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**Latino
American
Today**
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**LATINO FUTURE
LEADERS...
CLASS OF 2017**

Los líderes hispanos del futuro... La clase del 2017

Majority of Californians Polled Favor Vouchers for Private Schools



EdSource, News Feature, John Fensterwald

Californians appear in sync with one issue that Trump and his Secretary of Education Betsy DeVos are advocating: vouchers for private and religious schools. Vouchers are tax-funded payments that parents can apply toward tuition to private and, in some states, religious schools of their choice.

The nonprofit, nonpartisan Public Policy Institute of California (PPIC) asked, “Do you favor or oppose providing parents with tax-funded

vouchers to send their children to any public, private or parochial school they choose?” Sixty percent of all adults and two-thirds of public school parents say they support them, while 37 percent of all adults and 32 percent of public school parents oppose them. For likely voters, the split is 50 percent for, 46 percent against.

In the latest PPIC survey, vouchers are most supported by adults in the Central Valley (66 percent support) and Republicans (67 percent). African Americans, who elsewhere in the poll express the least satisfaction with public schools, are the most supportive, with 73 percent favoring vouchers, followed by Latinos, with 69 percent favoring vouchers, Asians with 56 percent and whites with 51 percent.

PPIC surveyed 1,705 California adult residents, including 1,109 interviewed on cell phones. It has an overall margin of error of 3.2 percent.

Opportunity Scholarship Tax Credit Will Not Be Included in Omnibus Tax Bill

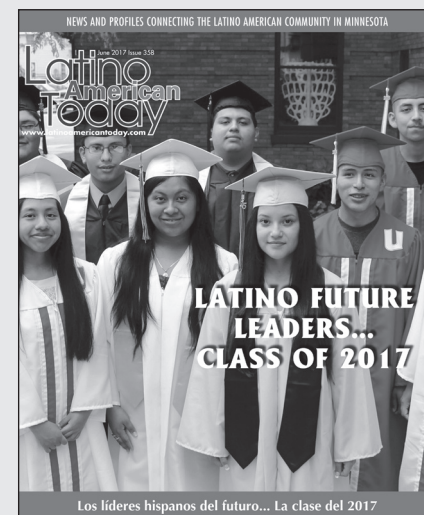
By Chas Anderson

I am writing to let you know that our proposal, the Opportunity Scholarship Tax Credit, will not be included in the final version of the Omnibus Tax Bill that is being assembled by legislative leadership, the House and Senate Tax Chairs, and Governor Dayton’s administration. We are extremely disappointed that we were not able to enact this important initiative this session. We advanced this important school choice provision further than ever before. Opportunity Scholarships were included in the tax bills passed by both the House and Senate and were also included in the joint Omnibus Tax Bill that was passed by the legislature. This is the first time the House and Senate have passed meaningful school choice in over 20 years. Opportunity for All Kids and our partners are committed to staying engaged to ensure that future generations of Minnesota students have the ability to access the school that is best for them. We will keep working to remove the financial barriers that prevent too many Minnesota students from achieving excellence. Our fight is not over this year, particularly given we have an opportunity at the federal level in securing a tax credit for similar purposes through tax reform.

Again, thank you for all your efforts and support. We will be in touch.

Sincerely,

Chas Anderson
Executive Director
Opportunity for All Kids (OAK)



On The Cover
Latino Future Leaders...Class of 2017!

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Latinos Lag in STEM Fields

By Claud Santiago



Preston Torres

Preston Torres graduated Summa Cum Laude from Minnesota State University, Mankato with a degree in Mechanical Engineering. Preston lives in Minneapolis and is the son of proud parents Tony and Linda Torres. Preston represents a very small number of Latinos who will graduate this year in the STEM fields.

Even as the U.S. unemployment slowly churns downward, millions of jobs remain unfilled. The problem, simply, is that much of the workforce is not qualified for the jobs U.S. employers are offering. Turns out, most of those jobs are found in the science, technology, engineering and math (STEM) fields. And as our workforce continues to change, trending younger and more diverse, it is also exposing fault lines largely along demographic lines.

Among those that are least qualified for many of the available jobs in the STEM field include Latinos—the youngest and fastest growing demographic in the United States. Currently, Latinos make up around 15 percent of the workforce, but that number is expected to be closer to 20 percent by 2020. The lack of preparedness in the Latino community for many jobs speaks to an emerging crisis in the future of the entire American workforce.

To understand why Hispanics make up roughly 4 percent of engineers and scientists, it's important to remember that despite recent gains, Hispanics still lag in both high school and college graduation rates. Only 8 percent of all certificates and degrees awarded in the STEM fields went to Hispanic students in 2009-2010, according to the White House Initiative on Educational Excellence for Hispanics.

Although policymakers are paying closer attention to these demographic discrepancies, there remains a reluctance to acknowledge that the educational system is still failing to prepare Latinos adequately for higher education in the sciences.

Carli Dimino, who directs policy for the Libre Initiative, a Latino advocacy group in support of economic freedom, says part of the answer to improve academic achievement greater school choice.

“Latino families and students need access to high quality schools,” Dimino told Opportunity Lives. “If this happens, they will ultimately find themselves in a position to pursue a post graduate degree in STEM and then a career in these fields.” Dimino was quick to add that this should be a choice for Latino students and not some arbitrary mandate in order to increase the number of Latinos working in the STEM field.



Preston with his Father, Tony

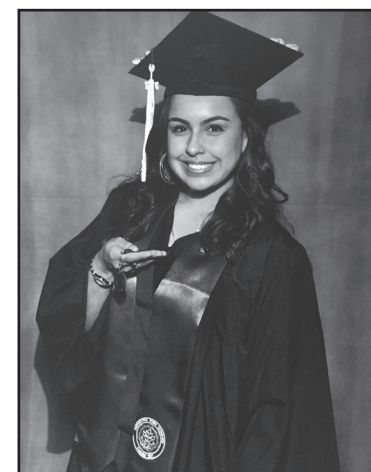
My Story as a First-Generation College Student

By Carissa Ontiveros

Obtaining a college degree can be challenging in many ways, but in the end, is worth the hard work, long nights and even tears! After graduating from Johnson Senior High School on the Eastside of Saint Paul in 2011, I attended Hamline University. I was actively involved in the Latino organization there (HALO), by first becoming a member and eventually President. By being involved in the organization it gave me a place where I felt I belonged, as I was struggling to find my place elsewhere as a first-generation college student at a private college.

As a student at Hamline I struggled academically, emotionally, and financially and felt that I did not have the support and tools that I needed to become successful. Financially I struggled to afford my education each semester while also trying to understand why and how I needed to depend on student loans to get by. Emotionally I did not feel like I belonged as a minority student on campus, as much of the support I was given were from students and faculty of color and programs that focused on multiculturalism—not from the classroom. Eventually I struggled academically and left Hamline on academic probation.

By this time in my junior year I made the decision to transfer to Metropolitan State University. At Metro I became a part of the Criminal Justice program where I received tremendous support from my academic advisor, faculty and peers—classes were flexible and classrooms were diverse. During my senior year I became a recipient of the Law Enforcement Opportunities (LEO) scholarship. Today, I'm a graduate with my Bachelors of Arts degree in Criminal Justice where I hope to pursue a career in corrections and continue to be involved in my Latino community. As a first-generation college student, I've learned how important it is to invest in your education as it is something no one can take from you. *Sí, se puede!*



Carissa Ontiveros, 2017 Class of Metropolitan University - St. Paul, MN

Congratulations to all 2017 graduates!

Celebrate National Get Outdoors Day



Park go-ers at William O'Brien State Park, north north of Stillwater

By Deborah Locke, MNDNR

Your Latino ancestors from many generations earlier embraced the outdoors. They were brilliant farmers whose crops of peppers, potatoes, corn, tomatoes and more spread from the Americas to feed the world. They were conservationists who paid attention to the sun, clouds, soil and temperatures.

That ability to coax food from the ground along with a respect for the natural environment is in you, today. Your DNA connects you to generations of environmental caretakers. Today's modern Latino families may not take part in an ancient village harvest, but they can recreate a part of their heritage by stepping into Minnesota's outdoors. How can they start?

On Saturday, June 10, 2017 one-day park admission fees are waived in Minnesota State Parks as a way to celebrate National Get Outdoors Day. Saving that \$5 daily fee is a sweet deal, but consider this. Upwards of 40 special programs will be offered at many parks across Minnesota.

"We'd love to see hundreds of children and their parents outdoors on June 10," said Erika Rivers, Parks and Trails Director for the Department of Natural Resources. "Maybe you will want to stop in for an hour-long program and then decide to stay for the day."

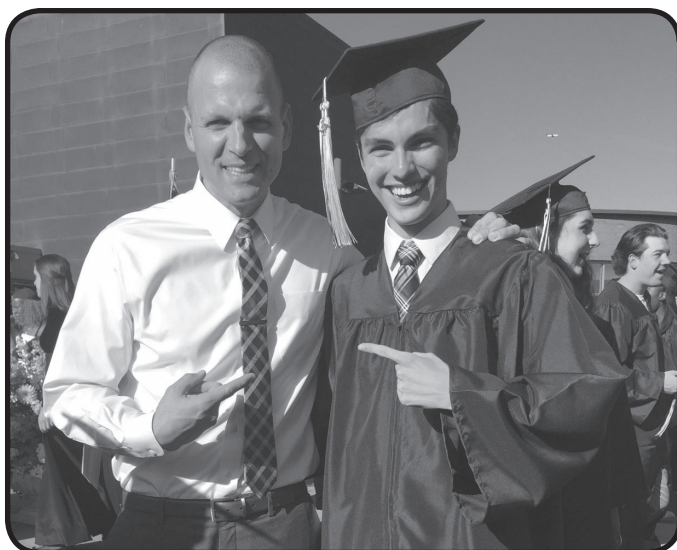
There's lots to choose from. In the metro area, musically-inclined Latino families might want to catch the Bluegrass music concert at Afton State Park near Hastings (6:30 p.m.). Fort Snelling State Park near the airport offers an introductory "Becoming an Outdoors Woman" program that includes a hike. (9 a.m.) You can search for wildflowers using a GPS unit at William O'Brien State Park near Stillwater (10:30 a.m.) or you can learn about outdoor painting on the shores of the St. Croix River at Interstate State Park near Taylors Falls (9 a.m., weather permitting).

The more adventurous may wish to join the group effort to paddle every mile of the Minnesota River in one day. Or learn about the sky's fierce hunters—hawks, eagles and owls—at Wild River State Park in Center City (2 p.m.). Check out the animals in the "Zoomobile" at Minneopa State Park near Mankato (1 p.m.). For a listing of more than 30 additional activities throughout Minnesota state parks on June 10, go to www.mndnr.gov/ptcalendar.

Pack a big picnic lunch, bring your kids and your abuela and all your primos. To find your heart's desire, check online for the complete program list. The price is right. The programs are great. The kids want to run outside and play. Of course they do, it's in their DNA. See you at the parks!



Beautiful scenery at Whitewater State Park in the far southeast corner of Minnesota



Hopkins Principal Doug Bullinger and Jens

Congratulations to Jens Tulio Damgaard who just graduated from Hopkins HS!

Jens is an honor student and is on the National Merit Scholarship Program. Jens is the son of proud parents Kenn Damgaard and Amalia Moreno-Damgaard.

Marketing Financial Services to Latinos

By Marci Malzahn



Marci Malzahn,
Founder of Malzahn Strategic

The big question: How do you market financial services to the growing Latino population in the United States? The simple answer: You have to get to know them!

There are two groups of Latinos in the United States. The ones that are fully integrated into the American culture and the ones that are not fully integrated yet. The Latinos who are fully integrated have come to the United States over the years and are either first generation immigrants or, if their ancestors came to the country years ago, they are now second, third, and even fourth generation Latinos. Usually, these individuals are proficient in the English language, graduated from high school here, many attended college here, and now have professional jobs. This group does not necessarily need “special services” just

because they are Latinos.

The other group, the more recent immigrant Latinos that are just finding their way in this country, may not speak English very well yet. In addition, there are also some Latinos who came to this country a generation ago that still don't know the language well. For this group of individuals, institutions need to market financial services in Spanish. Ideally, they can receive the information in both languages so two goals can be achieved: 1) that they fully understand the products and services in their native language; and 2) that they do learn English as new immigrants in this country.

But regardless of when these Latinos came to the country, the value of family remains in the Latino culture throughout generations. Latinos value family. Therefore, financial services need to be tailored with that core value in mind. Other core values of Latinos are education, friendliness, and the sense of community. Latinos are friendly people. They value education and need to belong to the larger community.

Financial services overall could be grouped in three main categories. And institutions can market all these services to Latinos. Below are the three main groups of services:

General Banking Services: These services include everything from the basic checking account, a savings account for the kids, to an Individual Retirement Account (IRA) held in the bank as a Certificate of Deposit (CD), and also a Health Savings Account (H.S.A.) which are becoming popular and needed. On the business side, banks can market the Remote Deposit Capture product and all other online banking products that both consumers and businesses can use.

For banks that market to the Latino market, the best way to approach them is to have friendly bilingual personal bankers. Bankers need to have the ability to not only be fluent in both languages but also be able to understand and explain banking services as well. Only then, the Latinos will trust your banker and thus your bank.

Based on my experience working in the banking industry for over 25 years, the great majority of personal bankers at banks are females, which should work well with the fact that in Latino households, women are the ones who make most of the financial decisions (Nielsen Report). Latinos also like to know the bank is involved in the community and that it's helping the community at large, not just the Latinos.

For banks that don't market to Latinos because they're not located geographically in a heavily Latino populated area or simply because that's not their business plan, they don't necessarily need to employ bilingual bankers. Most of the time, professional Latinos who are fluent in English and understand general banking services will do fine banking with these institutions just like any other customer would. Lastly, Latinos like to embrace technology so all mobile banking services and products will be welcomed and used. Your institution doesn't even have to translate your website to Spanish. Latinos are very good at using the English words and simply pronouncing them in Spanish. They learn the terminology and adapt it to their language. This is pretty funny, by the way, because Latinos like creating new verbs out of the English terms used in these services. For example, they can say “Voy a hacer un ‘transfer’” instead of using the Spanish word “transferencia.”

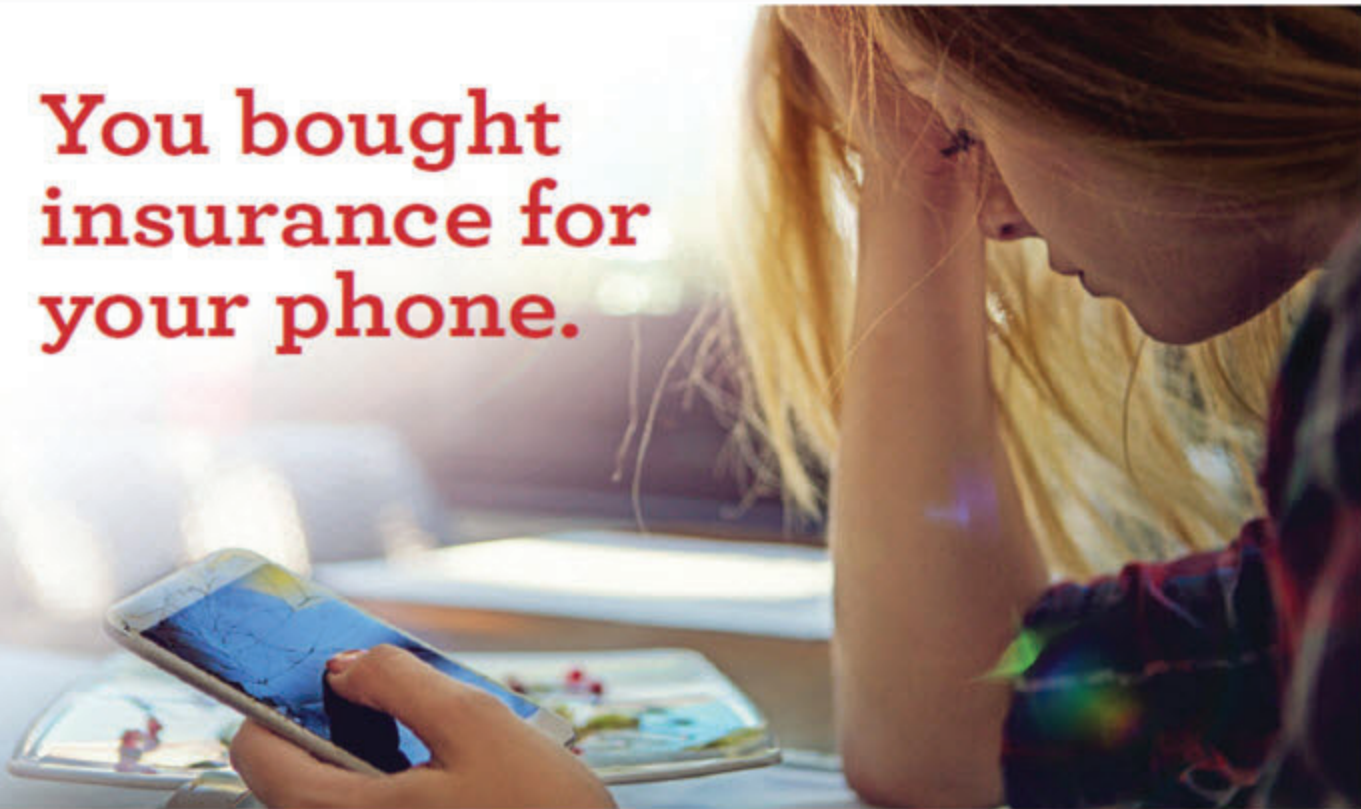
Investment Services: These services require a certified investment professional in order to market and sell them to any customer. Again, if the target market of Latinos are professionals who are fluent in English, they most likely are educated in the various types of investments and the institutions who choose to target Latinos don't need a bilingual representative. On the other hand, institutions who target Latinos heavily and work with a demographics where they don't speak English well, they should have a bilingual professional working with their potential customers. This is the best way to avoid misunderstandings about any products these customers may purchase or use. Examples of these services are Individual Retirement Accounts (IRA's not held at a bank), 401K accounts, and all other forms of investment instruments available in the market today. Again, the good news is that there are a lot of Latina women obtaining professional degrees and higher education, which increases the possibilities of finding qualified Latina women with a finance or economics degree. Of course, all the other special certifications such as the Series 6 and 7 are also needed in order to be an investment representative.

Insurance Services: Everyone needs insurance of various types. The most known types of insurance are the healthcare and dental insurance, which are a mostly provided by employers. Otherwise, workers of companies who do not provide healthcare insurance may find it through the government programs available. For Latinos working in organizations where they offer life insurance as part of the benefits package, that is a great advantage. Otherwise, they can purchase additional life insurance through their investment representative or insurance agent. Latinos, like everyone else who owns a home, need to obtain home owner's insurance in order to comply with the law. Most insurance products can be purchased through agents who also have to obtain special certifications in order to provide these types of services.

When working with Latinos, financial services providers need to keep in mind some of the basic core values so Latinos trust them with their finances. You have to get to know them. The Latino market is growing in numbers and purchasing power. Therefore, banks, insurance companies, and investment companies have a great opportunity to service this segment of the American population.

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.

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Feliz Día del Padre



Por Saúl Carranza

Hace algún tiempo la casa de un amigo mío fue asaltada. Los ladrones entraron, amarraron a todos los que estaban adentro y comenzaron a saquear la casa. Mientras los ladrones buscaban las cosas de valor alguien logró soltarse y llamar a la policía. El lugar fue rodeado y todos los asaltantes apresados. Todos los miembros de la pandilla eran menores de edad. Cuando la policía llamó a la familia de los adolescentes se dieron cuenta que únicamente llegaron mamás. Ni un solo padre de familia se hizo responsable por aquellos jóvenes.

Aunque reconocemos la admirable labor que algunas madres cumplen al criar a sus hijos siendo padre y madre. También es necesario reconocer que muchos de los males de nuestra sociedad se deben a la carencia de una figura paterna que ejerza autoridad, modele amor, enseñe buenas costumbres y provea lo esencial para la familia. No es el concepto machista de que solo un varón puede dirigir a la familia. Es el concepto bíblico que el fundamento de la familia es un varón y una mujer comprometidos para formar esa familia con amor.

La paternidad verdadera es acompañar a los hijos en la aventura de la vida. Ser parte de sus victorias y sus fracasos. Es manifestar el amor con palabras

y con hechos. No es buen padre aquel que solo provee las cosas materiales, pero no está dispuesto a aportar tiempo de calidad para sus hijos. El niño se desarrolla en lo físico, pero también en lo intelectual, social y espiritual. Un padre sabe apoyar a sus hijos en cada una de sus necesidades. Pero por sobre todas las cosas está dispuesto a predicar con el buen ejemplo. Es aquel que hace que la palabra “papá” suene dulcemente cuando confiadamente la pronuncian sus hijos.

Es quizás por la tremenda responsabilidad dada a los padres que cuando Dios se identifica a si mismo en relación con sus criaturas lo hace llamándose “Padre”. Porque es modelo de amor, es modelo de provisión, de entrega y sacrificio. Cuando en el mes de junio decimos Feliz día del Padre. Enviamos ese saludo respetuoso a aquel que, con sacrificio, con responsabilidad y con valor ha apoyado a sus hijos en la infancia, la adolescencia, la juventud y sigue ayudándoles en la edad adulta. Aquel que cerca o lejos ha dado ejemplo de honradez, trabajo y amor. A usted padre valiente, que se levanta cada día con la meta de dar lo mejor para sus hijos le decimos Feliz día del Padre. Dios lo bendiga.

**Saúl Carranza es originario de Guatemala y pastor de la Iglesia Cristo Para Todas Las Naciones en Crystal, MN.
Tel. 763-245-2378, correo electrónico: saulcarranza@yahoo.com**

Happy Father's Day

By Saúl Carranza

Some time ago a friend's house was stormed. The thieves entered, tied up all who were inside, and began looting the house. While the thieves were looking for valuable things someone managed to break loose and call the police. Surrounded the place and all the assailants arrested. All members of the gang were minors. When the police called the teenager's family, they realized that only moms arrived. Not a single dad took responsibility for those young people.

Although we recognize the admirable work that some mothers fulfill when raising their children being father and mother. It is also necessary to recognize that many of the ills of our society are due to the lack of a paternal figure who exercises authority, model love, teach good customs and provide what is essential for the family. It is not the macho concept that only a male can lead the family. It is the biblical concept that the foundation of the family is a man and a woman committed to forming that family with love.

True fatherhood is to accompany the children in the adventure of life. Be part of their victories and their failures. It is to manifest love with words and deeds. It is not a good father who only provides material things, but, is not willing to provide quality time for his children. The child develops in the physical, but also in the intellectual, social and spiritual. A parent knows how to support their children in each of their needs. Above all else, he is ready to preach by good example. He is the one who makes the word “daddy” sound sweetly when confidently pronounced by his children.

It is perhaps because of the tremendous responsibility given to parents that when God identifies himself in relation to his creatures he calls himself “Father.” Because He is a model of love, it is a model of provision, of surrender and sacrifice. When in the month of June we say Happy Father's Day. We send that respectful greeting to those who, with sacrifice, with responsibility and with courage, have supported their children in childhood, adolescence, youth and continue to help them in adulthood. He who near or far has given an example of honesty, work and love. To you courageous father, who gets up every day with the goal of giving the best for his children we say Happy Father's Day. God bless you.

**Saúl Carranza is originally from Guatemala and pastor of the Church Christ for All Nations in Crystal, MN.
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21st Annual Hispanic Marketing Conference Honors Marketing Leaders

By Claud Santiago

The 21st annual Hispanic marketing conference was held on May 25, 2017 at the Neighborhood House/Wellstone Senter in St. Paul. The conference produced by Aguilar Productions based in St. Paul, was sponsored by U.S. Bank, Minnesota Twins, La Raza 95.7 FM, Telemundo Minnesota, *Latino American Today*, and the Minnesota Multicultural Media Consortium.

Presenters included: Rico Vallejos, Multicultural Creative Director; Maya Santamaria, Founder and Owner of Santamaria Broadcasting; Cecilia Stanton Adams, Stanton Adams Consulting; Pat Arndt, MNDNR; and Marci Malzahn, Malzahn Strategic. Panelists included: David Martinez, Abigail Dominguez, Anthony Torres, Maria Isa Perez, Jon Rusten, and Carissa Ontiveros. They presented great insights, strategies, and case studies related to marketing to the Hispanic consumer segments.

The following individuals received awards at the conference: Gisela Girard, President/Strategic Communications; Creative Civilization, San Antonio, TX, received the Hispanic Marketing Achievement Award, and Jannet Torres, Hispanic marketing research consultant, San Francisco, CA received the Hispanic Marketing Research Achievement Award.

Congratulations to Aguilar Productions on their 21th Anniversary of producing conferences and seminars focusing on the U.S. Multicultural markets.



(R) Gisela Girard, San Antonio, TX



(R) Jannet Torres, San Francisco, CA



(L) Marci Malzahn, Amalia Moreno Damgaard, and Christy Ana



(L) Jannet Torres, Abigail Dominguez, Gisela Girard, and Carissa Ontiveros

Summertime Barbecues



Chef Amalia in the kitchen

By award-winning author and chef Amalia Moreno-Damgaard (AmaliaLLC.com)

Summertime is for having fun in the sun in the company of family and friends enjoying delicious foods.

Every summer I look forward to the endless possibilities of preparing the season's harvest quickly and easily using herbs and spices to enhance the flavor of grilled meats and vegetables. One advantage of cooking outdoors is that the whole experience can happen on your deck or at the picnic table making cleanup easier.

In many countries and in the United States people venture outside as soon as the weather is pleasant and look for parks with gathering spaces with grills and benches to celebrate birthdays and other special events. This is such a great way to connect with nature in a wholesome and inexpensive way.

When was the last time you and your family organized a family reunion in a pot luck fashion? What a great opportunity to enjoy a variety of foods under the sun! Minnesota has many picturesque places and lakes to enjoy the warm weather which can be conducive to turn a party into a fiesta. Think food, cool drinks, music, and dance.

Marinating chicken, meats, and other proteins is a time saver and a flavor booster. For best results, immerse your proteins in a Ziploc bag with plenty of the sauce you are using and marinate in the refrigerator for 2-3 days. Then complement your menu with grilled corn, grilled vegetables dressed with herbs and lemon juice, leafy greens salads, and light fruit desserts.

I can't think of a healthier way to embrace nature! Below is a recipe to get you started.



Ensalada Al Flash

By Chef Amalia Moreno-Damgaard

Serves 4

1 avocado, pitted, in cubes
1 vine ripened tomato, diced
1 head of romaine, torn into small pieces

½ cup shaved red onion
1 bunch parsley leaves, roughly chopped
Dressing: the juice of 2 lemons (or limes),
2 tbsp olive oil, salt and pepper

Prepare the vegetables and combine in a bowl.

Toss with the dressing right before serving.

About Amalia

Amalia Moreno-Damgaard is an award-winning author and chef helping individuals and companies develop a better understanding and appreciation of Latin culture through healthy gourmet cuisine, consulting, bilingual speaking and writing.

Learn more: AmaliaLLC.com.

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In Trump's White House Do Latino Groups Matter?



By *Israel Ortega* (pictured left)

After years of enjoying a cozy relationship with the Obama White House, a number of leading Latino organizations now find themselves looking in from the outside, with few opportunities for common ground with the new Trump administration. Yet for other organizations, the results of the 2016 presidential election have sent their stock soaring after years of being ignored. This Latino power shift breaks largely along ideological lines, but not exclusively. And while all of the organizations interviewed by Latino USA list themselves as non-partisan entities, they all have different philosophical differences about the role of government.

Helen Aguirre Ferré, is the special assistant to President Trump and the White House's director of media affairs state. "The administration has been meeting with Hispanic leaders in all areas of importance including healthcare, education, entrepreneurship and meaningful job creation," Aguirre Ferré said. The Miami native and former Univision Radio host was previously part the Republican National Committee and is seen as a key liaison between the Latino community and the Trump White House.

Allen Gutierrez from The Latino Coalition, a group representing Hispanic business owners, says that this White House is already exceeding the level of engagement to the Latino community than previous administrations.

"I don't ever recall President Obama or even President Bush meeting with Hispanic leaders during the transition period. The fact that [President-elect Trump] did this is very telling and encouraging," Gutierrez said.

The Latino Coalition has already scored big in the early days of the Trump White House. Vice President Mike Pence and Linda McMahon, the Administrator of the Small Business Association recently spoke at their policy summit held in Washington, D.C.



Helen Aguirre Ferré

It's Not About Immigration?

According to the Pew Hispanic Center, Latinos recently ticked off their priorities for the new administration and Congress. Immigration was not the top issue. According to the poll, immigration was the fifth most important issue for those polled, well behind education, terrorism, job creation and healthcare.



Daniel Garza and Rick Aguilar

The findings confirm what Daniel Garza of the LIBRE Initiative and other center-right groups have been saying for years during the Obama administration: for many Hispanics, job creation is paramount. Garza had been especially critical of President Obama's policies for relying too much on the federal government to grow the economy and fix health care. As a result, the LIBRE Initiative drew the ire of the Obama White House. Cecilia Muñoz, a key aide to former President Obama penned a harsh op-ed deriding the LIBRE Initiative for employing scare tactics to discourage Latinos from signing up for the Affordable Care Act.

"They trained their rhetorical guns at us," Garza said.

Not surprisingly, Garza is encouraged from what he is seeing from the Trump White House and said that the economy is improving.

"Stocks are up because of his pro-business agenda," Garza noted. However, Garza said that there is certainly room for improvement, and that he would like to see the White House embrace the free market even more.

Israel Ortega is a nationally-recognized political commentator and the Senior Writer for Opportunity Lives, an online news publication that believes that free enterprise, a vibrant civil society and a competent government is the best means of expanding opportunity to all. Israel has written hundreds of articles, opinion columns and research papers on a variety of topics including religious freedom, economic freedom, immigration and education. Among the publications that have featured Israel's work include: The Wall Street Journal, National Review Online, The Blaze, Univision, The Huffington Post and The Hill.

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