

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

July 2013 / Issue 318

# Latino American Today

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4TH OF JULY  
HAPPY BIRTHDAY AMERICA!



## AMERICAN HEROES

AUGUSTINE MARTINEZ, JOE MEDINA, AND MANNY AGUIRRE

## World War II Veterans Honored at Commemorative Air Force Event

Members of the Mexican American Veterans Post #5 participated in the annual South St. Paul Kaposia Days event on June 29th. The veterans included, Joseph Medina at 99, the St. Paulite and Army veteran is believed to be the oldest living WWII vet of Latino descent in the Twin Cities, if not the state. Medina was made a U.S. citizen shortly before he was handed a rifle and shipped off to the Pacific theater where he was assigned to MacArthur's Eighth Army.

Augustine Martinez, a former Army infantryman from St. Paul who engaged enemy troops in German-occupied France. He served with the 65th Infantry Division part of the George Patton Third Army Division.

Manny Aguirre, a coxswain and driver on the USS Ozark's Landing Craft vehicle and Personnel Boat No. 2, which transported invasion troops to the body-riddled and blood-drenched shores of Luzon, Iwo Jima and Okinawa. These Latino Americans were among the one-half million Mexican American, Puerto Rican and other Latinos who served, died and survived World War II.



These American heroes were among the World War II veterans who participated as the Commemorative Air Force (CAF) Minnesota Wing recently hosted its second Kaposia Days Open house at Fleming Field in South St. Paul. It was a great event and they were able to share it with many WWII Veterans from around the Twin Cities. The CAF strives to preserve our nation's military aviation history and events like the Kaposia Days open house help them do just that. In addition to open houses, they also host two hangar dances each year. The first dance was in early June and the second one will be on September 7th. The dances are another opportunity for the Wing to showcase their WWII Aircraft, vehicles, and artifacts. They encourage attendees to dress up in period costume (1940s) and enjoy the Swing Dancing, honoring veterans, and taking a tour through our aircraft. It is so important for places like the Commemorative Air Force Minnesota Wing to keep history alive



for many generations to learn and enjoy.

In addition to the events and the museum the CAF also offers the public the opportunity to take a flight in many of the historic airplanes used in World War II.

The Commemorative Air Force Minnesota Wing is proud to offer you the opportunity to experience flying in one of our authentic World War II aircraft! We offer a ride in a wide selection of aircraft, based upon your interest and budget. No piloting experience is necessary!

All flights include a pre-flight briefing with one of our experienced, commercial-rated pilots. Many of our pilots also work for major airlines. You'll have the opportunity to ask questions about the aircraft and its operational history. History flights are conducted spring, summer and fall, but can be booked at any time. Flights depart from South St. Paul Municipal Airport (Fleming Field), where our aircraft are based. We also offer flights at select airshow venues around the country.



By booking a flight, you're not only getting to experience flying in an authentic WWII aircraft, you're also helping to preserve them! All proceeds go toward maintaining the aircraft. As a 501c3 non-profit, your flight is also tax deductible up to the maximum amount allowed by law.

We look forward to having you fly with us soon! For general questions or to book a flight, call Tom @ 952-412-8815.



**On The Cover**  
**American Heroes**  
 Augustine Martinez, Joe Medina,  
 and Manny Aguirre  
 (Front row from left to right)

Cover photo credit: Troy Antoine LaFaye

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## Latino Americans Voting In Record Numbers Meeting the Candidates

In the 2012 Presidential elections Latino Americans voted in record numbers throughout the country, including Minnesota. In preparation for the upcoming elections, Latino American Today will begin a series of interviews with candidates here in Minnesota who are running for various offices. We begin our series with Scott Honour who is running for governor, we will continue in the Fall with the Mayor of Minneapolis race and then next Spring with many others in preparation for the crucial 2014 elections. We will be visiting with candidates and asking them about issues important to the Latino American community.

Last week we sat down with Scott Honour, he is running for governor of Minnesota, and he answered our questions:

**Question:** Can you tell us a bit about yourself growing up?

**Answer:** I was born in Fridley, Minnesota my parents lived in a trailer park. Growing up my parents worked very hard to make a home for us. My father was an airline pilot and my mother stayed home to raise my brother Kirk and me. My most cherished memories are from camping trips I took with my family. My parents taught us about hard work and the value of an education. Most importantly, I learned that family, faith, and community come first, values that my wife, Jamie, and I are passing on to our three children. I know first hand what it is like when a family goes through tough times. My dad lost his job as a pilot when the airline he worked for went bankrupt. I learned that a family's economic circumstances can change quickly through no fault of their own.

**Question:** Why are you running for governor?

**Answer:** Minnesota is headed in the wrong direction with Mark Dayton as governor. We need the right kind of leadership. We need a leader who understands, above all else, how to create jobs and grow the economy. Someone who will reform state government, who will take a fresh look at most everything government does and ask, "Why are we doing this?" Someone who views government's role as working to better people's lives, not run them. I've spent my life in business. I'm not a politician. I know I can bring results-oriented conservative leadership to our state so we promote job growth, improve education and more effectively help our citizens in need with a hand up.

**Question:** What issues will you be focused on as governor?

**Answer:** My top priority will be to make sure we create jobs, grow the economy, and bring back fiscal responsibility. In my business career, we saved and created jobs and I know that experience will serve me well as governor. If we pursue the right policies in Minnesota, we can get the economy going and make businesses comfortable with growing and expanding in our state.

Through a combination of hard work, a good education and a little luck, I've had some success in life. I want to make sure as many Minnesotans as possible have that same chance for success, no matter where they started in life.

**Question:** How would you, as governor, create more opportunities for the Latino American community?

**Answer:** In 2012, Minnesota had the largest Hispanic education achievement gap in the country. That's embarrassing and it will change when I'm governor. A quality education is crucial to achieving success in our state and in our global, knowledge economy, and we need to make sure that our schools aren't failing our Latino citizens. We need to get better education results for students and parents. As governor, I will put in place measurable goals, reward our best teachers, reduce burdensome administrative costs, and give parents more choices.

In addition, Latino-owned businesses make up an increasing number of new small business. The tax and regulatory agenda just passed by Governor Dayton and the legislature will make it extremely difficult to grow or expand a business here in Minnesota. In fact, according to a recent survey, Minnesota is last in new business start-ups. That's destroying opportunities for thousands of Minnesota families. While we need sensible regulations, we need to eliminate unnecessary red tape.



Candidate for governor, Scott Honour

## Healthcare And The Exchanges

By Jose Villa, Sensis Agency, Los Angeles, CA

In the coming months, implementation of significant portions of the Affordable Care Act (also known as "ACA" or "ObamaCare") will begin. Specifically, the individual health insurance exchanges ("Exchanges") run by the states and the Federal government will launch in October, and next year the individual mandate requiring all individuals to have health insurance will be the law of the land.

As things heat up with ACA implementation, a lot of attention is being given to Hispanics. While some of that attention is driven by politics (based on the significant impact Hispanics had on the results of the 2012 election), most of it is being driven by market realities. Specifically, three characteristics of the Hispanic population:

- The Hispanic population is large and growing - totaling over 51 million
- Hispanics are young – the median age of Hispanics in the U.S. is 28 (compared to 37 for the general market)
- Many Hispanics are uninsured – 30.7% of all uninsured in the U.S. are Hispanics, totaling 15.8 million

Hidden in this demographic data is the strategic importance of getting uninsured Hispanics to participate in the Exchanges. Since Hispanics are younger and therefore healthier, they are an important population from a risk perspective. If lots of currently uninsured, relatively younger and healthier Hispanics participate in the Exchanges, they will bring down the risk pool from an actuarial perspective. That means they make lower cost health insurance for relatively older, less healthy populations more economically feasible. Some say the success of ACA depends on the heavy participation of Hispanics.

Now this is much easier said than done. This attractive Hispanic "Young & Healthy" population is made up of a lot of men... a lot of Hispanic men with an "invincible" mentality. We've seen in countless research studies quotes from this segment of Hispanics to the tune of "I'm young... I won't get sick. Why pay if you never get sick?" Add to this the confusion that many Hispanics face when dealing with a U.S. healthcare system. Again, healthcare vets will tell you that the U.S. healthcare system is particularly bewildering to many Hispanic immigrants (not to mention the broader population).



Jose Villa

There is a prevalent mindset among many Hispanics that private health insurance is too expensive for them to afford. There are also cultural barriers to the idea of health insurance – a common misconception among Hispanics is that insurance is something you buy only when you get sick.

While these challenges are significant, there is a path to success with Hispanics and healthcare. Here are a couple of things to keep in mind:

- Segmentation is critical – formative research to segment your Hispanic audience is critical. When it comes to healthcare, Hispanic men and women behave differently, driven by different motivators
- Understand that you will be undertaking a behavior change program, not unlike public health campaign to get people to exercise more, not smoke or eat differently
- Digital is key – the Exchanges will be online, so your marketing has to align with the product.

## Yessica Santana: Century College Latino American Advisor Coordinadora para Estudiantes Latinos en Century College

A new member has joined the Multicultural Student Center at Century College. Yessica Santana is the new Latino Student Services Coordinator, Recruiter, and Advisor at the campus. Her role is to provide culturally sensitive programs that foster and promote academic and personal success for Latino students. Her goal is to create a strong support system for Latino students where they can feel connected and welcome.

Yessica has been involved in the planning and implementation of many educational conferences, camps, and fairs throughout her career. She plans to use her experience to bring families and students to campus to learn about the variety of Century College programs and degrees, which can lead directly to employment or transfer to a four year university.

Century College offers students:

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- Support Services

Century College students feel that a Century College education provides a great return on investment. If you or your student is interested in learning more about Century College, the application process or would like to visit the campus, please contact Yessica at 651.747.4089.

Century College. Your Bridge to Success.

Un nuevo miembro se ha unido al Centro Multicultural de Estudiantes en Century College. Yessica Santana es la nueva Coordinadora y Asesora de Servicios Estudiantiles para Latinos en el campus. Sus responsabilidades incluyen, entre otras cosas, generar programas culturales que promuevan la excelencia académica y crecimiento personal de estudiantes latinos. Su objetivo es crear un sistema sólido de apoyo para los estudiantes latinos que les permita sentirse conectados y bienvenidos.

Yessica ha estado involucrada en la planeación y ejecución de numerosas conferencias, campamentos, y ferias educativas a lo largo de su carrera. Ella planea utilizar su experiencia para relacionar a las familias y estudiantes con Century College. De esta manera, ella busca ayudarles a conocer la gran variedad de programas y títulos universitarios con los que pueden conseguir un empleo de manera inmediata, o transferir su avance académico a una universidad de cuatro años.



Yessica Santana

Century College ofrece a sus estudiantes:

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Los estudiantes de Century College están seguros que la educación que reciben en el colegio es una gran inversión. Si usted o su hijo están interesados en aprender más sobre el colegio, el proceso de admisión, o si desea visitar el campus; por favor comuníquese con Yessica Santana al 651.747.4089.

Century College. Su puente hacia el éxito.

## Planning Moves Forward for the National Museum of the American Latino

By Richard Aguilar

News from Washington D.C. is that the planning of the National Museum of the American Latino (NMAL) is moving forward. Our Minnesota Latino American community can play a role of supporting the building of the museum and raising funds for the project. We are ready to join in the effort and plan to form "The Friends of the Museum, Minnesota Chapter." A meeting will be held in September in Saint Paul, where we will be getting an update on the Museum planning and how we Latino Americans in Minnesota and our supporters can be involved in this historic project. We want to thank supporters in advance for offering to help host this informational meeting and reception. If you are interested in learning more, you can contact Aguilar Productions.

Today, we thank Senators Robert Menendez, Harry Reid, and Marco Rubio and Representatives Xavier Becerra and Ileana Ros-Lehtinen for reintroducing the Smithsonian American Latino Museum Act in 113th Congress. This bill will give the future Smithsonian American Latino Museum a home in the historic Arts and Industries Building on the nation's front yard, the National Mall in Washington, D.C.

Senator Rubio said, "Authorizing the use of federal land on the National Mall is an important step in laying the ground work to establish the American Latino Museum. This will be an enduring monument as much to the people who have found opportunity and refuge in America as it is a tribute to our exceptional country that has always welcomed people and helped them realize their dreams like no other place in human history. At a time when our nation faces major economic and fiscal challenges, I am pleased that this effort will not rely on taxpayer dollars and that this bill will encourage private fundraising efforts to make it a reality."



Senator Marco Rubio

## Tecnología y Educación Una rápida mirada a lo que vivimos y viviremos

Por Luisa Fuentes-Tuel

Como en todo quehacer humano los sistemas siempre son reticentes al cambio. Dentro de estos, los sistemas educativos también se caracterizado por una gran resistencia al cambio, sin embargo en nuestros días el uso de las nuevas tecnologías de la información y la comunicación (TIC) son un hecho que seguirá creciendo y con ello se irán instaurando nuevos paradigmas de enseñanza y aprendizaje en los diferentes niveles de educación. Las nuevas tecnologías informáticas y de la comunicación están produciendo nuevas relaciones entre la sociedad, los centros educativos y la familia. Asistimos a retos nunca antes planteados: ¿Cómo hacer frente a estos nuevos cambios?, y ¿Cómo hacer para que estos cambios operen en nuestras vidas de manera positiva?

Existen diferentes motivos que son la causa de estos cambios: la desaparición de la escuela tradicional para convertirla en uno de los ejes de nuestra sociedad; el dominio de una economía de mercado que actualmente domina no menos del setenta por ciento de la población mundial; la globalización de mercados, con la consiguiente desregulación de los mercados de capital y de trabajo.

Todos estos elementos, en constante cambio, redefinen un nuevo perfil laboral para el trabajador de hoy, ya que a este le urge actualizar su formación al ritmo que cambian las tecnologías y las nuevas formas de producción y de servicios. Por otro lado estamos viviendo, cada día en procesos más acelerados, ciclos cada vez más cortos de innovación tecnológica, entre las que destacan los que corresponden a biotecnologías, las tecnologías de la información, de la comunicación y el entretenimiento. El acceso al procesamiento y distribución de la información, incluida la comunicación y su influencia en los sistemas educativos, es un fenómeno imparable y que redefine radicalmente todo lo que en nuestra cultura conocemos y valoramos. Lamentablemente, estos cambios afectan de manera muy diferente a los países en todo el orbe. Mientras que los países ricos imponen sus condiciones y estas condiciones favorecen a sus ciudadanos convirtiendo estas tendencias en ventajas para ellos, en los países pobres, estos no pueden competir en este modelo y perciben esta perspectiva como una constante y gran amenaza para su desarrollo. Inclusive, dentro de los países ricos, los cambios mencionados afectan de manera diferente a los diferentes niveles de la población.

Los cambios sociopolíticos y tecnológicos de comienzo de siglo están reestructurando una nueva situación social en la que se plantean nuevos modelos de interacción basados en la producción transnacional, acceso masivo al conocimiento y economía multinacional. Estos nuevos modelos exigen un replanteamiento de los modelos de capacitación y educación para hacer frente a las nuevas necesidades del mercado laboral. A este modelo lo podemos denominar "aprendizaje a lo largo de la vida".

Son varias las razones que definen a este nuevo modelo. Tenemos los cambios en las expectativas de vida y la estructura de edad de la población, que representa un incremento del periodo productivo de la población adulta; las necesidades de la economía de la globalización hacen que la producción sea cada vez más dinámica con el consecuente cambio en las estructuras de producción; la influencia de las tecnologías de la información y la comunicación están cambiando las economías y su organización; los ciclos de innovación tecnológica son cada vez más cortos y aparecen nuevas profesiones y categorías de trabajo que no existían hace unos años; las personas tienen que adaptarse al mercado y aprender nuevos conocimientos y habilidades. Dentro de este nuevo panorama, la dimensión educativa se enfrenta a cambios paradigmáticos constantes tanto en la educación escolar, pero sobretodo en la educación superior, a fin de preparar a los nuevos profesionales para una sociedad cada vez más global y tecnológica.

El nivel de utilización de tecnologías de la educación ha crecido muchísimo con el desarrollo de nuevas tecnologías y con el avance de nuevos descubrimientos científicos. Existen hoy diversos equipos y accesorios que ayudan y replantean otras y nuevas formas de interacción al interior de las escuelas y universidades. El alumno cada vez es más protagonista de su formación, debido a la amplia gama de información que ahora está a su alcance. Los maestros, van dejando de ser directores y guías educativos para convertirse en facilitadores de los procesos formativos; la educación abandona el modelo estructuralista clásico para convertirse en un sistema altamente dinámico con procesos cada vez más tecnificados de aprendizaje. En el siglo pasado la forma era agrupar a los alumnos en las escuelas para enseñar a todo un grupo por igual. Actualmente se organiza al alumnado de maneras diferentes: se mantiene el grupo clase como unidad de aprendizaje, pero también se organizan pequeños grupos,

e inclusive hay sistemas que priorizan la educación individual. Ahora se considera a cada alumno diferente de los demás con sus particulares habilidades de aprendizaje, con distintos niveles de conocimientos y estilos de aprendizaje.

Finalmente, todas estas nuevas tecnologías han hecho que se produzcan cambios en: las metodologías de aprendizaje; en las relaciones alumno-maestro; en la organización de los centros educativos, cambios en la acreditación de los conocimientos; en la manera de enseñar y aprender, etc.

El panorama de la influencia de la tecnología en la enseñanza es complejo y no tenemos una visión clara de lo que pueda acontecer en un futuro mediano. Hay muchas razones a favor de su uso, pero también hay muchas opiniones en contra. Corresponde a los padres, a las escuelas y a la sociedad en su conjunto evaluar el impacto que estas nuevas tecnologías producen al interior de sus instituciones educativas. No hay que dejar de considerar que cada comunidad es independiente y diferente, por lo que los ajustes y prevenciones ante este nuevo entorno deben ser hechas a la medida de cada realidad específica.

Si tiene alguna pregunta sobre este artículo o desea información con respecto a Rayito de Sol Spanish Immersion Early Learning Center NAEYC accredited program contacte a Luisa Fuentes-Tuel a [rayitodesolpreschool@gmail.com](mailto:rayitodesolpreschool@gmail.com)



Luisa Fuentes-Tuel

### Creative Arts Camp

**[Saint Paul, MN]** – First Covenant Church of Saint Paul and The Saint Paul Covenant will present Creative Arts Camp taking place at First Covenant Church of Saint Paul on August 5-8, 2013 from 2 to 5pm and will conclude with a Celebration, Arts Gallery and Showcase on Thursday, August 8 beginning at 5:30pm at the Phalen Park Picnic Pavilion and Amphitheater.

Creative Arts Camp is for students entering 1st through 8th grades, designed to provide these young people a safe and fun place to explore creative expression through visual and performing arts. Workshops will feature: mosaics, murals, music + drumming, hip-hop, zumba, salsa dancing and more! Cost is \$5 per day, but scholarships are also available.

Camp will run Monday, August 5 through Thursday, August 8 from 2 to 5pm daily at First Covenant Church of Saint Paul (1280 Arcade Street) with a closing Celebration and Arts gallery on Thursday, August 8 at 5:30pm at the Phalen Park Picnic Pavilion and Amphitheater (1600 Phalen Drive)

Through Creative Arts Camp, First Covenant Church of Saint Paul and The Saint Paul Covenant strive to offer children and youth a safe and fun atmosphere to build self-confidence and self-worth, foster positive interactions between peers, develop leadership skills for youth and to provide opportunities for students to express themselves through visual and performing arts. Funding for this camp is provided by the Youth Philanthropy Fund of The Minneapolis Foundation.

To register online, visit <http://first-covenant.org> and click on the Creative Arts Camp logo or call the church office for a registration form at 651-774-0344.

#### First Covenant Church of Saint Paul

Contact Information:  
Carmen Robles  
651-774-0344  
[creativeartscamp@first-covenant.org](mailto:creativeartscamp@first-covenant.org)

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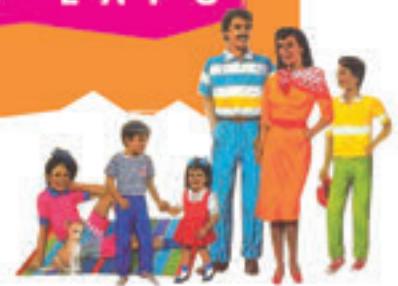


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## Get Tested for Diabetes

By Vangelina Ortega

Vangelina Ortega tells her story, and asks you to do two things: Sign an organ donation form. And get tested for diabetes — especially if you are a person of color.

Twenty-seven years ago, at the age of twenty-four, my kidneys failed because of lupus, an autoimmune inflammatory disease. Lupus causes joint swelling and chronic fatigue. For some people, including me, it also causes kidney failure.

When your kidneys fail, you have two choices: dialysis or a kidney transplant. I must attend a dialysis clinic, where I am hooked up to an artificial kidney (a filter machine) by means of two one-inch-long needles, three days a week for four hours at a time. This procedure cleanses my blood of toxins and excess water, and that allows me to breathe better and have more energy.

I dialyzed for eight years before receiving my first kidney transplant on January 17, 1997. That transplant gave me a pain-free life and energy to share my life with family, friends and community — for ten years. Then, five years ago, my body rejected the transplant, and I had to turn again to the regimen of dialysis.

I believe I have mastered the art of living on dialysis.

Each dialysis “run” leaves me feeling exhausted and consumes all my energy for the entire day. Besides the three days of dialysis, there are two days of the business week to do all the other business of life: work, appointments, errands, housework etc. Then there is the weekend that I use for rest, entertainment and religious functions. I learned time management by necessity! I also learned to ignore the ever-present possibility of failing catheters, potassium imbalances and anemic red blood cell counts that would cause a break in the flow of my activities.

I know I am not alone.

Today there is an average wait of five years for a transplant. In 1997, the wait was three years. Of course, this is average, for patients who match the general population. Multiple factors make my wait longer.

My parents are both from Puerto Rico and I was born in New York City. Hispanics, who

are the fastest growing racial group in the United States, are twice as likely to develop kidney failure as non-Hispanic whites, largely due to the increasing prevalence of diabetes mellitus in the Hispanic population, according to an article in the Journal of the National Medical Association.

The increase in the national waiting list time is directly related to the increase in diabetes in the entire U.S. population and even more so in Hispanic communities. Susan Johnson BSN, RN, CNN of Fresenius Medical Care states that about 40 percent of patients with diabetes will go on to need dialysis at some point. The reverse is also true. Kidney patients have a propensity to become diabetic.

According to the American Diabetes Association, there are 25.8 million people in the United States, or 8.3 percent of the population, who have diabetes. About seven million of these people don't know they have diabetes, because they have not been diagnosed. Seven million individuals go undiagnosed. The American Association for Diabetes states that every 17 seconds, someone is diagnosed with diabetes, and diabetes causes more deaths a year than breast cancer and AIDS combined.

I also have an O blood type and many antibodies that make securing a kidney match difficult. Six individuals have gracefully submitted to testing to see whether they were a possible match. They were friends, family, and friends from my congregation. My son and mother were among those who were tested, but to no avail.

All of us, and especially Hispanic communities, need to awaken to the change that must occur. Education about organ donation and diabetes awareness is needed in our communities. If more people become organ donors, the wait time would be reduced. I urge everyone to test for diabetes and to become an organ donor simply by marking it on your drivers' license, on a notarized note in wallet, or on your health directive.

According to an article in the Journal of the National Medical Association, “Hospitals that serve minority populations have been reported to have the lowest organ procurement rates.” Part of the issue here is lack of information provided to patients and their families about the procurement process, and to overworked social workers and lack of culturally sensitive marketing materials.

Meanwhile, I continue with my regimen and live my life with prayer, entertainment and growth.

## Neck and Brain Injuries: Exercise to Strengthen Your Neck



By Michael Gonzalez-Wallace

Neck pain is one of the most feared injuries reaching as many as two-thirds of the population of having some form of serious neck pain at some point in their lives.

Neck pain is caused mainly for aging, bad posture either when seating, in front of the computer, walking or even sleeping. Stress, Anxiety, Muscle tightness, cramps and stiffness are minor symptoms that can lead to a more recurrent and serious neck problem. That is why this week exercise will target those muscles supporting the neck improving flexibility, strength and posture alignment.

From a standing position and holding a towel between both hands at a shoulder width level. Raise the towel overhead and pull it back to the point of maximum tension, (you feel tension but not too much) then lower the towel all the way down to the back of your shoulders and return to its original position. This is one rep. Beginners can do it 15 times 3 sets and More Advanced 25 reps 5 sets.



El dolor de cuello es una de las lesiones más temidas que afectan hasta dos tercios de la población de sufrir con algún tipo de dolor de cuello grave en algún momento de sus vidas.

El dolor de cuello es causada principalmente por el envejecimiento, la mala postura al sentarse o bien, estar en frente de la computadora, caminar o incluso dormir en mala posición. El estrés, la ansiedad, tensión muscular, calambres y rigidez son los síntomas menores que pueden conducir a un problema en el cuello y en la espalda mucho más grave. Es por eso que esta semana me centrare en el ejercicio de los músculos del cuello mejorando la flexibilidad, fuerza y la postura

En posición de pie y sosteniendo una toalla entre las dos manos a un nivel anchura de los hombros. Levante la toalla encima de la cabeza y tira de ella hasta el punto de máxima tensión, (usted siente la tensión, pero no demasiado) y luego bajar la toalla hasta el final a la parte posterior de los hombros y volver a su posición original. Esto es una repetición.

Los principiantes pueden hacerlo 15 veces 3 series y más avanzados juegos de 25 repeticiones 5.

## Two Local Health Centers Receive \$500,000 in Grants from the GE Foundation



From left to right: Steve Knutson (the CEO of Neighborhood HealthSource), Joe Buske (CFO of Southside Community Health Services Inc.), and Bill Tendle (CEO of Southside Community Health Services, Inc.)

Access to primary medical care may become easier for local uninsured and underserved populations, courtesy of \$500,000 in grants that have been awarded to two community health care centers from the GE Foundation.

Neighborhood HealthSource and Southside Community Health Services, Inc., both in Minneapolis, were awarded the grants from the GE Foundation as part of the GE Developing Health™ program, which provides funding and support to non-profit health centers across the country. A sizeable volunteer program, to be staffed by GE employees, accompanies the grants.

“We believe our new partnership with GE along with the company’s business knowledge and volunteer support, will only enhance the number of people we can serve and ultimately improve health outcomes,” said Bill Tendle, Executive Director and CEO, Southside Community Health Services, Inc.

“GE employees in the Twin Cities have a strong commitment to volunteerism and improving access to health in the communities where we live and work,” said Deborah Elam, Vice President and Chief Diversity Officer, GE. “We look forward to working with these two health centers and supporting their mission in the Minneapolis community.”

Southside Community Health Services, Inc. and Neighborhood HealthSource are the first two community health centers in Minnesota to be selected as part of the GE Developing Health initiative. Since it was started in 2009, Developing Health has expanded to 37 cities, supporting 108 health centers with \$38.9 million and 106,000 community service hours.



Bill Tendle



Southside Community Health Services staff and leadership

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## The Farmers Market Is Your Oyster

By Amalia Moreno-Damgaard

Barbecue season is upon us! Outdoor activities are more fun when we share them with family and friends. This summer, live on the edge with easy, healthy, and delicious cuisine.

The farmers markets are in full swing and the fresh fruit and vegetable bounty is plentiful. Make a fun activity out of visiting a local market and pick seasonal produce that you can make into healthy, quick and scrumptious meals. Your efforts will produce a fresh, more nutritious and delicious feast for the eyes as well as the palate.

What is in season this summer? For starters, corn, tomatoes, a variety of greens, radishes, red and golden beets, berries, micro greens, pea shoots, green beans, herbs, arugula, kale, Swiss chard, head lettuce varieties, spinach, asparagus, fresh mushrooms, baby bok choy, cilantro, carrots, rhubarb, spring greens salad mix, nettles, spring onions, cucumbers, turnips, starter herb plants, and more! With this fresh assortment of locally grown organic produce so easily available, who can afford to not take advantage of it? Fresh organic and unprocessed food is cleaner and better for you, as well as for the farmers and the community as a whole.

Most fresh foods taste delicious without doing much to them. My motto in the kitchen is to make succulent and healthy meals swiftly and efficiently. We all live busy lives and must make use of time in the kitchen as quickly as possible. Contrary to some beliefs, eating fresh meals is easier and in the end less expensive as it translates into a healthier you. Adopting a fresh eating lifestyle can have a very positive impact not only on your health, but also on the waist of the entire family. Lead by example and they will follow.

Below is a delicious recipe that you can make in minutes with minimal effort. For every fresh item on the list above there's a way of retaining a great deal of nutrients and crunch by simply making salads dressed lightly with lime or lemon, seasonings and fresh herbs, and combined with grilled lean proteins. Alternatively, make side dishes by sautéing vegetables of choice in olive oil and garlic, or steam and top vegetables with a little seasoned herbed butter. Balance your menu with fresh seasonal fruits for dessert. The farmers market is your oyster!

### ENSALADA DE REMOLACHA CON SAL DE MAR



Fresh beets with onion, lime and sea salt

I grew up eating this salad at home. My mother used to make plates with pan roasted pork chops, steamed potatoes topped with seasoned butter, and fresh beets salad. The combination is superb.

Makes about 2-3/4 cups

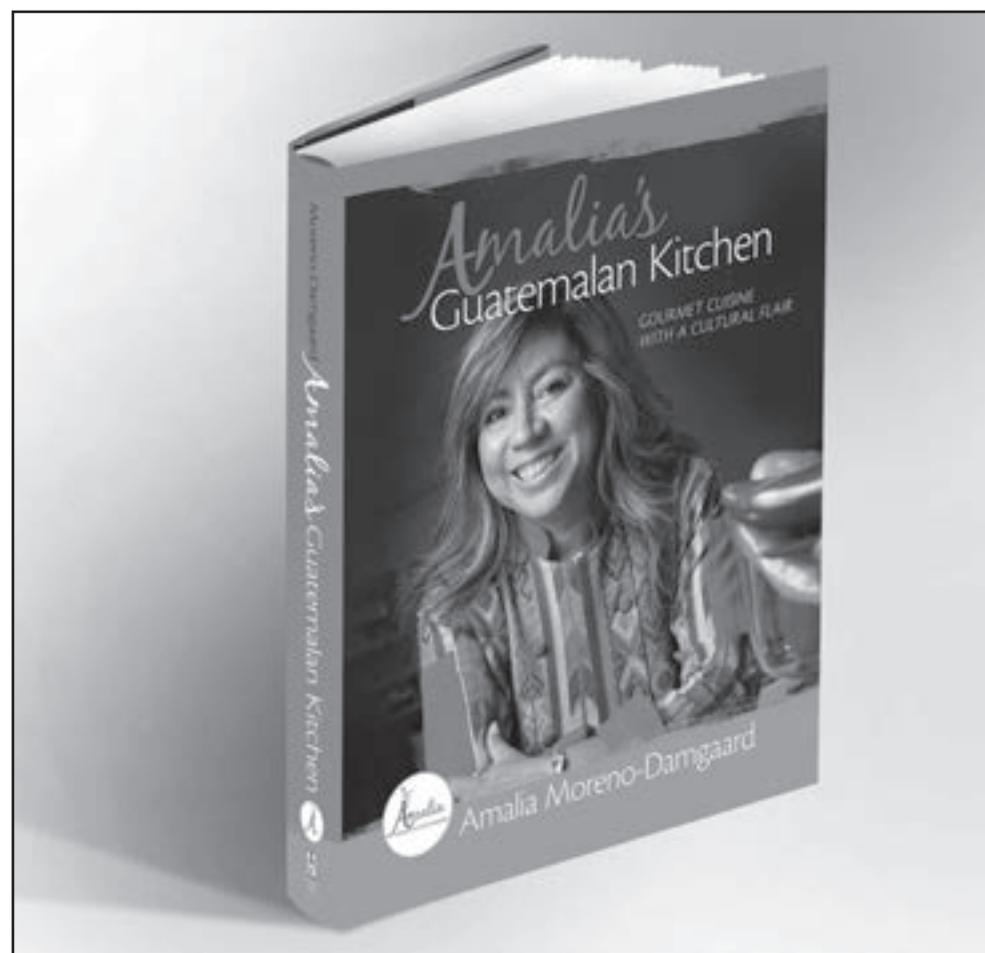
3 medium fresh beets, stalks removed, washed, left whole

1/3 cup freshly squeezed lime juice or substitute with champagne or white wine vinegar

1/4 cup yellow onion, julienne

Sea salt and freshly ground black pepper to taste

1. Cook beets in a medium saucepan completely submerged in cold water. Bring to a boil and then lower the heat and cook until tender, about 40 minutes. Transfer the saucepan to the sink and under running cold water; allow the beets to come to a lower temperature. With your bare hands, peel the beets by squeezing gently while still submerged in the cold water. Transfer to a cutting board.
2. Slice or dice the beets and transfer to a medium bowl. Add the lime juice, onions and season with salt and pepper. Serve immediately, or allow them to sit in the refrigerator until needed.



### Amalia's Notes:

Serve alone as a side or as a nice topping for a salad.

To roast beets in the oven, rinse and pat dry. Rub with a little oil and place in a baking sheet and bake at 400°F until soft, but not mushy, about 30-40 minutes.

### About the cookbook:

Enjoy fresh, simple, and authentic Guatemalan cuisine—right from your own kitchen!

Amalia Moreno-Damgaard, a Guatemalan-American Chef classically educated in the French culinary tradition, shares 170 of her favorite Guatemalan recipes for every occasion in her first cookbook aimed at home cooks. The healthy, quick, and easy gourmet dishes provide the perfect way to explore a fascinating culture that dates back to the ancient Mayan civilization.

Amalia's delicious, zesty recipes come alive with step-by-step instructions, helpful techniques and hints, personal stories, exciting suggestions for recipe variations, vegetarian and gluten-free options, and cultural insights behind the cuisine.

Whether you are a chef expanding your repertoire, a Guatemalan embracing your roots, or a food lover who just enjoys a unique and delicious meal, Amalia's Guatemalan Kitchen will make your heart and your taste buds dance!

Award-winning cookbook author and Chef Amalia Moreno-Damgaard has a passion for fresh and healthy eating and combines her culinary savvy and business skills with gourmet cuisine to create a platform to educate others about cultural synergies in Latin America. Her cookbook, *Amalia's Guatemalan Kitchen*, is the winner of four national and regional awards. For more information please visit [AmaliaLLC.com](http://AmaliaLLC.com).



## The New Majority

By Jose A. Segarra

When the word Multiculturalism comes up in conversations, it draws a wide arrange of thoughts. The word itself refers to the ideas or policies that promote cultural diversity to the demographic make-up of a specific neighborhood, city or nation. Dwellers of cosmopolitan regions of the country are constant witnesses of the ethno-cultural evolution happening before our eyes. Because of multiculturalism, the general population and the ethnic groups are changing significantly. Ingrid Otero-Smart received the Hispanic Marketing Achievement award for her leadership in the development of the Hispanic marketing industry and Ed Cantu received the Achievement in Hispanic Marketing Research award for his leadership in developing disciplines in the Hispanic Marketing Research Industry.

The fact is that the United States have forever welcomed the peoples of the world who have come into the country bringing a defining sense of multiculturalism. These influences are a huge factor in the shaping of the new social, political and economic landscape. At the same time, the interest of American businesses in the global markets to successfully take advantage of global operational differences, similarities and opportunities; have also created a co-dependency with international cultures that has helped reshape the way we understand multiculturalism.

Here are a few facts that business leaders (in financial services, healthcare, telecom, entertainment, retail and automotive) have paid attention to.

- Numerically, the US is being transformed. The latest census data clearly indicates that 114 million minorities live in the US.
- Close to 50% of students in kindergarten through 12th grade are minorities.
- The assimilation of Asians and Hispanics is happening faster today than it did for Poles, Irish and Italians arriving in America at the turn of the 20th century.
- Nine US counties in five states saw their minority populations surpass 50% last year. They were: Sutter and Yolo in California; Quitman in Georgia; Cumberland in New Jersey; Colfax in New Mexico; and Lynn, Mitchell, Schleicher and Swisher in Texas.
- Four states: Hawaii, California, New Mexico and Texas, as well as the District of Columbia have minority populations that exceed 50%.

Multiculturalism inevitably makes us think of immigration, but the reality is that immigrants are not the sole source of ethnic growth in the United States. As a matter of fact,

US Census data estimates released in 2012 shows that over 50% of children born in the U.S. were born to minorities. Census data also report that 92% of African Americans, 66% of US Hispanics and 33% of Asian Americans living in the US were born in the US. Ethnic young people who are born in the US are more likely to be bicultural, or even multicultural, in terms of taste or lifestyle. They grow surrounded by American culture but are still very much influenced by their parent's heritage and that of the other many races and ethnic groups they interact with on a daily basis.



Jose Segarra

This bicultural evolution that we are witnessing on our societies has two contributing factors: (1) the fact that minorities are numerically too large to be overlooked, and (2) the fact that the general population has become much more receptive to multiculturalism. Instead of ethnic segments assimilating into the mainstream American culture, they are reshaping it.

Think "The Sofia Vergara Effect". Sofia Vergara is a Colombian born actress residing in LA. Sofia's work in both Spanish and English language TV, theater and movies has earned her international recognition. Here in the US, she endorses product lines with English and Spanish, endorsements and ads that reach beyond the traditional Hispanic marketplace.

In conclusion, multiculturalism is happening before our eyes, and we all play an important role in how we handle it for the betterment of our society. By the year 2043 non-Hispanic whites will no longer be the majority. This will lead way to the multicultural society to become what we call The New Majority.

For more information please contact:

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www.ethnictechnologies.com

## Hispanic Mobile Research – Mobile Advertising to Hispanics

Considering mobile advertising to Hispanics? Good idea... but pick the right target group.

It's been widely documented that the adoption and use of mobile phones in the Hispanic community is as strong or stronger than any other segment of the population.

But how does that translate into using the technology to market to or support the sale of products to Latinos? Interestingly, it's a mixed bag.

In a June 2013, ThinkNow Research conducted a nationwide survey on mobile phone use in the Hispanic community. The 500+ respondents were a cross-section of the U.S. Hispanic population as a whole. The study focused on three key issues:

- The use of mobile phones to help with the shopping experience
- The use of mobile phones to help friends/relatives with their shopping experience
- Attitudes toward mobile phone advertising

### Do Hispanics use their mobile phones to help with shopping?

Absolutely! In fact, more than 40% of Hispanics frequently use their phones to help with shopping, specifically in the areas of electronics, movies, grocery shopping and clothing. And asked if they've ever used their mobile phone to help, that number jumps to 75%!

As you might expect, the group that uses their mobile phones the most to help with shopping is the 18-34 year olds. What we did find very interesting was those who primarily spoke Spanish at home were the most active group on their mobile phones. Also, those Hispanics with household incomes of more than \$40k were significantly more likely to

use their mobile phones than those with lesser incomes.

### Do Hispanics use their mobile phones to help friends and relatives with shopping?

Yes, Hispanics use their phones to help others – at a rate of about 60%! And just like the general use of mobile phones for shopping, the strongest groups were the 18-34 year olds, those who primarily speak Spanish at home and those with HHI greater than \$40k.

### How do Hispanics feel about mobile phone advertising?

This was where it got really interesting!

On one level, the vast majority of Hispanics (74% overall) agreed that ads on mobile phones are annoying (but who doesn't?!). This was very consistent across all age groups.

However, the high-aculturated segment found it significantly more annoying than their low-aculturated friends... by 27%!

However, even though Hispanics find mobile phone ads annoying, there is still a big opportunity for advertisers (and mobile phone companies and service providers)!

According to a study conducted in early 2013, Hispanics are not only high on the U.S. economy, they've got the money to spend. And it looks like mobile phones as a sales and marketing channel will help them do just that!

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