

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

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**AMERICA CELEBRATES
MEXICAN TRADITIONS AND
FOODS**

CINCO DE MAYO - ST. PAUL, MINNESOTA

Americans Celebrate Cinco de Mayo and Enjoy Mexican Traditions and Foods

Cinco de Mayo should not be confused with Mexican Independence Day which is celebrated on September 16th. Cinco de Mayo is not a largely observed holiday in Mexico (with the exception of a few regions), but is much more popular in the United States. So, what is Cinco de Mayo? The short answer is that it celebrates the defeat of the French Army by Mexican soldiers at the battle of Puebla. The real answer is that Cinco de Mayo is a uniquely Mexican-American holiday. It celebrates a change in the relationship between the United States and Mexico.

The end of the Mexican-American war in 1848, not only left a strained relationship between the two countries, but left Mexico deep in debt which grew through the years of civil war. Mexico borrowed money from European countries and eventually, these countries wanted their debts repaid. England and Spain entered the scene and left just as quickly, but France took advantage of their moment and decided to invade. As it turned out, Napoleon III was determined to conquer Mexico, set a Hapsburg prince on a Mexican throne, and rule over Mexico. Some argue that from Mexico, Napoleon wanted to aid the Confederacy in the U.S. Civil War. Exactly what role the French defeat at Puebla played in the U.S. Civil War is debatable, but if the French had supplied the confederacy more actively, the war could have been longer, harder and much bloodier.

When the Mexican Army defeated the first invading battalion they were greatly outnumbered and faced with a technologically superior force making the triumph all the greater; the reason it is celebrated today. Ironically, this battle did not end of conflict between Mexico and France, but was just the beginning. French forces returned a year later in larger numbers and took control of Mexico placing the puppet Maximilian in charge of Mexico. The people of Mexico resisted and once the Civil War ended in the United States, President Lincoln sent General Sheridan to supply the Mexican resistance. Many U.S. soldiers were decommissioned from the Union Army in Texas to join the Mexican Army. A battalion of U.S. soldiers marched in the victory parade in Mexico City when Maximilian was finally defeated in 1868. In honor of the aid provided by the United States, thousands of Mexicans crossed the border to join the U.S. military in the weeks after the attack on Pearl Harbor.



On The Cover
American Celebrates
Cinco de Mayo

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It is unfortunate that the real story of Cinco de Mayo remains lost to advertisers who see it as little more than an excuse to sell beer (Cinco de Mayo is now the second largest beer consuming day of the year just behind St. Patrick's Day). It is a celebration of the long relationship between the United States and Mexico, including years of cooperation, and the hope of a future where two neighbors can set aside their differences and work together.

So celebrate Cinco de Mayo by remembering why we celebrate it and with a nod to Mexican traditions and foods. Put together a great molé or a traditional carne asada and enjoy the Mexican Grill.

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Walks for Her Dad and Her Brother





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Aida, center with her father Jose and mother Aida

By Aida M. Piñero

The Heart Walk has been a personal effort to honor my father José M. Piñero. It is hard for me to express that my dad survived a stroke in his 40's and as a result he was in a wheel chair for 11 years. In his 50's he passed away but I do know my father is always with me in spirit. Also, my brother Jose Piñero had heart problems (atrial fibrillation) a few years ago and we have been concerned and watching him closely and finally our colleague William Peterson had a long journey this past summer with open heart surgery.

It is extremely important to support everyone who has been impacted by heart disease and make a difference. It reminds me of people who struggle with disabilities, cancer, diabetes, and many other struggles we go through in life. If we are able to walk it is just a blessing. That is why each day is a gift and we have to do our best in everything we touch, something as simple as putting a smile on someone's face or just being thankful for what we have. Also, I learned how many people have been impacted by heart disease. We are not in this journey alone!

In 2012 it was the first year I walked with the U.S. Bank team. In 2013 I participated in the Twin Cities Heart for the first time and raised \$9,62.89 and as team we raised \$11,336.89. In 2014, we are looking to do our best and support the American Heart Association and friends however we can!

Diversity at Heart!

I am walking in memory of my dad and for those who have been impacted by heart disease.

Please support me with a donation. Follow this link to my personal page where you can make a secure, tax-deductible online donation. <http://s.heartwalk.org/16e17R9>

U.S. Senate Candidate Monti Moreno: His American Experience

Monti Moreno was born on the west side of St. Paul, then grew by the McDonough Housing projects, in one of the poorest neighborhood in St Paul. Monti was the 7th out of eight children, and lived in a two bedroom house with 10 family members, one bathroom and no shower. Despite this poverty, his mother and father taught Monti about pride, getting a good education, working hard, and loving his country. These values have been so important to Monti and have shaped his life and future. As a teenager Monti excelled in sports including football, basketball, and boxing. In boxing, Monti won multiple St. Paul Golden Glove Championships in the light heavyweight division. "Boxing taught me so much about discipline, dedication, and being able to appreciate victory and handle defeat," Monti stated.

Monti dreamed of being a business owner and he made it happen. He owned a hairstyling salon, commercial real estate, and a marketing business. Monti has been a family farmer and is currently raising American bison for over 13 years on their family farm in Washington County. It was his involvement in business that gave Monti the idea to run for political office. Monti embraced conservative values and decided to run for the U.S. Senate as a Republican candidate in 1996 and ran a spirited race but did not get the endorsement at the Republican convention. Monti explained that "running for U.S. Senate was my American Experience. That a poor kid from St. Paul could run for the U.S. Senate, only proved to me that this is the greatest country in the world." Monti is running again in 2014 and in his press conference to announce his campaign stated that "I can't stand by and watch the the country I love being destroyed by the current administration."

Monti was a co-founder of a 501c3 non-profit organization called Wigs Without Worry. This organization was started to purchase and provide free or low cost wigs for cancer



U.S. Senate Candidate Monti Moreno

patients. His fundraisers raised over \$250,000 a year. Monti went to New York and negotiated deals to purchase high quality wigs from manufacturers at greatly reduced cost. Monti's mother Julia died as a complication of cancer, and Monti has always felt he needed to serve and give back to the community.

Monti married his wife Nancy in 1983 and they have been married for over 30 years. Monti is a father of five and a grandfather to four grandchildren.

Governor Dayton Appoints Peter M. Reyes to the Minnesota Court of Appeals



Peter M. Reyes, Jr.

By Deanna C. Pratt

Governor Mark Dayton announced the appointment of Peter M. Reyes, Jr. as judge on the Minnesota Court of Appeals. Mr. Reyes will be appointed to at-large seats, which will become vacant upon the retirements of the Honorable Thomas J. Kalitowski and the Honorable Terri J. Stoneburner on April 1, 2014.

"Mr. Peter Reyes will be outstanding addition to the Minnesota Court of Appeals," said Governor Dayton. The governor goes on to say that, "Mr. Reyes has had a very impressive legal career with Cargill; Robbins, Kaplan, Miller & Ciresi; and, now, Barnes & Thornburg. I am confident that Mr. Reyes will serve our state well."

Mr. Reyes is a partner at Barnes and Thornburg, L.L.P., where his practice focuses on all aspects of intellectual property and litigation in both state and federal court. Previously, Mr. Reyes was a senior intellectual property lawyer at Cargill, Inc., and, prior to that, was an associate at Robins, Kaplan, Miller & Ciresi. Mr. Reyes earned his B.A. from the University of St. Thomas and his J.D. with honors from the William Mitchell College of Law.

Additionally, Mr. Reyes is a former President of both the Minnesota Hispanic Bar Association and the Hispanic National Bar Association, and is currently on the Board of Trustees for the William Mitchell College of Law. Mr. Reyes resides with his family in Roseville, MN.

The Minnesota Court of Appeals handles most appeals from the final decision of the trial courts, state agencies, and local governments. It is composed of eight judges representing each of Minnesota's eight congressional districts and eleven judges serving in an at-large capacity.

Minnesota Faith, Agriculture, and Business Leaders Host Press Conference in Support of Immigration Reform

FOR IMMEDIATE RELEASE:

Molly Smith
612-345-1570

St. Paul, Minnesota – Immigration Reform organization, FWD.US, started by tech giants Mark Zuckerberg and Bill Gates, and Bibles, Badges and Business hosted a press conference in support of immigration reform featuring Kevin Paap, President of the Minnesota Farm Bureau; Rick Aguilar, President of Aguilar Productions; Reverend Herman Colon; Monti Moreno small business owner; and Bishop Lee A. Piché, auxiliary bishop of the Archdiocese of St. Paul-Minneapolis in room 181 of the Minnesota State Office Building.

FWD.us is an organization started by key leaders in the tech community to promote policies to keep the United States and its citizens competitive in a global economy—including comprehensive immigration reform and education reform.

Speaker Boehner and other members of the House of Representatives have recently stated that they have a comprehensive immigration plan but it will likely not be addressed until next year. We are calling on the Minnesota Federal Delegation to take up immigration reform. We know it is an election year, so let's get it done now before the election instead of putting it off until next year. Included in the proposed Republican principles is providing earned legal residency to undocumented immigrants and expansion of foreign worker programs, which would have an immediate positive impact on Minnesota's economy.

In a 2013 model, Regional Economic Models Inc. produced state-level results of the impact of the current proposed immigration reform, stating the proposed increase in the availability of H-1B visas would result in an estimated 1,000 new higher-skilled workers in the state of Minnesota. This would result in more than 3,800 new jobs in 2014, increasing to more than 7,100 jobs by 2020. The new jobs would generate \$212 million in additional personal income in the state in 2014, increasing to more than \$2.5 billion by 2045.

According to a study by the Minnesota Chamber of Commerce, in Minnesota alone, immigrants comprise seven percent of the state's population but nine percent of the workforce. In six industry sectors and 17 occupations, both higher- and lower- skilled, immigrants comprise more than one quarter of the workforce. Immigration reform would allow those numbers to climb in Minnesota.



Left to right: At the podium, Bishop Lee Piche, Kevin Papp, Monti Moreno, Henry Colon, and Rick Aguilar

¡ESPERANZA!

Por Gisella Arias-Olson

La neuro-ciencia en los últimos años ha demostrado los desastres que puede causar en la salud mental y física la falta de "esperanza". Se ha relacionado directamente con la depresión, casi siendo sinónimos. La Organización Mundial para la Salud (OMS) define la depresión como "un estado emocional de melancolía y tristeza que va desde un leve desaliento y desánimo hasta hasta sentimientos de auto-desvalorización y depresivos". De acuerdo al Instituto Nacional de Salud Mental alrededor de 15 millones de personas en la nación sufren depresión mayor.

La 'esperanza' es una virtud que conlleva a la salud mental. Es una actitud positiva que trae incontables beneficios a nuestra vida, por ejemplo las personas con esperanza suelen ser más exitosas personal y laboralmente; logran mejores resultados en lo que hacen. La 'esperanza' nos empuja a actuar, nos ayuda a tomar decisiones sacándonos de la apatía existencial. Los sentimientos que despierta la 'esperanza' son: entusiasmo, felicidad, confianza, nos hace más amables y amistosos.

Ahora bien, veamos que 'esperanza' no es sinónimo de vida sin problemas, obstáculos y adversidades, no mi querido(a) lector. Todos llevamos una cruz, todos llevamos una historia. La diferencia la hace que algunos cargan esa cruz con 'esperanza' y otros sin ella.

En este mes de abril recordamos la pasión de Cristo, las procesiones nos remontan a esa escena histórica donde Jesús de Nazaret con 'esperanza' cargó su cruz. ¿Pero qué 'esperanza' era esa? Era la misma que El desea que tú y yo tengamos, la 'esperanza de la resurrección'. Quienes lleven su cruz con esperanza saben que la cruz es solamente la vía para ver aquella situación ya muerta levantarse del sepulcro de la desesperanza y renacer en una dimensión en la que solo la fe por medio de la esperanza puede hacerlo. Retoma tu fe y deja la esperanza ser tu compañera de camino.

"Bendito el Dios y Padre de nuestro Señor Jesucristo, que según su grande misericordia nos hizo renacer para una esperanza viva, por la resurrección de Jesucristo de los muertos..." | Pedro 1:3

Pastora Gisella Arias-Olson sirve junto a su esposo y familia en la Iglesia de Dios Rios de Agua Viva



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From Mexico to Minnesota, Guardsman Finds a New Home

Story by Sergeant 1st Class Ashlee Lolkus and Staff Sgt. Patrick Loch

Photos by Staff Sgt. Patrick Loch

For one Minnesota National Guard Soldier, it was a meandering series of events that brought him from working nightclubs in Mexico City to chasing family and career obligations around the Midwest before finally becoming a full-time member of the Minnesota National Guard.

With the goals of finishing his education and starting a family, Staff Sgt. Cesar Garcia, the medical readiness non-commissioned officer for the Minnesota National Guard's 34th Combat Aviation Brigade, 34th Infantry Division, left his home country in 2000. He landed in Minnesota, where he attended Southwest Minnesota State University and earned his degree in communications, specializing in radio and television. He then spent the next four years working with KARE 11 in Golden Valley and CBS2 in Chicago, Ill., raising three kids along the way.

Once those stints in the television business ended, however, Garcia faced the reality that a career shift was on the horizon.

Turning his career path on its head, Garcia committed himself to becoming a firefighter in Chicago. By excelling throughout the application process, Garcia sat in the top five percent of his class of fellow applicants. However, when veteran's preference points came down, Garcia just missed the cut.

"I thought, 'what am I missing?'" Garcia said. "Whatever traits that were getting those vets jobs, I wanted."

And with that, Garcia began taking a serious look at the Minnesota National Guard. After making his decision, he chose to mirror his parents' careers – his father, a doctor, and his mother, a nurse, in Mexico City – by becoming a combat medic.

Again, Garcia pushed himself and, after three years working in the Minnesota National Guard's Office of the State Surgeon, he submitted an application packet, and was eventually selected for, a medical readiness NCO, Active Guard/Reserve position with the 34th CAB. For most people, the challenge of fighting for a job would have ended there, but as a Hispanic-American, Garcia had to continually fight the perception that he had been legitimately offered the job.



Staff Sgt. Cesar Garcia



"I believe in the best man for the job, which is why I got the job I have today," Garcia said. "But there are people who think I'm here to meet diversity goals, and I feel the need to prove that I was selected because of my merits."

For Garcia, those merits include embracing his heritage. He cited several examples of how being a Spanish-speaking Soldier has benefitted his unit, including in Croatia, where the similarities between the Italian-speaking Croatians and Garcia's Spanish allowed the two sides to understand one another. And, in combat medic school, where the Spanish language's Latin roots helped Garcia understand derivative medical terms, he was able to grasp concepts more quickly and help his classmates to do the same.

Garcia is now a United States citizen, and doesn't plan on returning to Mexico permanently anytime soon, but he does try to visit at least once a year to see family and friends. For now he is concentrating on his family here in Minnesota, and believes he made the right career choice and shares that belief with others.

"I encourage people to join the Guard," he said. "It's one of the most diverse places to work."

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 - 6:00pm Event Closes
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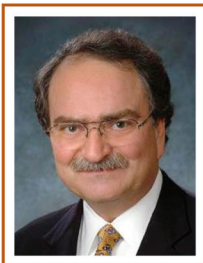


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For the Sake of Minnesota's Kids, It's Time to Put Politics Aside and Act

By Veronica Chapel

All parents want great teachers for their children. But as the current legislative session comes to a close, some Minnesota legislators are standing in the way.

Shockingly, Minnesota is one of only a handful of states left that forces school leaders to consider seniority over effectiveness when staffing their schools. This could mean that great teachers are removed from the classroom. Furthermore, studies show that this policy disproportionately impacts children of color.

We must change this harmful policy.

But that's not all that we need to change. No child should have an ineffective teacher for even one year. Research tells us that a student with an ineffective teacher can learn 50 percent less over a school year than one with an average teacher.

But having an ineffective teacher for two years in a row? That can have a devastating effect on a student, and should be prohibited by law.

That's why your voice is extremely important. We need you to remind legislators that you'll stand with them if they vote "yes" to support policies that ensure the best interests of kids—even in an election year.

Get involved. Contact your legislators and let them know they need to stand up for Minnesota's students!

It's not too late for lawmakers to find common-sense solutions, but time is running out. Legislators will cast their votes in the next hours and days, so they need to hear from you as soon as possible. By taking action, you can make a difference!

Get Involved With StudentsFirst Minnesota!

Email Veronica Chapel at Minnesota@studentsfirst.org and visit <http://www.StudentsFirst.org/Minnesota>.

Veronica Chapel serves as Field Coordinator for StudentsFirst Minnesota. Before joining StudentsFirst, Veronica worked on staff in the Minnesota Legislature and served in the Minnesota Army National Guard.



Veronica Chapel

Minnesota's 'Latino degree gap' Worse than Nation's



A national report on Latino college success in the U.S. says Minnesota, like the nation as a whole, has a large equity gap.

Exelencia in Education says 19 percent of Latino adults over 25 in the state had attained an associate degree or higher, compared to 42 percent of all adults, through the 2011-12 school year.

The group also says 32 percent of Minnesota Latino students graduated within 150 percent of program time for first-time, full-time freshmen, compared to 52 percent of all students. That 20 percent difference in graduation rate is worse than the national average of 9 percent, the study said.

Minnesota has the 28th-highest Latino population in the nation, the study said, with Latinos making up 7 percent of the K-12 population and 5 percent of the overall population.

Some national notes from the study:

- **Latinos continue to be much younger than the national and state populations overall.** Nationally, the median age for Latinos was 27 compared to a median age of 42 for white non-Hispanics.
- **Latinos' are a larger share of the K-12 public school population than they are of national and state populations overall.** Nationally, Latino youth represent 22 percent of the K-12 public school population and 17 percent of the U.S. population overall.
- **Latino adults have lower degree attainment levels than other groups.** Nationally, 20 percent of Latino adults had a post-secondary degree compared to 36 percent of all adults in the U.S.
- **The graduation rates for Latinos are lower than that of white, non-Hispanics.** Nationally, the gap in degree attainment between Latino and white non-Hispanic cohorts of first-time, full-time students was about 9 percent.

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Minnesota Twins Celebrate Diversity Day



Left to right: Carmen Robles, Carissa Ontiveros, Manuel Hernandez, Rafael Alvarez, Rick Aguilar, Maria Lopez, and Frank Mendez

By Rick Aguilar

The Minnesota Twins celebrated Diversity Day on April 15 with the 7 pm game with the Toronto Blue Jays. Hundreds of Twins fans, representing the diverse communities in the Twin Cities, Hispanics, Asians, African Americans, and Africans attended the game on a cold but festive night at Target Field. “We wanted to attend this game and thank the Twins for supporting Diversity and Miguel Ramos who leads the Twins Emerging Markets Dept. for his outreach efforts to our multicultural communities,” stated Carmen Robles who is director of Jovenes de Salud.

“Over the years the Twins, led by Twins President, Dave St. Peter and Emerging Markets Director Miguel Ramos have become one of the leaders in Major League Baseball for their efforts in diversity,” explained Rick Aguilar, President of Aguilar Productions. “The Twins don’t just talk about diversity, they practice it by providing equal opportunity for all cultures, including areas of employment, vendor utilization, philanthropic giving, and community relations,” Aguilar stated.

Over the years the Twins have been recipients of many awards for their diversity efforts including:

- Asian Media Access - Special Community Partner Award: This award was given to the Twins for showing our outstanding support the Asian community.
- El Consulado de Mexico - Recognition for Exemplary Contribution: The award was given to the Twins for our contribution in building bridges between Mexican community and Minnesota society.
- Academia Cesar Chavez - Certificate of Appreciation: The Twins and the Twins Wives Organization made over 250 supply-filled back packs for this school. Knowing their struggle, they are extremely appreciative for the support and commitment the Twins are showing them.
- Aguilar Productions & The Hispanic Marketing Awards Committee - Hispanic Marketing Corporate Award: This award was given to the Twins for our outstanding Diversity and Marketing efforts to the Hispanic Community and the Emerging Markets.
- Minneapolis/St.Paul Business Journal - Diversity in Business: This award was given to the Twins for celebrating diversity within the Twins Cities business community.
- Black Data Processing Association (BDPA): This award was given to The Minnesota Twins for their corporate sponsorship, supporting the goal of educating information technology youth and increasing the number of persons of color in computer science and information technology.

So from all the multicultural communities in Minnesota.....We love the Twins!!!

Delicious Lent

By Award-winning Author and Chef Amalia Moreno-Damgaard

Cuaresma or Lent is a time of renewal and opportunity to evaluate ourselves physically, mentally and spiritually, and to make a conscious effort to refresh one's approach to love and life.

There are many ways to express love in life and one of my favorites is through delicious healthy food. I relish the time I spend in the kitchen creating scrumptious cuisine for my clients, friends and family because cooking for me is a religious experience. It is also a fun and easy way to bond with people.

Lenten foods abide by the rules of the church for all Christians. Fish and seafood provide such a great opportunity to discover new foods, learn to cook new dishes, learn new techniques, and explore new flavors. As a bonus, fish and seafood are some of the healthiest foods you can eat.

In countries where seafood and fish consumption is high, there are fewer incidents of depression, dementia, cancer, and arthritis because of their diet. Omega 3 fatty acids, the good fat, mainly present in salmon and other fish, spinach, walnuts, flax seed and others, are vital for health because they can help lower the risk of heart disease. The US lags behind in fish consumption in comparison to other parts of the world, making us more prone to these diseases.

Lent is a great time to refresh and renew our health and cooking repertoire. Cooking fish and seafood is easy and faster than other foods. It can be as simple as brushing the fish with a little oil, seasoning it with salt and pepper, and cooking it on a skillet, broiler, steamer, or grill, and making a quick pan sauce for it. The key is to know that one fish filet cooks very fast. How fast? It could be 3 to 5 minutes depending on size and thickness.

Here is a quick and easy recipe to help you lift your spirits this Lent season.

Happy Easter!



Chef Amalia in the kitchen

ESCABECHE DE SALMÓN

PAN-SEARED SALMON WITH PEPPERS, OLIVES, AND CAPERS HERB VINAIGRETTE

By Amalia Moreno-Damgaard (AmaliaLLC.com)

Serves 4 to 6 people

4 to 6 fillets of fresh salmon, sole, corvina, cod, or tilapia (4 to 6 ounces each), rinsed and patted dry

Kosher salt and freshly ground black pepper

Flour

Olive oil

Escabeche (Chunky Sauce)

1 tablespoon olive oil

1/2 cup julienned onions

2 teaspoons minced garlic

2 fresh bay leaves

1 teaspoon fresh thyme (or 1/2 teaspoon dried thyme)

1/4 teaspoon crumbled oregano

1/3 cup julienned poblano pepper

1/3 cup julienned red bell pepper

1/2 cup sliced Spanish olives stuffed with pimientos

2 tablespoons Spanish capers

1/4 teaspoon kosher salt

Freshly ground black pepper

Toque Final (Finishing Touch)

2 teaspoons champagne vinegar or white wine vinegar

1 tablespoon fresh flat-leaf parsley leaves

1. Season the fish generously with salt and pepper on both sides. Dust lightly with flour. Heat a medium nonstick skillet over medium heat. Add the oil and fry the fish 3 to 4 minutes on one side to develop a medium-brown crust. Turn the fillets and panfry the other side until fish appears opaque, flakes easily, and is tender and juicy (2 to 3 minutes). Transfer the fish to a dish, keep it warm, and set it aside.

2. In the same skillet, make the *escabeche*. Heat the olive oil over medium heat. Sauté the onions, garlic, and herbs for about 2 minutes. Add the peppers, olives, capers, salt, and pepper and sauté 1 1/2 minutes. To finish, turn off the heat, add the vinegar and parsley, and mix well. Taste and adjust seasonings, if needed.

3. Serve the fish topped with the *escabeche*.

AMALIA'S UPCOMING APRIL EVENTS

Spicy Hot Cocina

April 16, 6:00pm - 7:30pm

Byerly's St. Louis Park

3777 Park Center Boulevard

St. Louis Park, MN 55416

Spicy Bites & Marketing Insights - Women

Entrepreneurs of Minnesota

April 22, 6:00pm - 8:00pm

Kitchen in the Market

920 E. Lake Street, Minneapolis, MN 55407

West Metro Women's Group Spring Bash

April 29, 4:30pm - 7:00pm

Check Engine Express

15400 Minnetonka Industrial Rd

Minnetonka, MN 55345

Ayudar a Respirar al Planeta Para Poder Respirar Nosotros

En abril celebramos el Mes de la Tierra, durante el cual se crea conciencia de los problemas que afectan nuestro planeta y se promueve la preservación de su medio ambiente.

Uno de los problemas que más afecta a la Tierra, y por ende nuestra salud, es la contaminación del aire. Debido a la industrialización y desarrollo urbano de las ciudades alrededor del mundo, el aire que nos rodea es cada vez menos puro y, como consecuencia, se ha observado un aumento en las enfermedades respiratorias.

“Los niños están más propensos a sufrir de enfermedades respiratorias, especialmente de asma”, dijo el Dr. Tomás Díaz, director médico de UnitedHealth Group. “Por esta razón es importante llevar a nuestros hijos a un proveedor médico regularmente, para asegurarnos de mantener su salud en buen estado”.

1. Según el Centro para el Control y la Prevención de Enfermedades (CDC, por sus siglas en inglés), los latinos son una de las minorías que están más propensas a vivir en zonas con mayor contaminación del aire. Algunos datos que debemos tener en cuenta con respecto a este tema son:

2. Según el reporte de America's Health Rankings del United Health Foundation, el estado con peor calidad de aire es California, seguido por Indiana, Pennsylvania, Illinois y Ohio. De acuerdo a la Organización Mundial de la Salud (WHO, por sus siglas en inglés), al reducir los niveles de contaminación del aire, podemos disminuir las enfermedades e infecciones respiratorias, enfermedades cardíacas, y el cáncer de pulmón.

3. El asma es una de las enfermedades que empeora debido a la contaminación del aire. Actualmente, más de 3 millones de hispanos en los Estados Unidos padecen de asma,

según la Asociación Americana del Pulmón. Los latinos tienen tres veces la probabilidad de morir de asma que cualquier otro grupo racial o étnico. Las probabilidades de padecer esta enfermedad varían incluso entre los subgrupos hispanos, con los puertorriqueños teniendo más del doble de probabilidad de padecerla que los blancos no-hispanos.

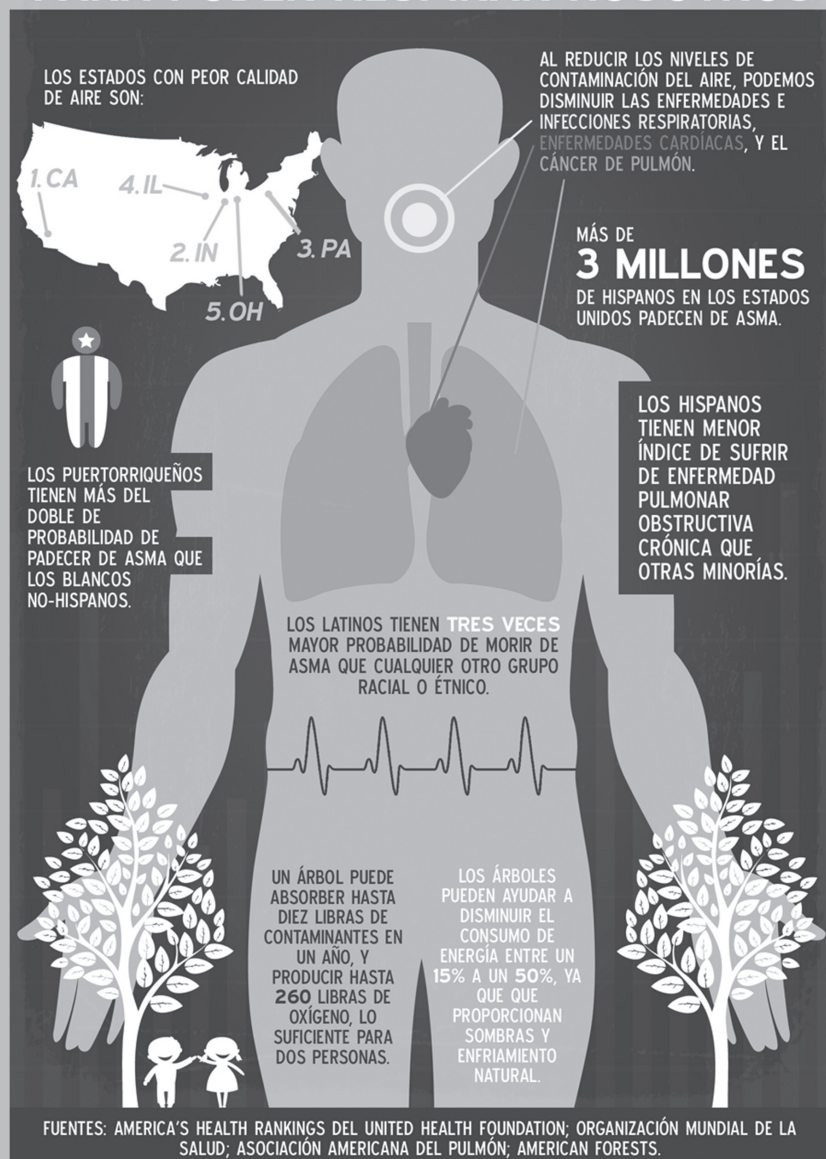
4. Los hispanos tienen menor índice de sufrir de enfermedad pulmonar obstructiva crónica (COPD, por sus siglas en inglés), que otras minorías. Sin embargo, debido al acceso limitado que tienen a cuidados de salud adecuados y la barrera del idioma, aquellos que sufren de estas enfermedades no tienen como controlarlas.

“Muchas veces los hispanos tienen trabajos en los que deben pasar la mayoría del tiempo al aire libre, como la jardinería y la construcción, lo cual los deja constantemente expuestos a altos niveles de contaminación”, dijo Raul Berrios, presidente de la Alianza Nacional Hispana de Jardinería y Paisajismo (NHJA, por sus siglas en inglés). “Por lo tanto, es importante crear conciencia de estos problemas en nuestras comunidades para intentar reducir la contaminación del aire”.

Una de las acciones que se pueden tomar para mejorar el aire de las ciudades es plantar árboles en nuestras comunidades. Un árbol puede absorber hasta diez libras de contaminantes del aire en un año, y producir hasta 260 libras de oxígeno, lo suficiente para dos personas. Los árboles también pueden ayudar a disminuir el consumo de energía de un 15 a un 50 por ciento debido a que proporcionan sombras y enfriamiento natural.

Para obtener más información acerca de las enfermedades crónicas que afectan a los hispanos, visite www.UHCLatino.com o, si prefiere usar su teléfono inteligente, m.uhclatino.com.

AYUDAR A RESPIRAR AL PLANETA PARA PODER RESPIRAR NOSOTROS



Participate in a Research Study About Salt!

The University of Minnesota's School of Public Health is currently conducting a research study about sources of sodium in the diet.

Participation Involves:

- A brief clinic visit (less than 1 hour)
- Four 30-minute phone interviews to report everything you ate and drank the previous day
- Collect samples of salt you use when eating and preparing foods
- Collect a small sample of your home water

If interested, a small number of participants may also:

- Collect your urine samples for 4 days
- Use Study Salt in place of your home salt

Participants will be reimbursed for their time and receive a report reflecting the diet information provided in their diet recall telephone interviews.

For further information:

Please call **612-462-7751** or email salt@umn.edu

Multicultural Marketing Conference a Success

The 18th annual Multicultural Marketing Conference and Awards Luncheon was held on March 26, 2014 at the prestigious Woman's Club of Minneapolis, presented by Aguilar Productions. This all day conference drew an audience of over 120 marketing professionals who were treated to an outstanding array of presentations by three of the country's leading multicultural marketing experts.

The featured presenters included:

Isabel Valdes, Principal, Isabel Valdes Consulting, San Francisco, CA,

Pepper Miller, President, The Hunter-Miller Group, Inc., Chicago, IL

Vicky Wong, President & CEO, DAE Advertising, San Francisco, CA

The awards luncheon honored these presenters for their outstanding leadership in developing the multicultural marketing industry. In addition, **Lisa Skriloff**, President of Multicultural Marketing Resources, Inc. New York, NY was honored for her promotion of the multicultural marketing and her company's 20th anniversary in the industry.

Presenting sponsor was Metropolitan State University, and conference sponsors included, U.S. Bank, Hilton Minneapolis, Minnesota Twins and La Raza 1400 am. Media sponsors included Latino American Today, LatinVision Media, Multicultural Marketing Resources, Inc., and Minnesota Multicultural Media Consortium.



Left to right: Isabel Valdes, Vicky Wong, Lisa Skriloff, Pepper Miller, and Rick Aguilar

“The speakers were phenomenal and the topics were relevant.”

Rachel Limon, Minnesota Trade Office

“The selection and caliber of speakers was exceptional.”

Liz Pangerl, Casa Valencia

“The speakers were all very informative and interesting.”

Amy Kuehn, marketing manager, Minnesota Timberwolves.

“Location was great, speakers were wonderful and the networking was fun.”

Tana Douville, Minnesota Housing Finance Agency



Left to right: John Luke, Minneapolis Hilton; Isabel Valdes, Kathy Roberts, Minneapolis Hilton; Al McFarlane, Insightnews; and Rick Aguilar

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Latina Testifies for Regulation of E-cigarettes

By Carissa Ontiveros

When I was recruited to be a part of the testimony regarding the regulation of e-cigarettes in March 2014, I was not hesitant at all in taking up the challenge. With past experience testifying on issues relating to tobacco health I was prepared to fulfill that challenge, in speaking on behalf of youth who I have worked alongside since high school.

I spoke to 2-4 senate and house committees at the Minnesota State Capital in March 2014, with the support of my mentor Carmen Robles, peers Manny Hernandez and Nicolas Mascote (Jovenes de Salud) and Association for Non-Smokers MN. In doing this small project I have realized the importance in how much a voice can impact an issue or concern and how truly powerful my young voice can be in a place where I feel at times my Latino peers and I are underrepresented.



Carissa Ontiveros (far right)

RESERVA LA FECHA

Acompáñenos a la Fiesta de Piñatas y apoya a la Asociación Americana del Corazón.

Donación sugerida de \$25.00 y podrás disfrutar de:

Educación sobre enfermedades del corazón

Rifa de PREMIOS estúpendos

Invitados especiales

Música

Deliciosos Tamales

Entrega de Piñatas y mucho más.

Diversidad de Corazón

Jueves, 8 de mayo 4:00 p.m. — 8:00 p.m.

Midtown Global Market

920 E. Lake Street

Minneapolis, MN 55407



RSVP

Por favor confirme su participación en o antes del miércoles 30 de abril al 651-214-1144 o diversityatheart.com.



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