

February 2020 Issue 390
**Latino
American
Today**
www.latinoamericantoday.com

ST. PAUL

*Winter Carnival
2020*

El Carnaval de Invierno 2020 en St. Paul, Minnesota

A World Famous Carnival! ¡Un carnaval conocido por todo el mundo!

Winter Carnival 2020—A New Decade

It's the most wonderful time of the year: the 134th Saint Paul Winter Carnival, the "Coolest Celebration on Earth" since 1886. The Winter Carnival continues to bring family-friendly events and community pride to Saint Paul and the Twin Cities metro area.



St. Paul Winter Carnival 2020 Royalty
Photo: St. Paul Pioneer Press



Winter Carnival Parade downtown St. Paul
Photo: Star Tribune



Latino American Today Publisher,
Rick Aguilar at the Carnival



On The Cover
St. Paul Winter Carnival 2020
El Carnaval de Invierno 2020

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Sobre el amor y la amistad



Por Saúl Carranza

Una de las maravillas de la humanidad es su necesidad de relacionarse y de hacer amigos. Los humanos somos seres sociales. Desde la creación misma Dios nos diseñó así. “No es bueno que el hombre esté solo” dijo en Gen. 2:18. Nos movemos en círculos concéntricos de confianza que conforman nuestra vida social.

El círculo de nuestra vida está rodeado de las personas a las que les profesamos especial afecto. Padres y hermanos, Familia cercana, amigos, compañeros, etc. Lo normal

es que una persona se mueva en armonía con otros seres humanos, y que estos círculos crezcan y se desarrollen de acuerdo a nuestras necesidades, intereses y movilidad.

La biblia dice: “El amigo siempre es amigo, y en los tiempos difíciles es más que un hermano” Prov. 17:17. Podemos ser amigos y tener amigos, podemos amar y ser amados. Ayudamos a otros y ellos nos ayudan a nosotros. Casi todos reconocemos a ese amigo o amiga que ha ocupado u ocupa un lugar especial en nuestra vida y a quien siempre buscamos cuando tenemos oportunidad.

El siguiente círculo más cercano a nosotros es el de la familia. Aquellos que llevan nuestra sangre o con quienes hemos emparentado por un matrimonio. Personas a las que sabemos que nos unen nexos muy fuertes y a quienes debemos honrar, principalmente a nuestros padres. Ellos son a los que con cariño y respeto llamamos “Mi familia”. Y les amamos de manera especial.

Pero el último círculo, el más pequeño, el más cercano es el que solo componemos la persona amada y yo. El hombre y su mujer. La importancia del verdadero amor es que no deja lugar a dudas de quién debe ser la persona más importante en mi vida. La Biblia afirma esto cuando el Señor Jesús repite las palabras del Génesis diciendo: “dejará el hombre a su padre y a su madre y se unirá a su mujer” y continúa, “lo que Dios unió no lo separe el hombre”. Eso no significa que se desprecie o abandone a los padres, ese es un amor diferente. Solo estipula que a partir del matrimonio será la relación más importante para cada uno y en la que debemos invertir más tiempo y esfuerzo. Es una relación única que no debe admitir competencias. La importancia de la amistad y del amor es que son la negación del egoísmo. Es el

aprender a compartir e interesarnos por alguien fuera de nosotros mismos. Las relaciones humanas que no se desarrollan por amor solo buscan utilizar a la otra persona y son egoístas y vacías y por el contrario una relación basada en el amor busca primero el bien del otro antes que la suyo propio. “Nadie tiene mayor amor que este, que uno ponga su vida por sus amigos.” (Juan 15:13)

Vale la pena honrar a los que amamos. Buscar la manera de manifestar nuestro respeto y cariño a quienes nos dan amor y amistad. Tal vez este antiguo poema nos de algunas ideas de como hacerlo.

El Rev. Saúl Carranza es el Pastor de la Iglesia Cristo Para Todas las Naciones en Crystal MN. Por favor contáctelo por email a pastorcarranza@gmail.com o llámelo al 763-245-2378.

AYUNA Y LLÉNATE DEL AMOR DE DIOS

Ayuna de juzgar a otros; descubre a Cristo que vive en ellos.

Ayuna de palabras hirientes; llénate de frases sanadoras.

Ayuna de descontento; llénate de gratitud.

Ayuna de enojos; llénate de paciencia.

Ayuna de pesimismo; llénate de esperanza cristiana.

Ayuna de preocupaciones; llénate de confianza en Dios.

Ayuna de quejarte; llénate de aprecio por la maravilla que es la vida.

Ayuna de las presiones que no cesan; llénate de una oración que no cesa.

Ayuna de amargura; llénate de perdón.

Ayuna de darte importancia a ti mismo; llénate de compasión por los demás.

Ayuna de ansiedad sobre tus cosas; comprométete en la propagación del Reino.

Ayuna de desaliento; llénate del entusiasmo de la fe.

Ayuna de pensamientos mundanos; llénate de las verdades que fundamentan la santidad.

Ayuna de todo lo que te separe de Jesús; llénate de todo lo que te acerque a Él.

Felicidades en este mes del amor y la amistad les desea su amigo el Pastor Saúl Carranza.

About Love and Friendship

One of the wonders of humanity is its need to relate and make friends. Humans are social beings. From the very beginning God designed us like this. “It is not good for the man to be alone,” he said in Gen. 2:18. We move in circles of trust that make up our social life.

The circle of our life is surrounded by the people to whom we profess special affection. Parents and siblings, extended family, friends, classmates, etc. The normal thing is that a person moves in harmony with other human beings, and that these circles grow and develop according to our needs, interests and mobility.

The Bible says: “The friend is always a friend, and in difficult times he is more than a brother” Prov. 17: 17. We can be friends and have friends, we can love and be loved. We help others and they help us. Almost all of us recognize that friend who has occupied or occupies a special place in our life and whom we always look for when we have the opportunity.

The next circle closest to us is that of the family. Those who carry our blood or with whom we have been related by a marriage. People to whom we know that we are linked by very strong links and to whom we must honor, mainly our parents. They are the ones we call “My family” with affection and respect. And we love them in a special way.

But the last circle, the smallest, the closest is the one that only the beloved and me make up. The man and his wife. The importance of true love is that it leaves no doubt as to who should be the most important person in my life. The Bible affirms this when the Lord Jesus repeats the words of Genesis saying: “the man will leave his father and his mother and will join his wife” and continues, “what God joined man will not separate him.” That does not mean that you despise or abandon parents, that is a different love. Only stipulates that from the marriage onwards will be the most important relationship for each and in which we must invest more time and effort. It is a unique relationship that should not have competition.

The importance of friendship and love is that they are the denial of selfishness. It is learning to share and be interested in someone outside of ourselves. Human relationships that do not develop out of love only seek to use the other person and are selfish and empty and on the contrary a relationship based on love first seeks the good of the other rather than their own. “No one has greater love than this, that one lay down his life for his friends.” (John 15:13)

It is worth to honor those we love. Find the way to show our respect and affection to those who give us love and friendship. Maybe this old poem gives us some ideas on how to do it.

A New Kind of Team – 2020 and Beyond!



Marci Malzahn

By Marci Malzahn

Most organizations strive to have effective and successful teams. They invest substantial resources in hiring outside coaches, providing experiential activities away from the office, and taking time off to “refresh together.” That is all good. But I want to challenge you to back up and start at the top asking yourself these questions:

- 1) Do we have the right *team* to begin with?
- 2) Do we have the right people in *leadership*?

In 2020 and beyond, as we work with five generations together, we must focus on what we have in common, discover and embrace our differences of perspectives, and maximize our talents. We need a new kind of team, one where we take advantage *precisely* of the various generations and leverage each other. Below I offer several ideas to implement in your organization that may bring efficiencies, leverage the knowledge and talent your organization already has, *and* build the team!

1) **Implement Reverse Mentoring:** As you may guess, technology is one of the key talents that the younger generation possess that may be missing in the older generations. Take advantage of this situation and pair a younger team member with an older person with a specific purpose to teach them a technology you use in your business. It could be as simple as teaching the older person how to properly use Outlook or the phone system in the conference room.

2) **Pass on the trade knowledge** from the older generation to the younger members: There is nothing like having real life work experience and that only comes with time in the workplace. However, you could accelerate that journey for certain emerging leaders where you pair an experienced business person with a younger employee with the specific purpose to drive change. The older employee teaches “the trade” to the younger employee and, the younger person brings the “technology savvy” to the relationship. The result could be new and innovative ways of doing your business while maximizing technology that is already available in your organization.

3) **Discover and Maximize your talents and the talents of those you lead.** As I share in my newest book, *Bring YOUR Shoes: A Fresh Perspective for Leaders with Big Shoes to Fill*, once you conduct a talent assessment of your entire team, you can then lead by maximizing everyone’s talents. As a leader, you have the incredible opportunity to assemble teams with complementary talents regardless of which generation they belong to. When you create teams from the talent perspective, age does not matter, and you build the team naturally.

4) **Create leadership partnerships** between a “sage leader,” an experienced team member in your trade who is retired or will retire soon, and an up and coming leader. In other words, partner the “legacy leaders” who know your company and have grown with it for many years, with the emerging leaders. As Ross Crosson shares in his book *What Makes a Leader Great*, “Sages are wise people with sound judgment and prudence usually gained from years of experience. They’ve applied their knowledge in practical and successful ways, usually because they’ve learned from their good and bad decisions made in the past.” Dictionary.com defines “sage” as “someone venerated for the possession of wisdom, judgment, and experience.”

Below are some questions to identify the “sages” in your organization (from the book *What Makes a Leader Great*):

- a. Who knows your clients the best?
- b. Who has the most business development experience?
- c. Who has seen just about everything in your industry?
- d. Who knows best how to deal with difficult employee situations?
- e. What if these folks moved out of their corner offices and down the hall to places near the next-generation leaders?

In order for this type of relationships to work, leaders who are transitioning to the “sage” roles must be willing *and* able to serve in this capacity. It needs to be a win-win for both the organization and the sage. This type of setup is a way in which the sage team members leave a legacy in the organization.

I will leave you with these questions to ponder:

- 1) If you are in that stage in life where you are considering retiring, are you willing to consider becoming a sage when that time comes? Are you able to release the authority and power that you’ve had in the past as a leader of the organization or a specific area of the company?
- 2) If you are the emerging leader, are you willing to allow a sage to pass on their wisdom to you and be humble as you learn?

Inspirational keynote speaker Marcia (“Marci”) Malzahn combines stories from her childhood in Nicaragua, the Dominican Republic, and her family’s subsequent move to the United States and weaves them together with her real-world business experiences to delight audiences wherever she is invited. Her latest book, *Bring Your Shoes*, invites leaders to discover their strengths, the strengths of those they lead and combine those strengths into world class teams. The book is available at malzahnpublishing.com or you can contact her at marcia@marciamalzahn.com.

Reina del invierno Attends Winter Carnival Celebration

By Claud Santiago

Christy Ana, Reina del invierno, attended the St. Paul Winter Carnival Coronation that was held at St. Paul RiverCentre. Christy Ana was sponsored by *Latino American Today* and serves as a lifestyle reporter for the print publication. It was a wonderful celebration that included the crowning of the 2020 King Boreas and his Queen of the Snows. Hail King Boreas and his royal family!



Carnival Royalty, Titan the East Wind



Christy Ana, La Reina del Invierno



With Klondike Kate



Alison Gunter, the former Queen of Snows 2019

Left: the Vulcans



*Dan Stoltz, Spire Credit Union,
former King Boreas*



SPHINX VIRTUOSI

For Justice and Peace

Featured Soloist: Elaine Alvarez, Soprano



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ORDWAY EVENTS & PARTNERSHIPS

A chamber ensemble comprised of the nation's top Black and Latino classical string soloists, the Sphinx Virtuosi returns to the Ordway for a fourth consecutive year with their new program: For Justice and Peace.

For Justice and Peace explores how justice and peace find their way into music regardless of time and place. Featuring works that span from the Romantic Era of the 1800's with Franz Schubert's Death and the Maiden and 20th century Hungarian composer Bela Bartok, who struggle with injustice and violence in their own respective times and countries, to contemporary works from black British composer Philp Herbert, Venezuelan composer Aldaro Romero, and Michael Abels, who speak to many of these same issues today. Join the Sphinx Virtuosi for a powerful exploration of the role artists and citizens play in propelling peace and positivity.

Featured Soloist: Elaine Alvarez

Cuban-American soprano Elaine Alvarez burst onto the international opera scene in 2007, with her soulful portrayal of Mimi in Puccini's La Bohème at the Lyric Opera of Chicago. Characterized by a distinct "buffed bronze soprano" (*Opera News*), Alvarez has blossomed into a true spinto d'agilitá, delivering performances rich with "melting, voluminous sound" (*Frankfurt Allgemeine*), "spectacular agility" (*Opera World Magazine*), and "a profoundly genuine sentimentality" (*Miami Herald*).

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ORDWAY

TaikoArts Midwest presents
**HERbeat:
Taiko Women
ALL-STARS**



sat, feb 29 | 7:30pm
ORDWAY.ORG | 651.224.4222

**TaikoArts Midwest presents
HERbeat: Taiko Women ALL-STARS**

MUSIC & MOVEMENT SERIES, ORDWAY MUSIC THEATER
TaikoArts Midwest proposes a simple, ground-breaking idea: bring the best North American and Japanese female taiko artists together for a two-week artist residency to collaborate and create a one-of-a-kind performance. Envisioned as a catalyst to fuel movement towards gender equity in taiko, this project celebrates and puts women center stage in a collaborative, unique performance.

Ordway Pre-Show Extra
The Untold Stories of Women in Taiko
Saturday, February 29, 2020
6:30PM | Target Atrium

Join us one hour before the show for the Ordway Extra for excerpts from the HERbeat film project, the untold stories of women in taiko, with film director Dawn Mikkleson. Taiko drumming has thundered throughout ancient Japanese art and culture, traditionally reserved only for men; now resounding as high art on the contemporary world stage, taiko is both ancient and modern, ever-evolving. The HERbeat film project follows the leading women in taiko from the United States and Japan as they prepare to perform together for the first time, each forging her own path, pursuing art that fuels her soul despite seemingly insurmountable cultural, financial, and personal barriers.

ORDWAY

**RAGAMALA
DANCE
COMPANY:
Written in Water**

sat, feb 15 | 7:30pm
ORDWAY.ORG | 651.224.4222

**Ragamala Dance Company:
Written in Water**

MUSIC & MOVEMENT SERIES, ORDWAY MUSIC THEATER
Conceived and choreographed by Raneer and Aparna Ramaswamy, *Written in Water* explores the universal paradigm of a seeker on a journey to connect the human with the transcendent and reveal mysteries within the self. In this large-scale, multimedia dance work, dancers and musicians move freely between composition and improvisation, and activate the space by negotiating snakes and ladders—representing the heights of ecstasy and depths of longing.

Forging new artistic paradigms, Ragamala has commissioned a score from Carnatic composer Prema Ramamurthy and Iraqi-American composer/ musician Amir ElSaffar, who leads a live, 5-person musical ensemble with a distinct alchemy of Iraqi, jazz, and South Indian instruments. The work unfolds amidst lush images of paintings commissioned from visual artist V. Keshav (Chennai, India), projected on the stage floor and upstage scrim.



Aparna Ramaswamy



Ashwini Ramaswamy



Raneer Ramaswamy

DNR Roundtable 2020 – Connecting to the Outdoors

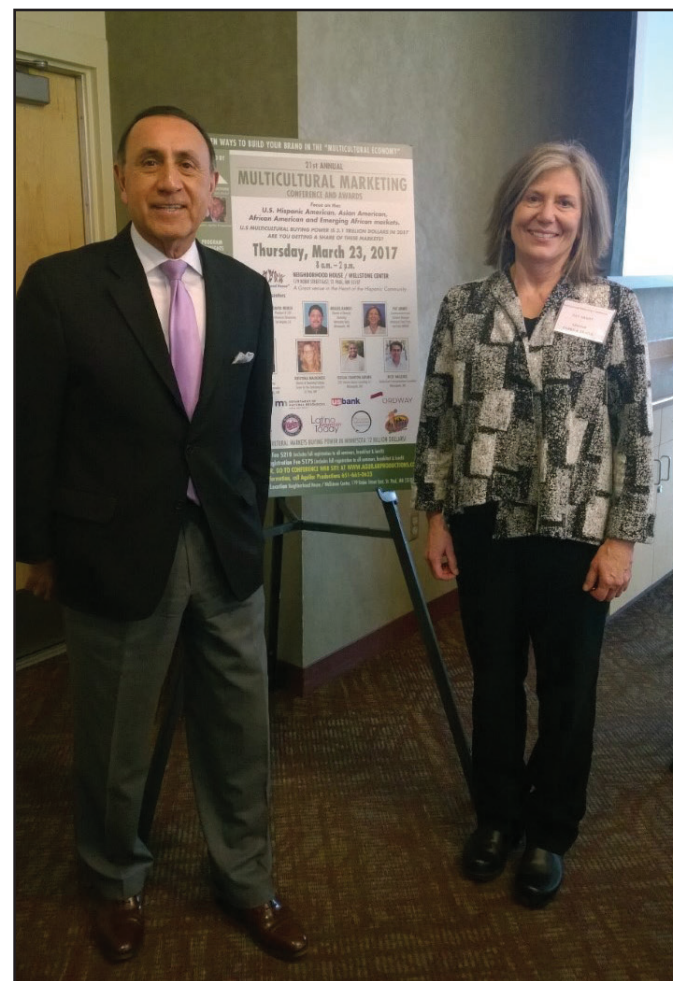
By Rick Aguilar

I was invited to be a presenter at the DNR Roundtable 2020 that was held January 24, at the DoubleTree Hotel in Bloomington. The theme of the conference was, Connecting to the Outdoors. My presentation focused on the article we feature every month in Latino American Today, Outdoors Minnesota. We also invite the DNR Parks and Trails staff to sponsor and present at our Multicultural marketing conferences that we produce each year. The keynote speaker for the conference was, Sarah Strommen, DNR Commissioner who presented Opening Remarks. Other speakers that presented on our panel included: Jenny Anderson, a digital creator and blogger her blog is “the Girl of 10,000 Lakes,” Dr. Brent Bauer, a professor of Medicine at the Mayo Clinic, Janssen Hang, with the Hmong American Farmers Association and Hansi Johnson with the Minnesota Land Trust.

Key findings from the Minnesota State Demographic Center indicates that:

- In Minnesota, people of Color (those who identify as a race other than White alone, and/or those who are Hispanic or Latin(x)) make up 20% of the total population. Non-Hispanic White Minnesotans represent the remaining 80% of the statewide population.

This growth of the multicultural populations is important to so many aspects of Minnesota’s future. It’s important that these populations visit, enjoy and create an ownership of one Minnesota’s great legacy, our State Parks and Trails.



Multicultural Marketing Conference with producer, Rick Aguilar and presenter Pat Arndt, former Communications and Outreach Manager for Minnesota State Parks and Trails



DNR Commissioner Sarah Strommen



Rick Aguilar, Presenter



Attendees at the conference

OUTDOORS MINNESOTA

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Learn New Ways to Have Family Fun with DNR “I Can!” Program

By Harland Hiemstra

Hey Dad, can you canoe? Si, se puede! Hey, Mom, can you catch a fish, or pitch a tent and camp in the woods? Yes, you can.

Even if you’ve never touched a paddle, baited a hook, or slept anywhere without a solid roof over your head, you can become an outdoors hero to your kids through a program offered by the Minnesota Department of Natural Resources. The DNR’s “I Can!” program provides hands-on training that will give you the know-how you need to enjoy a variety of outdoor activities that are fun, low-cost and family friendly.

The “I Can!” program started in 2010 to address one of the main barriers preventing more people from getting out to enjoy nature through activities such as camping, fishing and canoeing: a lack of skills and knowledge about how to do those things. That first season, 582 people spent a night or two at a state park learning how to start a campfire, pitch a tent and other basic skills through the “I Can Camp” program.

In 2011 and 2012, DNR added program components focused on other outdoor recreational skills:

- “I Can Paddle!” teaches participants how to safely handle a canoe or kayak;
- “I Can Fish!” covers the basics of angling: what kind of equipment to use, how to use it, fish identification, etc.;
- “I Can Climb!” provides opportunities to try rock climbing;
- “I Can Mountain Bike!” gets participants out enjoying trails on two wheels;
- “Archery in the Parks” gives you a chance to shoot a bow and arrow.

DNR Parks and Trails provides all the equipment needed for these programs, and experienced staff offer training and assistance. With the exception of “Archery in the Parks,” the programs require advance registration and charge a small fee for participation. People are encouraged to sign up early, as some programs, especially those at highly popular parks and those near the metro region, can fill up quickly.


“Anyone who’s wanted to learn outdoor skills, but hasn’t felt comfortable, they should sign up,” says program coordinator Eric Pelto. “They’ll learn the skills they need so they can come back and do it on their own.”

For more information including program dates, times, locations, and minimum age requirements—visit www.mndnr.gov/ican, or contact the DNR Information Center at info.dnr@state.mn.us or 888-646-6367 (8 a.m.–8 p.m. Monday through Friday; 9 a.m.–1 p.m. Saturday). To register for a program, visit www.mndnr.gov/reservations, or call 866-857-2757 between 8 a.m. and 8 p.m. daily (except holidays).


The “I Can!” series of introductory programs is made possible by the Parks and Trails Fund, created after voters in 2008 approved the Clean Water, Land and Legacy Amendment to the Minnesota Constitution. That amendment dedicates a portion of sales taxes to parks and trails of regional or statewide significance. More than 12,800 people have participated in these programs since they were first offered in 2010.



Learn how to fish!



Pitch a tent and learn how to start a campfire!



Try something new, go paddling!



Outdoors Minnesota article in Latino American Today monthly

¿Qué representa la elección de escuela?



El empoderamiento de los padres y la ayuda a los niños a cumplir sus sueños.

La Elección de escuela significa el darles a los padres de familia el acceso a las mejores opciones educativas K-12 para sus hijos. Estas opciones no únicamente incluyen escuelas tradicionales públicas, escuelas públicas charters, escuelas públicas magnet, si no también escuelas privadas, academias en línea y estudios desde casa.

Cada niño merece una educación efectiva, que los rete y que a su vez los motive. Los estudiantes de hoy son los líderes del mañana, por lo tanto, los niños deben de tener la oportunidad de lograr su propio sueño Americano.

Muchos estudios confirman, que cuando los padres son empoderados a elegir el ambiente educacional para sus hijos este funciona de manera optima, los estudiantes tienen más posibilidades de ser exitosos y los mas importante, graduarse de high school. Cada niño es único, y los estudiantes se desarrollan mejor cuando sus necesidades individuales han sido empatadas con el ambiente educativo.

Sobre la Semana Nacional de Elección de Escuela (NSCW)

En la Semana Nacional de Elección de Escuela (NSCW por sus siglas en Inglés) que se lleva acabo cada enero se destaca la importancia de las opciones de educación para los niños. Durante la NSCW, escuelas, grupos de estudios en casa, organizaciones e individuos realizan decenas de miles de eventos independientes.

Estas festividades buscan el incrementar el conocimiento público sobre las diferentes opciones educativas (K-12) disponibles para los niños y sus familias, y al mismo tiempo el hacer destacar los beneficios de la elección de escuela.

NSCW reconoce todas las opciones K-12, las cuales incluyen las escuelas públicas tradicionales, las escuelas públicas charters, las escuelas públicas magnet, las escuelas privadas, las academias en línea y la realización de los estudios desde casa.

En 2011 se comenzó este esfuerzo, en la actualidad la NSCW es el evento anual de oportunidades educativas mas grande del mundo.

En los últimos siete años mas de 58,000 eventos de NCSW han sido organizados a lo largo del país y alrededor del mundo.

NSCW es un esfuerzo para el concienciación publico, no partidista, apolítico, independiente. Por lo tanto no estamos asociados con ningún esfuerzo legislativo o de cabildeo.



Estudiantes de la escuela católica Risen Christ asisten el evento School Choice en el Minnesota Children's Museum de St. Paul

**MANTENGASE ABRIGADO,
SEGURO Y MAS COMODO
DURANTE ESTE INVIERNO.**

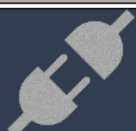


!Reciba ayuda con sus cuentas de calefacción y energía!

Ninguna familia debería pasar el invierno sin calefacción. Community Action Partnership de Hennepin County (CAP-HC) puede ayudarle. El Programa de Asistencia de Energía (EAP por sus siglas en ingles) de CAP-HC le brinda asistencia financiera a los residentes del Condado de Hennepin, incluyendo a la ciudad de Minneapolis, para ayudarles con el costo de energía en su hogar.

**Text 4WARMTH
to 555888**

Las oficinas para la ayuda de la Asistencia de Energía están abiertas en St. Louis Park, Minnesota Council of Churches, Sabathani Community Center, LSS y Minneapolis Urban League.



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Community Action Partnership of Hennepin County

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Strengthening Community ∞ Eliminating Barriers ∞ Creating Opportunity

How Female Hispanic Business Owners Are Fueling the Economy



By Patricia Guadalupe
Freelance writer

Marleny Rivas was at home one night watching television and trying to figure out what to do next after getting laid off from her job at a major corporation in California. Rivas had been selling her very popular homemade Salvadoran food on the side to friends and coworkers, making a good amount of extra money. She had been thinking about possibly doing it full time but wasn't sure how to go about it.

Then, she saw a commercial for free and low-cost business classes at her local community college focusing on the nuts and bolts of entrepreneurship, and that turned things around for her. "I took classes on everything about starting a new business, how to put a business plan together, what kind of loans might be available, all of it," she says.

A Fast-Growing Segment

Not long after launching, Rivas had three locations and a lunchtime food truck, a mere 12 years after immigrating to the United States from El Salvador. This way, Rivas joined the fastest-growing segment of the small business industry in the United States—Latina-owned businesses.

There are over two million Latina-owned businesses in the country, a growth of more than 87% since 2007, according to the National Women's Business Council. These businesses are helping to fuel the U.S. economy. Nonetheless, many potential Latina business owners—and even those who already have a business—aren't sure of the options available to help them get started or to reach the next level.

The First Building Block: Education

Looking at programs that can help you achieve the dream of owning your own business is the key to getting started. "We're not talking about the traditional K-12 kind of education, but rather business education, such as understanding a financial statement, how to access capital, how to grow your business," says Lea Márquez Peterson, who owns a public relations firm in Arizona.

She has experience working in non-traditional endeavors, such as owning and managing several gas stations and convenience stores, as well as business brokerage (buying and selling businesses), which are all male-dominated industries. "As a woman, I was very unusual," Márquez Peterson says. If you educate yourself as much as possible in your particular business, it's easier to confront the challenges of starting and running a business, especially for Latinas who choose to take that non-traditional business path.

Getting Funding

Like so many other would-be entrepreneurs, the biggest challenge for Latina business owners is access to funding. "I got turned down at first," says Rivas. "One bank said they wouldn't lend me the money because I needed to be in business at least two years and show a profit, so I ended up using some savings and tax refunds to get started."

According to Márquez Peterson, "Access to capital is the number one issue for Latina-owned businesses." She adds that "A lot of Latinas start real [sic.] small, with microbusinesses, such as [working] online, on weekends or at night. The challenge then becomes how to grow your business."

Alternative Resources

There are several options you can consider to address the challenge of obtaining funding to either to grow a business or get one off the ground. The U.S. Small Business Administration's Office of Women's Business Ownership offers a variety of programs, including training and mentorships, and ways for Latina entrepreneurs to apply for loans.

Another good option is Fundera, a New York City-based organization that acts as a one-stop-shop and funding matchmaker of sorts for small businesses, pairing entrepreneurs with lenders. Fundera does not charge small businesses to access their information and apply for loans—the company receives a fee from the lenders—and its most popular feature is the convenience of having a variety of alternatives listed under one roof.

The important thing is not to give up, says Márquez Peterson. "Whether it's other women business owners, family members or a Chamber of Commerce, there has to be a place where you can go to determine what your vision is and what you aspire to be," she says.

"As a group, Latinas are very entrepreneurial. We push ourselves to get ahead," says Rivas. "Some of us come from very humble means, and if we don't push [ourselves] to get ahead, we literally don't eat. We have a survivor instinct."

The sentiment is echoed by Márquez Peterson, "Hispanic culture is very entrepreneurial. I grew up in a family with a father who had his own business, and my mom had her own business. I was told that if you want to make more money, [you need to] work harder, and if you're already working full time and you can't take on more hours, then it comes down to starting your own business. I think that's what has motivated so many Latinas across the country to launch businesses."

How Wildlife Handles Winter



A great horned owl in the wild

By Erica Hoaglund, Minnesota DNR

To many Minnesotans at this time of year, Winter can start to feel a little like a long road trip to Spring—*are we there yet?* As mammals, we humans seem to keep having to fight off the urge to slumber the winter away, to hibernate like a bat in a cave until April. While hibernation, or something like it, is one of the ways animals handle the long winter months, many people may be surprised to know that strategies to make it through the winter are just about as diverse in the animal community as among humans.

Generally, winter survival strategies for wildlife can be broken down into three broad categories that we might refer to as active, inactive and elsewhere. Let's look at some examples of each; some may surprise you, some may make you jealous.

Inactive. This is one of the more well-known ways for Minnesota wildlife to deal with the winter, but there may be more varieties of inactive than you ever imagined! Wildlife in the frigid north has evolved a range of strategies. The common Grey Tree Frog actually produces a biological antifreeze that allows its body to freeze solid and then thaw out. Bears truly do just “sleep” the winter away in a state between true hibernation and normal sleep. Four of the eight species of bats native to Minnesota hibernate through the winter in caves around the state, their heart rates dropping from 200-300 beats per minute to 10, taking a breath only every couple minutes.

Elsewhere. Many Minnesotans have older relatives or friends whose approach to winter is to head south to warmer climes for a few months each year. Such geographic escape is a common strategy used by a variety of wildlife, too. This is known as migration. Many species such as the Ruby-throated hummingbird (a common backyard visitor in the Twin Cities) move hundreds or thousands of miles to places like Central America that stay warm all year long. While four of Minnesota's native bat species hibernate, the other four prefer migration to hanging upside down in a cold cave for the winter months. Some species' movements are not so dramatic. Turtles, for example, require only liquid, oxygen carrying water to sustain them over the winter, so they may move as little as a few hundred feet from shallow wetlands to deeper lakes or rivers where they remain buried in mud for the winter months.

Active! If you can't escape it or sleep through it, you might as well embrace it. Though it might surprise some folks, there are a whole bunch of animals that seem to have that attitude toward winter, spending the season as active participants. Sometimes they can be even more active than in the summer months! Our state's largest salamander, the aquatic mudpuppy, spends its winters very actively feeding and breeding, remaining largely sedentary in the summer as they guard their eggs under rocks. Voles are largely solitary in the warmer months, but in winter they can create a maze of tunnels beneath the snow to travel safely and socialize, out of sight of predators such as owls. Speaking of owls, they're another species that gets very active in the deep of winter. Stand in your backyard at night and listen for them hooting to each other as they set up territories and prepare to nest.



Minnesota's largest salamander, the aquatic mudpuppy

So, as winter stretches on, consider getting outside to see what's going on in the natural world. There's a whole lot more happening than you might guess. Winter is a great time to look for animal tracks, and for exploring places that might be too wet, weedy or buggy in summer. Many state parks offer special activities in winter; visit www.mndnr.gov and search for the “events calendar.” You can also see a lot just looking out a favorite window and watching for wildlife that has also stuck around in the frozen north. Don't complain about winter, learn to enjoy it!

Erica Hoaglund is a biologist for the DNR's Nongame Wildlife Program, which helps preserve and protect thousands of Minnesota wildlife species, some of them threatened or endangered. The program is supported almost entirely through voluntary donations, either directly or by designating an amount to donate on Line 22 of your Minnesota individual income tax form (look for the loon). Visit www.mndnr.gov/nongame to learn more.

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