

March 2017 Issue 355
**Latino
American
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EL AZÚCAR MUERDE



THE HEALTH OF LATINOS IN MINNESOTA

Obesity, Diabetes, Colon and Prostate Cancer, Heart Disease—leading health issues for Latinos

LA SALUD DE LOS LATINOS EN MINNESOTA

La obesidad, diabetes, cáncer del colon y la próstata, enfermedad del corazón—los principales problemas de salud entre Latinos



Health Disparities in Minnesota's Multicultural Communities



By Claud Santiago

Although Minnesota has long been one of the healthiest states in the country, almost 15% of Minnesotans tend to experience much worse health in several areas. Overall, Populations of Color, Hispanics, Asian Americans, African Americans, Africans and Native Americans experience shorter life spans, higher rates of infant mortality, higher incidence of diabetes, heart disease, cancer and other diseases, and poorer general health. Prevention can improve health in these communities and help manage health care costs.

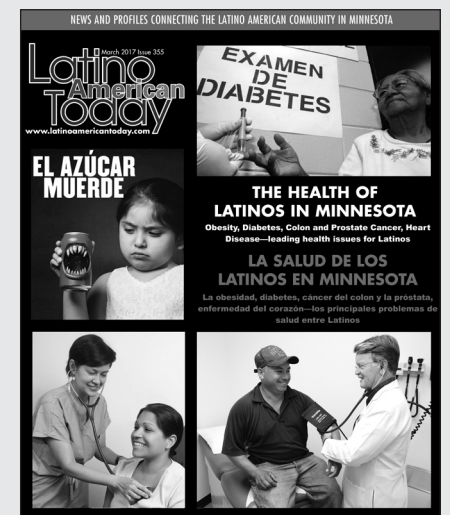
Minnesota must work to eliminate health disparities by expanding access to affordable health care, strengthening the health care workforce, investing in prevention, and improv-

ing data to more accurately document health disparities.

Health disparities are defined as the difference in the burden of diseases and health status that exist among specific population groups. They are closely linked with social, economic and environmental conditions. Health disparities may affect certain populations based on gender, age, ethnicity, socio-economic status, geography, sexual orientation, disability or special health care needs. Health disparities occur among groups that have persistently experienced historical trauma, and discrimination. These groups experience worse health or greater health risks than other populations.

Any effort to reduce health disparities must first identify where gaps exist. In our current health care system, data collection is fragmented; information on race, ethnicity, or primary language is not always collected; and data is often not readily available to policy makers and the public.

Health reform would make sure that qualified health plans in an Exchange provide culturally and linguistically appropriate communication and health services. There will also be an emphasis on training health professionals to improve their cultural competence. The Minnesota Business Partnership, an organization made up of Minnesota's largest employers recently issued a report of the healthcare system in Minnesota...it stated "increasing ethnic diversity will challenge our local healthcare system, which must address different underlying health needs and bridge cultural and language barriers."



On The Cover
The Health of Latinos in Minnesota
La salud de los Latinos en Minnesota

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Jesús y su familia también fueron emigrantes

Por Saúl H. Carranza

El viaje fue día y noche, atravesando montañas ríos y desiertos. Muchas noches pasaron a merced de fieras, serpientes venenosas e insectos ponzoñosos. Muchos días sintieron sofocarse por el ardiente sol del desierto. Pero, no podían regresar porque allá querían matarlos. Grupos armados invadieron el pequeño pueblo donde vivían y mataron a muchas personas, principalmente niños. Ese padre de familia, su esposa y su pequeño niño se salvaron milagrosamente de la muerte huyendo al país vecino. Allí ellos serían extranjeros y seguramente sufrirían la discriminación y problemas de quien está lejos de su tierra y sus costumbres.

Pareciera la historia de alguna familia conocida. Pero no. No eran mexicanos, centroamericanos o suramericanos. La historia de esta familia es muy bien conocida porque se encuentra en la Biblia en el evangelio de San Mateo Capítulo 2:13-19. José tuvo que tomar a su esposa María y al pequeño Jesús y apresuradamente huir a Egipto para salvar sus vidas. Sí, Jesús y su familia también fueron migrantes. José salvó su vida y la de su familia huyendo a otra tierra donde se estableció y trabajó muchos años.

Es el mismo caso de quienes han venido a este país huyendo de pobreza, de delincuencia, muerte y falta de oportunidades. Algunos han venido buscando el dorado e ilusorio sueño americano. Otros solo han huido de la solitaria y dolorosa muerte por inanición. Solo han dado el paso necesario para poner pan en la boca de sus hijos.

Por alguna razón la Biblia manifiesta enfáticamente el cuidado de Dios por el emigrante. Lo hace con frases tan claras como estas: "Dios... ama también al extranjero dándole pan y vestido" Deut. 10:17-18. "El Señor protege a los extranjeros y sostiene a las viudas y a los huérfanos," Salm. 146:9 e instruye a su pueblo como tratarlos. "Como a un natural de vosotros tendréis al extranjero que more entre vosotros, y lo amarás como a ti mismo; porque extranjeros fuisteis en la tierra de Egipto. Yo Jehová vuestro Dios." Lev. 19:34.

Aunque vivimos tiempos de temor y ansiedad es necesario recordar que Dios sigue estando en control de todas las cosas y que Él cuida del pobre, del débil y del inocente. Que hoy más que nunca podemos decir con el Salmo 27 "El Señor es mi luz y mi salvación, no temeré". La promesa en la Biblia es que todas las cosas ayudan a bien a los que a Dios aman. Yo oro que Dios proteja la unidad de la familia y de sabiduría a los gobernantes para que encuentren soluciones al problema migratorio que sean buenas para todos. Recuerden, no están solos. Dios ama a la familia emigrante.

Jesus and His Family Were Also Immigrants

By Rev. Saúl H. Carranza

The trip was day and night, crossing mountains, rivers and deserts. Many nights they passed at the mercy of wild beasts, poisonous snakes and poisonous insects. Many days they felt suffocated by the burning sun of the desert. However, they could not return because some people wanted to kill them there. Armed groups invaded the small town where they lived and killed many people, mainly children. That father, his wife, and their little boy were miraculously saved from death by fleeing to the neighboring country. There they would be foreigners and would surely suffer the discrimination and problems of those who are far from their land and their customs.

It looks like the story of some close family. But no. They were not Mexicans, Central Americans, or South Americans. The history of this family is very well known because it is found in the Bible in the Gospel of St. Matthew Chapter 2: 13-19. Joseph had to take his wife Mary and the little Jesus and hurriedly flee to Egypt to save their lives. Yes, Jesus and his family were also migrants. Joseph saved his life and that of his family by fleeing to another land where he settled and worked for many years.

It is the same case of those who came to this country fleeing poverty, delinquency, death and lack of opportunities. Some have come looking for the golden, illusory American dream. Others have only fled from the solitary and painful death by starvation. They have only taken the necessary step to put bread in the mouth of their children. .

For some reason the Bible emphatically shows God cares for the immigrant. It does it with phrases as clear as these: "God ... loveth the stranger, in giving him food and raiment." Deut. 10: 17-18. " He protects the strangers who live in our land; he helps widows and orphans," Psalm. 146: 9 and instruct his people how to treat them. " But the stranger that dwelleth with you shall be unto you as one born among you, and thou shalt love him as thyself; for ye were strangers in the land of Egypt: I am the LORD your God." Lev. 19:34.

Although we live in times of fear and anxiety, it is necessary to remember that God is still in control of all things and that He cares for the poor, the weak and the innocent. That today more than ever we can say with Psalm 27 "The Lord is my light and my salvation, I will not fear." The promise in the Bible is that all things work together for good to those who love God. I pray that God will protect the unity of the family and of wisdom to the rulers so that they find solutions to the migratory problem and that these are good for all. . Remember, you are not alone. God loves the emigrant family.

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Pastor Saúl H. Carranza

A Fathers Fight Against the System



By Fernando Navarro

Three years ago I started a legal fight to gain both legal and physical rights of both my daughters (Coco and Betty) after their mother almost killed them in a car accident because she was intoxicated. This incident propelled me to ensure their safety—both physical and emotional. This was their mother's second DWI in which both times she blew almost .3. Yes, .3 this isn't a typo and State authorities returned my daughters to her.

After fighting for them since 2014 because of the aforementioned incident and experiencing the frustrations of dealing with Child Protection and other State Agencies, I found myself financially, emotional, and mentally exhausted. I have been fighting tooth and nail over the safety of my children while state authorities had the audacity of returning them to their mother and in the last 14 months wanting to reunite my children with a mother who has extreme alcohol and drug addiction. Medical records were attained from the mother's medical providers, UA's were administered (which have shown their mother's addiction), and several maltreatment allegations confirmed against my children's mother but State authorities didn't think this was enough to pull them from the grasp of their "mother" without me expending additional resources. This is outrageous. Additionally, Coco and Betty's mother was also found intoxicated at the start of a supervised visit and even additional maltreatment findings were confirmed against her where she lost my youngest child Betty who was 5 at the time and threatened both my girls with physical harm this past summer of 2016. None the less CPS was willing to reunite my children with an abuser who to this day has not changed anything in her life and continues to disregard UA's; but I must be the perfect father otherwise I would probably have had to turn them over to the abuser.

How can a father with no criminal record, well educated, business owner who never faltered in the past or present be scrutinized by the CPS and other state agencies scrutinized more so than the abuser? I am in tears and continue to be frustrated with this system; as CPS continues to tailor to the abuser while I have to keep spending money to argue the reasonable, rational, and righteous. How can a system fail my children so badly?

Fast forward to now, I finally received 100% legal and physical custody since January 10, 2017 but am still fighting to keep my children from harm's way as their mother continues to miss her UA's and blatantly disregards her case plan. It is February 13, and their mother, though she lost custody over our children, continues to get special privileges from the state. Could it be because she is female, female and white, and/or because she has a trust fund? She is refusing to go in to drop her UA's since January 17, 2017 but I am expected to tailor to court ordered visits. How can this be?!

Lastly, I have an opportunity as my attorney explained to fully terminate any visitation rights until the mother of my children can prove that she can stay sober and address her addiction for a period of time; in which she has not been able to do throughout this frustrating case and process since November 2015. This motion I am contemplating is and will be expensive to execute but I have no choice to take actions since State authorities though they have factual evidence of mom's shortcomings will not do this for me. How appalling is this? How can a State authority continue to tailor to an abuser? Why do I have to ensure my children do not become further damaged by a mother who clearly doesn't care about her own self? My children deserve a healthy chance at life by being removed from an individual whom already has detrimentally affected their lives. They will forever be damaged to some extent but I have the power to end this cycle.

I love them very much and will do anything that I can be to make their lives better and ensure their wellbeing. I am a father and a parent this system must change.

For additional inquiries and/or you would like to contribute funds the ongoing cause of Children Safety First, please contact me at: 612-272-5259 and/or visit www.gofundme.com/childrensafetyfirst

Any funds collected will go to:

• Ensuring that my children are not placed in an unhealthy and unsafe environment through the motion I will be making to the courts to keep their mother at bay until she can prove she can stay sober.

• In the same, upon successfully motioning the court with the above, this case will set precedents for other Fathers and cases facing the same or similar situation; as laws have a potential of changing as Fathers such as I taking the time to set case precedence in hopes that my efforts will set a stage for other disadvantaged Fathers.

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Leaders and Athletes – Ten Things They Have in Common



Marci Malzahn,
Founder of Malzahn Strategic

By Marci Malzahn

What does it take to be a leader? What does it take to be an athlete?

I was pondering about these two concepts the other day and several thoughts came to mind. Many of the same traits that successful athletes display can also make a person a successful leader and vice versa. Many traits of successful leaders spill over into other areas of their lives, such as fitness. So in comparing leaders and athletes (or simply people who are physically fit), I came up with ten things they have in common.

Dedication. It takes a huge amount of dedication to continually grow as a leader and hone your skills—ongoing. The same way, it takes an amazing amount of dedication to be fit—and stay fit—throughout your life. Sometimes athletes have setbacks, like an injury that needs to heal for several weeks. Leaders have setbacks as well, for example, if they lose their jobs or a startup failed, but they get up and keep trying.

Goal Setting. Leaders set goals and then work hard to attain those goals. Athletes set goals as well. Each day, each week, month, and year, they strive to become better at their sport. They track their progress and celebrate the small successes as they get to their goal. Leaders do the same. They set goals for themselves as well as for the organizations they lead. They are both focused on their goals.

Discipline. It takes discipline to get up each morning, or go out during your lunch hour, or exercise at night when you're tired from working the entire day. Discipline is different than dedication. Discipline is doing things consistently and usually at the same time each day so you establish a routine. You can be disciplined to do a specific task consistently but you may not be dedicated to it if your heart is not in it. It takes discipline to schedule your workout, attend a seminar, or read a book in order to improve your skills—both as an athlete and as a leader. Dedication and discipline work together to make things happen.

Sacrifice. Every leader, just as every athlete (or fit person), makes daily sacrifices in order to excel as an athlete or be a successful leader. Of course, it's probably more fun to go out with your friends for a drink, or go shopping, but leaders and athletes see the long-term goal. They have a vision of the finish line but they also realize that both being a leader and staying fit is a lifestyle, a journey with no end.

Results. Both leaders and athletes want results. They strive to achieve the results they set out to get. The results when you are fit are not only a healthy body but a positive attitude and increased self-esteem and self-confidence. The results when you are a good leader are the satisfaction you get when you see those you lead grow and being successful. You also feel satisfaction when you see the vision realized.

Drive. Leaders and athletes (and fit people) have the drive to go on. It's

an inner fire that is hard to quench. When you ask them why they do what they do, they simply respond, "Because I want to be a better leader, because I want to be fit."

Inspiration. Leaders inspire others to be the best they can be. The same way, athletes inspire the young and old to "go for it." Every time I watch the Olympics, I get inspired to get even better and encouraged to continue the hard work to remain physically fit.

Influence. Leaders are influential because they inspire you to do something. They sell you on the idea of their vision. They help you change your life. They encourage you to grow and help you grow. Athletes and fit people also inspire others to get in shape but when it comes to working out, only you can do it for your body.

Encouragement. Leaders and athletes, many times without knowing, encourage others to improve their lives. At the same time, they also need encouragement from others to continue their journey. Sometimes we forget that leaders and athletes are humans. They have feelings too and it takes courage to lead, the same way it takes courage to continually exercise to stay fit.

Example. Everyone needs a positive example to improve their lives. Leaders and athletes are examples of all the attributes described above. They both share a huge responsibility to be a *good* example to others who are watching them. Otherwise, their negative example can have devastating consequences for their followers. This holds true for people who lead large corporations or causes and also for athletes who are looked up to by millions of people—usually the youth. Therefore, being an example is probably the most important responsibility for both leaders and athletes. If you are a leader and/or an athlete, take the responsibility seriously.

As Latina leaders, we have a huge responsibility to be an example to other Latina women and display all the traits described above. Have fun being a leader and I encourage you to stay fit through your journey!

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. You can purchase Marci's books at www.Amazon.com.



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OPPORTUNITY FAIR
MARCH 30, 2017 | 1 - 4 PM
Elmer L. Andersen Human Services Building
540 Cedar Street, St. Paul, MN 55101

Small businesses are invited to talk to buyers from more than 20 state agencies about upcoming procurement opportunities. Office of Equity in Procurement staff and representatives from the Minnesota Procurement Technical Assistance Center (PTAC) will be available to answer questions about the Small Business Procurement Program, and how to compete for business with the State.

March 30, 1 - 4 PM
Elmer L. Andersen Human Services Building
Conference Rooms 2370 & 2380
540 Cedar Street, St. Paul, MN 55101

This event is free. To register, visit: <http://bit.ly/2lkpJq6>

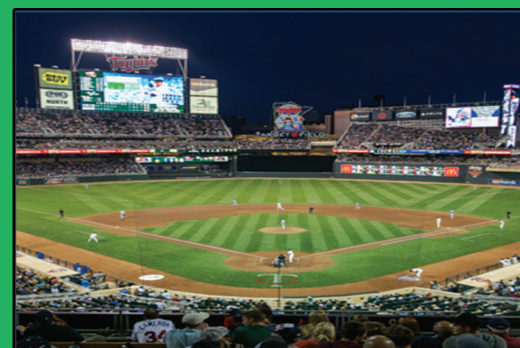
The Opportunity Fair is hosted by the Department of Administration's Office of Equity in Procurement and the Minnesota Procurement Technical Assistance Center (PTAC). For more info, visit: mn.gov/admin/opp-fair.

VIEW OPEN POSITIONS AND APPLY AT: careers.delawarenorth.com.



Delaware North Sportservice Target Field HIRING EVENTS

March (Wednesday) 8th & 15th March (Friday) 10th & 17th
Time: 4pm - 7pm Time: 4pm - 7pm



Come spend the summer with us and the Minnesota Twins at exciting Target Field! Be part of professional sports and create one of the best stadium experiences in the world. On-site interviewing will be conducted! Hiring event entrance is off 7th Street, past the Majestic Twins Clubhouse Store at Target Field. Applicants must be 18 years of age or older and have a valid form of I.D.

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How Sweet It Is! Learn to Make Maple Syrup at Minnesota State Parks

By Deborah Locke (DNR)

The next time you visit a Minnesota state park and see a stately maple tree, what is your first thought? Could it be “breakfast!” It could be.

That’s because maple syrup, that gooey liquid poured over breakfast pancakes, comes from maple trees. American Indians in Minnesota long ago perfected the process of getting sap from trees and turning it into a tasty treat. Ever since, people have tapped into trees each spring to extract sap that gets boiled down into syrup. For a free demonstration of how it’s done, attend a “Maple Syruping in Your Backyard” workshop held on Saturdays and Sundays at Fort Snelling State Park. Check the calendar at www.mndnr.gov, where you’ll find maple syruping events at other nearby parks such as Wild River, Whitewater and Minneopa.

Learn how to do this, and you’ll never look at the trees in your own back yard in quite the same way.

“The comments we hear are that people never knew they could do this with their own trees!” says Kao Thao, a Minnesota DNR naturalist at Fort Snelling State Park. “They never knew it was so easy.”



Kao Thao (far left) a naturalist with the Fort Snelling State Park



Trees that have been tapped for maple syrup

Some families enjoy making syrup so much that they return to the workshop year after year, bringing along samples of their own current batch of maple syrup for Kao to taste.

“They bring in bottles,” he said. “When they see tapping the first time, they ask about the difference between saps like maple and oak sap. They notice that the sap smells sweet.”

Sap needs to be harvested in spring. Sap travels up the trunk during the warmth of the day, then returns down the trunk during the colder night hours. On American Indian reservation lands each spring, you’ll see hundreds of containers attached to maple trees throughout northern Minnesota. Today the Ojibwe gather at what is called a “sugar bush” -- a forest with plentiful maple trees for tapping. It takes about 40 gallons of sap to make a single gallon of syrup. That means long hours tending a fire as the sap boils. Ojibwe syrup makers will tell you that the time spent watching the sap boil acts as a starting point for storytelling. Many a tall tale has been shared as the sun lowers in a night sky and the burning wood produces the only light for miles.

So consider a visit to a state park this spring. No registration is required, and the only cost is the \$5 vehicle day permit into the park.

To learn about all of the maple syrup workshops and other spring programs offered through the Department of Natural Resources Parks and Trails division, go to mndnr.gov/parkfinder. To get more information about the Fort Snelling State Park maple syrup workshop, call **612-279-3550**.

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Hispanic Republicans Honor GOP Leader



By Claud Santiago

The Hispanic Republican Assembly of MN (HRAMN) honored Janet Beihoffer for her efforts in promoting the GOP message, values and candidates to the multicultural communities in Minnesota.

Beihoffer serves as the Minnesota committee women delegate to the RNC and has worked in organizing and promoting the MN GOP Affiliates. HRAMN presented their "Certificate of Appreciation to Beihoffer before a standing room only audience at the Boca Chica Restaurant in St. Paul.

Maria de la Paz, HRAMN Chair, Janet Beihoffer, and Rick Aguilar, HRAMN Vice Chair



GOP party activists met to elect new officers in West St. Paul, 52A. Left to right: Secretary Kathy Roberts; Chair Steve Swoboda; Deputy Chair, Marcie Craven; and Treasurer, Alex Stroffner.

L to R: Rick Rice, Maria de La Paz, Tony Torres, Jose Jimenez, and seated Kevin Sether



L to R: Rick Aguilar, Pam Myhra, Janet Beihoffer, Maria de la Paz, Maniela Vang, and Bob Maginnis



Attendees at HRAMN event

Making Health Care Affordable Again



By Twila Brase RN, PHN (left)
President and Co-founder
Citizens' Council for Health Freedom (CCHF)

Health care is too complex, too expensive and increasingly too impersonal. But around the country, doctors and patients are breaking free from managed care controls and restrictive government regulations. To bring these patients and doctors together we launched **The Wedge of Health Freedom**

(The Wedge), which will begin to transform the entire health care system back to affordability, simplicity, confidentiality and patient-centeredness.

We're starting with doctor's practices because having a direct contractual relationship with a physician is a foreign concept to most people. We're all so used to managed care corporations telling us what doctors we can use and what kind of treatment we can have. It's time to make those choices for ourselves.

Once upon a time, we did. Medicine used to be between a patient and a doctor. And it was affordable. Patients paid the doctor and the prices were pocketbook-friendly because the doctor wasn't saddled with managed care contracts and government regulations. If you had insurance, it was real in-

surance, the kind you use for unaffordable catastrophes like a car accident, cancer or an expensive chronic condition.

The Wedge takes medical care "back to the future." Wedge practices accept cash, check or credit cards. And they follow eight patient-friendly "Wedge Principles," such as transparent affordable pricing, true patient privacy, no government reporting, no outside interference, and all patients welcome, whether insured, uninsured or publicly subsidized.

You can find Minnesota practices using our "map of freedom" Go to JointheWedge.com

Putting patients and doctors together in transparent affordable simplified relationships is just the beginning. The Wedge will disassemble the nation's third-party payment triangle and take all of health care back to direct-payment relationships.



The Wedge is not insurance. You can have insurance, but that's between you and the insurer. The doctor's only relationship is with you. Check out JointheWedge.com

Celebrate Red Cross Month by Giving Blood in March

During Red Cross Month in March, the American Red Cross encourages eligible donors to join in its lifesaving mission by giving blood.

Since 1943, every U.S. president has designated March as Red Cross Month to recognize how the Red Cross helps people across the country and around the world. Red Cross Month is a celebration of supporters, who are the face of the Red Cross in their communities and bring hope to people facing emergencies.

Blood donor Timothy Sheely knows the need firsthand. His wife required 12 units of blood during emergency surgery following the birth of their son. "If it had not been for blood donors, she might not have survived," he said. "Thanks to generous blood donors, I still have a wife and my kids still have their mom. I can't possibly thank those people in person, but I can give a little piece of me back with each donation for the greater good."

The Red Cross depends on blood donor heroes across the nation to collect enough blood to meet the needs of patients at approximately 2,600 hospitals nationwide. Donors of all blood types, especially type O, are needed to help those rely on blood products.

Make an appointment to become a hero to patients in need by downloading the free Red Cross Blood Donor App, visiting redcrossblood.org or calling **1-800-RED CROSS (1-800-733-2767)**.

Please check redcrossblood.org or call 1-800-RED CROSS for current blood donation centers days and hours.

American Red Cross Blood Donation Centers

Bloomington Area Blood Donation Center

505 W. 98th St., Bloomington

North Suburban Blood Donation Center

1160 W. County Road E, Arden Hills

Minneapolis Area Blood Donation Center

1201 W. River Parkway, Third Floor

St. Paul Area Blood Donation Center

176 Robert St. S.



Rick Aguilar giving blood at the Robert Street Red Cross location



La Raza Radio Adds 95.7 FM

Santamaria Broadcasting held a reception at the Nuevo Rodeo on February 15th to announce that La Raza Radio has added 95.7 FM to their media group that includes Telemundo Minnesota, La Raza 1400-1470 AM, and the leading Latino nightclub in the Twin Cities, Nuevo Rodeo. Christy Ana, *Latino American Today* Contemporary Life Style reporter attended the reception and won the drawing for \$500 worth of radio advertising.



L to R: Maya Santamaria, Christy Ana, and Armando Quintero, La Raza 95.7 FM

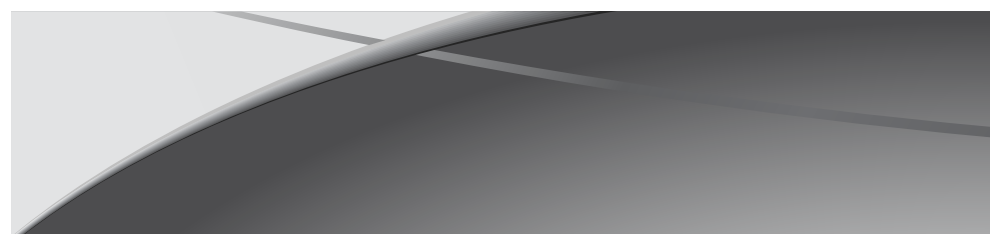
La Raza Radio Añide a 95.7 FM

El equipo de Radiodifusión Santamaria organizó una recepción en el Nuevo Rodeo el pasado 15 de febrero para anunciar que la estación de radio La Raza ha añadido 95.7 FM a sus medios de comunicación del grupo, los cuales incluyen Telemundo Minnesota, La Raza 1400-1470 AM y la discoteca latina líder en las Ciudades Gemelas, por supuesto, Nuevo Rodeo!. Christy Ana de *Latino American Today* Contemporary Life Style asistió a la recepción y ganó el sorteo para spots en la radio con valor de \$500! Enhorabuena a Radio La Raza 95.7 FM y a los ganadores del evento.



Latino Minnesota Twins Fans attended the reception

Programming Highlights



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

PRODUCED BY



AGUILAR PRODUCTIONS
Promoting the Emerging Markets



Rick Aguilar, Aguilar Productions

PROGRAM HIGHLIGHTS

Multicultural marketing strategies for the Tourism Industry!

Social media/digital strategies to reach multicultural markets

Print and Radio/TV marketing reaches multicultural markets

Update to the Emerging African Market Research Study

PANEL DISCUSSIONS

CASE STUDIES
MNDNR

Ordway Theater
USTA Northern

MARKETING AWARDS LUNCHEON
Awards to the Minnesota Twins and New American Dimensions

KEYNOTE SPEAKER

**PREMIER
MARKETERS SHARE
STRATEGIES THAT
WORK!**

21st ANNUAL

MULTICULTURAL MARKETING CONFERENCE AND AWARDS

Focus on the:

**U.S. Hispanic American, Asian American,
African American and Emerging African markets.**

**U.S. MULTICULTURAL BUYING POWER IS 3.1 TRILLION DOLLARS IN 2017
ARE YOU GETTING A SHARE OF THESE MARKETS?**

Thursday, March 23, 2017

8 a.m. – 2 p.m.



NEIGHBORHOOD HOUSE / WELLSTONE CENTER

179 ROBIE STREET EAST, ST. PAUL, MN 55107

A Great venue in the Heart of the Hispanic Community

Conference Presenters



DAVID MORSE
President & CEO
New American Dimensions
Los Angeles, CA



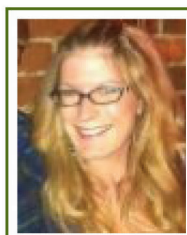
MIGUEL RAMOS
Director of Diversity
Marketing
Minnesota Twins
Minneapolis, MN



PAT ARNDT
Communications and
Outreach Manager
Minnesota State Parks
and Trails MNDNR



TOM GITAA
President & Publisher
Mshale the African Community
Newspaper, Minneapolis, MN



KRISTINA MACKENZIE
Director of Marketing Ordway
Center for the Performing Arts
St. Paul, MN



CECILIA STANTON ADAMS
CEO, Stanton Adams Consulting LLC
Minneapolis, MN



RICO VALLEJOS
Multicultural Communications Consultant
Minneapolis, MN

Sponsors



MULTICULTURAL MARKETS BUYING POWER IN MINNESOTA 12 BILLION DOLLARS!

Registration Fee \$210 (includes full registration to all seminars, breakfast & lunch)

Nonprofit Registration Fee \$175 (includes full registration to all seminars, breakfast & lunch)

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

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

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