

February 2018 Issue 366
**Latino
American
Today**
www.latinoamericantoday.com

ST. PAUL
*Winter Carnival
2018*

El Carnaval de Invierno 2018 en St. Paul, Minnesota

Super Bowl 2018 in Minneapolis!

Christy Ana at the Winter Carnival Coronation

Latino American Today Lifestyle reporter Christy Ana attended the St. Paul Winter Carnival Coronation at the St. Paul RiverCentre. Over 1,000 people attended the event.



Far left: Winter Carnival 2018 King Boreas Tom Leonard and Aurora, Queen of Snows, Jilla Nadimi. Above: The Winter Carnival 2018 Royal Family.



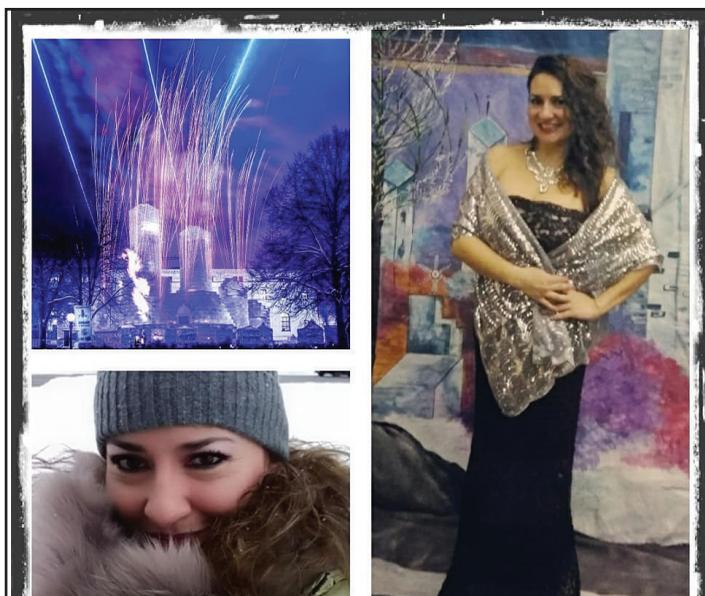
The Winter Carnival Castle at Rice Park drew crowds of thousands celebrating the Carnival.



King Boreas 2017 Jason Bradshaw and Latino American Today Lifestyle reporter, Christy Ana



Christy Ana with 2005 King Boreas - Steve Schmidt



On The Cover
St. Paul Winter Carnival 2018
El Carnaval de Invierno 2018 en
St. Paul, Minnesota

**Latino
American
Today**

Founded 2013

Member of
Minnesota Multicultural Media Consortium
National Foundation of Hispanic Owned Newspapers
Minnesota Newspaper Association

Published by
Aguilar Productions Inc.
Richard Aguilar, President

Contributors
Marci Malzahn,
Banking Executive and Founder of Malzahn Strategic
Christy Ana,
Contemporary Lifestyles Reporter,
Michael Gonzalez Wallace,
Author and Health & Fitness Guru
Wameng Moua, Photographer

Online
Gisela Aguilar
Design
Gisela Aguilar

Latino American Today
204 Emerson Avenue E.
St. Paul, MN 55118

Phone
651-665-0633

Fax
651-665-0129

Email
aguilarproductions@msn.com

Web
www.latinoamericantoday.com

Nota: Editoriales, artículos y anuncios que aparecen en este periódico representan el punto de vista de el (ellos) autor (es) y no necesariamente reflejan la opinión, punto de vista o modo de pensar de LATINO AMERICAN TODAY o de su personal.

Latino American Today distributes 15,000 copies on a monthly basis.

452 Events and Activities in Minnesota to Raise Awareness About School Choice



North Star State Parents Encouraged to Look Into Education Options for Children During National School Choice Week

School Choice Week in Minnesota and across America with the goal of raising awareness about the options that parents have for their children's education.

The Week will feature 452 events and activities across the North Star State, including open house events at schools, school fairs, homeschool information sessions, and other celebrations. In addition, a school fair is planned on Saturday, January 27 at the Lightbox Studio in Minneapolis.

Nationwide, 32,240 events and activities are being organized to raise awareness during National School Choice Week (Jan. 21-27, 2018), and

nearly 7 million Americans are expected to participate. It will be the largest series of education-related events and activities in U.S. history.

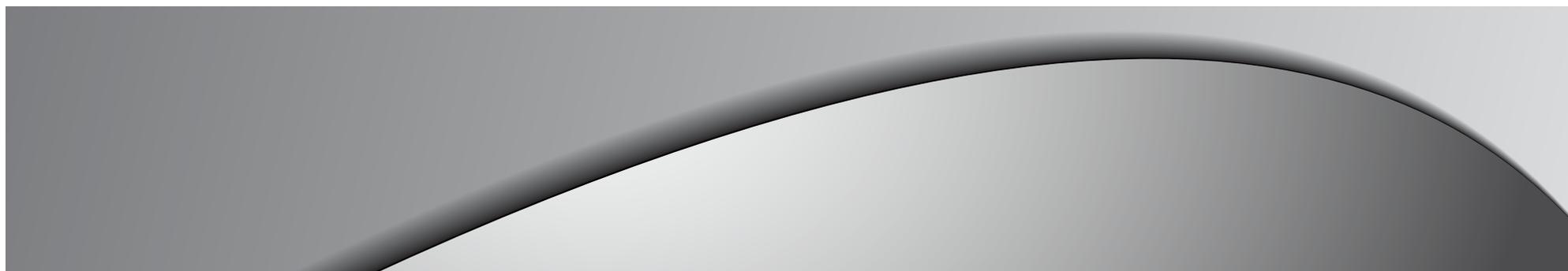
The Week brings attention to the different education environments that are available for Minnesota's 1.2 million children. For example, families in Minnesota can choose from traditional public schools, public charter schools, public magnet schools, private schools, online academies, and homeschooling. The state's public school open enrollment policy is one of the nation's broadest and most accommodating. The state also offers tuition-free, public online schooling.

The county of Wilkin and the cities of Babbitt, Bird Island, Brooklyn Center, Centerville, Crosslake, Ely, Foley, New Ulm, Northfield, Wadena, St. Paul Park, Linwood, Waterville, New London, Rochester, Thief River Falls, and Woodbury have issued proclamations recognizing School Choice Week in their community.

"National School Choice Week shines a positive spotlight on effective education options for every child. The goal is to raise awareness of all types of education for children. Being a private, non-profit school, we know that many of our parents make a large sacrifice to send their child or children to Academy of Whole Learning. We participate to celebrate that we are an excellent choice in education for students with autism spectrum disorder or related learning differences," said Paul Gloude-mans, admissions at Academy of Whole Learning, a private school serving 58 students in grades K to 12 in Minnetonka, Minnesota.

Celebrated since 2011, National School Choice Week is an independent public awareness effort. The Week is nonpartisan and nonpolitical, and it is not related to any legislative advocacy campaign.

"Minnesota is a national pioneer when it comes to providing educational opportunities for children," said Andrew Campanella, president of National School Choice Week. "National School Choice Week is a time to celebrate the fact that Minnesota has set a positive national example for school choice, while also letting more parents know about the options they have for their children's education."



Leaders Prepare and Plan



By Marci Malzahn

This winter as I was driving home on a two lane road during one of our amazing snow storms in Minnesota, I got stuck going 20 miles per hour behind two snow plows. If you live in the Twin Cities you know what I'm talking about when they go in pairs—side by side—to cover the entire road. My first (and typical) reaction was to get impatient as there was no way to pass them. Then I stopped to think about what they were doing—they were

clearing the road for ME! So I could drive safely behind them. Wow! What a blessing that was. At that moment, I chose to change my attitude from complaining to being thankful.

Many times we hear news of snow storms in other States where they are not used to get a lot of snow and it creates chaos to the point that entire cities simply shut down. I just experienced this in Houston while I was attending a conference. They had an ice storm mixed with snow and they cancelled all the flights. I had to stay an extra day—unplanned. On the other hand, there are other States, such as Minnesota, that I consider experts at handling the weather. Despite the fact that every year during the very first snow fall, we all forget how to drive in the snow and there are hundreds of car accidents, once we get over that one storm, we do okay for the most part driving around in the snow. But one of the main reasons we get used to driving in the snow is also because the cities clean and clear the roads for us quickly and efficiently so we can be safe.

As I kept driving I reflected on two concepts: 1) How leaders always prepare for the expected and the unexpected; and 2) How leaders lead the way for those coming behind them.

Every organization needs to prepare in several areas:

Strategic Planning: Many organizations create a Strategic Plan only to keep it on the shelf. Instead, invest in creating a three-year rolling plan and truly update it annually.

Disaster Recovery: You shouldn't have to live through a disaster in order to create a plan. Learn from others' experiences and create your plan accordingly based on your particular situation. One of the biggest disasters that a company can encounter these days is a cyberattack which affects your reputation now and in the future. You need to have an incident response plan and also a recovery plan that you can implement afterwards.

Succession Plan: Leaders need to establish a succession plan at all levels of the organization not just for themselves. When you do that you can ensure there is continuity in your company and your customers will always receive the best, uninterrupted service.

Major Projects: If you lead major projects for your organization, the one key that will consistently ensure success is to plan ahead! When you wait for the last minute the only thing you can count on is on things going wrong and you will create unnecessary stress to your entire team.

At Home: As a leader, it is easy to focus all our efforts on our work because the demands of today's work culture is never ending. However, if you don't focus on planning your next vacation or simply time to spend with your family and take care of yourself, your health and relationships will suffer.

Leaders don't work alone. So should leaders work alongside team mates who can help them lift the load.

Leaders surround themselves with "can do attitude" people. When you are the leader, you need people you can trust with confidential information about the company and with other sensitive issues. You also need people who can do the jobs they're in. They are qualified, skilled, and talented.

Leaders are not selfish. Successful leaders are not selfish in getting the credit for work done. Like the two plowing truck drivers probably don't pad themselves on the back when they're done cleaning a road because they know they simply did their jobs.

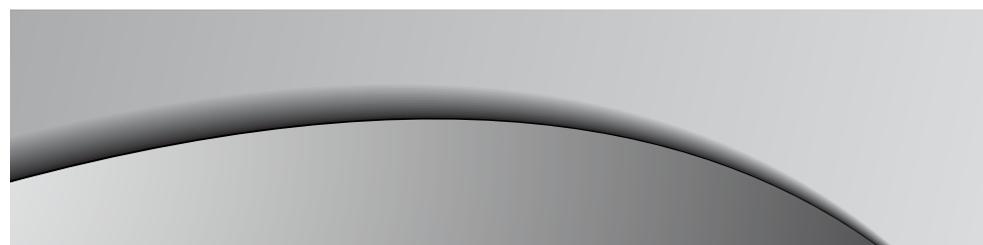
Leaders are to be thanked. On the other hand, leaders also are human and they need to be thanked once in a while for a job well done and for taking risks others are not willing to take. It is okay to say "thank you" to your leader and tell them you appreciate all they do. If you are the leader, it's okay to be thanked and recognized as well.

Below are questions for you to ponder on—both in regards to your work and your home life:

- In what ways are you leading the way for others?
- How are you cleaning and clearing the path for the ones coming behind you?
- Are you leaving a legacy of hard work, integrity, honesty, and love for others?
- In what ways are you an example for the younger generation?

Bringing it all together: The next time you encounter a situation where it seems to delay you in your plans, stop and think. You may be thankful for the delay in the end.

Marci Malzahn is a banking executive 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 an author and motivational/ inspirational speaker. 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.

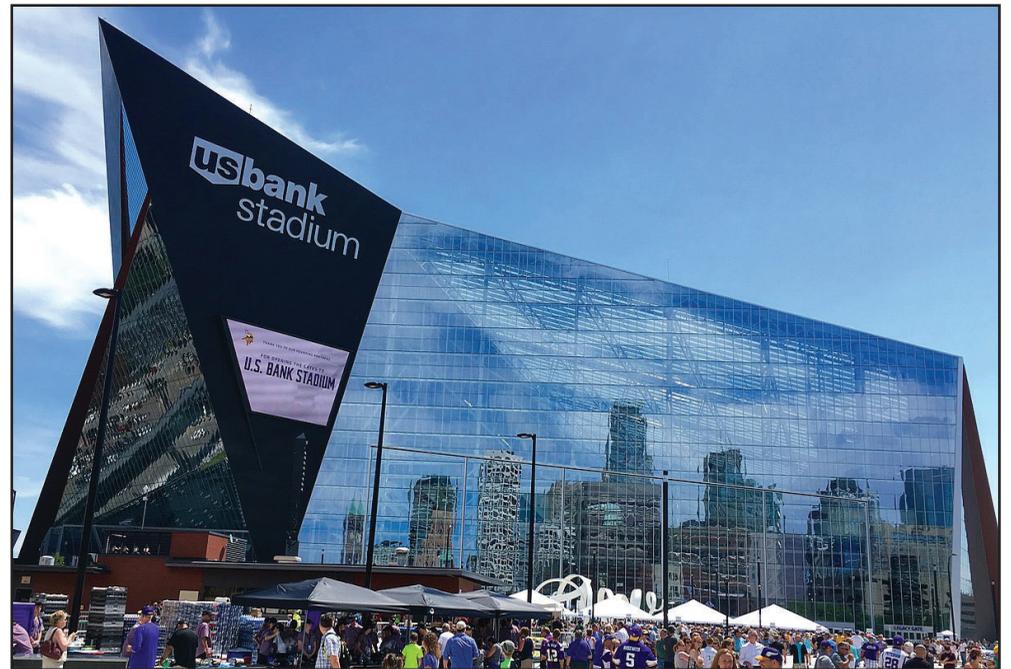


Minneapolis in the World Spotlight

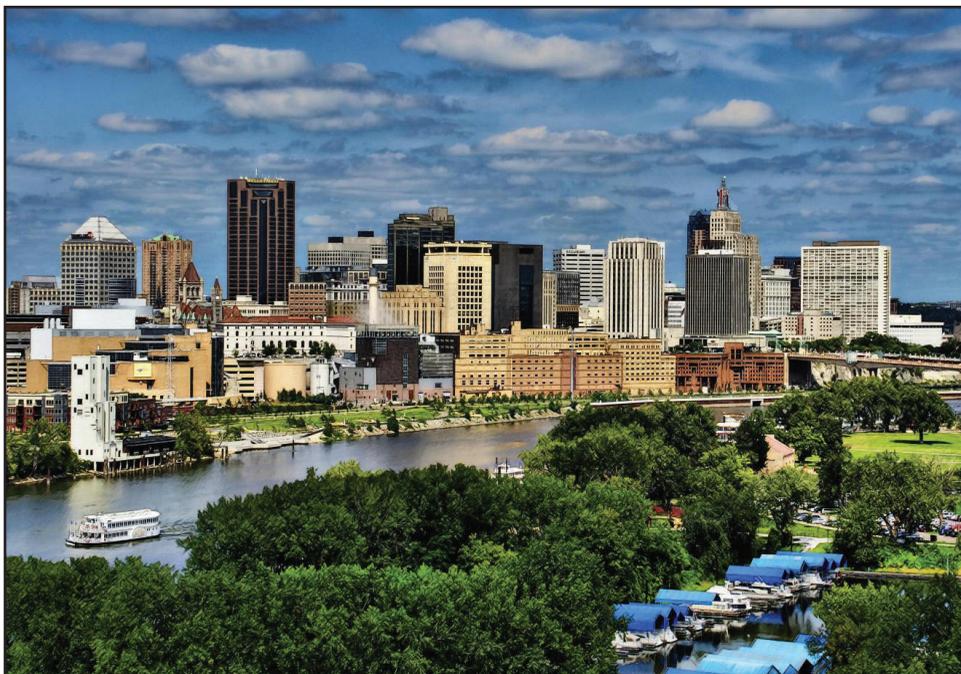
By Claud Santiago

Billions of football fans around the world will be tuning in to watch the Super Bowl game between the New England Patriots and the Philadelphia Eagles on February 4th at the U.S. Bank Stadium in Minneapolis. The Minnesota Vikings had a great opportunity to play in the game but lost to the Eagles in the playoffs.

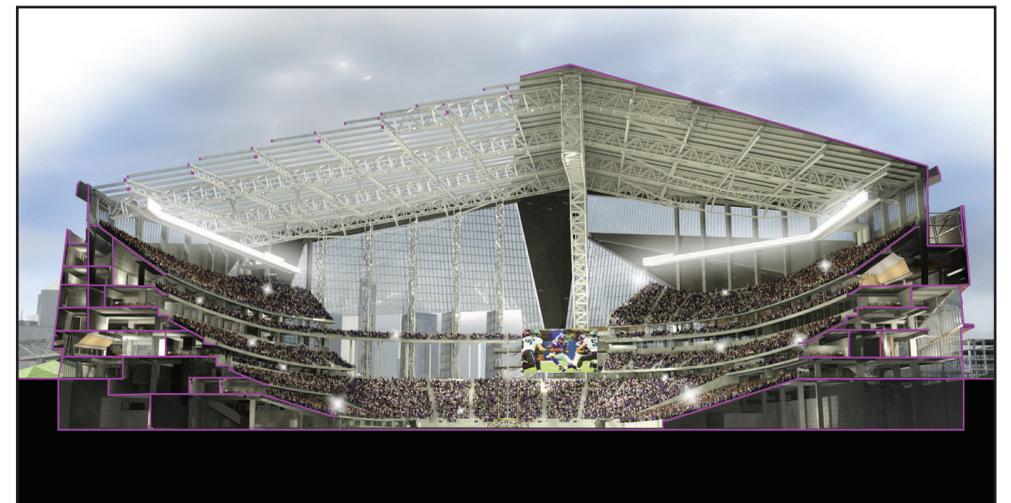
Both Minneapolis and St. Paul are ready to hosts thousands of fans from around the world who will be spending millions of dollars enjoying all the parties, concerts, restaurants, nightclubs and special events that will take place during Super Bowl week. St. Paul is celebrating their Winter Carnival and hope that fans will drive across the river to partake in all their festivities. This might be the last time Minnesota gets to host the Super Bowl so all is ready for this great event.



The U.S. Bank Stadium in Minneapolis will host the 2018 Super Bowl.



Above: The gorgeous St. Paul skyline. Below: Views of Minneapolis.



Super Bowl entertainment on Nicollet Mall!

Super Bowl Week in Minneapolis Salute to Hispanics in Sports & Entertainment

By *Claud Santiago*



L to R: Randy Berman, Peter Villegas, Christina Weiss Lurie, Rick Aguilar, State Rep. Jon Koznick (R), and Brian Ortega

Inca Kola USA, a brand of the Coca Cola Company, presented the 5th annual Salute to Hispanics in Sports and Entertainment, produced by New York Business Latino. The event was held at the Rock Bottom restaurant in Minneapolis. The event was created to pay tribute to Hispanic role models in sports, entertainment, and business. The award recipients were honored for their leadership both on and off the field and their involvement in the community and civic affairs. The 2018 recipients included:

- Christina Weiss Lurie, minority owner of the Philadelphia Eagles - Hispanic Leadership Award
- Peter Villegas, VP Hispanic Affairs the Coca Cola Company - Hispanic Executive of the Year Award
- Brian Ortega, #3 Ranked UFC Featherweight in the world - Hispanic Athlete of the Year Award
- Maya Santamaria, President and CEO Santamaria Broadcasting - Hispanic Media Award. Santamaria is from Minneapolis.



L to R: Rosemary Carrillo, Rick Aguilar, Maya Santamaria

Event attendee Rick Aguilar, President of Aguilar Productions was very impressed with the event! “What a thrill meeting Christina Weiss Lurie, a minority owner of the Philadelphia Eagles. She is a class act, so gracious to stay for several hours at the event and network with the attendees.” Congrats to Liz and Randy Berman, principles of Inca Kola; Julio Coen, Manager of Brand Inca Kola; and Rosemary Carrillo, NY Business Latino.



L to R: Liz Berman, Christina Weiss Lurie, and Rosemary Carrillo



Inca Kola señoritas with Brian Ortega and Peter Villegas

Thanks to Inca Kola USA and the Coca Cola Company for presenting this unique event during Super Bowl Week in Minneapolis. Over 100 attendees were treated to a wonderful night of food, cocktails, and amazing networking. The Rock Bottom restaurant served a delicious buffet and excellent bar service, highlighted by serving Inca Kola in various cocktails. What a great night!

Super Bowl Week in Minneapolis Salute to Hispanics in Sports & Entertainment



Julio Coen (center) with Inca Kola señoritas



*Rick Aguilar with Bank Executive
Maricruz Hill*



*L to R: Randy Berman, Rick Aguilar, and
State Rep. Jon Koznick (R)*



*Brian Ortega, with Latino American Today
Lifestyle reporter Christy Ana*

THANK YOU MINNESOTA VIKINGS - SKOL !



Latino American Today was in the press box at U.S. Bank Stadium for the entire Vikings 2017 season!

Congratulations to the Viking organization for the great season and we look forward to the 2018 season.

Rick Aguilar
Publisher, Latino American Today

believe in **we**

Speak up for the one place that embraces all students:

Public Schools

With growing threats at the national and state level, our public schools need your help securing and protecting the resources to brighten every Minnesotan's future.

Add your name in support at BelieveInWeMN.com



MUSIC & movement

ONE NIGHT ONLY! BUY NOW!

GENEROUS SUPPORT FOR MUSIC & MOVEMENT PROGRAMMING IS PROVIDED BY THE SCROOBY FOUNDATION

MUSIC & MOVEMENT SERIES SPONSORED BY

ORDWAY.ORG

651.224.4222 TTY: 651.282.3100



*Strengthening Our Neighborhoods
Fortaleciendo Nuestros Vecindarios*



Isaac Contreras

Professional Realtor
651-387-6317

Isaac.Contreras@kw.com

*"At Your Service
A Su Servicio"*

kw KELLERWILLIAMS.
INTEGRITY REALTY
Each office independently owned and operated



Matt Minder, Sr. Mortgage Consultant

O. 651-379-0370
C. 651-303-8563

[W. MattMinder.com](http://W.MattMinder.com)
NMLS 265834

MARKETPLACE
HOME MORTGAGE, L.L.C.
NMLS #1082

Lending services may be provided in certain states by Marketplace Home Mortgage, L.L.C. (NMLS#1082). This is not an offer to lend or to extend credit, nor is this a guaranty of loan approval or commitment to lend. The information here may not be up-to-date and may no longer be accurate. Consumers must independently verify the accuracy and currency of available mortgage programs. All loan approvals are subject to the borrower(s) satisfying all underwriting guidelines and loan approval conditions and providing an acceptable property, appraisal and title report.

¿Por qué Estamos Juntos?



Por Saúl Carranza

“Una esposa se despertó en medio de la noche y no vio a su esposo en la cama. Ella se levantó y fue a buscarlo alrededor de la casa. De repente lo escuchó en el sótano llorando. Cuando ella bajó al sótano le preguntó: ¿Mi amor, por qué estas llorando? Y él le dice: Te acuerdas 20 años atrás, cuando tu padre me amenazó que si no me casaba contigo yo iría a prisión. Ella le dice: Sí, ¿Por qué? Luego él le contesta: Porque, ésta noche ya yo hubiera salido de la cárcel y se terminaba la condena”. Por supuesto, esto es un chiste. Pero expresa muy bien lo que algunos piensan del matrimonio.

Este año mi esposa Cony y yo celebraremos 32 años de vida matrimonial. En ese tiempo hemos procreado dos hijos y hemos enfrentado muchos retos y vencido muchos problemas. Ni para ella ni para mí ha sido fácil. Pero cada problema, cada desvelo, cada pobreza o enfermedad han servido para hacer más fuerte esa unión. Al mirar atrás y preguntarnos qué es lo que ha permitido que nuestro matrimonio perdure. No encuentro una respuesta o fórmula mágica que nos haya funcionado. Creo que más bien ha sido la gracia de Dios y la conciencia plena de lo que significa el matrimonio lo que ha mantenido vivo nuestro amor.

Recientemente pregunté a algunas parejas de nuestra iglesia porqué se casaron. Aunque las respuestas fueron diversas casi todos, tanto hombres como mujeres de alguna forma se unieron en una sola razón. Todos queremos amar y ser amados o sentirnos amados.

Al llegar al mes del romanticismo y la celebración del amor es bueno recordar algunos de los principios que hacen que el matrimonio pueda ser la sublimación del amor.

Primero, el matrimonio fue creado como una institución bendita que Dios describió diciendo: “Dejará el hombre a su Padre y a su madre y se unirá a su mujer y los dos serán una sola carne”. En el matrimonio nos fundimos en amor para desarrollar un proyecto de vida. Es el encuentro de dos seres que emprenden la maravillosa aventura de formar una familia.

En segundo lugar, el matrimonio es el encuentro de dos personas que se necesitan mutuamente y se complementan. Es la respuesta divina de lo que les faltaba en su estado de soledad. No es lo mismo vivir solo que vivir con alguien que es complemento idóneo. Dios dijo: “Le haré ayuda idónea para él” Gen. 2:23. La palabra idónea significa aquella que complementa perfectamente. Donde cada uno aporta lo mejor que Dios le ha dado. Carácter, bienes, fuerza, voluntad, cualidades y por sobre todo amor. Cuando podemos vernos como complemento perfecto entendemos la grandeza de nuestra unión. Juntos para enfrentar cualquier adversidad y disfrutar a plenitud la vida.

Y lo tercero, es crear un vínculo de pertenencia y relación para toda la vida. No una relación desechable o débil sino una relación profunda de pareja que surge de conocernos. De saber quiénes somos, cualidades y defectos, lo bueno y lo malo de cada uno. Y a pesar de ello nos aceptamos. Es entonces cuando el vínculo se fortalece y crece el amor. Solo así un matrimonio puede durar porque no se construye sobre bases débiles o engañosas. Cada uno sabe lo que puede esperar de su pareja y también sabe dónde debe ayudarlo. Tu eres mía y yo soy tuyo. En exclusividad y hasta que la muerte nos separe. No una condena sino el placer de vivir plenamente juntos.

El problema de muchas parejas es que han desarrollado su relación sobre bases falsas, cuanto me gustas, qué me puedes dar, qué tienes. Son relaciones egoístas donde el amor se confunde con el placer o los bienes que se puedan atesorar. El problema de eso es que el placer es efímero y solo durará hasta que la fuente de ese placer se termine o se encuentre otra fuente de satisfacción. El verdadero amor es descrito en la Biblia de la siguiente manera: El amor es sufrido, es benigno; el amor no tiene envidia, el amor no es jactancioso, no se envanece; no hace nada indebido, no busca lo suyo, no se irrita, no guarda rencor; no se goza de la injusticia, más se goza de la verdad. Todo lo sufre, todo lo cree, todo lo espera, todo lo soporta. El amor nunca deja de ser; Aun así, no es fácil, pero si ambos están dispuestos a amar de esa manera, podrán enfrentar todos los problemas que surjan en su camino y vivir una vida feliz. Dios los bendiga. Feliz día del cariño, del amor y la amistad.

Saul Carranza es originario de Guatemala. Pastor de la Iglesia Cristo Para Todas las Naciones en Crystal MN. pastorcarranza@gmail.com 763 245 2378.

Le Invitamos a la Iglesia en Crystal.

Usted y su familia son bienvenidos.

La Iglesia es un lugar de adoración a Dios.

Una comunidad de fe donde niños, jóvenes y adultos pueden aprender, hacer amigos y servir a Dios.

Un lugar seguro para compartir, disfrutar compañerismo y encontrar ayuda.

Iglesia Cristo Para Todas las Naciones.

6421 45th Ave Crystal MN 55428

Somos una Iglesia Cristiana, de Santidad y Misionera.

Servicios Domingo 10:00 am

Miércoles Estudio bíblico 7:00pm

Sábado por la mañana Escuela de Teología.

We invite you to the Church in Crystal.

You and your family are welcome.

The Church is a place of worship to God.

A community of faith where children, youth and adults can learn, make friends and serve God.

A safe place to share, enjoy fellowship and find help.

Christ For All Nations Church.

6421 45th Ave Crystal MN 55428

We are a Christian Church, of Holiness and Missionary.

Services Sunday 10:00 am

Wednesday Bible Study 7:00 pm

Saturday Morning School of Theology.

LOVE IS IN THE AIR



Chef Amalia in the kitchen

By Award-Winning Author and Chef Amalia Moreno-Damgaard (AmaliaLLC.com)

February is a special month for two reasons, -we celebrate Valentine's Day, and it also marks the beginning of the transition into spring.

One way to stay warm during the winter months is with cozy foods that elevate your mood and wellbeing due to lack of vitamin D. A sunny day is the best cure for this, but in grey days, hot drinks, soups and stews are as comforting as a bear hug. Add to the mix spicy foods and you have a party in your kitchen.

Spicy foods don't just please your palate and feed you, they have healing powers similar to a bowl of chicken soup. After all, chile peppers are higher in vitamin c than citrus fruits and this makes them the stars of anyone's kitchen.

Chile peppers mild or spicy, have different degrees of heat and density and flavor nuances when fresh or dried.

Heat can also come packed in a jar or can along with varying seasonings and flavors. Hot sauces can add a quick spicy kick to any food in the world, from roasted meats and soups, to sandwiches, ceviches, drinks, and more. Some favorites are habanero, tabasco, and jalapeño. Chop fresh chiles to dress up your favorite salad or to top a delicious stew.

Love is in the air when an inviting aroma comes from the kitchen. This Valentines, treat your significant other or family to this spicy and easy to make meal that may even attract cupid to your dinner table.

Happy Valentine's Day!

EL AMOR ESTÁ EN EL AIRE

Por la chef Amalia Moreno-Damgaard (AmaliaLLC.com)

Febrero es un mes especial por muchas razones, -celebramos el Día de San Valentín y también marca el principio de la transición a la primavera.

Una forma de mantenerse calentito durante los meses de frío, es con comida que eleve su bienestar dado a la falta de vitamina D. Un día soleado es la mejor medicina, pero en días grises, las bebidas calientes y sopas confortan tanto como un abrazo caluroso. Agregue a la mezcla comida picante y disfrute de una fiesta en su cocina.

La comida picante no es solamente para alimentar ya que tiene poderes curativos similares a un tazón de caldo de pollo. Después de todo, los chiles

son más altos en vitamina C que los cítricos y esto los hace las estrellas de la cocina. Los chiles son dulces o picantes y tienen diferentes grados de picor, densidad y matices, frescos o secos.

Las salsas picantes también viene emvasadas o en lata sazonadas de acuerdo a su fabricante. Éstas pueden agregar un sazón muy especial a las carnes rostizadas y sopas, como también a sandwiches y ceviches, bebidas y más. Unas de las favoritas son habanero, tabasco y jalapeño. Pruebe a picar su chile favorito para complementar una ensalada o guiso.

El amor está en el aire cuando los aromas llaman desde la cocina. Este Día Del Cariño, comparta la mesa con su media naranja, o familia con esta receta fácil de hacer, y quien quita que pudiera atraer también a cupido.

¡Feliz Día de San Valentín!



Serves 4 people

1 pound flank steak
Kosher salt and freshly ground black pepper
1 tablespoon canola oil
2 cups fat-free, low-sodium beef stock
1 small yellow onion, quartered
1 cup quartered Roma tomatoes (about 2 large tomatoes)

1/2 cup husked, quartered tomatillos (3 to 4 large tomatillos)
2 bay leaves
1 cup seeded, chopped red bell pepper
1 small yellow onion, cut into thick slices
2 large garlic cloves, peeled
1 guaque (guajillo) chili, seeded
1 pasa (ancho) chili, seeded
1 corn tortilla, torn into small pieces (or 1/4 cup bread crumbs)
1 1/2 cups fat-free, low-sodium beef stock

Sazón (Seasonings)

1 tablespoon achiote oil; 1 bay leaf; 1/2 teaspoon thyme; 1 teaspoon kosher salt; Freshly ground black pepper
2 cups sliced small russet potatoes, cooked al dente
Adorno (Garnish): Thyme, oregano, or red bell pepper strips, sautéed (optional)

HILACHAS

Spicy Shredded Beef and Potato Stew

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

Season the steak with salt and pepper. In a hot, deep medium skillet, sear the meat on both sides in a little oil until medium brown (about 4 minutes per side). Add the stock, onion and bay leaves and bring to a quick boil. Lower the heat, cover and braise until the meat fibers separate easily when pulled (about 1-1/2 hours). Check the meat while it cooks and make sure the liquid stays at about 1 1/2 cups at all times (adding 1/2 cup of stock or water at a time as needed). When the meat is done, transfer it to a cutting board and let it cool. Cut it in half against the grain and shred it. Reserve the stock and onion. Set aside. In a medium pot, combine the tomatoes, tomatillos, pepper and onion, add garlic, chiles, tortilla and stock and bring to a boil. Lower the heat and simmer covered until soft (15 to 20 minutes).

Using an immersion or regular blender, purée the cooked vegetables and the reserved onion and stock to a fine consistency. Heat the achiote oil in the pot used to cook the beef. Add the purée, bay leaf, thyme, salt and pepper. Add the shredded beef and potatoes. Simmer to let the flavors blend (20 to 25 minutes). Taste and adjust seasonings, if needed.

The sauce should be about the consistency of beef stew. If it's too thin, cook it a bit longer. If it's too thick, add some stock or water.

Amalia's Notes:

To make achiote oil, heat 1/2 cup of canola oil in a small skillet until small bubbles start to form. Turn the heat off and add 1 tablespoon of achiote seeds. Allow the seeds to color the oil for 5 to 10 minutes or longer, strain the oil, and discard the seeds. The oil should be deep orange, not brown. Keep leftover achiote oil in the refrigerator for up to a month. Peel tomatillos under running water if you find the husks hard to remove.

It's Way More Than Play: Why Spending Time Outdoors in Cold Weather Makes You (and the Kids) Healthier

By Deborah Locke, Minnesota Department of Natural Resources Information Officer



Getting the kids or yourself outside on a brisk winter day may seem counterintuitive. Cold air is to be avoided, right? It's healthier to hibernate.

Consider this. Minnesotans have longer life spans than residents of nearly every other state, and that's not because they live in warm weather. That may have a lot to do with good health care and widespread insurance coverage, but health writer Dr. Rachel Vreeman suggests more. She has said that cells that fight infection actually increase if you go into the cold.

Researchers with the Centers for Disease Control point out that bacteria and germs in overheated indoor areas merely get recycled. The best way to avoid stale air in the flu season? Go outside. Children need 60 minutes of daily exercise and for kids, winter is the right place to do it. Walking through snow helps with large muscle development in small bodies. Exercise improves sleep cycles, and outdoor winter play teaches children how to play with snow or steer a sled or skate or ski.

But lower temperatures impact more than our physical health. Have you ever seen people return home right after a few hours of outdoor winter activity? They burst in, stomping feet, pulling off heavy coats and boots, and seem, well, uplifted, even happy. That is because exercise boosts your mood. Cold air without the humidity of summer feels stimulating and forces our bodies to work harder to produce heat. Endorphin levels increase, which is the brain chemical that induces a feeling of pleasure.

That pleasure arrives in multiple ways on a chilly winter day at your favorite state park or trail. Just look around. Winter brings its own flavor of awe with the lacy leaf-free tree branches against a clear blue sky, billions of snow diamonds glistening in sunlight, a glimpse of a deer rushing past or a cardinal or wren perched on a tree stump. The park may be quiet and all you hear is the sound of snow crunching as you and your children and friends hike a trail, or you may encounter a dozen fellow park visitors, all in good spirits, all collecting their daily dose of Vitamin D from the sun.

To find your nearby state park, go to mndnr.gov/parkfinder. Minnesota state parks and trails offer a broad range of winter activities, from snowshoe hikes to ice fishing lessons to treasure hunts to beautiful candlelit walks that light the world upward from the ground. For a listing of park events, go to www.mndnr.gov/parks. For candlelight events, see www.mndnr.gov/candlelight.

Staff at the Mayo Clinic offer advice on how to safely exercise outdoors. Tips include these:

- Avoid extreme cold (defined as "0" degrees F or below). Check the forecast before heading outdoors.
- Dress in layers. Exercise generates body heat, and after an hour of cross-country skiing, you may need to take off a layer of clothing. Start with a synthetic material, followed by fleece or wool, and then a waterproof outer layer. Wear shoes or boots that can accommodate heavy thermal socks.
- At night wear reflective clothing. Wear sunscreen that blocks UVA and UVB sun rays, and lip balm with sunscreen.
- Drink fluids before, during and after a winter workout.

Safety tips for children from the American Academy of Pediatrics include setting time limits on time spent outdoors and calling children inside at times to warm up. Avoid extreme cold, and dress them in layers. They should wear an extra layer of clothing than an adult. Ensure that there is no ice where they play.

Even very short breaks outside are beneficial and give a boost. Take a short walk outside on your lunch break, or gather the children after school and walk around the block. Cabin fever will reduce and good feeling will increase.

Snowshoes and skis can be rented or checked out at some parks. Call in advance to confirm the availability of equipment and to reserve what you will need. For more ideas on what to do at Minnesota state parks and trails this winter, pick up a copy of the new winter Programs and Events brochure at the nearest state park or request one from the DNR Information Center (info.dnr@state.mn.us or call 651-296-6157 or 888-646-6367).



PROVEN WAYS TO BUILD YOUR BRAND IN THE "MULTICULTURAL ECONOMY"

PRODUCED BY



AGUILAR PRODUCTIONS
Promoting the Emerging Markets



Rick Aguilar, Aguilar Productions

PROGRAM HIGHLIGHTS

Asian Americans have the Highest Household Income in Minnesota? Learn more about this fast growing market!

The Twin Cities Marketing industry lacks the insights and creativity of diverse ethnic marketing professionals. What is the BrandLab doing about this business issue?

The multicultural home market has seen tremendous growth in the Twin Cities. Learn how to reach this market from panel of multicultural realty experts.

A PARADIGM SHIFT OF MULTICULTURAL PROPORTIONS insights and strategies to help you prepare and take advantage of this great business opportunity when the "minorities" become the Majority.

How is the MNDNR reaching out to multicultural communities...case study.

**PREMIER MARKETERS
SHARE STRATEGIES
THAT WORK!**

22nd ANNUAL

MULTICULTURAL MARKETING CONFERENCE AND AWARDS

Focus on
**Asian American, Emerging African, Hispanic American
and African American markets.**

**U.S. MULTICULTURAL BUYING POWER IS 3.5 TRILLION IN 2018
ARE YOU GETTING A SHARE OF THESE MARKETS?**

Thursday, March 22, 2018

8 a.m. – 1 p.m.



NEIGHBORHOOD HOUSE / WELLSTONE CENTER

179 ROBIE STREET EAST, ST. PAUL, MN 55107

A Great venue in the Heart of the Hispanic Community

Conference Presenters



WANNY HUYNH
*Author, Speaker and Coach
St. Paul, MN*



SUZZANE OH
*Fearless Director
The BrandLab
Minneapolis, MN*



ANDY NOBLE
*TEAM LEADER
Keller-Williams Realty Inc.
St. Paul, MN*



AMALIA MORENO-DAMGAARD
*Business Leader, Chef,
Entrepreneur and Author
Minneapolis, MN*



VERÓNICA JARALAMBIDES
*Marketing Consultant
Minnesota State Parks
and Trails
St. Paul, MN*



RICO VALLEJOS
*Multicultural Marketing
Consultant
Portland, OR*

Sponsors



MULTICULTURAL BUYING POWER IN MINNESOTA IS 12.5 BILLION

Registration Fee \$190 (includes full registration for seminars, breakfast and breaks)

Nonprofit Registration Fee \$175 (includes full registration for seminars, breakfast and breaks)

TO REGISTER, GO TO CONFERENCE WEB SITE AT WWW.AGUILARPRODUCTIONS.COM

For more information, call Aguilar Productions 651-665-0633

Conference Location Neighborhood House / Wellstone Center, 179 Robie Street East, St. Paul, MN 55107