NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA







¡LATINO
AMERICANOS
CELEBRAN EL
DÍA DE LA
INDEPENDENCIA:





Latino Americans Celebrate Independence Day!





Latino Americans Celebrate Independence Day 2021!









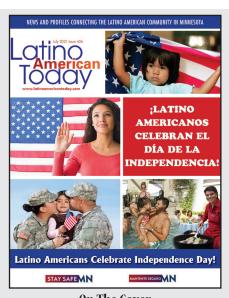




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Rick Aguilar Founder and Publisher Latino American Today



On The Cover **Latino Americans Celebrate Independence Day 2021!**



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La libertad que disfrutamos es gratis, pero no es barata



Por Saúl Carranza

Este cuatro de Julio Celebramos 245 años de independencia de los Estados Unidos de América. Durante estos casi dos siglos y medio se ha conformado la gran nación a la que hoy llamamos hogar. El acta de independencia aprobada por el congreso de Filadelfia el 4 de Julio de 1776 proclama "Sostenemos como evidentes estas verdades: que todos los hombres son creados iguales; que son dotados por su Creador de ciertos derechos inalienables; que entre éstos están la vida, la libertad y la búsqueda

de la felicidad; que para garantizar estos derechos se instituyen entre los hombres los gobiernos, que derivan sus poderes legítimos del consentimiento de los gobernados;".

Jorge Washington, El comandante de las fuerzas revolucionarias y primer presidente de la nación dijo: "La libertad, cuando empieza a echar raíces, es una planta de rápido crecimiento". Para sembrar esa planta se peleó una guerra de más de ocho años. La regaron con la sangre de más de 25000 personas y se fertilizó con el esfuerzo, pensamiento e ideales de muchos patriotas. La libertad de vida, de expresión, de elegir y ser elegidos y de poder hacer lo que mejor nos parece es un logro muy caro que disfrutamos.

Celebrar el 4 de Julio es más que solamente conmemorar un logro patriótico. Es reconocer el legado de bienestar, libertad y paz que podemos vivir en esta nación. Cuando se compara la vida en los Estados Unidos de américa con otros países entendemos el significado

de las palabras del premio Nobel de Literatura, el peruano Mario Vargas llosa quien dijo: "A todos los socialistas les deseo: La abundancia de Venezuela, el salario de Cuba, la justicia de China y la libertad de Corea de Norte." Nuestro sistema no es perfecto, pero está basado en grandes principios y ha producido grandes logros. Y todos tenemos igualdad de derechos para obtenrios.

Entendemos como funciona nuestro sistema en otra de las famosas frases de Washington "Es imposible gobernar rectamente al mundo sin Dios y sin la Biblia". La base de la verdadera libertad es la conciencia limpia y el reconocimiento de nuestras limitaciones, y la necesidad que tenemos de principios firmes que nos guíen. Al celebrar el 4 de Julio celebramos a una nación bajo un Dios y entendemos que la grandeza de este pueblo se encuentra en seguir la enseñanza del Dios de sus padres y reconocer que la verdadera justicia y libertad son regalos del Creador. Tenemos libertad de conciencia, de religión y de expresar lo que pensamos. Todo ello para decidir en libertad lo que es mejor para usted, para su familia y para la nación que todos seguimos construyendo.

Feliz 4 de Julio. Feliz día de la independencia. Dios te bendiga.

"Creo que la Biblia es el mejor don que Dios jamás haya dado a los hombres." Abraham

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

The Freedom We Enjoy Is Free, But It Is Not Cheap

By Saúl Carranza

This Fourth of July we celebrate 245 years of independence of the United States of America. During these almost two and a half centuries, the great nation that we call home today has been formed. The act of independence passed by the Congress of Philadelphia on July 4, 1776 proclaims "We hold these truths evident: that all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to guarantee these rights, governments are instituted among men, deriving their legitimate powers from the consent of the governed."

George Washington, the commander of the revolutionary forces and the nation's first president, said: "Freedom, when it begins to take root, is a fast-growing plant." To plant this plant, a war of more than eight years was fought. It was watered with the blood of more than 25,000 people and it was fertilized with the effort, thought and ideals of many patriots. The freedom of life, of expression, of choosing and being chosen and of being able to do what seems best to us is a very expensive achievement that we enjoy.

Celebrating the 4th of July is more than just commemorating a patriotic achievement. It is to recognize the legacy of well-being, freedom and peace that we can live in this nation. When life in the United States of America is compared with other countries, we understand the meaning of the words of the Nobel Prize in Literature, the Peruvian Mario Vargas Llosa who said: "I wish all socialists: The abundance of Venezuela, the salary of Cuba, the justice of China and the freedom of North Korea." Our system is not perfect, but it is based on great principles and has produced great achievements. And we all have equal rights to obtain them.

We understand how our system works in another of Washington's famous phrases: "It is impossible to rule the world righteously without God and without the Bible." The basis of true freedom is a clear conscience and the recognition of our limitations, and the need we have for firm principles to guide us. As we celebrate the 4th of July we celebrate a nation under one God and we understand that the greatness of this people is found in following the teaching of the God of their parents and recognizing that true justice

and freedom are gifts from the Creator. We have freedom of conscience, of religion and of expressing what we think. All this to freely decide what is best for you, for your family and for the nation that we all continue to build.

Happy 4th of July. Happy Independence Day. God bless you.

"I believe that the Bible is the best gift that God has ever given to men." Abraham Lincoln.

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

IGLESIA FAMILIA DE DIOS DAYTON MN

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Pastores Saúl y Cony Carranza





Queremos ser tu hogar espiritual en la Twin Cities

Si quieres conocer más de Dios, estudiar la Biblia Y ser parte de una comunidad que ama a Dios y su prójimo, te esperamos.

Acompáñanos en el servicio regular de la Iglesia. Domingos 1:00 pm Viernes 7:00pm Estudio bíblico.

> Transmitimos por Facebook live en https://www.facebook.com/IglesiaFamiliadeDios.DaytonMN

Summer, Family, and Vacations



By Marcia Malzahn

Summer, family, and vacations... What do they have in common? Typically, families with children go on vacation during the summer months because school is out. As children grow up and leave the nest, couples take time to then go on road trips or travel the world without their children. However, the summer is a great time to now have family reunions. And the tradition of vacations in the summer with family continues.

My wedding anniversary is July 1st. Because it's always in the summer, my husband and I started a tradition many years ago to take the day off and have a simple picnic, just the two of us. For our 25th anniversary, we decided to have our picnic in Paris, France! We spent twelve days in Paris and walked throughout the city every day, sometimes even up to ten miles in a day.



We traveled a few days before our anniversary so we would be rested for our special day. July Ist came and we walked over three miles to the Eiffel Tower and picnicked there for lunch and dinner. During the day, we walked up the 674 steps and spent time on the second floor overlooking the entire city. Wow! What an experience that was.

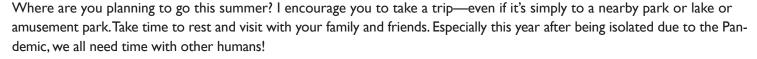
We went down to spend the rest of the afternoon on the grounds of the Eiffel Tower. We finally left our special anniversary day at 10 p.m. and walked another three miles home. We slept ten hours that night!



La Sagrada Familia church, Barcelona, Spain

Five years later we decided to go back to Europe. This time we chose Spain and spent several days in Barcelona and then Madrid. We spent our anniversary day at the beach in Barcelona and enjoyed the sun and walking along the beach. We loved the view and watching the people enjoy the day. Again, we walked a lot but this time we also took the bus so we could visit more places. We visited museums of art and architecture, but the highlight of our trip was visiting La Sagrada Familia in Barcelona. Again, wow! What a work of art combined with the beauty of the light shining through the stained-glass windows.

This year is our 33rd anniversary and we plan to do our usual picnic at one of the many lakes in the Twin Cities or further away if it rains close to home. Sometimes we travel two hours following the sun so we can have the peaceful time at our picnic. This summer we also plan to go to Muskegon, Michigan to be with three of my siblings and their families. The beautiful shores of Lake Michigan are as close to an ocean as I've ever seen. This will be our third year in a row to visit Muskegon and we continue to create amazing happy memories with our family.



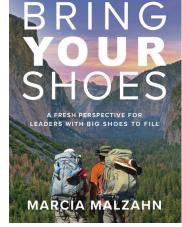


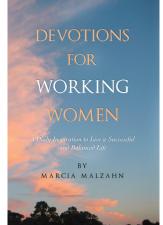
Marcia and her husband celebrate their 33rd anniversary on July 1

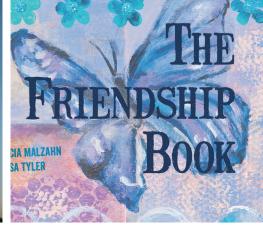
I hope you all have a happy, restful summer and that you enjoy being with the people you love. Whether you travel far or just to the park around the corner, I encourage you to take the time and plan a vacation.

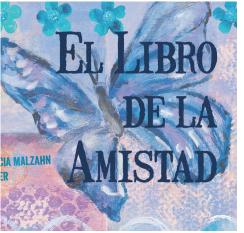
Happy summer!

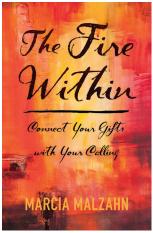
Marcia is an inspirational keynote speaker and published author of four books: A daily devotional - Devotions for Working Women, The Fire Within - to help you find your purpose, friendship poems in The Friendship Book, also in Spanish El Libro de la Amistad (poemas de Amistad), and Bring YOUR Shoes to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































mn.gov/covid19/summer 1-833-431-2053







BUSINESS



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

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

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



Consulting

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



Media

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



Creative Production

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



Technology Makeover

Computer equipment and complimentary connectivity, voice and security services for 12 months.

Now is the Time to Rise Apply today. ComcastRISE.com







STAY SAFE

VACUNA PUNTOS CONTRA BÁSICOS

Las vacunas contra el COVID-19 son seguras y eficaces.

Las vacunas están diseñadas para prevenir enfermedades. Las vacunas contra COVID-19 le indican a su cuerpo cómo reconocer y combatir el virus del COVID-19. Las vacunas contra COVID-19 no pueden transmitir COVID-19. Las vacunas contra COVID-19 son muy buenas para protegerlo de la enfermedad de COVID-19. Si se enferma con COVID-19 después de haber sido vacunado, es menos probable que se sienta muy mal o que tenga que ir al hospital.

Las vacunas contra el COVID-19 han sido sometidas a pruebas con diversos grupos y con el debido cuidado antes de autorizar su uso de emergencia. Decenas de miles de negros, latinoamericanos, indios americanos y asiáticos participaron en los estudios de las vacunas de Pfizer, Moderna y Johnson & Johnson. Sabemos que estas comunidades, al igual que las de discapacitados y las de lesbianas, gays, bisexuales, transgénero y homosexuales (LGBTQ+) tienden a estar excluidas de los beneficios de la medicina, han sido y siguen siendo víctimas de racismo, traumas médicos y abuso. Estos factores empeoran el impacto que tiene el COVID-19 sobre estas comunidades y resaltan la importancia de que la vacuna es segura para todos. Esta es la razón por la que los investigadores médicos siguen supervisando la seguridad de las vacunas, incluso cuando ya se ha vacunado a la población general.

¿Por qué debería vacunarse contra el COVID-19?

- Para protegerse del COVID-19.
- Para apoyar a su comunidad. Ayudará a mantener abiertos los comercios, escuelas y otros lugares.
- La vacuna es GRATIS para todos. No importa si tiene o no seguro, ni su condición migratoria.
- Ayúdenos a acabar con la pandemia.

LA VACUNA NO TIENE



- Conservantes
- Productos derivados del cerdo o la gelatina
- Huevo
- Virus vivo de COVID-19

Qué esperar al vacunarse

- Personas capacitadas para vacunar lo guiarán durante el proceso, le hablarán sobre los posibles riesgos o efectos secundarios y responderán sus preguntas.
- En el caso de algunas vacunas contra COVID-19, es necesario recibir dos dosis para estar protegido. La persona que le
 - administre la vacuna le dirá si necesita una segunda dosis y cuándo debe recibirla. Ambas dosis deben ser del mismo tipo de vacuna. Si le administran la vacuna de Johnson & Johnson, solo necesita una dosis.
- Después de que le pongan la vacuna, estaremos pendientes para asegurarnos que no tenga ningún efecto secundario grave.
- Recibirá una tarjeta de vacunación cuando se vacune. Esta tarjeta indicará el tipo de vacuna que recibió.
- Vacunarse es su decisión.





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Horario de la tienda

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BUSINESS

Best Way to Improve Women's Health



Adriana O'Meara CEO of Lakeshore Partners

By Adriana O'Meara

From the minute we are born and as young girls, we are taught to take less space. We are taught to make room for the other people around us. We are taught to be quiet, be slimmer, follow the rules, take care of others, and even make space for men, make them feel powerful and validated. Even at the cost of our own dreams, health, self-confidence, or worth. This pattern continues even after we graduate from college, get married, and have children. We lose ourselves under all the responsibilities that we need to accomplish. I see this pattern over and over. The unattainable demands that we, as a society, place on women. To look a certain way, go to work, take care of the children, and sometimes even aging parents. It is no wonder why I see so many women in leadership burned out and exhausted. For this common

pattern to end, we must bring more awareness to this important issue. That is the reason that I have made it my mission to empower I million women to trust, own and use their voice

What does owning your voice mean?

Owning your voice is a process that begins by trusting your inner voice, which in turn, it allows you to present and protect your views and ideas without fear of being criticized or judged. This is the part that I called owning your voice. With practice, this progresses to using your voice by exercising your decision-making power in promoting those ideas or projects. This is the springboard that allows you to stop playing small. That allows you to stop the people-pleasing behaviors that are costing you your health, your sanity, and your wellbeing.

Therefore, the best way to improve women's health, in my opinion, is by owning our voice. Once you own your voice, everything falls into place. Your time management improves and your productivity skyrockets. You are able to trust your team and delegate fully. You build stronger boundaries for yourself and for your time. You get promoted. You no longer tolerate toxic relationships. You focus on what is important for you in attaining the goals you consciously decided to go after. You are no longer living your life for others, and instead you are prioritizing your health by making space for yourself and self-care.

Moving forward

As business owners and executives, owning our voice is reflected in crafting the mission and vision for our companies, and fostering a culture that allows team members to flourish using their talents and strengths. We are also responsible for mentoring and supporting top talent and the next generation of female leaders to have a seat at the table in order to have a healthier society.

In closing, my invitation here is for you to reflect on the times when you were not trusting your inner voice, on the times you stayed silent, and the times you allowed others to run with their agendas at the cost of your own health. Then ask yourself what are the 3 things that I am no longer willing to tolerate?

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

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



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Victor Martinez, Minneapolis City Council Candidate for Ward 5!



Victor Martinez ${\it Minneapolis~City~Council~candidate~for~Ward~5}$ at Broadway Shopping Center

By Victor Martinez

The economy is coming back across America. But here in Ward 5, that doesn't necessarily mean business will boom. For years, we've had too few employers on the Northside and therefore too few jobs that pay a living wage.

I want our city to encourage businesses to move to the Northside and I want our citizens to

have jobs that pay them better wages. The two go hand in hand. If we activate West Broadway 100%, and use every storefront available, we can have a vibrant economy right here in our community.

So do you want a living wage here in Ward 5? Then please help me bring businesses to our community and make sure we can all prosper.

As the Pastor of New Generation Church, leadership is baked into everything

I do. I spend time counseling my parishioners through the issues they deal with every day. Helping to restore and guide families through difficult life issues has been such a privilege. I lead services weekly, working to inspire my congregation to serve the world around them.

In my neighborhood, I serve as an informal block leader. My neighbors are always knocking on my door to get help with livability issues. I have built so many relationships on my block, even with neighbors that initially seemed difficult.

I have worked for an identity theft company for 13 years, leading our national sales team for over a decade.

I have been a National Director for an international local non-profit. I mobilized our team to host large outreach events all over the nation.

I have extensive experience working with the Minneapolis Neighborhood Revitalization Program (NRP), and I have seen firsthand how it has helped stabilize North Minneapolis residents and empower them in incredible ways. I helped lead the charge at the Northside Residential Redevelopment Council (NRRC) to not only stabilize Minneapolis's largest community organization but helped us build our 1st ever headquarters in our 40 pulse years of existence. We vetted and approved new development on the northside on a regular basis, making sure that it was sustainable and beneficial long term to its residence.



Program Retrospective

in 10 years, we have... CONNECTED MORE THAN 2011 LOW-INCOME AMERICANS TO THE INTERNET AT HOME





















Scientific and Natural Areas: Wild Places Worth Knowing



Wood-Rill
Scientific and Natural Areas (SNAs)
protect native habitats, such as this
example of the Big Woods at WoodRill SNA in Long Lake. The Big Woods
was a vast hardwood forest that once
stretched from St. Cloud to Mankato.

By Kelly Randall, Outreach Coordinator, MN DNR Scientific and Natural Areas program

Looking for someplace off the beaten track to experience nature in person, but don't want to travel too far? The Minnesota Department of Natural Resources might have just the ticket.

Minnesota has a statewide network of 168 wild places scattered all around the state that exist to protect native habitats of the sort that might have greeted European immigrants visiting here for the first time a couple centuries ago – the old-growth forests and vast prairies that once covered much of the state. These Scientific and Natural Areas as they're called (SNAs), also help protect populations of rare plants and animals. In some cases, they may preserve unusual geological features such as eskers (glacial outwash from thousands of years ago) or outcrops of gneiss (a granite-like rock) billions of years old in the Minnesota River Valley.

A secondary goal for these lands is to provide opportunities for low-impact recreation, education, and research. Like state parks, SNAs are open to the public. Unlike state parks, there are generally no developed trails, restrooms or drinking water. Some have interpretive kiosks to introduce you to key features, but signs and parking do not exist at all sites. No staff are on duty at SNAs. Some SNAs have other rules, so it's best to check ahead by visiting the DNR's web site at www.mndnr.gov/snas.

There are plenty of things you can do at SNAs, though. They provide an uncommon place to enjoy activities such as bird/wildlife watching, photography/videography, hiking in the spring, summer and fall, or snowshoeing and cross-country skiing in the winter. The absence of trails and amenities mean you need to come prepared. Dress for conditions, bring water, and make sure you have some sort of protection from ticks.

The sites listed below have good access, nearby amenities, and some even have trails. They are also within an hour and a half drive of the Twin Cities. All offer exceptional native plants, wildlife and/or geologic features. Best of all they will give you an in-person look at Minnesota's wild places.

Wood-Rill SNA in Long Lake is a great example of the Big Woods ecosystem that used to stretch from roughly St. Cloud down through the western Twin Cities to nearly Mankato. Old-growth forest composed of red oak, basswood, sugar maple, and white oak trees from 100 to 400 years old form a shady canopy. Trails exist in this SNA, meandering over hills where you'll find interpretive signs describing this forest remnant in the metropolitan area. Go in summer to experience the cool, deep shade of the tall trees, or in the fall to witness the glowing fall color in a natural setting.

Pine Bend Bluffs SNA in Inver Grove Heights is a great place to see a mosaic of native habitats, from oak forest and woodlands of white pine to native prairie on the bluff tops. The SNA provides a panoramic view of the Mississippi River valley from its heights. Don't forget your binoculars, as it is common to see bald eagles soaring overhead. With the Mississippi River Regional Trail passing through, and a parking lot, this SNA is easy to hike (or bike) and offers much nature to experience.



Pine Bend Bluffs
The eastward facing hillsides at Pine
Bend luffs SNA in Inver Grove Heights
provide a spectacular view of the Mississippi River valley. SNAs are open to
the public for activities such as hiking,
wildlife watching, snowshoeing and cross
country skiing.



Grey Cloud Dunes
The prairie at Grey Cloud Dunes SNA in Cottage Grove comes alive in early summer as native plants bloom. SNAs help protect populations of rare plants and animals.

Avon Hills Forest SNA, in Avon, sits in the heart of a very large landscape of hardwood forests on hilly terrain, dotted with lakes. Here songbirds rely on the forest interior to find homes and food among oaks, maples, birch, and aspen trees. You won't find trails here, so you may consider hopping on the nearby Lake Wobegon Trail at Avon to experience all the variety of the local landscape.

If you're hesitant to go it on your own, yet still want to experience and learn about SNAs, join in on a fun volunteer stewardship event. These allow you to find out what an SNA is all about while lending a much-needed hand in helping to keep them natural. You can learn about them, and find one nearby by visiting the SNA website, listed above.

If you have questions, or would like to organize an outing for your group, contact the SNA program at sna@dnr.state.mn.us.

Minnesota's Scientific and Natural Areas provide you an opportunity to see the state's unique plants and animals in their natural settings. Check 'em out -- you might even get a glimpse of something rare!

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

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PROGRAM HIGHLIGHTS:

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



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

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



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

25th ANNUAL

Thursday, August 5th, 2021

11:00 am - 2:00 p.m.



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PRESENTERS



DR. JAKE BENIFLAH Founding Executive Director of the Center for Multicultural Science, Los Angeles, CA.



DANNY VARGAS Chairman Emeritus of the Friends of the National Museum of the American Latino, Washington D.C.



RICK AGUILAR Founder and President **Aguilar Productions** St. Paul, MN

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