

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

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HAPPY  
*New Year!*

2020

¡PRÓSPERO AÑO NUEVO!



## Minnesota Council on Latino Affairs (MCLA) Serves the Community

By Claud Santiago

### What is MCLA?



MCLA is a state agency that advises the government on matters of interest to Latinos who live in Minnesota. It is a bridge of communication and collaboration between Latinos and the government, the private sector and nonprofits.

### Why should we care?

Without Latino engagement, MCLA cannot accurately communicate the interests of the community to the government nor can it serve the community effectively. Such engagement makes possible a stronger political voice and better socio-economic choices for the Latino community.

### Who does the MCLA serve?

We serve Latino Minnesotans across the state and the people of Minnesota.

### Who is the director of MCLA?

Rosa Tock  
Executive Director/Director Ejecutivo

Rosa is originally from Guatemala and has also lived and studied in France where she earned an elementary school teacher diploma. She came to Minnesota as a Fulbright scholar at the Humphrey School of Public



Affairs, where she earned a Master's degree in Public Policy in 2003. Based on her personal experience as an immigrant, and as a studious observer of Latin America, she adds the skills and cultural relevant understanding to support issues pertaining to the Latinx communities in Minnesota.

Most recently, she was the MCLA Interim Executive Director in the agency guiding the Council work through leadership transitions. In government, at the Minnesota Department of Education she was a planner in the Results and Improvement Unit of the Special Education Policy Division where she monitored and tracked activities and projects.

She worked as Legislative Director for the MCLA conducting research, updating data about the Latino community, and implementing the council's legislative agenda by engaging state legislators on key legislation. Previously, she worked as a bilingual human rights specialist for the City of Saint Paul in the Human Rights Department. She is fluent in Spanish and French.



### On The Cover

2020

Happy New Year! ¡Prospero año nuevo!

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*We wish that all your wishes are fulfilled this year.*

*Happy New Year!*

*—Rick Aguilar, Publisher  
Latino American Today*

## 2020 Año de Elecciones



Saúl Carranza

Por Saúl H. Carranza

Con la llega del nuevo año baja la bandera de la carrera que dará inicio a las próximas elecciones 2020. No será fácil. Cada uno de los participantes se ha preparado de la mejor manera y con los mejores recursos a su alcance para alcanzar las metas que se han propuesto. La presidencia es el premio gordo de esa lotería. El ganador o ganadora obtendrá el premio y responsabilidad de dirigir a la nación más poderosa de la tierra. El nuevo año traerá también sobre cada uno de los votantes la responsabilidad de elegir sabiamente y con los mejores criterios a nuestros gobernantes.

Muchos cristianos piensan que el mundo de la política es un mundo tan corrompido y sucio que es mejor mantenerse alejados de él. El sabio griego Aristóteles, sin embargo, cerró esta posibilidad cuando dijo: "El hombre es un animal político". Esto significa que en una sociedad democrática no podemos permanecer al margen. Quien participa y vota lo hace a favor o en contra de una persona o ideología. Pero quien no participa voluntariamente, también lo hace porque con su no participación está apoyando a la mayoría. Los votos nulos nunca favorecen a las minorías. Entonces el que vota y participa hace política y el que no vota y no participa también. La diferencia es que el uno lo hace responsablemente y el otro deja que los demás tomen las decisiones. Solo los votos emitidos cuentan.

## 2020 Election Year

By Saúl Carranza

With the arrival of the new year, the flag of the race that will start the next 2020 elections falls. It will not be easy. Each of the participants has prepared in the best way and with the best resources at their disposal to achieve the goals that have been proposed. The presidency is the jackpot of that lottery. The winner will win the prize and responsibility to lead the most powerful nation on earth. The new year will also bring to each of the voters the responsibility of choosing our rulers wisely and with the best criteria.

Many Christians think that the world of politics is a world so corrupted and dirty that it is better to stay away from it. The wise Greek Aristotle, however, closed this possibility when he said: "Man is a political animal." This means that in a democratic society we cannot remain on the sidelines. Whoever participates and votes does it for or against a person or ideology. But those who do not participate voluntarily do so because with their non-participation they are supporting the majority. Null votes never favor minorities. Then the one who votes and participates does politics and the one who does not vote and does not participate too. The difference is that the one does it responsibly and the other lets the others make the decisions. Only the votes cast count.

Since we cannot remain on the sidelines, it is then important to think about what our decision will be in the next year. The only person who can decide who to vote for, is you, therefore, you must do so responsibly. The Bible with its always wise message gives us some advice on the citizen participation of the Christian.

First, it invites us to get involved in improving the world. Romans 12: 1 and 2 invites us not to conform to this world but to seek to improve it by transforming ourselves through the renewal of understanding. This means using Christian values to make this a better world. That as we improve we

Siendo que no podemos permanecer al margen, es entonces importante pensar en cuál va a ser nuestra decisión en el próximo año. La única persona que puede decidir por quien votar es usted, por lo tanto, debe hacerlo responsablemente. La Biblia con su mensaje siempre sabio nos da algunos consejos sobre la participación ciudadana del cristiano.

En primer lugar, nos invita a involucrarnos en mejorar el mundo. Romanos 12:1 y 2 nos invita a no conformarnos a este mundo sino buscar mejorarlo transformándonos a nosotros mismos por medio de la renovación del entendimiento. Esto significa usar los valores cristianos para hacer de este un mundo mejor. Que en la medida que nosotros mejoramos debemos ser fuente de mejoría para nuestra familia y nación.

En segundo lugar, nos invita en Romanos 13 a ser buenos ciudadanos y respetar a nuestras autoridades. No solamente pagar nuestros impuestos sino ser respetuosos de las leyes y de aquellos que representan a la nación.

Y en tercer lugar nos insta a orar por nuestras autoridades. Dice Timoteo 2:2 "Recomiendo que se ore por los gobernantes y por todas las autoridades, para que podamos vivir en paz y tranquilos, obedeciendo a Dios y llevándonos bien con los demás."

Por todo esto les invito a pensar en este próximo tiempo de elecciones como una oportunidad de servir a Dios y a la nación. Feliz año nuevo.

must be a source of improvement for our family and nation.

Second, it invites us in Romans 13 to be good citizens and respect our authorities. Not only pay our taxes but be respectful of the laws and those that represent the nation.

And thirdly, it urges us to pray for our authorities. Timothy 2: 2 says "I recommend that you pray for the rulers and all the authorities, so that we can live in peace and quiet, obeying God and getting along with others."

For all this I invite you to think of this next election time as an opportunity to serve God and the nation. Happy New Year.



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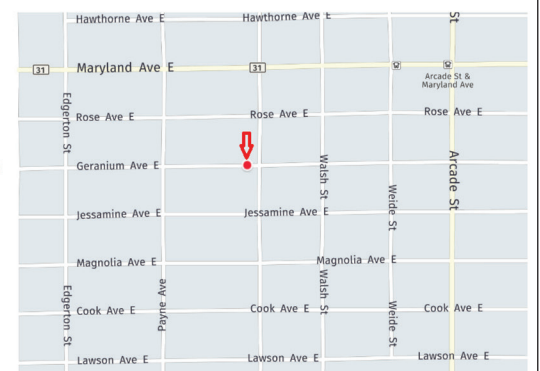
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## Leaders Leading Leaders

By Marci Malzahn



Marci with Todd Mathison, Fringe Benefits (left) and Barry Sorensen, Highland Bank (right) at the Bring YOUR Shoes book signing event on December 2, 2019

It's the New Year. It's a new decade! And you have a new job as a leader. Do you have the right tools to guide you in your leadership journey? This month I'm sharing excerpts from the last chapter, "Leaders Leading Leaders" of my newest book, *Bring YOUR Shoes: A Fresh Perspective for Leaders with Big Shoes to Fill*. The purpose of this book is to guide you as you begin or continue your leadership journey.

The analogy to "bring YOUR shoes," means bring *your* talents and your entire self to every job. Beginning with the first steps—discovering and maximizing your talents. Then discovering and maximizing the talents of those you lead. And lastly, maximizing the talent of your team—as a whole.

Think about repeating this cycle over and over in order to perpetuate your company's legacy. You need to focus on training your leaders, so they can in turn train their leaders and so on—*leaders leading leaders*. Let's describe the steps you need to go through in order to maximize your team's talents.

**Identify your future leaders.** I've seen a growing trend where new leaders are promoted to senior leadership and even executive leadership positions even though they've never supervised before! If this is your case, don't panic. The advice in this book is designed precisely to help new leaders, and that includes you. But

regardless of your experience, the first step is to identify the future leaders of the company or the department you lead.

If you are a new leader and your job is a senior or executive leadership position, or if you're managing a division or a department of the company, you need to identify the successors. Sometimes the people that you have in the current positions are not necessarily the future leaders of those specific divisions or teams. In this process, you need to consider the team's capabilities, leadership ability, and maturity/capability of the members to take on new leadership responsibilities. Some key traits that the leaders I interviewed look for consistently in future leaders are strong communication skills, the willingness and ability to collaborate, integrity, humility, compassion, enthusiasm, and honesty.



Marci and Cindy Haas, Gateway Bank

**Develop your leaders.** Once you identify the future leaders, spend time with them and help them develop themselves as leaders and/or provide them with opportunities to grow. Every leader needs to develop their individual talents, their leadership ability, management skills, and delegation skills in order to succeed and move forward with an organization. An outside coach may be necessary to help develop a particular leader.

**Learn to delegate.** Delegation is not a talent. It's a critical skill you must learn to succeed as a leader. There are several reasons to delegate: save time, develop your team, earn your employees' trust, create a backup for yourself, and to create new efficiencies.

**Demonstrate leadership.** Allow your leaders to follow their own passions, which are tied to their talents and personal mission or purpose. Ensure that the leaders you're leading share the company's values. Otherwise, they're not the right people to begin with. Teach them to develop their own leaders within the departments they lead. Everyone should understand the organization's mission—the reason "why" you exist. Everyone should also understand the significance of their job and ideally everyone feels the same "passion for the purpose." Communicate the vision continually and in various ways so everyone knows where you're going, what you want to become, and where you want to go together as a company. As a team, you can now focus on following your mission and accomplish your overall company's vision.

**The Power of TEAM.** As you demonstrate leadership to your team, you can show them the power they have as a team to overcome challenges together. You can celebrate overcoming those challenges. You will achieve success and take risks together—and celebrate through the journey achieving the individual successes. Remind them that *ordinary* people can form an *extraordinary* team. First, bring *your* shoes to the job. Bring your unique abilities and maximize them. Why? So you can help others. Then, remind your team members to bring *their* shoes as well so they can also help others. Help them discover their talents and give them opportunities to maximize those talents. Why? Because you may have a superstar in your midst and you may miss it if you don't know their talents and allow them to develop those talents. Lastly, maximize your team's talents. Why? Because we're all here to fulfill our purpose. Together, discovering, using, and maximizing our talents, we can do it. You can now say you are a *leader leading leaders* by maximizing talent. You are now all bringing your shoes!

*An extraordinary team can wear ordinary shoes and still get the job done!*

**Happy New Year!**



Marci with son Patrick, daughter Nicole, and grandson Henry



Marci and Rick Aguilar

Marci Malzahn is president and founder of Malzahn Strategic a community financial institution consultancy focused on strategic planning, enterprise risk management, treasury management, and talent management. Marci is also a professional speaker and published author of four books. You can contact Marci for speaking engagements through her website at <https://marciamalzahn.com> or email her at [marcia@marciamalzahn.com](mailto:marcia@marciamalzahn.com). You can purchase Marci's books at Malzahn Publishing (<https://malzahnpublishing.com>) or Amazon.



## We Have the Power to Prevent Cervical Cancer

Human papillomavirus, also known as HPV, is a very common virus. Almost all people will get at least one type of HPV at some time in their lives. Most HPV infections go away on their own, but sometimes the infection stays and can lead to cancer. Every year in the United States, about 35,000 women and men are diagnosed with a cancer caused by HPV. The HPV vaccine helps protect young people from getting this virus, which means it protects them from cancer.

One of the most common types of cancer caused by HPV is cervical cancer. Cervical cancer was once the leading cause of cancer deaths among women in the United States. Cervical cancer screening, which are tests to catch cervical cancer early, have helped decrease the number of cervical cancer deaths. Now, screening and the HPV vaccine have made cervical cancer one of the most preventable cancers.

However, it is still a problem. In 2016, there were almost 13,000 new cases of cervical cancer reported in the United States, and 161 of those cases were Minnesota women. Even more women get precancers. Precancers are abnormal cells that can lead to cancer. They can be found through cervical cancer screening, but the testing and treatment of precancers can cause other health problems.

HPV vaccination could prevent more than 90% of cervical cancers and precancers. The problem is only about half of Minnesota adolescents are getting this vaccine. Boys and girls are recommended to get two doses of the HPV vaccine when they are 11 or 12 years old. Older teens and adults can also get the vaccine, but they will need three doses if they start the vaccine when they are 15 years old or older.

The vaccine works the best if given before coming into contact with HPV. Studies show the protection from the vaccine lasts a long time. Women who have received the HPV vaccine should still get regular cervical cancer screening starting at age 21 because the vaccine is not 100% effective at preventing cervical cancer. The HPV vaccine is safe. Over 100 million HPV vaccines have been given since the vaccine was licensed by the Food and Drug Administration (FDA) and recommended by the Centers for Disease Prevention and Control (CDC). All vaccines used in the United States are required to go through years of safety testing before they are licensed. Health professionals continue to watch the safety of the vaccine once it is being used. There are over 10 years of safety data now that show the HPV vaccine is safe and doesn't cause serious health problems.

Vaccines, like any medicine, can have some side effects. Most side effects from vaccines are not serious. The most common side effect reported with vaccines, including HPV vaccine, are pain, redness, or swelling in the arm where the vaccine was given. These side effects usually go away in a few days. Fainting after any vaccine is more common among teens. This is why the doctor will have them sit and be watched for about 15 minutes after the vaccine is given.

With the HPV vaccine, we have the power to prevent six types of cancer, including cervical cancer. Get your 11 and 12 year olds vaccinated to protect them. Talk to your child's health care provider to see what vaccines are recommended for them. If you don't have a child this age, tell your family and friends about the importance of getting their kids vaccinated.

## Tenemos el poder para evitar el cáncer de cuello uterino

El virus del papiloma humano, conocido también como el VPH, es muy común. Casi todas las personas sufren, cuando menos, un caso de VPH durante su vida. La mayoría de las infecciones por VPH desaparecen solas, aunque no siempre y puede terminar en cáncer. En Estados Unidos, se diagnostican unos 35,000 casos de cáncer por año ocasionados por el VPH. La vacuna contra el VPH ayuda a proteger a los jóvenes contra el cáncer, impidiendo que contraigan este virus.

Uno de los tipos más comunes de cáncer causado por el VPH es el cáncer cervical o de cuello uterino. En una época, este cáncer era la principal causa de muerte por cáncer en mujeres de los Estados Unidos. El despistaje de cáncer de cuello uterino, que consiste en una serie de pruebas para detectar el cáncer en su etapa inicial, disminuye la cantidad de muertes por cáncer cervical. En estos momentos, el despistaje y la vacuna contra el VPH han logrado que el cáncer de cuello uterino sea uno de los más fáciles de evitar.

Sin embargo, sigue siendo un problema. En 2016, se registraron unos 13,000 casos de cáncer de cuello uterino en Estados Unidos, 161 de los cuales afectaron a mujeres en Minnesota. Aún más mujeres sufren casos de precáncer, que implica la presencia de células anormales que llevan al cáncer, pero que se puede detectar a través de los despistajes, aunque las pruebas y el tratamiento del precáncer pueden ocasionar otros problemas de salud.

La vacunación contra el VPH puede evitar más del 90% de los casos de precáncer y cáncer de cuello uterino. El problema es que sólo se está vacunando a la mitad de las adolescentes en Minnesota. Se recomienda que los jóvenes de ambos sexos reciban dos dosis de la vacuna contra el VPH cuando tengan 11 o 12 años. Los adolescentes un poco mayores y los adultos también pueden vacunarse, pero necesitarán tres dosis, si reciben la primera cuando tienen 15 años o más.

La efectividad de la vacuna es mayor antes de que la persona entre en contacto con el VPH. Los estudios demuestran que la protección de la vacuna dura mucho tiempo. Las mujeres que han sido vacunadas contra el VPH deben seguir sometiendo al despistaje de cáncer de cuello uterino a partir de los 21 años porque la vacuna no es 100% efectiva para evitar el cáncer.

La vacuna contra el VPH es segura. Se han administrado más de 100 millones de vacunas contra el VPH desde que la Administración de Alimentos y Medicamentos (FDA) otorgó la licencia y los Centros para Prevención y Control de Enfermedades (CDC) la empezaron a recomendar. Todas las vacunas que se administran en Estados Unidos tienen que ser sometidas a varios años de pruebas de seguridad antes de recibir la licencia. Los profesionales de la salud siguen supervisando la

seguridad de la vacuna una vez que se ha administrado y se cuenta con más de 10 años de datos de seguridad que indican que la vacuna es segura y no causa problemas graves de salud.

Las vacunas, como cualquier medicamento, pueden tener efectos secundarios, la mayoría de los cuales carecen de importancia. Los efectos secundarios más comunes reportados con las vacunas, entre ellas la del VPH, son dolor, enrojecimiento o hinchazón en el brazo donde recibió la vacuna. Por lo general, estos efectos desaparecen en unos días. Desmayarse después de recibir la vacuna es más común entre los adolescentes, por lo que los doctores les piden que se sienten y los observan durante 15 minutos.

Con la vacuna contra el VPH, tenemos el poder para evitar seis tipos de cáncer, entre ellos, el de cuello uterino. Lleve a vacunar a sus niños de 11 y 12 años para protegerlos. Hable con el médico de sus niños para que le indique qué vacunas les recomienda. Si no tiene un niño de esa edad, hable con sus familiares y amigos sobre la importancia de vacunar a sus hijos.



Casi todos los casos de cáncer de cuello uterino son causados por el VPH. La vacunación contra el VPH puede evitar más del 90% de estos casos de cáncer.

Las niñas y los niños de 11 o 12 años deberían vacunarse.

**La vacuna contra el virus del papiloma humano (VPH) evita el cáncer.**



[www.cdc.gov/hpv/](http://www.cdc.gov/hpv/)



# Direct from Broadway

Music. Fire. Rain. Passion. And that’s just the opening number.

“What a delight it is to enter the world of *Once On This Island!*” raves *The New York Times*.

Winner of the 2018 Tony Award for Best Revival of a Musical, *Once On This Island* is the sweeping, universal tale of Ti Moune, a fearless peasant girl in search of her place in the world, and ready to risk it all for love. Guided by the mighty island gods, Ti Moune sets out on a remarkable journey to reunite with the man who has captured her heart.

The groundbreaking vision of two-time Tony Award nominated director Michael Arden (*Spring Awakening* revival) and acclaimed choreographer Camille A. Brown (NBC’s *Jesus Christ Superstar Live*) conjures up “a place where magic is possible and beauty is apparent for all to see!” (*The Huffington Post*). With a score that bursts with life from Lynn Ahrens and Stephen Flaherty, the Tony Award-winning songwriters of *Anastasia* and *Ragtime*, *Once On This Island* is a timeless testament to theater’s unlimited possibilities.

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*As we look forward to 2020 we want to take time to thank the staff and contributors of Latino American Today for their efforts in producing our publication each month. Thanks to all and we look forward to 2020!*

*Happy New Year to all our readers, advertisers and supporters.*

*—Rick Aguilar, Publisher Latino American Today*

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*Top row, from left to right:  
Gisela Aguilar, Wameng Moua,  
Saúl Carranza, Marci Malzahn*

*Bottom row, from left to right:  
Amalia Moreno-Damgaard,  
Christy Ana, Deborah Locke*





## Vikings Are Back in the Playoffs!

*By Rick Aguilar*

The Minnesota Vikings, led by quarterback Kirk Cousins will be back in the NFL playoffs as they battle for a spot in the Super Bowl. Cousins had a tremendous year being a leader in the league in passing and yardage gained. I had the great pleasure of being in the Vikings press box for the 2019 season reporting the games for our print publication *Latino American Today*. Go Vikings, all the way to the Super Bowl!



*Vikings legend Joe Kapp*



*Vikings QB Kirk Cousins*



*Rick and Sid Hartman*



*Game Day!*



*In the press box*



*Former Vikings Coach, Jerry Burns*

**GO VIKINGS!**





## SIX Is Awesome!

By Claud Santiago

What an amazing night of musical theater at the Ordway, *SIX* is awesome! Thanks to award-winning theater producer Kevin McCollum for picking the Ordway for the final pre-Broadway run of *SIX*. The soundtrack was a hit along with the dancing and pop diva styles of the cast. The play is a retelling of Henry VIII's six wives, Catherine of Aragon, Anne Boleyn, Jane Seymour, Anne of Cleves, Katherine Howard, and Catherine Parr. The audience enjoyed the hot musical combined with a little bit of British history.

Good luck to *SIX* as it heads to Broadway for what should be a successful run. The after party was a great way to end a magical night at the Ordway. Rick Aguilar, Publisher of *Latino American Today*, was in the audience and summed up the night as "another great night at the Ordway, *SIX* was amazing and I plan to go to NYC to see the play a second time."



*SIX* musical production heads to Broadway in 2020



*SIX* cast members



Christy Ana (bottom) with *SIX* cast members



Tessa, Rose, Rick Aguilar, and Rachel



*SIX* cast members, Rick, and Rose

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## Quick and Feisty Holiday Bites



*Chef Amalia in the kitchen*

Every time I need to come up with a delicious yet quick appetizer menu, I resort to the flavors that I truly enjoy. Then I decide on balance, proteins versus vegetables and fruits. But most importantly, I take into consideration the needs of my guests.

When planning a festive menu, there are no rules, but planning is key. It may take a couple of revisions of the original menu to get you to the point where you are comfortable with what you will be serving during your event. To be successful, include foods that appeal to a variety of tastes, including vegan, vegetarian, gluten free, plus other fare that

targets the special requirements of some guests.

When deciding on flavors, think of sauces, herbs and chiles, and other key elements that will add pizzazz to every item on the table. Also, consider proteins that take little time to cook, or that are purchased already cooked and can be easily combined with other ingredients to elevate them to a higher status. Sweets, such as fruits and chocolate desserts, are classics during the holidays.

### Shrimp with Attitude

*By Chef Amalia Moreno-Damgaard*

Serves 4

12 medium shrimp, cooked, deveined, tails on

Lime juice + Tabasco + Kosher salt and pepper

Toothpicks or tiny skewers

Roasted jarred pimientos, cut into 1-1/2-inch-long strips

Parsley sprigs

½ cup chipotle mayonnaise + lemon juice + chopped cilantro



Brush the shrimp with lime juice, add tabasco to taste, and finish with a light sprinkling of salt and freshly ground black pepper. Skewer the shrimp. Roll the pimiento strips and secure them with the toothpick and the shrimp.

Arrange the shrimp attractively on a platter. Put one sprig of parsley in the center of each pimiento roll.

In a small bowl, combine the mayonnaise with the lemon juice and cilantro to taste. Add more heat with tabasco, if desired. Pipe the sauce on top of the shrimp.

Five or six heavy appetizers might be enough for a reception held during business hours. To make a heavier meal out of small bites, then either modify your existing menu to include more proteins, or extend it by adding heavier bites, such as mini sandwiches or miniature tacos filled with animal and vegetable proteins.

For tighter budget menus, choose chicken and cheese as your base animal proteins, and complement them with vegetable proteins such as garbanzo beans, lentils, black beans and others that can be easily puréed and made into a dip, or used as a base as a spread to build a heartier appetizer. Garnishes are the cherry on top of the cake. While they are not a requirement, they add eye appeal and style to the final product.

Below is a quick yet delicious appetizer made in a matter of minutes. It wasn't a last minute decision item, but rather one key piece of the planned menu for a party that I hosted recently. Use it as is, or modify it according to your taste and make yours!

I wish you the very best holiday season in harmony with your family, close friends, and relatives. May the New Year bring you peace, happiness and prosperity.

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## Winter: Camping Fun Without the Mosquitoes



*If camping when there's snow in the forecast, consider using a four-season tent, which is more heavy duty to bear the weight of wet snow.*

*By Harland Hiemstra, Minnesota DNR*

Wayne Boerner has a little secret he'd like to share with anyone who enjoys camping, but likes to get away from all the other people that one sometimes finds at popular campgrounds.

Try it in winter.

"Whoa!" you might say. "Camping in winter in the cold and the snow? I'll freeze my butt off!"

Not if you take time to learn how to do it, says Boerner, an avid winter camper and manager at William O'Brien State Park. And the rewards are many, from accomplishing something that might seem beyond reach, to experiencing nature in a new and different way. On top of all that, there are no mosquitoes, ticks, or poison ivy!

"I love winter," says Boerner, "The solitude, the serene settings, the views, the animals – it's a totally different perspective. It slows life down a little. And places that are heavily used in summer are quiet in winter."

So what do you need to do and know to enjoy winter camping? The most important thing is to plan for how you're going to stay warm. That means dressing in layers, says J.R. Hunte, an outdoor

skills instructor who teaches classes in winter camping at the Bloomington REI. Start with a tight-fitting base layer made of something like merino wool or a synthetic fiber, then a heavier layer such as fleece or an insulating jacket, and over that a waterproof shell to keep you dry. Long johns and water-resistant pants will keep your bottom half warm. Cotton should be avoided because it holds onto moisture and sweat, and when your clothes get damp, you get cold. Make sure you have good insulated boots and a couple layers of socks to keep your feet warm, as well as good mittens or gloves.

State parks are a good place to get started, with 25 offering some winter camping (including William O'Brien and Afton state parks in the metro region). If there's no snow in the forecast, you can probably get by with a regular three-season tent, because a tent is more about keeping you dry than keeping you warm. In snowy conditions, a winter tent is needed to bear the weight of the snow. Boerner sometimes just digs out a rectangular area in the snow big enough for a sleeping bag, spreading one end of a tarp on the bottom under his sleeping pads and bags, then pulling the other end of the tarp over the hole after he crawls in for a cozy sleeping chamber.



*Don't scrimp on firewood when winter camping. Build a big fire to warm up some water that you can pour into plastic bottles and take into your sleeping bag with you for nighttime warmth.*

In summer camping, a good sleeping pad provides cushion against the hard ground; in winter, pads are necessary to prevent one from losing too much heat to the snow under your sleeping bag. Hunte recommends doubling up pads for more insulation. A good sleeping bag rated for cold weather also is important. Down bags are lightweight and provide excellent insulation, but they can be costly and if they get wet lose their insulation value. A synthetic bag with a liner can work fine. Some people put one bag inside another for extra insulating power. Hunte says it's a good idea to build a big fire and get warmed up before crawling into your bag at night. He also recommends eating a snack such as a granola bar before retiring and taking a couple plastic water bottles filled with hot water into your bag with you.

Boerner sees an average of about 500 campers each winter at O'Brien, just north of Stillwater. About 70 percent of those stay in a trailer or RV or some type of hard shelter, while the other 30 percent stay in tents, sleep outside, or build a quinzhee by piling up snow and digging out a small cave to sleep in.

Both Boerner and Hunte recommend easing into winter camping. Try an overnight outside in your backyard to see how your equipment works. Reserve a camper cabin or a yurt at one of the Minnesota state parks that offers them.



*If there's no snow in the forecast, you can get by without a tent when winter camping. Dig a hole in the snow or stretch out a tarp to provide some protection from wind.*

### Want to learn more?

REI offers a winter camping class at their Bloomington store: Jan. 2, Feb. 11 or March 6, as well as a half-day outdoor winter camping class on Jan. 5 or Feb. 2. Visit [www.rei.com/stores/bloomington](http://www.rei.com/stores/bloomington) for info.

Tettegouche State Park on the North Shore offers a full-day introduction to winter camping on Feb. 1. Participants will build a traditional quinzhee (an insulated snow cave) and have an opportunity to sleep in it overnight if they want to.

Contact DNR park naturalist Kurt Mead at **218-353-8809** or by email at [kurt.mead@state.mn.us](mailto:kurt.mead@state.mn.us).

Visit [www.mndnr.gov](http://www.mndnr.gov) and type **"winter activities"** in the search bar for other fun things to do outdoors in winter.



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## Allianz Life to Host Multicultural Marketing Conference



*Rick Aguilar and Cecilia Stanton Adams*

*By Claud Santiago*

The 24th annual Multicultural Marketing Conference, produced by Twin Cities based Aguilar Productions, will be held at the headquarters of Allianz Life Insurance Company of North America located in Minneapolis on March 26, 2020!

“We want to thank Cecilia Stanton Adams, Chief Diversity and Inclusion Officer at Allianz Life, for the invitation to host our conference,” stated Rick Aguilar, President of Aguilar Productions.

The conference will feature national Multicultural marketing experts who will present insights, case studies, and strategies to assist companies and organizations in their outreach and marketing efforts to the nation’s fastest growing markets. The U.S. Multicultural markets, Hispanic, Asian, African American and Emerging African markets have a buying power estimated at 3.2 trillion dollars. Sponsors for the conference include U.S. Bank, Comcast and the Minnesota Twins, and others to be announced.

Aguilar and Stanton Adams are long time associates and have worked together at various multicultural marketing and diversity conferences and seminars in the Twin Cities area.

Aguilar Productions began presenting Hispanic marketing conferences in the Twin Cities in 1997 and two years later added conferences to include the Asian and African American markets. Over the years the conferences have attracted attendees from the majority of the Fortune 500 companies based in the Twin Cities. His conferences today also attract, state agencies, non-profits and health organizations who have seen the tremendous growth of the multicultural populations in the Twin Cities metro area and outstate.



*At Allianz Life Headquarters in Minneapolis*