. Family love, 2. Hospitality “My house is your house”, 3. Friendship, 4. Joy, 5. Generosity and 6. Togetherness . Although these are part of our values, Latinos have much more than just the United States to call home and we will achieve it by being good citizens, good neighbors, improving ourselves every day and striving to give our best. A good goal to follow is offered by the Bible. “As we have opportunity, let's do good to everyone.” There are already a lot of people trying to do bad things. Let's be different. Happy Hispanic Heritage Month. God bless you.



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## Ten Talent Management Best Practices – Part 1 of 2



Marcia Malzahn

By Marcia Malzahn

Talent Management continues to be at top concern for leaders; therefore, this month we address ten talent management best practices. Let's start by defining what talent management involves. We often hear that "talent is the most important asset in our organization." But are you taking the necessary steps to attract the right talent, and then educate, encourage, and maintain your top talent?

Talent Management is the umbrella that covers all aspects of taking care of your employees – your talent. Talent Management includes the following components:

- Strategies to attract the right talent
- Education and training tools for all staff
- Established career paths
- Personal and professional development opportunities
- Mentoring relationships
- Leadership development plans, and
- Culture training based on your organization's core values.

In this two-part article, are ten talent management best practices that can help you enhance your Talent Management Program at your organization. We will unfold the above-mentioned components in future articles. For now, we will focus on the first five best practices in Part I of this article:

### 1. Updated Job Descriptions and Role Clarity

The very first step to formalize your Talent Management Program is to create and update job descriptions for all positions in the organization. In the "Position Purpose" ensure you clarify the role of the position, so everyone understands their job clearly. Include the organization's core values so employees can identify if their personal core values align with the company's. Having updated and clearly defined job descriptions for all positions is a strategy to attract the right talent.

### 2. Current Organizational Design

With the current turnover ratios that companies experience these days, you could update your Organizational Chart daily. However, that is not necessary. Ideally, you first create an Organizational Design only based on functions. Then you create the Org Chart with the employees' names that occupy each position. The most important questions to answer are: Does our current Organizational Design support our current business model? What changes do we need to make to ensure it supports the future needs of the business? Update the Org Chart at least quarterly and ensure it's available to all staff.

### 3. Formal Performance Review Process

The lack of a formal performance review process results in complete lack of accountability at all levels of an organization. There are plenty of software solutions that automate the entire process and save all the documentation electronically. Managers no longer need to complete review forms by hand although, unfortunately, many still want to do it "the old way" or not do them at all. Yes, the process takes time, but it is foundational to retaining your top talent and getting rid of the wrong talent in your company.

The best approach has three simple steps: 1) Employee provides input into their own performance for the past twelve months (at least one week prior to formal meeting); 2) Employee and manager meet to discuss opportunities to grow and recognize accomplishments; 3) Employee takes ownership of his/her own growth and provides manager with a plan to improve, grow, learn, etc. for the next year. Ensure the compensation and salary communication takes place in a separate meeting. Doing so will avoid the employee to want to get to the salary conversation right away.

### 4. 90-Day Check-In with New Hires and "Stay Interviews" Ongoing

Attracting and then retaining new talent is an ongoing challenge for most companies today. It is therefore important to always conduct a 90-day check-in interview to ensure the new employees integrate into your company's culture and perform their jobs as agreed. It is also crucial to stay in touch with your existing staff and one way to do so is to conduct "stay interviews." The purpose of these interviews is to discover any issues or challenges employees may have. Many communication issues take care of themselves through these informal meetings with your current team members.

### 5. Provide Culture Training Ongoing

Your company has an established culture. Can you define it in words? Does your culture reflect your core values? Do your employees know and can recite your core values? These are important questions to ask your leadership team. The first step to provide culture training is to ensure you define your top 3-5 core values and share them consistently with the entire staff. Reward those who exhibit and live out your company's core values to encourage others to do the same. Your culture reflects how you do things "your company's way." You need to continually enhance your culture and protect it from bad influences once you achieve the culture you aspire to have in your organization.

We will address the next five best practices in Part 2 of this article next month. I hope these five will get you started in enhancing your Talent Management Program at your organization.

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](mailto:mmalzahn@crowning-achievements.com). Marcia Malzahn is also president and founder of Malzahn Strategic a management consulting firm for community financial institutions. If you enjoyed this blog, you can read more on the topic of leadership at [Crowning Achievements International's Blog](#).



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## La Familia Latino Heritage Celebration!



*Jose Martinez from U.S. Bank and Rick Aguilar*

A wonderful evening for the Latino Community!

The 19th annual La Familia Latino Heritage Celebration was held on September 29, at the St. Paul Landmark Center. A wonderful evening featuring entertainment and an awards ceremony honoring Latino Achievers! Thanks, to the Presenting Sponsors Comcast and U.S. Bank and NAHREP Twin Cities. The event was produced by Aguilar Productions.

**Happy Hispanic Heritage Month!**



*Los Alegres Bailadores*



*La Familia attendees!*



*NAHREP TWIN CITIES*



*Rick Aguilar and Kalyn Hove from Comcast*

## Comcast To Open New Xfinity Store In Edina, Minnesota!

Open Daily, the Store Offers Customers Best-in-Class Products and Services



Comcast today announced the opening of its newest Twin Cities area Xfinity Store in Edina, Minnesota. Located in the popular France Avenue area, this interactive retail and product demonstration showroom is designed entirely around the customer experience, providing an opportunity to explore and interact directly with the latest Xfinity products and services. The nearly 5,000 square foot store is located at 7101 France Ave S, Edina MN 55435, in the Rue de France Shopping Center, and will open to the public on Friday, Sept. 30.

This opening marks the 15th Xfinity Store in the Twin Cities. With a welcoming and interactive environment that highlights Comcast's entertainment and technology offerings, customers can interact with all Xfinity products from internet, video and connected home solutions to Xfinity Mobile, a simple, flexible, affordable wireless plan designed to save customers money.

"Comcast is an important part of the Edina community and we congratulate them on this new store," said Jim Hovland, Mayor, City of Edina. "The France Avenue area is a great location and we welcome the Comcast employees who will be serving Edina customers from this new Xfinity store."

Xfinity store employees will happily demonstrate the X1 entertainment platform, show how to use xFi tools to manage home internet functions (like shutting it down at dinnertime or bedtime, or ensuring the security of your network), as well as educate customers on the free mobile apps available so you can take your saved TV programs and movies on the go with you wherever you are.

Rachel Johnson, Comcast Twin Cities' vice president of Sales and Marketing is excited about the new store. "It's an amazing location right off France Avenue, so we're expecting it to be very easy for the community to access." She went on to say, "Xfinity has such a compelling story to tell with our unbeatable internet and mobile, as well as other products and services. A new, exciting physical location for our customers to come in and hear about our products is the right investment to make."

The new store will employ 15 people, and will offer customer-friendly hours, open to from 10:00 a.m. to 8:00 p.m. Monday through Saturday and 11:00 a.m. to 6:00 p.m. on Sundays.





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**[www.KimSOS.com](http://www.KimSOS.com)**

Prepared & paid for by Kim Crockett for Secretary of State Committee, PO Box 752, Excelsior, MN 55331



*“Throughout my career as Secretary of State, in the State House and then Senate, I’ve **always respected Kim’s integrity and admired her passion for the rule of law. Kim has sound judgement and intellectual grit. She is willing to stand on principle, even if it means being unpopular.***

**Minnesota needs a leader who is up for the challenge of shepherding comprehensive, common sense, election reform measures through the legislative process.**

*Her policy expertise, her relationships with stakeholders here and nationally, and her determination, will make certain that’s accomplished. “Kim is also uniquely qualified to fulfill some of the lesser known roles of the Secretary such as sitting on the State Board of Investments and the Executive Council.”*

**– State Senator and former  
Minnesota Secretary of State Mary Kiffmeyer**

## Hispanic Republican Assembly of Minnesota Endorse Kim Crockett for Minnesota Secretary of State



*Kim Crockett (C) and Rick Aguilar, Chair of  
the HRAMN and members of the assembly*





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Prepared and paid for By Dr. Scott Jensen for Governor P.O. Box 1348, Minnetonka, MN 55345

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## PROTEGER NOSOTROS SUENOS AMERICANO!

May Lor Xiong is running for Congress to protect all of our American Dreams. It broke her heart to witness the destruction by the Left of the Dreams of so many people during the riots in 2020. Today, the American Dream is under assault by Recession, Inflation, Crime and failing Education.

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FOR STATE AUDITOR

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## Leaving Things A Little Bit Better

### BIO BOX

**Name:** Dave Terry

**Been at the Minnesota Department of Natural Resources since:** 2006

**Hometown:** Northfield

**Hobbies:**

Restoring antique tractors, antique tractor shows, wood carving



*By Dan Ruiter, DNR Regional Information Officer*

Dave Terry's life has come full circle, and from all appearances, he couldn't be happier with returning to where he started from.

Dave is one of the buildings and grounds "caretakers" at Nerstrand Big Woods State Park in southeast Minnesota. Nerstrand Big Woods is where Dave spent every Sunday at as a child. Six decades later, he spends five days a week at the park that holds many cherished memories located just miles from his lifelong home in rural Northfield.

At Nerstrand, Dave holds two part-time positions. He works two days each week for Greenview, a nonprofit that employs people over age 55. He also works part-time for the DNR's Parks and Trails Division at the same park. It is an arrangement that's been in place for more than a decade and was the perfect way for Dave to "slow down," as he put it, after selling off his dairy herd in 2006. He still farms with his brother, Ed, on the Terry family fourth generation farm; he just doesn't farm as much these days.

Farm and park work have something in common. You do them outdoors, which suits Dave Terry well. "I'm out in nature," Dave said. "I like the people I work with, and I like to build things and repair things, and it helps me accomplish my goal each day, which is to have things a little better than when I came here."

Making the park a better place is something Dave takes pride in. He combined his love of the park with another passion: wood carving. A dozen of his nature-based carvings are on display inside the park office. He even provided the inspiration behind the park's playground.

"I researched equipment for the nature play area and found that most equipment out there was plastic," Dave said. "That's not nature. You've got to have the feel and smell of real wood, so we spent time locating the right trees for the project." He designed and built much of the children's play equipment which includes a bridge and balance beam, teeter totter, slide, train and mushroom table.

As someone who has long advocated for park improvements, Dave's impact at Nerstrand Big Woods goes beyond the office and the playground. In a park known for its waterfall and wooded landscape, his work on the park prairie acreage is noteworthy, too. He helped seed a 40-acre wildflower area starting in 2009. On a late August afternoon, the vibrant wildflowers, monarch butterflies and bees were everywhere.

"The prairie is a pet of mine," he said. "I've taken pictures of 30 different plant species on that prairie, and it is a good feeling to see that. A darn good feeling."

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