

# Latino American Today

August 2021 Issue 407

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*¡LOS  
NEGOCIOS  
ESTÁN  
ABIERTOS!*



**OPEN FOR BUSINESS**



## COVID Disrupted a Latino Business Boom — Recovery Should Aim to Restore It

BY RAMIRO A. CAVAZOS

Sometimes a catastrophe exposes what many have always known.

And catastrophe is an understatement for the true impact of the COVID-19 pandemic and devastation on our economy. For Hispanic business owners, the pandemic debilitated frontline workers in essential industries, hollowed families and communities, shuttered businesses and destroyed savings. And yet, many see COVID-19 as just another obstacle in a long history of disproportionate and unfair challenges faced by Hispanic business owners and entrepreneurs.



Before the pandemic, Latinas were opening businesses at six times the average rate and the Hispanic population in general were opening businesses at three times the average rate. We are job creators. We are fueling the American economy.

If Hispanic-owned businesses could access the capital they need to expand their business, there would be an additional \$1.5 trillion generated for the American economy. For context, that amount of money would have funded over 78 percent of Biden's American Rescue Plan or 50 percent of Biden's proposed infrastructure plan.

It makes sense then why the Biden administration brought the full force of their leadership to the United States Hispanic Chamber of Commerce 2021 Legislative Summit. Treasury Secretary Janet Yellen, Small Business Administration Administrator Isabella Casillas Guzman, and an array of congressional leaders and appointees were all on hand to acknowledge the importance of the Hispanic business community to restore vitality and establish equity in our convalescing economy.

America alone is home to more than 4.7 million Hispanic-owned businesses that, combined, contribute over \$800 billion to the economy annually. The 61 million Latinos and Latinas in the U.S. account for a GDP of \$2.6 trillion — ranking them as the world's eighth largest economy. We are ready to scale and grow. All we need is capital.

We ensure that the Hispanic business community has a seat at the table as policies and programs are designed and implemented in Congress. We spearhead ambitious partnerships between the public and private sectors, interagency initiatives and innovative financial plans. We turn to Hispanic owned investment firms to hire asset managers and take a much closer look at how to advance social investing.

In short, we do whatever we can to galvanize policy leaders to act in support of Hispanic and minority-owned small businesses. To do anything less is to jeopardize America's economic recovery — and future.

Ramiro A. Cavazos is the president & CEO of the United States Hispanic Chamber of Commerce.



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## La Compasión es un estilo de vida



Por Saúl Carranza

**Bienaventurado el que piensa en el pobre; en el día del mal el SEÑOR lo librará.**

—Salmo 41:1

En nuestra tierra hay tantas clases de pobreza y necesidad. El hambre, desnudez, enfermedad, soledad, desesperanza y violencia son solo algunas de las circunstancias en las que muchas personas viven y mueren porque nadie se acuerda de ayudarles o nadie ha pensado que puede hacerlo. Cuan diferente sería el mundo si todos pensáramos en vestir, albergar, alimentar, sanar, educar y vivir

en solidaridad con aquellos que sufren bajo la opresión, la injusticia, la violencia, la pobreza, el hambre y la enfermedad.

Es fácil pensar que la responsabilidad de ayudar a los necesitados corresponde a los gobiernos, las instituciones caritativas o sus familiares. Creo que ese fue el pensamiento de Andrés el discípulo cuando le dijo a Jesús “Señor manda a esta gente a su casa para que coma”. Pero no fue el pensamiento del divino maestro quién le dijo “denles ustedes de comer”. El milagro del amor hizo que la merienda de un niño alimentara a una multitud. La madre Teresa de Calcuta decía “si no puedes alimentar a un centenar de personas alimenta a una sola.”

En un mundo tan conectado no ignoramos el sufrimiento de los afectados por la enfermedad, hambre, tormentas, incendios migraciones y otros males. Pero podemos hacernos de la vista gorda y simplemente pensar “pobrecitos” “que alguien les ayude” o cambiar canal. Este es también un mundo solidario en el que, si cada uno de nosotros se propone alimentar a uno, vestir cuando menos a uno, ayudar a alguien. Podremos hacer un mundo mejor para todos.

Durante nuestros 14 años como misioneros en Minnesota hemos tratado de cumplir con nuestro ministerio ayudando a las personas necesitadas con alimentos, ropa, educación, consejo y muchas otras formas de dar esperanza y fe. Hemos llevado alegría al corazón de muchos niños proveyendo juguetes para navidad. Y también con un ministerio a hijos de reclusos. Pero sentimos que todavía hay mucho por hacer y mucha gente buena que quiere ayudar a otros. Por esa razón muy pronto canalizaremos todos esos esfuerzos a través de una organización sin fines de lucro que nos permita atender a los necesitados de nuestra área y dar oportunidad a voluntarios de usar sus capacidades y recursos. Centro Nazareno de Compasión Agape, Inc. Iniciaré sus actividades oficialmente en septiembre 2021. Para atender y ayudar ancianos, jóvenes con problemas y apoyar amorosamente a quienes lo necesiten. Esta es una puerta abierta para quienes escuchen el llamado “denles ustedes de comer”.

Manifestar compasión comienza por acercarse al necesitado, ayudarlo en sus necesidades y compartir la necesidad con otros para hacer redes de ayuda. Hay muchas formas de servir a nuestros vecinos, tanto a nivel mundial como local. Intente compartir comida, hacer las tareas del hogar u ofrecer su tiempo como voluntario. Si hay problemas globales que Dios ha puesto en su corazón, considere buscar una organización cercana que aborde esos problemas y pregunte cómo puede ayudar. Haciendo eso descubrirá que fácil es hacer de la compasión un estilo de vida. “Bienaventurado el que piensa en el pobre. En el día malo lo librará el Señor.”

\*Saúl Carranza es pastor de la Iglesia Familia de Dios en Dayton MN. [pastorcarranza@gmail.com](mailto:pastorcarranza@gmail.com) con (763)245-2378.

## Compassion Is A Way of Life

By Saúl Carranza

**Blessed is he who thinks of the poor; in the day of evil the LORD will deliver him.**

—Psalm 41: 1

In our land there are so many kinds of poverty and need. Hunger, nakedness, illness, loneliness, hopelessness, and violence are just some of the circumstances in which many people live and die because no one remembers to help them or no one has thought they could. How different the world would be if we all thought about clothing, housing, feeding, healing, educating, and living in solidarity with those who suffer under oppression, injustice, violence, poverty, hunger, and disease.

It is easy to think that the responsibility to help those in need rests with governments, charitable institutions, or their families. I think that was the thought of Andrew the disciple when he said to Jesus, “Lord send these people to their house to eat.” But it was not the thought of the divine master who said, “you feed them.” The miracle of love caused a child’s lunch to feed a crowd. Mother Teresa of Calcutta used to say “if you can’t feed a hundred people feed only one.”

In such a connected world we do not ignore the suffering of those affected by disease, hunger, storms, fires, migrations, and other men. But we can turn a blind eye and just think “poor people,” “someone help,” or change the channel. This is also a world of solidarity in which, if each of us sets out to feed one, dress at least one, help someone—we can make a better world for everyone.

During our 14 years as missionaries in Minnesota we have tried to fulfill our ministry, helping people in need with food, clothing, education, advice, and many other ways to give hope and faith. We have brought joy to the hearts of many children by providing toys for Christmas. And also with a ministry to the children of inmates. But we feel that there is still a lot to do and a lot of good people who want to help others. For that reason, very soon we will channel all these efforts through a non-profit organization that will allow us to serve those in need in our area and give volunteers the opportunity to use their capacities and resources. Nazarene Compassion Center Agape, Inc. will officially begin its activities in September 2021. To serve and help the elderly, young people with problems, and lovingly support those in need. This is an open door for those who hear the call “give them something to eat.”

Showing compassion begins by reaching out to those in need, helping them with their needs, and sharing the need with others to network for help. There are many ways to serve our neighbors, both globally and locally. Try sharing food, doing chores, or volunteering your time. If there are global issues that God has placed on your heart, consider finding an organization near you that addresses those issues and ask how you can help. By doing so, you will discover how easy it is to make compassion a lifestyle. “Blessed is he who thinks of the poor. In evil day the Lord will deliver him.”

\*Saúl Carranza is the pastor at the Iglesia Familia de Dios in Dayton, MN. Email him at [pastorcarranza@gmail.com](mailto:pastorcarranza@gmail.com) or call (763)245-2378.

### IGLESIA FAMILIA DE DIOS DAYTON MN

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Pastores Saúl y Cony Carranza



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Y ser parte de una comunidad que ama a Dios y su prójimo, te esperamos.

**Acompáñanos en el servicio regular de la Iglesia. Domingos 1:00 pm**  
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Transmitimos por Facebook live en  
<https://www.facebook.com/IglesiaFamiliadeDios.DaytonMN>



## Back to School... Back to Normal?



Marcia Malzahn

By Marcia Malzahn

It's time for children to back to school... back to normal? Not necessarily. Life as we knew it is no longer the reality. This summer represents probably one of the most special summers we've had in a long time. Why? Because after surviving the global Pandemic, riots across America, and massive world uncertainty, we realized how important it is to be with our family. Back to the basics—the family unit!

Now that most workers across the globe had a taste of working from home, the majority does not want to go back to the office. The main reason found from surveys is the flexibility and the time gained from not traveling back and forth to the office. For many people, their priorities changed. Instead of focusing solely on their careers, some workers—especially parents of young children—shifted their priority to raising their children. In fact, home schooling increased significantly in America after the Pandemic.

Most importantly, many of us also realized that our days on earth are counted. We simply do not know how many more days we have to live. Therefore, we must live our lives as if today was our last day on this planet.

So what do you do when you know your days are numbered? You make each day count! Instead of focusing on all the negative reasons of why we're not going back to "normal," let's focus on what to do to make our days count going forward:

**Tell the people you love that you love them!** Even if we think they already know. Why do we think that it's awkward to tell them? Human beings need to hear and be reminded that they are loved. The words "I love you" are powerful and they penetrate the heart. They bring hope.

**Spend quality time with those you love.** Time is our most valuable possession, and nothing tells another person that you care than spending quality time with them. Set aside time with those you love.

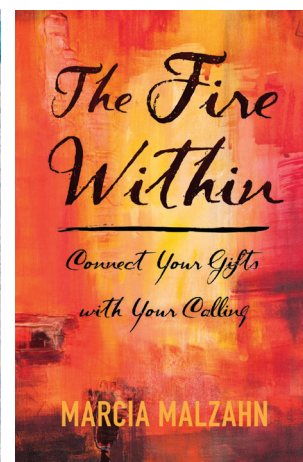
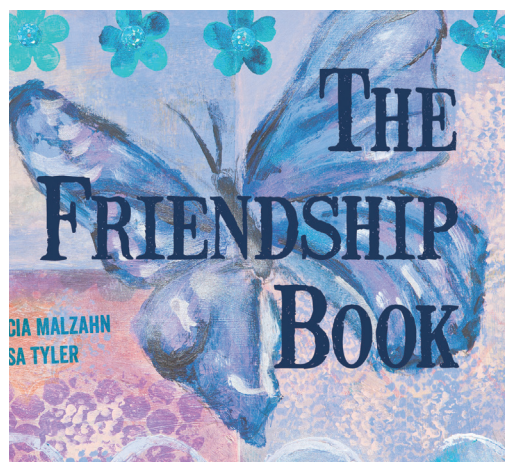
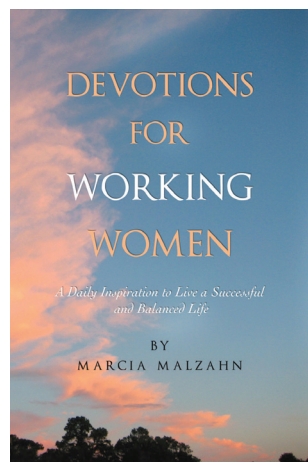
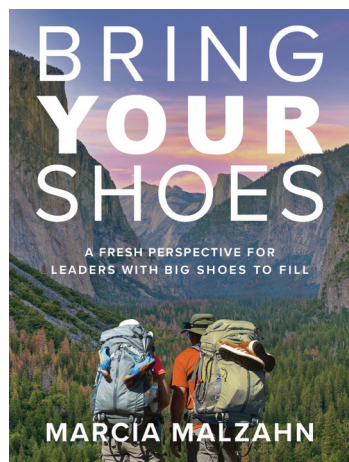
**Serve others.** Again, when we spend our time serving others in whatever capacity you are able to do based on your talents and skills, we are telling others that they matter to us.

**Spend time with God, your Father.** Being a Christian is not a religion. It's having a relationship with God, the Father, Jesus, God's Son, and the Holy Spirit—the revealer God gave us to communicate with Him. Don't be afraid to pursue a love relationship with your creator. He is right there waiting for you to reach out so He can pour out His love on you and bring you blessings.

As summer comes to an end and we enter the new season, I encourage you to be aware of your days and make the best of each one.

**Happy summer!**

**Marcia is an inspirational keynote speaker and published author of four books: A daily devotional – *Devotions for Working Women*, *The Fire Within* – to help you find your purpose, friendship poems in *The Friendship Book*, also in Spanish *El Libro de la Amistad* (poemas de Amistad), and *Bring YOUR Shoes* to help emerging leaders with tools on how to lead. You can contact Marcia for speaking engagements through her website at <https://crowning-achievements.com/> or email her at [mmalzahn@crowning-achievements.com](mailto:mmalzahn@crowning-achievements.com). Marcia Malzahn is also president and founder of Malzahn Strategic a management consulting firm for community financial institutions.**







## QUÉ SIGNIFICAN LOS RESULTADOS DE SU PRUEBA DE COVID-19

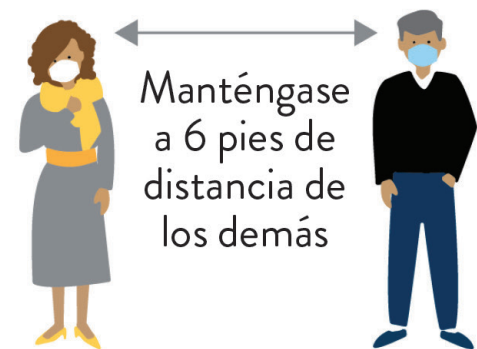
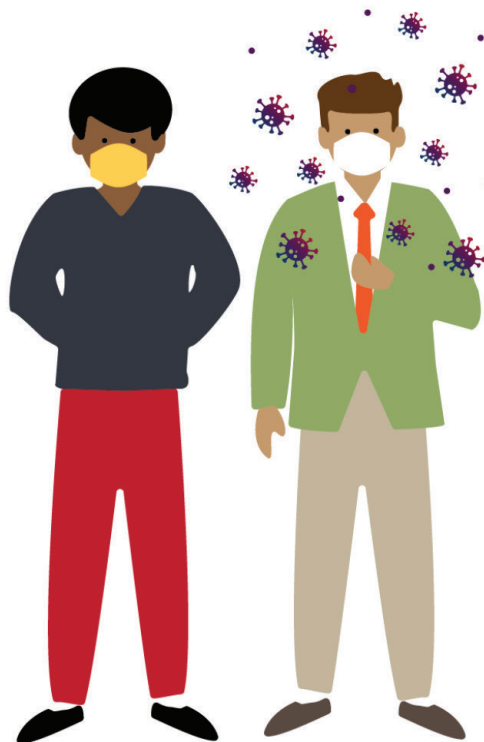
Si el resultado es positivo, tiene COVID-19.

- Quédese en casa y apartado de los demás.
- Descanse y beba mucha agua.
- Llame al 911 si tiene dificultades para respirar o si sus síntomas empeoran.



Si su prueba es negativa, no tiene COVID-19 en este momento.

Si **no** está totalmente vacunado y estuvo cerca de alguien con COVID-19, quédese en casa y apartado de los demás. Los síntomas pueden tardar hasta 14 días en aparecer, así que continúe vigilando sus síntomas. Si estos continúan, comuníquese con su médico.







Independent small businesses are the backbone of our communities. But today, more than ever, Black, Indigenous and People of Color (BIPOC)-owned small businesses are hurting. The time for talking and offering short-term gestures is over. We're putting our words into real, long-term, sustainable action through the creation of Comcast RISE. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing an integral role in driving lasting change.

Comcast RISE stands for Representation, Investment, Strength and Empowerment. The initiative combined the talent and resources of two business units with expertise in the small business space— Effectv, the ad sales division of Comcast Cable, and Comcast Business – to sustain, support and rebuild BIPOC-owned small businesses within their combine footprints. The current program is geared towards the BIPOC-owned business community. As Comcast RISE is a multi-year initiative, the future complimentary services will be open to other underrepresented groups.

**Selected businesses could receive one or more of the following business services :**



### Consulting

Advertising and marketing consultations with local Effectv marketing, research and creative teams to gain insights on how to grow your business.



### Creative Production

Turnkey production of a 30-second TV commercial plus a media strategy consultation and 90-day media schedule.



### Media

A linear TV media schedule over a 90-day period.



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## Comcast Names Kalyn Hove Regional Senior Vice President for the Twin Cities Region



*Kalyn Hove*  
Vice President of Comcast Business  
in the Twin Cities Region

Comcast announced that Kalyn Hove, currently Vice President of Comcast Business in the Twin Cities Region, has been appointed to Regional Senior Vice President of the Twin Cities Region. Effective today, she replaces J.D. Keller, who now leads Comcast's Mountain West Region. In this role, Hove is the top executive responsible for customer experience, sales, operations and financial performance for the region.

Hove will report to Rich Jennings, President of Comcast's West Division, and will oversee Comcast's employees and operations serving customers and businesses in Minnesota, Wisconsin, Kansas and Missouri.

Kalyn has led the Comcast Business team in the Twin Cities for seven years. Her Comcast Business team is a Power Rankings leader, has achieved four consecutive years as #1 in year-over-year revenue growth for the company. Before joining Comcast, Kalyn was Global Vice President – Collaboration at Lumen (formerly Global Crossing), where her team was a top performing business unit.

“Comcast's Twin Cities Region is leading the way by offering innovative products that connect people and businesses to what matters most, and I'm delighted to be the team's new leader,” said Kalyn Hove, Regional Senior Vice President, Comcast Twin Cities.

“One of Kalyn's greatest strengths is her people-focused leadership style, providing support and feedback in a way that uplifts and drives individual and team success. In addition, with more than 30 years living in the Twin Cities area, she knows and is strongly connected to the local community,” said Jennings.

Among Kalyn's accolades are being named as one of the Minneapolis St. Paul Business Journal's Women in Business honorees and one of the 500 Most Powerful Business Leaders in Minnesota from Minnesota Monthly. She is a graduate of South Dakota State University and has completed executive education courses at both Harvard Business School and The Wharton School.





## ¡Vacune a sus hijos!

Ahora los niños de 12 años o más pueden recibir la vacuna contra la COVID-19.



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

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Rick Aguilar, Aguilar Productions

### PROGRAM HIGHLIGHTS:

**Dr. Jake Beniflah** is a leading voice and an innovative thinker with more than 25 years of experience in marketing, advertising, research, data science, and organizational strategy. He will discuss his recently published book, *The Big Shift: Redefining Marketing in a Multicultural America*.



**Danny Vargas**, will discuss the effort that led the way to Congress approving legislation to make the National Museum of the American Latino, a "Reality" and the journey ahead, finding the location, fundraising and building the Museum in Washington D.C. Mr. Vargas is Founder/President of Varcom Solutions, Herndon, VA.

**Rick Aguilar** will discuss the history and 25th year anniversary of the Hispanic Marketing Conference.



Conference Luncheon will be prepared and presented by: **Amalia Moreno-Damgaard**, Founder of Amalia, LLC, Chef, Award winning author, Entrepreneur and Business leader.

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**DANNY VARGAS**  
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## Don't Quit Your Job Just Yet



**Adriana O'Meara**  
CEO of Lakeshore  
Partners

By Adriana O'Meara

I have been following the conversations and reading about what many are calling "The Great Resignation". If you have not heard about it, google it. There are thousands of articles about the topic that will bring you up to speed on this term. In sum, as the world is opening, people are leaving their jobs in search of more money, more flexibility, and more happiness. According to some articles, the pandemic brought awareness to the value of time and how we were living our lives as many of us found ourselves in challenging work environments. A record 4 million workers in the U.S. quit just in April, just as employers are facing labor shortages. In fact, I have been hearing from some of my clients talk about this, and I have cautioned them that following this popular trend could turn out to be harmful to their careers and most importantly to their well-being. My advice? **Be strategic.**

Easier said than done. This is extremely hard when you are burned out or exhausted as a result of unrealistic expectations from your employer. However, in my experience, there's light at the end of the tunnel.

### You have what people want

As an Executive Coach, I find myself repeating this phrase over and over to my clients. On paper, you have the dream job that hundreds of people would love to have including a steady and healthy paycheck. The truth is that it has taken you a lot of years to build your brand and get to the position that you currently are enjoying at your company, so the best plan of action might be to keep doing your job, while at the same time looking for new opportunities and work on building healthy boundaries for yourself and protecting your time. Don't forget that it is easier to get a new job when you have a job as you are more attractive to employers. However, as your coach, I would always advocate for protecting your health first as that's the foundation of everything. Without health, you have nothing.

### Trusting and owning your voice

Post-pandemic, people are rethinking what work means to them, how they are valued, and how they spend their time. Those are great questions to ask yourself **anytime**, and not only post-pandemic.

Remember that the grass is not always greener on the other side of the fence. To move your career to the next level and develop yourself as an executive leader, you need to articulate and negotiate stronger boundaries for yourself.

### Moving from burnout into thriving

Change is inevitable, and quitting, in most cases, is not the answer. What is important to harness here are your priorities and articulating those to your employer. In this case, **above all protect your health and well-being**, and your career success will follow.

*Adriana O'Meara is an award-winning business strategist as well as CEO of Lakeshore Partners, a company that provides Strategic Growth Consulting and Executive Coaching services across multiple industries.*

*Adriana partners with owners and executives to help them navigate change, disruption, and transformation. For a complimentary strategy consultation on how to take your business or career to the next level, contact her at (952) 239-3928 or email her at [Adriana@lakeshorepartners.net](mailto:Adriana@lakeshorepartners.net)*

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**LATINO BUSINESS AWARDS**

LATINO CHAMBER OF COMMERCE MINNESOTA

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October 12<sup>th</sup>, 2021 from 5:30pm – 9:00pm  
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- Latino Chamber Member of the Year
- Latino Chamber Partner of the Year
- Corporation of the Year
- Diversity & Inclusion Officer of the Year
- Hispanic ERG of the Year
- Small Business Entrepreneur of the Year
- Diversity & Inclusion Officer of the Year
- Community Organization of the Year
- Latino Attorney of the Year
- Latino Realtor of the Year
- Government Official of the Year



## Beneath the Surface: Recreational Caving Helps Tell the Story of Ancient Minnesota



*The Scenic Tour has fully lit and accessible walkways.*

*By Mollie Miller, Minnesota DNR*

A place called the “Dragon’s Jaw” might not sound like a place you’d want to find yourself in without some magical powers or at least your trusty sword – unless you happened to be talking about the Dragon’s Jaw located in one of Minnesota’s most interesting state parks.

Hidden in an underground network of million-year-old caverns,

the Dragon’s Jaw in Forestville/Mystery Cave State Park is a magical place where adventure-seekers can traverse an expanse of dark passageways and pools of turquoise water surrounded by ancient, triangular cave formations that look like the teeth of dragons. It would make the perfect background for a fairytale, but this natural wonder is real, it’s only a few hours’ drive from the Twin Cities, and anyone can come explore it.

Discovered in 1937, Mystery Cave is located in the Driftless Area of southeast Minnesota, a region that escaped the flattening effects of the glaciers which covered most of the state during the last ice age about 10,000 years ago. It’s an area of deeply carved river valleys and karst bedrock that can be dissolved and worn away by water flowing underground, creating sinkholes and caves.

Today, the best way to investigate Mystery Cave’s 13 miles of limestone and shale halls is by guided tour with caving experts from Minnesota’s Department of Natural Resources (DNR). The most popular Scenic Tour offers an hour-long trek down fully lit passages and paved walkways through the most developed areas of the cave, giving first-time spelunkers an opportunity to get deep into passages lined with features like stalactites, stalagmites, and flowstone.



*Come and discover what’s so awesome about Mystery Cave!*

Like hiking or biking, recreational caving (known as spelunking), is great fun for any outdoor enthusiast. It’s also a good way to learn about the geologic processes and formations that occurred in prehistoric times, and how they manifest themselves today. The rocks that form modern day Mystery Cave, for example, developed more than 400 million years ago when the land that is now

Minnesota was located closer to the equator and was covered by a shallow sea.

“Our state’s natural history is marked by impressive geologic formations, many of which are found in Mystery Cave’s unique environment,” says Dawn Ryan, Cave Supervisor at Mystery Cave State Park. “The cave’s shale and limestone walls entomb fossils of sea-dwelling animals that lived a mil-

lion years before dinosaurs roamed the earth!”

The Wild Cave Tour, reopening next year, suits people in coveralls, elbow and kneepads, helmets, and headlamps and takes cavers even deeper off the trail, on their hands and knees, and into crevasses and passageways – some only a foot and a half tall! Most people crawl, stoop walk, and even slide on their stomachs to pull through the small passageways.

“Spelunking at Mystery Cave was a fantastic, otherworldly adventure,” says Marcus, a nature enthusiast who recently went below ground with the DNR and Outdoor Afro Minnesota, a community organization with a mission to reconnect African-Americans to natural spaces through recreational activities. “The unforgettable journey was strenuous, and it was one of the best days of my life.”



*Cavers from Outdoor Afro go rafting down a narrow waterway in Mystery Cave.*

The sport of exploring underground caverns calls for curiosity. Some people want to seek out and overcome obstacles, while others are on a quest to understand prehistoric life and times. Whatever the reason to embark on a subterranean journey, caving is a recreational activity for everyone.

“After every expedition I lead at Mystery Cave, I am more hopeful for a new generation of spelunkers and cavers,” Ryan says. “Whether for curious beginners or experienced cavers, Minnesotans have access to one of the best caving experiences right under their feet.”

### *For a deeper dive*

Local groups or families interested in learning more about caving in Minnesota and exploring Mystery Cave are encouraged to call the DNR. Each guided tour takes you underground through different areas, highlighting scenic pools and a variety of cave formations.

As of July 1, Mystery Cave will offer the Scenic Tour only, hourly 10am to 4pm, Thursday through Monday. All other caving adventures, including the Geology, Lantern and Wild Tours will open again in 2022. Reserve your tour now at [www.mndr.gov/mysterycave](http://www.mndr.gov/mysterycave).

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# La FAMILIA

## LATINO HERITAGE CELEBRATION



**Thursday, September 23, 2021 – 6:00 pm to 8:30 pm**  
**St. Paul's Historic Landmark Center, 75 W 5th Street, St. Paul MN**

**Aguilar Productions presents the 18th Annual La Familia Latino Heritage Celebration**

Our celebration will be held in the beautiful St. Paul Landmark Center in downtown St. Paul. We are celebrating, National Hispanic Heritage Month, (September 15 to October 15) when we recognize the contributions made and important presence of Hispanic and Latino Americans to the United States and celebrate our heritage and culture.



We will present wonderful, colorful entertainment featuring:  
**TWIN CITIES FAVORITE LATINO GROUPS**



**Kico Rangel y Los Amigos**



**Los Alegres Bailadores**  
*Mexican Folkloric Dance Group*

### LA FAMILIA LATINO HERITAGE AWARDS 2021 RECIPIENTS

We will be presenting the “La Familia Latino Heritage Award” to special leaders in community, education, business and the arts who contribute to the Latino community in Minnesota. We do hope you will join us.

- Comcast
- Cristo Rey Jesuit High School
- Iglesia Familia de Dios

**There is NO COST to attend. Attendance is FREE!**

There will be a Cash Bar and light snacks provided.

For more information go to our website, [www.aguilarproductions.com](http://www.aguilarproductions.com) or email us at: [aguilarproductions@msn.com](mailto:aguilarproductions@msn.com)

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