

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

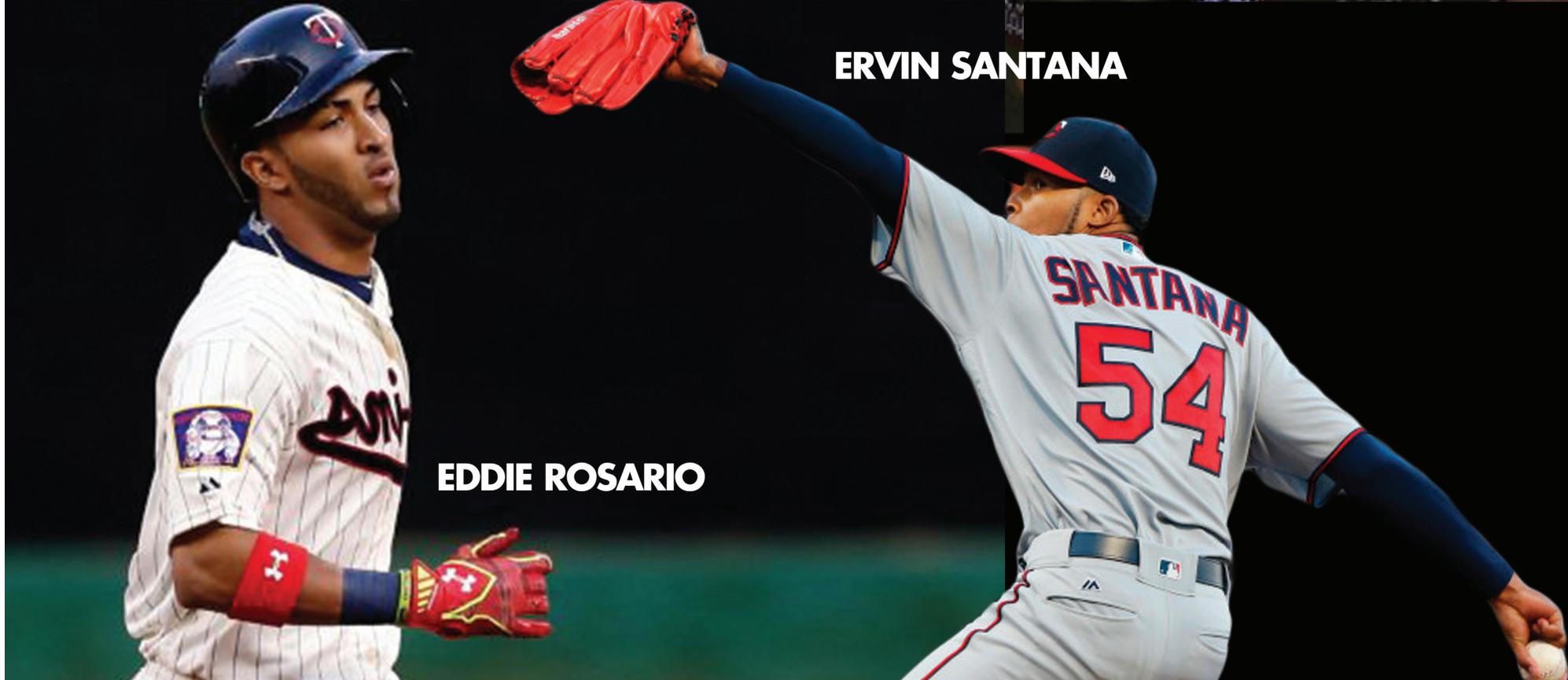
April 2018 Issue 368

Latino American Today

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MIGUEL SANO



ERVIN SANTANA

EDDIE ROSARIO

¡VAMOS A JUGAR BÉISBOL!

Minnesota Twins Open 2018 Season with a Strong Latino Roster!



Minnesota's Target Field

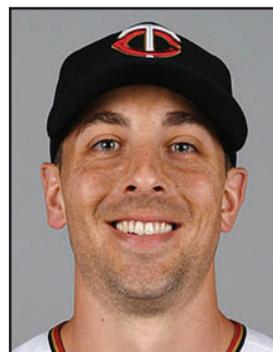
The Minnesota Twins are opening their 2018 season with a strong group of Latino players aboard. The number of Latino players throughout the league continues to grow as baseball becomes more popular with the Latino community in the U.S. The Minnesota Twins remain one of the few major league teams who have a full time Director of Diversity and Inclusion, Miguel Ramos. We wish the Twins the best for this season. See you at the ball park.

Here is the list of Latino players on the active roster:

Pitchers: Jose Berrios – Gabriel Moya – Ervin Santana



Catcher: Jason Castro



Infield: Enrique Adrianza – Eduardo Escobar – Miguel Sano



Outfield: Eddie Rosario



On The Cover
PLAY BALL!
¡Vamos a jugar béisbol!

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¿Y, si volviéramos a la Fe?



Por Saúl Carranza

Este país vive una crisis de fe en la que verdades afirmadas por nuestros antecesores son cuestionadas o simplemente ignoradas por una parte de las nuevas generaciones. La filosofía pos-modernista afirma lo relativo de todas las verdades. La falta de principios que apuntalen nuestra cultura ha desembocado en una sociedad sin los valores

que en un pasado cercano dieron unidad y dirección a nuestra gente. La fe cristiana es uno de esos valores.

Cuando en este mes recordamos la vida, pasión, muerte y resurrección de nuestro Señor Jesucristo es común encontrar escépticos que niegan todo ello tratándolo como mitos de gente ignorante que al no tener el valor de vivir su realidad necesitan crear la narrativa de un Dios poderoso a quién recurrir en sus debilidades.

Para negar la vida de alguien tan influyente como Jesús hay que ir contra la historia y la tradición. Lo más cuestionado es la resurrección de Jesús. Para muchos eso nunca pasó. Muchos libros y películas se han producido para negar ese hecho. Por supuesto, todo ello niega los relatos históricos no solo de los evangelios sino también de historiadores de esa época. No aceptan el testimonio de los testigos presenciales del Cristo resucitado ni el de todos aquellos que sellaron con su sangre ese testimonio.

Si Cristo no resucitó resulta muy difícil creer que miles de personas incluyendo a los doce apóstoles se dejaran torturar y aún matar para sostener una mentira. Si Cristo no resucitó resultaría incomprensible que el cristianismo sea una fe de billones de personas ¿y todo alrededor de una mentira? Pero aún más difícil es negar el testimonio de personas contemporáneas que afirman tener una relación personal con Dios y el impacto que dicha relación causa en su vida. Ellos afirman la presencia real de Jesús en ellos.

Recientemente un medio de comunicación cuestionó la salud mental del Vicepresidente de la república porque él afirmó que hablaba con Dios. La respuesta del Vicepresidente fue: "Esa es mi fe". Quién puede negar un argumento como ese. Lo más importante de eso es que esa fe enseña valores tan importantes como el amor al prójimo, el respeto a las autoridades, la ética basada en la virtud y la vida digna. Enseñanzas que hoy hacen tanta falta a nuestra sociedad.

Talvez es tiempo de que demos lugar en nuestra mente contemporánea a esas narraciones que siguen impactando la vida de personas y de pueblos. Hemos permitido que toda clase de argumentos y enseñanzas guíen nuestra existencia. Si el Cristo al que se recuerda

en Semana Santa realmente existió y resucitó. Si muchas familias testifican del impacto positivo que ha sido en su vida. Por qué no darle la oportunidad de manifestarse en tu vida. Muchas personas han orado "Dios si existes muéstramelo". Cómo sería este país si la fe de aquel que dijo que nos amemos unos a otros, que nos apartemos del mal y que vivamos en abundancia la vida que a Dios agrada guiara nuestra vida. La Biblia testifica que Jesús es la manifestación del amor que Dios tiene para cada uno de nosotros. "Más Dios muestra su amor para con nosotros en que siendo aún pecadores, Cristo murió por nosotros". Romanos. 5:8

Saúl Carranza llegó de Guatemala a Minnesota hace 11 años para servir a la población hispana del estado. Es pastor de la Iglesia Cristo Para Todas las Naciones en Crystal Minnesota y desempeña un ministerio de ayuda a esa comunidad.

Por favor envíe sus opiniones sobre este artículo a pastorcarranza@gmail.com

Le Invitamos a la Iglesia en Crystal.

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Lila Downs' Performance at the Ordway Attracts Latino Fans



L to R: Lila Downs' fans surround her after her performance; Concert attendee Monica Trevino with Lila; Publisher of Latino American Today Rick Aguilar presenting Lila the La Familia Latino Heritage Award

By Claud Santiago

Minnesota's own Superstar Lila Downs presented an amazing performance at the Ordway Theater on March 6th. Lila's fans were treated to a wonderful night of her traditional Mexican songs and music. After the performance, Lila was awarded the La Familia Latino Heritage Award from Rick Aguilar, Publisher of *Latino American Today*. The magazine also featured Lila on the front page of its March 2018 issue. Lila also greeted and signed autographs for hundreds of her Latino admirers. A great night and special thanks to the Ordway for presenting this great performer.

The New Dougherty Family College at St. Thomas is Accepting Applications

Increasing access and reducing student debt in pursuit of a four-year

If there is one gift we could give teens for their future, most people agree it would be a college education. In an effort to help reduce the education and prosperity gap in Minnesota, the University of St. Thomas opened The Dougherty Family College in 2017 with a goal of increasing access and reducing student debt. The college is now accepting applications for fall 2018-2019.

The Dougherty Family College offers an Associate of Arts Degree uniquely designed to help ensure the success of students from traditionally underserved communities and who may be the first in their family to attend college, or who have limited support or financial assistance to pursue a four-year degree. Students need a 2.5 or higher grade-point average and must have a high level of financial need. The ACT is not required. Instead, applicants are interviewed to determine their readiness and motivation. Dougherty Family College is a rigorous college program that requires a strong commitment to earn a college degree. Applications are now open at <http://www.stthomas.edu/dfc/applytoday/>

"An early passion of mine upon arriving in Minnesota [in 2013] was to find a way for St. Thomas to play a role in ensuring the future strength of our state's workforce and closing unacceptable gaps in prosperity and educational attainment," shared St. Thomas President Julie Sullivan. "Dire workforce shortages are projected for our state, and Minnesota ranks among

the top in the United States for the percentage of jobs requiring a bachelor's degree."

Dougherty Family College will admit approximately 150 students each year. Its Associate of Arts degree in liberal arts consists of courses that meet Minnesota Transfer Curriculum guidelines to transfer at any four-year Minnesota college or university. The Dougherty Family College offers substantial grants and scholarships, bringing final tuition costs to just \$1,000 a year for the most under-resourced students. Free laptops, meals and bus transportation ensure students have the resources needed to focus on a rigorous college education. Students also participate in paid internships to develop their professional skills and future employment network. Intensive mentoring, small class sizes, caring faculty and generous financial aid have contributed to a 90 percent retention rate for students.

"It is well known that when students, wherever they are from, have access to high quality higher education, they will rise to the challenge and be successful," stated Alvin Abraham, founding dean of the college. "We have an incredible group of students here, many who wouldn't be entering college at all because of financial limitations or life circumstances. They're motivated to be here and highly committed to obtaining their four-year degree. I'm eager to enroll our next class of students for 2018."

What Does It Take to Start Your Own Business? Part II — The Business



Marci Malzahn

By Marci Malzahn

Last month I shared with you about what it takes to start your own business and focused on the owner—you. This month I will share about the business side—what it takes to run a successful small business.

Part II – The Business

Business knowledge: Do you have the business knowledge, skills, experience, training, or education to start a business? You don't have to have it all. If all you know is how to do one part of the business, for example, you have an idea on a product but you don't have the training or experience to run a

business, then you need a partner. Look for someone to partner with you to run the operations of the business while you focus on the manufacturing of the product. Do you have sales skills? If not, that's one of your most important team members to hire or to partner with. No sales, no company.

Prepare cash flow projections. This step is simple but crucial to your success. Cash is king! Business experts and bankers will always remind you of this truth. If you don't have cash to pay your bills you will simply not last. Make a list of all the cash you will receive and all the cash you need to pay out to cover all your expenses monthly. If there is no cash leftover after paying all your monthly bills for the business to pay yourself, that is a great indication that your business is not producing enough.

Prepare a simple budget. Separate from the cash flow projections, you will need to create a budget that shows clearly what your income is, where it comes from, and then all your expenses. It is very simple. Your income should be more than your expenses and have some leftover. Otherwise, you will not be able to keep any capital in the business. You need to know your costs to produce your product and determine the right price to sell it at to make a profit that is enough to pay the cost of making the product. The cost includes paying your employees, the rent, insurance, and everything else that comes with the production of the product.

Capital. Even though this is an accounting term, it can be simple to understand. The capital is either cash you saved to invest in your business or cash that others provide to you at a cost, to invest in your business startup. There are several ways to get investors to invest in your business but this article is mainly for the entrepreneurs who want to start a small business on their own and are not ready to bring investors in yet. It is crucial that you have either cash saved to help you during the first few months of startup while you're not able to pay yourself yet. If you don't have this backup source of income, it can

create a very stressful financial situation at home and you can end up going beyond your threshold of tolerance you set for yourself. In other words, you can lose it all.

Keep the business separate from your personal finances. This is critical to your success. You should start by having a separate checking account for your business. As you pay yourself, simply write a check from your company payable to you. If accounting is not one of your talents, then make sure you outsource this function from the start. Your accountant can be a great source of advice on how to categorize expenses and stay on track to pay your income taxes.

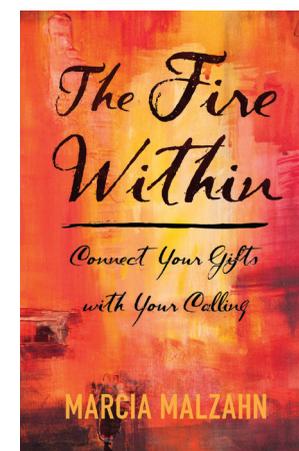
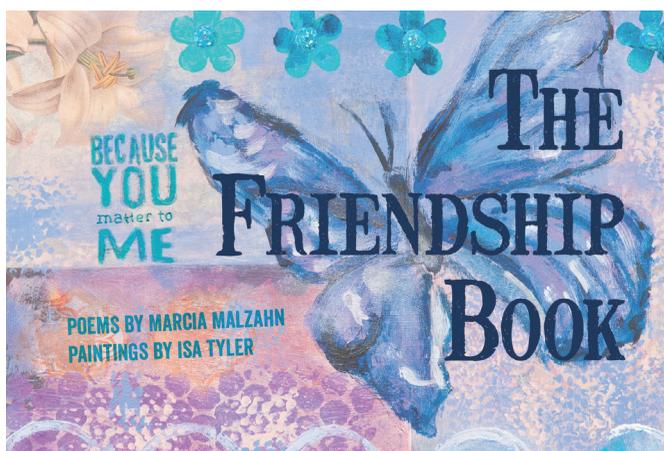
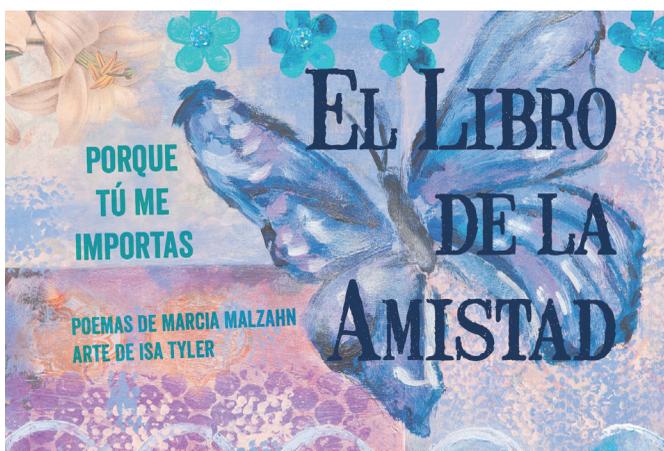
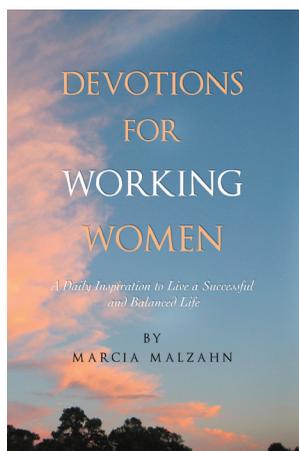
Set goals and make sure they are realistic and achievable. Depending on the type of business you want to start, the first several months and sometimes several years will spend most of your time on the business, creating everything and hopefully working with outsourced experts to help you with the areas you're not gifted nor experienced with. Whether you are on your own or if you have investors, you need to set goals and then measure them so you stay on track and produce results.

Create strategies to achieve your goals. Just as important as setting goals, knowing *how* you will achieve them is paramount. If you don't have specific strategies you can implement, you will never achieve your goals.

Create a business model. How will your business work? Who will be your target customers? How will you attract your customers? What will be the process to produce your products? What type of employees will you be looking for? Are you an entrepreneur who wants to employ others? Or are you a "solopreneur" who wants to work by yourself and not have any employees? How and by when will you become self-sustainable? What will your income sources be? The answers to these questions are crucial to the success of your business.

Get a coach. Everyone needs a coach in the various areas of life. But in business, having a coach will take you as a leader and as a business owner to the next level. Choosing the right coach is crucial for a successful relationship. Therefore, choose someone who is an experienced business owner who has been through a startup.

Marci Malzahn is president and founder of Malzahn Strategic (www.malzahnstrategic.com), a community bank consultancy focused on strategic planning, enterprise risk management and talent management. Marci is also a professional speaker and published author of three books. You can contact Marci for speaking engagements through her website at www.marciamalzahn.com or email her at marcia@marciamalzahn.com. You can purchase Marci's books at www.Amazon.com.



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Las oficinas para la ayuda de la Asistencia de Energía están abiertas en St. Louis Park, Minneapolis, Brooklyn Center, y Bloomington.

Para aplicar, o para obtener más información, llame (952) 930-3541
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www.caphennepin.org

Programa de Community Action Partnership of Hennepin
patrocinado por:
El Departamento de Comercio de Minnesota
El Departamento de Salud y Servicios Humanos de los Estados Unidos

La Salud Oral en Personas de la Tercera Edad



By Dr. Christie J. Berkseth-Rojas, DDS

La importancia de la salud oral no tiene límite de edad. Cuando llegamos a la tercera edad hay ciertos cambios que nos predisponen a problemas orales que antes nunca habíamos tenido.

La alimentación es importante para cualquier persona, pero para quienes tienen trastornos médicos es aún más crítica. Y una buena salud bucal es la primera consideración para la alimentación. Si le duelen los dientes o las encías, es casi imposible de mantener una alimentación sana y saludable. La falta de dientes también es un problema obvio, porque impide poder masticar los alimentos deseados. La comida es un deleite, y deberíamos poder disfrutarla por muchos años.

En la tercera edad hay cambios que aumentan el riesgo de caries. En general las personas de la tercera edad toman más medicinas, y la mayoría de éstas tiene como efecto secundario sequedad bucal. Debido a que la saliva es necesaria para prevenir las caries, al haber poca saliva en la boca, la bacteria que causa caries florece y puede causar caries muy rápidamente. Yo he visto pacientes que no han tenido caries por años, y al tener un cambio de medicamento que causa sequedad bucal, en seis meses tienen la boca llena de dientes cariados. La sequedad bucal es muy seria y su dentista le puede ayudar a aliviar y prevenir las caries.

Las personas que tienen alguna discapacidad (por ejemplo, que necesitan silla de ruedas o caminador) deben preguntar a su dentista qué adaptaciones les pueden hacer en la clínica dental. Es importante avisar a la dentista antes de la primera visita, para que el personal de la clínica pueda prepararse para dar un servicio apropiado y satisfactorio. Quienes viven en una residencia de ancianos también deben recibir servicios de salud dental.

Aun si una persona no tiene dientes o solo tiene placas, debe tener un chequeo anual. En este chequeo se evalúan los tejidos blandos para detectar si hay cáncer oral u otros trastornos. Si el paciente tiene placas, se evalúan para confirmar que no hacen falta ajustes. Con el tiempo se reduce el hueso de la mandíbula, y esto afecta el encaje de las placas, lo que podría requerir su reemplazo o ajuste.

La ausencia de dolor no significa que no hay problemas. Con la edad a veces no sentimos dolor o sensibilidad de los dientes como lo sentíamos en nuestra juventud. Hacerse exámenes orales regulares es la mejor forma de evitar la sorpresa de descubrir problemas dentales serios que ya no tienen cura. La edad no debe ser una excusa para faltar a la dentista.



Dr. Christie J. Berkseth-Rojas, DDS



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The Buzz on Bees: How to Help Minnesota's Busy Pollinators Recover



By Deborah Locke, DNR Information Officer

When you sit down to your next meal, notice the fruits and vegetables on the table and think of Minnesota's many bee species. Yes, bees!

Without them and their ability to pollinate, more than a third of the world's crops would not grow and 90 percent of flowering plant species would not grow.

Right now honey bees are stressed because of pesticide overuse, diseases and parasites. Fewer bees means less honey which explains the jump in honey prices at the supermarket.

You can make a difference, by growing nectar-abundant plants from April through September at home (tomatoes, clovers) and provide nesting habitats to help bees recover and thrive. See the University of Minnesota "Bee Lab" website (www.beelab.umn.edu) or see "Minnesota's Pollinators" on the Department of Natural Resources website: mndnr.gov/pollinators.

Most bees build nests on the ground, said Linda Radimecky, an interpretive naturalist at Afton State Park near Hastings. The park, perhaps best known for its proximity to the St. Croix River, also features abundant prairie land. Radimecky has seen bees burrow into their ground nests at the park. Prairie land provides a great food source to bees because various plants bloom in tandem during the growing season. Cone flowers, grasses and other plants cover the fields whereas a corn field or sunflower field produces only one plant and grows once and is harvested.

"When you're out walking and see bees, observe them," Radimecky said. "There's a lot we could learn from them and about them." For example, which bee species—Minnesota has more than 400 bee species—prefer certain flowers and which are generalists? Also, do bees collect nectar randomly throughout daytime hours or in shifts?

A walk through any state park this summer might satisfy your curiosity about bee behavior, or you could create bee-friendly flower beds or gardens at home. A "Parks for Monarchs" program is restoring 520 acres of habitat for monarch butterflies, bees and other native pollinators at seven state parks. Late in 2019, these designated bee and butterfly areas will be on display, as well as exhibits showing the importance of pollinators and how to help support them.



The habitats with interpretive exhibits will be located at Afton, Buffalo River, Fort Snelling, Flandrau, Lake Carlos, Minneopa, Myre-Big Island, Whitewater, Wild River and William O'Brien state parks.

L to R: Rick Aguilar, Pat Arndt, and Verónica Jaralambides, Minnesota State Parks and Trails at the Multicultural Marketing Conference



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Kids in the Kitchen



Chef Amalia in the kitchen

By award-winning author and chef Amalia Moreno-Damgaard (AmaliaLLC.com)

Did you know that one of the best ways to encourage kids to eat healthier is to include them during meal preparation?

When my son was born, my priorities as a woman changed immediately. As a young mother, I was ready for my new role and when it came time to start feeding him real food, memories of my mother raising my younger brother came into mind. Instead of buying jarred foods, she puréed from vegetables and fruits, to home-cooked meals. A good way to prepare young taste buds for later.

In a culture where farmers market shopping is almost a daily routine, crafting food for all meal times is common practice. Today's artisan dishes, were meals made at home then, so it is no surprise that I grew up enjoying and making my food at home along with my own family.

One of the best ways to spend quality time with the family,

is to involve them in the kitchen. From the very beginning I fed my son what the adults ate. The notion of preparing a separate meal for him never crossed my mind because of my upbringing. My son had a plastic serrated knife and his own cutting board as a child and as he grew older and matured, he earned the right to own a junior chef knife.

The rewards today of our time cooking are manifold, from his ability to recognize ingredients and follow and execute a recipe, to recognizing what is and is not good for good health. As a teenager, I trust my son to shop at the grocery store on my behalf. This helps me so much when our schedules are hectic and don't have time to stop at the grocery store. and I am confident that this exposure to the kitchen in his early years will benefit him when he goes to college and beyond!

It never is too late to start!

Here is a recipe perfect for kids and adults. It is easy, healthy and delicious!



TOSTADAS A LA AMALIA

Recipe by Chef Amalia Moreno-Damgaard (AmaliaLLC.com)v

Serves 2

4 corn tortillas, baked in a toaster oven until crispy (about 3-5 minutes, keeping a close eye as they can burn easily)

The pulp of one avocado
The juice of ½ lime

2 Roma tomatoes

½ yellow onion roughly chopped
½ tsp minced garlic
¼ cup water
A pinch of oregano and a pinch of thyme
Salt to taste

1 tbsp. canola oil
½ cup chopped onion
2 garlic cloves, minced
1 can whole beans

Garnishes: 1 cup rotisserie chicken, cotija cheese, onion slices, chopped parsley

Mash the avocados with the lime and salt. Set aside.

Make the sauce by combining the tomatoes, onion, garlic, water, spices and salt to taste in a small sauce pan. Bring to a quick boil, reduce the heat, and simmer until all the vegetables are tender (3-5 minutes). Purée in a blender.

Make the bean puree by pan frying the onion until medium brown. Add the garlic and

beans and cook for 5 minutes. Puree in a blender until smooth.

Assemble the tostadas: Use either, the avocado mash, sauce, or bean purée as a base, and then garnish.

Buen provecho!

About Amalia Moreno-Damgaard

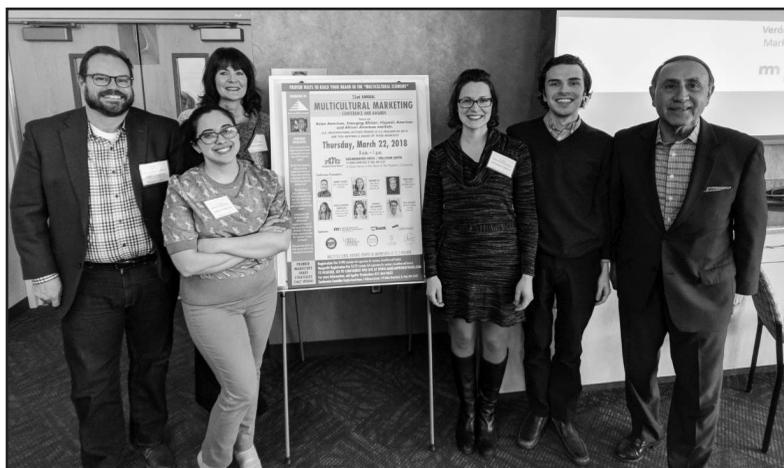
Amalia creates awareness and educates about Latin cultural nuances through consulting, bilingual speaking and writing, and fun healthy culinary experiences. Learn More at AmaliaLLC.com.

Multicultural Marketing Conference A Success

By Claude Santiago

The 22nd annual Multicultural Marketing Conference & Awards was held on March 22, 2018 at the Wellstone Center in St. Paul. The conference was presented by Aguilar Productions, the leaders in promoting the multiculturals markets in the U.S. This full day conference drew an audience of marketing professionals from various organizations and businesses who were treated to an outstanding array of presentations. Presenters included Rico Vallejos, marketing creative director; Wanny Huynh, Speaker, Author; Suzanne Oh, the BrandLab; Amalia Moreno-Damgaard, Business leader/ Author, Andy Noble, Keller Williams; and Verónica Jaralambides, Minnesota Parks and Trails. Rico Vallejos was honored with the Multicultural Marketing Achievement Award.

Conference sponsors included: U.S. Bank, Minnesota Twins, *Latino American Today*, Minnesota Multicultural Media Consortium, the Ordway Theater, and Minnesota Parks and Trails.



L to R: Darby Lunceford, Kristine Matejcek, Katherine Castille, Eric Broker, and Amanda Rodriguez from Minnesota Opera



L to R: Amalia Moreno-Damgaard, Verónica Jaralambides, Christine Noonan, MN State Fair and Monica Trevino, Eagle Home Mortgage



Attendees enjoying the conference

“ I am grateful to receive this award and very honored to join such an illustrious roster of past recipients. Twenty-two years ago I attended the first Hispanic Marketing Conference in the Twin Cities, organized by Aguilar Productions. Since then I’ve had the opportunity to be part of many of Rick’s conferences and do more local multicultural work for communities in the Midwest. I cannot overemphasize how much these experiences have enriched my life. ¡Gracias! ”

—Rico Vallejos



Rick Aguilar with honoree Rico Vallejos



Sam Garland and Alexis Smith, Comcast

NFL, Hispanic Heritage Foundation and Nationwide Launch NFL Hispanic Leaders Alliance Presented By Nationwide



Rick Aguilar receiving the 2014 NFL Hispanic Heritage Leadership Award from Minnesota Viking Chief Marketing Officer, Steve LaCroix

By Claud Santiago

Building off the success of the NFL Hispanic Heritage Leadership Awards, the NFL, together with the Hispanic Heritage Foundation (HHF) and Nationwide are pleased to announce the launch of the NFL Hispanic Leaders Alliance Presented by Nationwide.

The alliance will feature webinars, events, and continued dialogue to help shape the NFL's engagement and outreach with the Hispanic community. Together, these groups will work to make a positive and lasting impact on the community.

"The launch of the Hispanic Leaders Alliance signifies a continued commitment by the NFL, the Hispanic Heritage Foundation and Nationwide to connect with and serve Latino communities across the country," said Dawn Hudson, NFL Chief Marketing Officer. "We are excited to connect with this network of leaders on a year-round basis and continue to impact the local communities of our 32 teams."

Since 2011, the NFL and HHF have partnered annually for the NFL Hispanic Heritage Leadership Awards. In 2017, Nationwide, official sponsor of the NFL, joined the NFL and HHF to recognize the charitable efforts of Hispanic leaders in all 32 NFL markets during Hispanic Heritage Month. The awards also serve as part of HHF's award-winning mission to identify, inspire, prepare and position Latino leaders in the classroom, community and workforce.

The awards are granted annually during Hispanic Heritage Month, with each award recipient honored at a game or event in their local NFL market. Each recipient selects an organization of their choice that serves the local Hispanic community to receive a donation.

To date, more than 200 Hispanic leaders from across the country have been recognized through this program and more than \$400,000 have been granted to non-profit organization.



The Rick Aguilar "Heisman" move

"Nationwide is honored to partner with the NFL and Hispanic Heritage Foundation to support this newly-formed Hispanic Leaders Alliance," said Mike Boyd, Senior Vice-President of Marketing at Nationwide.

"It's important we not only celebrate these leaders, but we connect them to each other so they can continue their development, share ideas, and be a part of a network that will make an even greater impact on our community across the country," said Antonio Tijerino, President & CEO of the Hispanic Heritage Foundation. "We are proud to partner with the NFL and Nationwide to create the NFL Hispanic Leaders Alliance and build further the works we're doing in the NFL's 32 markets."



Antonio Tijerino, President & CEO of the Hispanic Heritage Foundation

"I was proud to receive the NFL Hispanic Heritage Leadership Award and it was truly special to have the Jovenes de Salud receive the award donation."

—Rick Aguilar, recipient in 2014

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