

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

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LILA DOWNS Our Minnesota Treasure

Lila Downs - el tesoro de Minnesota

Lila Downs Our Minnesota Treasure

Will perform at the Ordway Theater - March 6th

By Claud Santiago

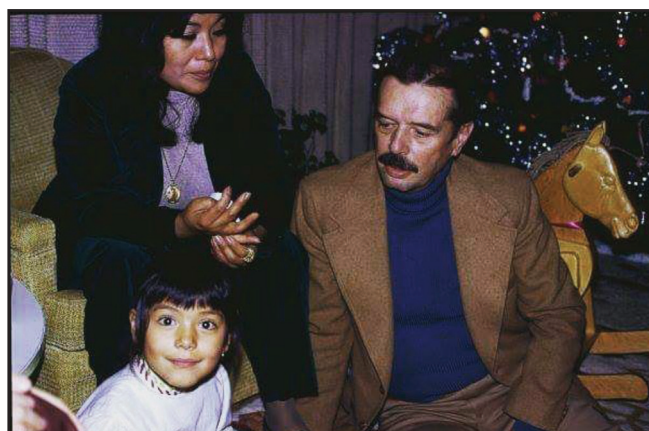


Singer Lila Downs on the Grammy red carpet

Iconic Grammy and Latin Grammy Award winning singer Lila Downs is one of the world's most singular and powerful voices, whose compelling stage presence and poignant storytelling transcend all language barriers. Lila was born in Mexico to Mixtec indigenous singer Anita Sanchez, who lived in the Mexico state of Oaxaca and Allen Downs, a professor of art and cinematography at the University of Minnesota. They met when Downs visited Oaxaca. As a child Lila split her time living in Minnesota and Oaxaca. In Minnesota Lila lived in a house that was located right across the street from the Roseville Mall. She was an elementary school student in Roseville. Her years in Roseville exposed her to more diversity than did her time in Oaxaca.

Lila attended school with Hmong, East Indian, and many other ethnic students and she learned how large the Latino community was in the Twin

Cities. It wasn't well after her father's death that Lila began to deeply explore her Mexican roots, while attending the U of MN, where she studied voice and anthropology. She soon found out that the dedication to the art of music as a discipline was big at the U of MN. She had amazing voice teachers who taught her so much. Lila began singing several years later, winning acclaim for the sensitive and versatile recordings that showcased her tremendous range and ability to master different genres from rancheras to boleros.



Lila Downs nostalgia... La pequeña Lila, su mami doña Anita y su padre el profesor de Arte Allen Downs.

Lila's current album, *Salón, Lágrimas y Deseo*, earned her a fifth Latin Grammy. *Salón, Lágrimas y Deseo*, released in May 2017, features a blend of genres from blues to cumbia, danzón, banda, and Cuban son, with ballads that perfectly suit Lila's unmistakable, contralto voice. She has graced the stages of many of the world's most prestigious festivals and venues including Jazz at Lincoln Center, Carnegie Hall, and the Hollywood Bowl. She has been invited to sing at the White House, and performed on the Academy Awards and Latin Grammy Awards telecasts.

For Downs, the concert at the Ordway Theater on March 6, is another homecoming and a reminder that she is loved in Minnesota, where she has many friends and is adored by the state's Hispanic community. She was quoted in an MPR interview saying, "The last time I was in



Lila with her son Benito

Minnesota I really understood why I am who I am. I am very Minnesotan, over the years, I've found all these you know characteristics in my personality that I always thought were characteristics from my Indian background in Mexico. But I think it's hard for me to tell which one they're coming from because they are very similar in the sense that they're very responsible, kind of concerned about the other and respectful, careful."

Minnesota Loves Lila!



On The Cover
Lila Downs—Our Minnesota Treasure

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Published by
Aguilar Productions Inc.
Richard Aguilar, President

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

Online
Gisela Aguilar
Design
Gisela Aguilar

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

Phone
651-665-0633

Fax
651-665-0129

Email
aguilarproductions@msn.com

Web
www.latinoamericantoday.com

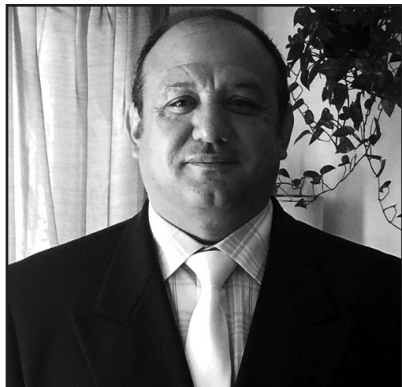


With her young fans

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¿De qué nos quejamos si dijimos que estaba bien?



Por Saúl Carranza

El catorce de febrero pasado ocurrió lo que algunos han dado en llamar “la matanza del día de San Valentín”. 17 personas inocentes murieron en manos de un perturbado manipulando un arma de ataque que nunca debió haber estado a su alcance. Lo más triste de esa situación es que no es un hecho aislado. Según algunas organizaciones en lo que va de 2018,

apenas dos meses, se han registrado dieciocho tiroteos en escuelas y en diez de ellos hubo muertos o heridos. Según la organización mundial de la salud el 91% de menores de 15 años muertos por armas de fuego en los países de primer mundo vivían en Estados Unidos. Hay un mal en la sociedad norteamericana.

Nuestros sentimientos y simpatías van para las familias que perdieron a sus seres queridos. Mientras los políticos siguen echando culpas y tratando de jalar agua para su molino, Las familias sufren, jóvenes inocentes mueren y la sociedad se corrompe. Algunos culpan al negocio de las armas llamándola “la industria de la muerte”. Otros culpan a los alienados que sin respeto por la vida humana y movidos por su enferma razón dirigen su locura contra gente inocente. Debemos encontrar soluciones para que nunca más el dolor de Parkland vuelva a sentirse y que nuestros niños, jóvenes y Maestros puedan ir tranquilos a su escuela, iglesia o cualquier lugar público.

Un querido amigo, a quien no conozco por religioso, me dijo hace poco. “Lo que necesitamos es que las familias enseñen mejor a sus hijos, que los niños vuelvan a ser formados en la familia y que vuelvan a la iglesia a aprender sobre el respeto a la vida humana.” Este pensamiento me recordó la entrevista en la que le preguntaron a la hija del recientemente fallecido predicador Billy Graham ¿Por qué Dios permitió el atentado del 11 de Septiembre? Aquí les presento parte de la respuesta:

Anne Graham dio una respuesta sumamente profunda y llena de sabiduría. “Al igual que nosotros, creo que Dios está profundamente triste por este suceso, pero durante años hemos estado diciéndole a Dios que salga de nuestras escuelas, que salga de nuestro gobierno y que salga de nuestras vidas.

¿Cómo podemos esperar que Dios nos dé Su bendición y Su protección cuando le hemos exigido que no se meta en nuestra vida? ... creo que todo comenzó cuando Madeleine Murria O’Hare se quejó de que no quería que se orara en nuestras escuelas... **Y dijimos que estaba bien.**

Pero Madeleine fue asesinada. Luego alguien dijo que mejor no se leyera la Biblia en las escuelas, aunque la Biblia nos habla de no matar, no robar, de amar a nuestro prójimo... **Y dijimos que estaba bien.**

Luego el Dr. Benjamín Spock dijo que no debíamos pegarle a nuestros hijos

cuando se portan mal porque sus pequeñas personalidades se truncarían y podríamos lastimar su autoestima... **Y dijimos que estaba bien**, que los expertos deben saber lo que están diciendo... Pero el hijo del Dr. Spock se suicidó.

Luego alguien dijo que los maestros y directores de los colegios no deberían disciplinar a nuestros hijos cuando se portan mal... Ellos también dijeron que más valía que ningún miembro de las escuelas tocara a ningún estudiante que se portara mal porque no queríamos publicidad negativa y por supuesto no queríamos que nadie nos demandara. (Hay una gran diferencia entre disciplinar, tocar, golpear, dar un cachete, humillar, patear, abofetear, etc.) **Y dijimos que estaba bien.**

Grabemos música que incite a la violencia, al sexo, las drogas, al suicidio y los temas satánicos... **Y dijimos que estaba bien.** Y dijimos, que no era más que diversión, que no tenía efectos negativos, de todos modos nadie se lo toma en serio... **Y dijimos que estaba bien.**

Y ahora nos preguntamos:

- ¿por qué nuestros niños no tienen conciencia?
- ¿por qué no saben distinguir entre el bien y el mal?
- ¿por qué no les preocupa matar a desconocidos, a sus compañeros de escuela, o a ellos mismos? Probablemente, si lo pensamos bien, encontraremos la respuesta. **“RECOGEMOS, LO QUE SEMBRAMOS”**

Por razones de espacio en este artículo he recortado algunas partes de lo que dijo la señora Graham. Pero el lector puede encontrarlo en Internet buscando la frase “dijimos que estaba bien” o “And we said OK.” Con base en lo leído es importante meditar en el daño que se le ha hecho a nuestra sociedad al alejar de nuestros niños y jóvenes los principios que durante siglos fueron la guía de paz y buenas costumbres en la sociedad norteamericana. El amor al prójimo, el respeto a nuestros semejantes, respeto por la vida, el temor a Dios y tantos valores enseñados en la familia a la luz de la Biblia ya no se discuten hoy en día. Todos queremos dar un mejor país a nuestros hijos, también debemos preocuparnos por dar mejores hijos al país. Para mí, la única guía de moral y ética que durante siglos ha guiado eficientemente a la sociedad es la Palabra de Dios. Ella es fuente de sabiduría, norma de buenas costumbres y guía de virtud para el Ser humano. Creo que es tiempo de decir con el profeta: “Hagamos un examen de conciencia y volvamos al camino del Señor” Lam.3:40. Solamente bajo la dirección de Dios el ser humano puede cambiar lo destructivo y malvado de su ser. ¿Cuándo fue la última vez que leyó la Biblia con sus hijos? “Dios es nuestro amparo y fortaleza. Nuestro pronto auxilio en las tribulaciones”. Dios les bendiga.

Saúl Carranza es originario de Guatemala. Coordinador de ministerios hispanos de la Iglesia del Nazareno, Pastor de la Iglesia Cristo Para todas las Naciones en Crystal MN. Profesor de Ética en la Escuela Nazarena de Teología Especializada. Mande un correo electrónico a saulcarranza@yahoo.com o llame al Tel 763-245-2378.

2018 Minnesota Session Starts Minnesota Latino GOP Legislators in the Majority

By Claud Santiago



L to R: Rep. Eric Lucero and Rep. Jon Koznick

Minnesota lawmakers, Rep. Eric Lucero (R) District 30B along with Rep. Jon Koznick (R) District 58A made Minnesota history in 2014 when they became the first Latinos elected as Republicans to the Minnesota House of Representatives. They are both in the Majority as they start the 2018 Minnesota Session at the State Capitol.

Rep. Jon Koznick was born in Colombia and was adopted at a young age by his family in the United States. He grew up in Anoka and studied at St. Cloud State University, where he received a degree in Marketing. Koznick is very concerned about the Latino Education Achievement Gap and wants to see that each child in Minnesota receives a great education. Koznick's current House committee assignments include: Vice-Chair: Transportation and Regional Governance Policy, Taxes and Transportation Finance.

Rep. Eric Lucero's professional career includes a decade experience in the computer security & data privacy field, seven years teaching college level computer security related courses. He is an entrepreneur and small business owner and previously was a City Council Member in the City of Dayton. Lucero House committees include: Public Safety and Security Policy and Finance, Select Committee on Technology, Responsive Government and Transportation Finance and Civil Law and Data Practices Policy. "We need to do more work at the Capitol that can help Latino students achieve the American Dream," Lucero stated.

Both Lucero and Koznick see the need to help the growing Latino business community with fewer regulations, lower taxes, and healthcare they can afford. They both will help the Latino community in Minnesota by addressing the concerns and protecting the future of the next generation. They are pro-life, pro-family, and believe in protecting equal opportunity.

CD4 GOP to Launch Outreach Efforts for Upcoming Elections



Dave Sina

By Claud Santiago

Dave Sina, Chair of the 4th Congressional District Republicans announced his organization will launch outreach efforts to connect with Hispanic voters and other ethnic groups in his district. Sina recently met with members of the Hispanic Republican Assembly of Minnesota (HRAMN) to start planning the efforts that will consist of being visible and involved in Hispanic community events, connecting with Hispanic business, civic and community leaders, and using social and general media to reach out to Hispanic voters. Sina pointed out that in the 2016 presidential elections 30% of Hispanic voters in Minnesota voted for the Republican candidate Donald Trump. That 30% was the national average as Hispanic voters stunned the pollsters and pundits who felt that Hispanics would vote overwhelmingly for Hillary Clinton.

"We need to do a better job of getting our Republican values known to Hispanic voters, who tend to be on the conservative side on many key issues in our country. We will be working closely with HRAMN to be part of their events and utilize their knowledge of the Hispanic community. Sina and his wife Candy are very involved as leaders of their Congressional district and strongly feel the Republican party has ignored the Hispanic voters and failed to understand what the key issues are for the Hispanic voters.

Sina pointed out several values that he feels are important to the Hispanic community and are shared by Republicans:

- *The sanctity of human life and the central role of the traditional family.
- *Having their children being able to receive a good education. Minnesota Hispanics have some of the worst high school dropout rates in the country.
- *Hispanics are opening businesses at a fast rate in Minnesota and throughout the country. They want lower taxes, less regulations and more access to capital to grow their businesses. They struggle with the cost of healthcare for their families and their employees.

Sina and CD4 will be announcing their plans on many upcoming radio and cable interviews that they plan to appear on along with members of HRAMN.

What Does It Take to Start Your Own Business? Part I



Marci Malzahn

By Marci Malzahn

Are you happy working as a company employee? Or do you feel the desire to start your own business? Either choice is okay if you are happy and fulfilled. But what does it take to be an entrepreneur and start a business? It takes several skills, careful planning, and a lot of perseverance before you launch into the new adventure called “entrepreneurialship.” Because this is an extensive subject, I decided to split this article into three parts: Part I – The Owner, Part II – The Business, and Part III – Your Team and Your Community. This month, I will focus on Part I with Parts II and III following the next two months.

Part I: The Owner—You

If you plan to start a business that will grow and eventually hire employees, are you ready to take the lead and impart your vision to your team? Leaders must possess several attributes but let’s focus on five for the purposes of this article.

Leadership: Leadership is about influence and vision. Do you have what it takes to lead a company? It begins with a vision that you’re passionate about, so you can impart it to others. What is your vision?

Passion: What are you passionate about? Are you passionate about a specific cause or field but you’re not working in it? What’s stopping you from pursuing that passion? You must be passionate about your own business! This is the first step.

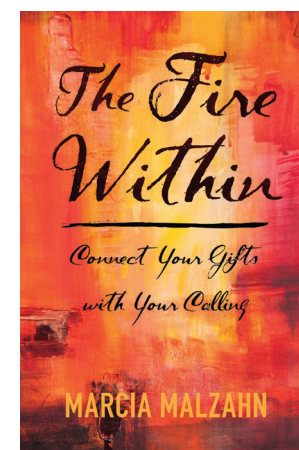
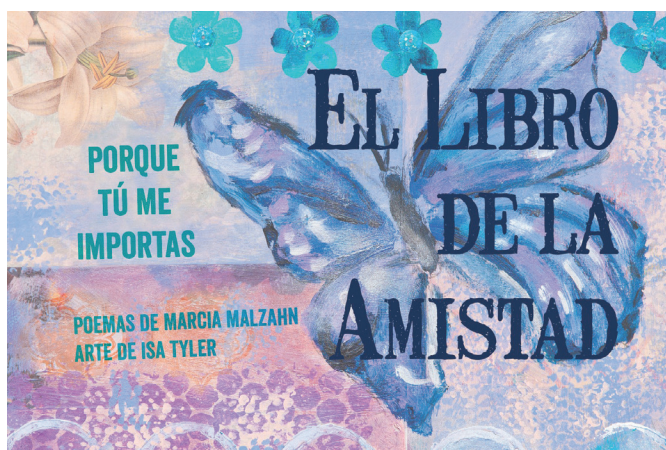
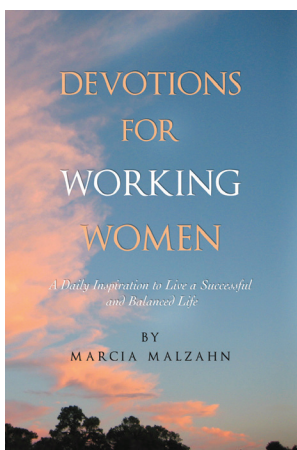
Discipline: Typically, small business owners start very small, on their own and from home, and need to be disciplined to create a routine of work that doesn’t involve driving to an office. It takes discipline to “go to work” every day even when there are no clients yet. As you develop your clientele you also need to establish the business itself—simultaneously. In the words of Michael Gerber, author of *The E-Myth Revisited* (where “E” stands for Entrepreneur), you need to balance working “on the business” and working “in the business.” If you’re too busy doing all the work with clients (in the business), then you’ll never have time off and you will not be able to scale your business (on the business). The business will swallow you and overwhelm you. On the other hand, you can’t only focus on developing the business so much that you neglect your clients and lose the few you have, in the end.

Perseverance: You will no doubt encounter obstacles while starting your business. Therefore, you need to establish boundaries—the values you’re not willing to compromise. Ask yourself these questions, what are you willing to lose? What are you willing to sacrifice? In the world, we make choices every day and every success requires sacrifice. Therefore, it is imperative that you make those decisions before you begin this journey. For example, are you willing to sacrifice your health? How much are you willing to get in debt? How long will you give the business before it is clear the business will not make it? Do you have a solid business plan? There will be plenty of people who will tell you to give up and quit. You will need to persevere.

Management skills: You can be a great leader who imparts the vision, influences those around you to follow you and buy into your vision. But you may not enjoy supervising others or developing your employees. On the other hand, you can be an excellent manager who implements the vision of a company but you need someone to impart that vision to you. Knowing yourself is crucial to starting your business and growing it successfully. The good news is that you can improve and develop both your management as well as your leadership skills.

In the next two months I will share about the business, your team and your Community. Stay tuned!

Marci Malzahn is president 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 a professional speaker and published author of three books (below). 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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La Salud Oral desde la Infancia



By Dr. Christie J. Berkseth-Rojas, DDS

Es bien sabido que un adulto debe acudir al dentista cada seis meses para un chequeo. Pero mucha gente no sabe a qué edad debería ser la primera visita para los pequeños. La recomendación actual de la Academia Estadounidense de Odontopediatría es que un pequeño tenga su primera visita al dentista cuando le crezca el primer diente, o antes de cumplir un año. Durante esa primera visita, intentamos brindar una experiencia positiva, chequear por caries, aplicar fluoruro, y platicar con los padres sobre su alimentación y cómo cuidar los nuevos dientes. A veces los pequeños lloran, pero es normal. Al ir al dentista cada seis meses, la cooperación de tu niño mejorará.

Los dientes de leche son importantes para que el niño hable claramente y mastique con facilidad. También es importante saber que los dientes de leche guardan el espacio hasta que crezcan los dientes permanentes. Cuando aparece el primer diente hay que cuidarlo, porque puede cariarse. Algunos padres acuden al dentista por primera vez cuando el niño ya tiene un diente dolorido, y es mejor no llegar a ese punto.

Aunque puede ser difícil cepillar los dientes de los pequeños, es absolutamente necesario. Escoge un cepillo recomendado para la edad del niño. Usa pasta dental para niños con fluoruro. Antes de la edad de tres años usa una manchita del tamaño de un grano de arroz, dos veces al día. A la edad de tres años puedes usar una cantidad de pasta dental del tamaño de un frijolito negro. Enséñale cómo escupir la pasta dental cuando creas que el niño ya podría hacerlo. Además, puedes usar hilo dental entre todos los dientes, porque la bacteria que causa caries también está entre los dientes, donde las cerdas del cepillo no llegan. Acuérdate de que un niño requiere ayuda hasta los seis años para cuidarse correctamente los dientes.

La alimentación también es crítica para la salud bucal. Evita darle el pecho al dormir o por la noche. También, cuando va a dormir, pon solo agua en el biberón. Cualquier cosa que tenga azúcar o se pegue en los dientes aumenta el riesgo de caries, como los jugos, las galletas, y por supuesto los dulces. Además es importante escoger comidas frescas como vegetales, quesos, sopas y frutas para la salud de los dientes. Otra consideración es la frecuencia con la que come el niño. Comer o tomar bebidas dulces a cada rato aumenta el riesgo de caries.

Tener dientes sanos es importante para la felicidad y comodidad de los niños. Hay algunos pasos sencillos que puedes tomar para que crezcan sanos y alegres.



Dr. Christie J. Berkseth-Rojas, DDS



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Congratulations to Roger Garza Sr. and Faye Ewing

By Claud Santiago

Roger Garza and Faye Ewing were married on February 17th with a wonderful ceremony at the home of the bride in West St. Paul. Attendees included family, friends, and some guests from San Antonio, Texas. Roger Garza, a long time St. Paul resident had been living and performing in the San Antonio area for the past 27 years. Garza is a well known guitarist who has performed with the late, great superstar Freddy Fender and currently with the accordion icon, Flaco Jimenez. Ewing also from St. Paul is employed at a local law firm. Garza and Ewing met again at a Humboldt High School reunion this past year and according to both of them, it was love at first sight. Rick Aguilar, a good friend of Garza's served as a witness for the ceremony.

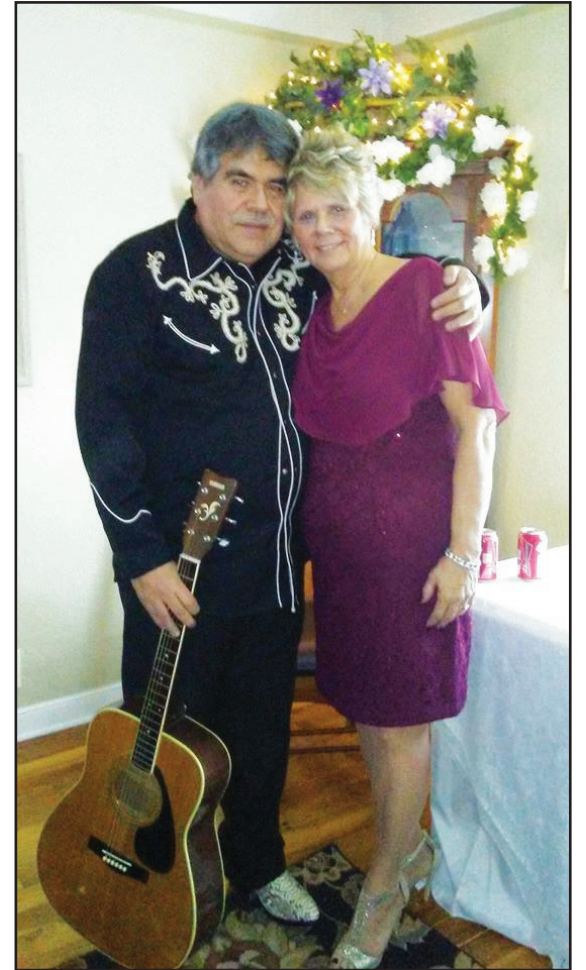
Congratulations to Roger and Faye!



Guests at the wedding ceremony



The newlyweds, Roger Garza Sr. and Faye Ewing raise their glasses during a toast



The newlywed couple: Roger and Faye



Left image, from left to right: Wedding guest Rick Aguilar, Roger, Minister Cathie Thompson, and Faye



Right image: The Wedding Kiss!

“When two such people encounter each other, the past and the future become unimportant. There is only that moment, and the incredible certainty that everything under the sun has been written by one hand only. It is the hand that evokes love, and creates a twin soul for every person in the world.”

—Paulo Coelho

Reinventing Easter



Chef Amalia in the kitchen

By award-winning author and chef Amalia Moreno-Damgaard

Companies reinvent products and people reinvent themselves so why not reinvent Easter?

Traditions and celebrations come and go year after year and people seldom change anything because they simply don't take the time to think about it, or they just don't want to disrupt customary practices. Repetitive work is tedious to me so I constantly look for ways of doing the same task in a different way.

Easter is such a special time of year so I look forward to eating a special meal after 40 days of observing special diets every Friday. For takers, the usual ham and trimmings can be substituted for a Latin-style fresh ham or tenderloin (recipe below) and sides that are delicious, healthy,

and easy to make. Less is more. A menu of four dishes is more appealing to people doing the cooking than a wide array of dishes.

The benefit of cooking from scratch versus eating processed foods is priceless from an economic and health standpoint. It may take the same amount of time and effort to prepare a home-style meal than one with mixed processed and fresh components. In the short and long run, what we cook with fresh ingredients usually ends up having less calories and more nutrition, and it tastes better too.

So I invite you to rethink your menu this Easter and try something new. Below is a recipe to get you started.

Happy Easter!



LOMITO ADOBADO

Pork Tenderloin marinated in grilled guajillo, achiote, and tomatillo sauce

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

Keep it simple. Accompany this meal with a zesty guacamole, roasted potatoes and a salad made with freshly made vinaigrette.

Serves 4-6 people

1 batch adobo sauce (recipe below)
2 pork tenderloins (1 lb. each) or 2-1/2 lbs. boneless country style-pork ribs

Prepare the adobo. Marinate the pork in the sauce in a ziplock bag overnight or up to 3 days.

Preheat the grill. Grill the pork over natural charcoal to an internal temperature of 135F (15-20) minutes. During grilling time, turn the pork every 2 to 3 minutes until it's evenly brown.

Rest the pork tented with a piece of foil for 5-10 minutes to help it reach an internal temperature of 145F. Slice the tenderloins on the diagonal and serve.

Adobo Sauce: 1/2 cup chopped tomatillos; 1 cup chopped tomatoes; 1 of each chiles: guajillo and ancho deveined and torn into pieces; 1/4 cup water; 1/3 cup chopped yellow onion; 1 tbsp garlic; 1/4 tsp oregano; 1/4 tsp. cumin; 1/8 tsp. ground cloves; 1/8 tsp. ground canela (cinnamon); 1/4 tsp ground achiote; 1 tsbsp+1 tsp white wine vinegar; 1 tbsp canola oil; 1 tsp Kosher salt; freshly ground black pepper.

Cook the tomatillos, tomatoes, and chiles in the water until soft (about 5 minutes). Let cool.

Put the mixture with the remaining ingredients in a blender and puree to a fine consistency. The sauce should be thick and pasty so it will stick to the meat. Taste.

About Amalia Moreno-Damgaard

Amalia creates awareness and educates about Latin cultural nuances through consulting, bilingual speaking and writing, and fun healthy culinary experiences. Learn More at AmaliaLLC.com.

Hispanic Facts In 2017



By Jose Villa, Columnist (pictured left)
September 18, 2017

The annual “Ad Age Hispanic Fact Pack” came out and it provides an interesting snapshot of the Hispanic market in the United States. Aside from celebrating the best Hispanic advertising work and the top players in the industry, there are always thought-provoking nuggets of data that provide deeper insights into trends in the Hispanic marketplace. I’ve culled eight themes from the report that should provide some stimulating insights for all marketers:

Long-Awaited Shift to Hispanic Digital Media Spend Is Here

Hispanic media spend is finally shifting to digital advertising which was up 17% to \$2 billion. Considering total Hispanic digital ad spend is notoriously under-measured, it’s clear that the shift to Hispanic digital media has arrived.

Notable New Advertisers

A few notable advertisers cracked the top 50 Hispanic ad spend list, including Unilever, Freeway Insurance and Novo Nordisk. Novo Nordisk is particularly interesting, as pharma has not historically invested in Hispanic media in a sustained way. It will be curious to see if Novo Nordisk continues its investment in 2017 and if any other pharma giants make the list next year.

Hispanic Media Preferences Continue Shift towards English (Particularly Online)

While there is a lot of angst in the Hispanic ad world about the importance of Spanish language media, the data on Hispanic media preferences is clear. Less than 30% of Hispanics are consuming most or all their TV and radio in Spanish. The on-line preference for English language media by Hispanics is particularly pronounced with 44.4% of Hispanics only consuming English media online and 63% consuming only or mostly English content online.

Hispanic Population Concentration in California

California is a massive economy unto itself. This is also the case when it comes to

the Hispanic market. The Hispanic population in California is massive. There are approximately 15 million Hispanics in California overall and 3.1 million Hispanics are concentrated in four California markets representing 21% of the entire U.S. Hispanic population.

A New Big Three in the Hispanic Market?

The L.A.-New York–Miami triumvirate of the Hispanic market might soon be changing. Houston is creeping up on Miami as the third-largest Hispanic DMA with only about 100,000 fewer TV households than Miami.

Google and Facebook Dominate Hispanic Digital

As David Chitel mentioned in his recent post, Google and Facebook have become the new Univision-Telemundo of Hispanic digital media. They are clearly gaining the most from the trend towards digital media spend in the Hispanic market, and are leveraging their massive reach to establish themselves as the future duopoly of Hispanic media.



Hispanic Digital Long-Tail

Hispanic-targeted digital properties — web platforms focused strictly on the Hispanic market — have fallen off the map — with the 10 largest properties only reaching 12 million of the 35 million online Hispanics. That less than one third of the Hispanic on-line population reached by targeted Hispanic-specific digital properties.

Hispanic TV Viewership Keeps Dropping

Hispanic TV network viewership continues to decline, with top Hispanic networks like Univision steadily reaching fewer and fewer Hispanics. Since 2015, Univision’s primetime broadcasts have gone from reaching 2.2 million Hispanics to fewer than 1.6 million in 2017 (Hispanic Persons live +7). This remains a major issue for an industry driven by Spanish TV advertising.

Hispanics’ Grocery Shopping Habits Differ from Average U.S. Consumers



By Sandy Skrovan

• The latest “Why Behind the Buy” report by Acosta and Univision Communications finds that Hispanic consumers shop more often and visit a greater variety of stores than the overall U.S. consumer base, reports Supermarket News.

• The survey found 30% of Hispanics purchase groceries at ethnic-focused stores. In addition, 91% have bought some groceries and household items at traditional grocers during the past six months.

• Hispanic families look at shopping more as a group activity than other racial demographics. They are more likely to grocery shop with their spouse or partner and children. And they like to plan meals, participate in cooking classes and try new products.

With about 60 million Hispanic shoppers in the U.S., many of whom crave the authentic flavors and experiences of Mexico and Central America, Hispanic grocers are poised for rapid growth. According to Nielsen data, Hispanic consumers spend \$175 more per year on fresh foods than the average individual.

Grocery shopping for many Hispanic shoppers is a special trip, often made with family members. More than two-thirds of Hispanics say they enjoy grocery shopping, while 79%—nearly twice the percentage of total U.S. shoppers—say they shop with at least one other person, according to Nielsen.

Hispanic supermarkets are typically sensory experiences—places where people can sample fresh-made tortillas and juices, watch butchers slice up roasted meats, and buy a wide range of culturally significant products like tropical produce and authentic prepared foods. Their offerings overlap with traditional grocers in many areas, but are distinct enough to earn the loyalty of millions of customers.

Hispanic grocers and other ethnic stores have become major competitors in select markets throughout the country. In addition to serving a rapidly growing Hispanic population, these retailers also serve a number of non-Hispanic consumers that visit for the authentic products and food stations these stores offer.

But as the Acosta/Univision Communications study shows, Hispanics also like to shop around at various stores, including traditional supermarkets and other grocery stores. As a result, mainstream supermarkets have an opportunity to capture more shopping dollars from Hispanic consumers, especially if they understand some key nuances in their shopping patterns compared to the general consumer population and other demographic groups.

DNR EagleCam Features One of Best “Nature Shows” Around

State parks provide great place to see national bird in the wild



By Harland Hiemstra, MN-DNR

It's a cross between reality TV and something you might see on Animal Planet, a live, as-it-happens close-up on one of America's most beloved species. And you don't even have to pay for cable to watch it. Just direct your computer or smartphone to www.mndnr.gov/eaglecam to tune in to what's become one of Minnesota's favorite shows.

Since its launch in January 2013, the Minnesota Department of Natural Resources' EagleCam has provided a live video stream from an active bald eagle nest in St. Paul. Over the past five years, close to a million people from all 50 states and more than 150 countries around the world have watched spellbound as a pair of adult eagles annually nest, lay eggs, hatch them and raise the chicks. In all, 10 young eagles have fledged and flown the nest, all caught on camera.



Once pushed to the brink of extinction, bald eagles have made a remarkable comeback, with more than 10,000 breeding pairs in the lower 48 states now. That's largely the result of a ban on the pesticide DDT and special protections given eagles by laws such as the Endangered Species Act. Programs like the DNR's Nongame Wildlife Program, which provides the EagleCam, also have helped the bird's recovery.

One legend has it that the bald eagle became America's national symbol because, at an early battle in the Revolutionary War, the noise of the struggle drove the big birds from their nests to circle over the fight, screeching all the while—leading one patriot to claim they were “shrieking for freedom.” What's known for sure is that the bald eagle made its first official appearance on the seal of the United States in 1782, and it has continued to serve as a national emblem ever since.

Part of the bald eagle's majestic appeal stems from its size and flying talents. An adult female bald eagle can weigh 10 to 15 pounds, with a head-to-tail length of about three feet, and a wingspan stretching six to seven feet or more. Males are about ¾ the size of a female. The birds are powerful flyers, riding thermal updrafts to heights of 10,000 feet and soaring for hours. They can fly at 30 to 40 miles per hour, reaching speeds up to 100 when diving, and sometimes engage in aerobic stunts, tumbling and twirling through the air as part of courtship rituals.

Bald eagles usually mate for life, using the same nest for many years. Watchers know for sure that the female appearing on the DNR EagleCam has starred in her leading role for the past six seasons, because she has a leg band that identifies her. But this year there's a new male, leading many watchers to wonder what happened to her partner of years past. Eagles can live 20-25 years in the wild, although 70-80 percent of them don't make it to the age of five, when they are considered adults and are able to reproduce. Common causes of death include being struck by vehicles, disease, electrocution and lead poisoning.

Bald eagles build bigger nests than any other birds, averaging about 4 or 5 feet in diameter. One bald eagle nest in Florida was measured at nearly 10 feet across, with an estimated weight of more than two tons. The female eagle lays two or three eggs and both parents share incubation duties. The eggs hatch after about 35 days. This year, the first egg in the EagleCam nest was laid on Feb. 19, Presidents' Day—a fitting birthday for America's national bird.

Both parents take turns bringing food into the nest, tearing pieces off and feeding them to the hungry eaglets. Common food items seen on the EagleCam include fish from a nearby spring-fed pond and small rodents, such as squirrels and rabbits. An eagle can carry prey weighing up to about one-third of its own body weight, meaning stories about them soaring off with cats and dogs in their talons are unlikely (unless it's a very small dog or cat). After about 10 to 14 weeks in the nest, the young eagles “fledge,” meaning they've grown the feathers they need to fly.



You can watch the egg-laying, the incubation, the hatching and feeding and fledging all for yourself at www.mndnr.gov/eaglecam. The EagleCam and associated technology are paid for and maintained by the DNR's Nongame Wildlife Program, which is largely supported by voluntary contributions people make at tax time. Line 21 of Minnesota's income tax form gives people an opportunity to donate to the program, which works to help thousands of species of Minnesota wildlife thrive through habitat restorations, surveys and monitoring, technical guidance, and outreach and education – critters such as bees, butterflies, songbirds, loons, frogs, turtles and bats, as well as eagles. Donations to the Nongame Wildlife program are tax-deductible.

With more bald eagles than any state except Alaska, Minnesota is also a great place to get outdoors and see the magnificent raptors in the wild. Minnesota state parks along major rivers are a great place to look for them. State parks in the Twin Cities area where you have a good chance of seeing eagles include Afton and Fort Snelling. South of St. Paul about an hour, Frontenac State Park near Red Wing offers excellent eagle watching opportunities from bluffs overlooking the Mississippi River. And north of the Cities, Wild River State Park includes an active eagles' nest near a trail, with likely sightings along the St. Croix River as well.

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