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Latino American Today

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LATINO AMERICANS CELEBRATE THANKSGIVING



LATINO AMERICANOS CELEBRAN EL DÍA DE ACCIÓN DE GRACIAS

Latina Icon to Perform at the Ordway Theater - December 3rd



The legendary Rita Moreno

Rita Moreno has won all four of the most prestigious awards in show business: an Oscar, a Tony, two Emmys, and a Grammy. Rita's Oscar was for her role as Anita in *West Side Story*, becoming the first Latina to win an Oscar. Her countless credits span more than six decades, beginning with her Broadway debut at age 13. Moreno has starred on Broadway and London's West End; appeared in more than 40 feature films, and countless television shows; and has performed in numerous regional theaters including her one woman show, *Life Without Makeup* at the Berkeley Rep.



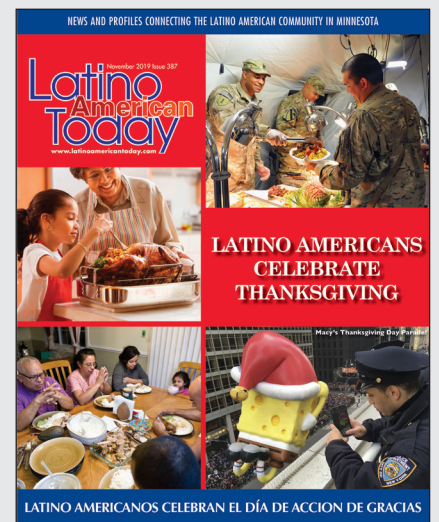
Rita with an Oscar for *West Side Story* along with fellow actor George Chakiris

Currently, Moreno stars in the widely popular Latino remake of Norman Lear's classic sitcom, *One Day at a Time* which will now air on POP TV. Just recently, she signed on to be an Executive Producer and also has been cast in the Steven Spielberg remake of *West Side Story*, scheduled for a December 2020 release.

Moreno received the Kennedy Center Honor for her lifetime contributions to American culture and was honored by her peers as the 50th recipient of the Screen Actors Guild Life Achievement Award.

Prior to that, she served as the Grand Marshall of the National Puerto Rican Day Parade; she released her first ever all-Spanish language album, *Una Vez Más*, produced by her good friend, Emilio Estefan and she added *New York Times* bestselling author to her list of accomplishments with her first book, *Rita Moreno: A Memoir* published by Celebra Books. The 87-year old Puerto Rican actress is determined to break down barriers to education and advocate for Latinx people.

Moreno was awarded the Presidential Medal of Freedom by President George W. Bush and the National Medal of Arts by President Barack Obama.



On The Cover
Latino Americans
Celebrate Thanksgiving

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Saúl Carranza

Por Saúl H. Carranza

Lamentos como “a mí no me quieren, la vida no es justa, yo merezco tener eso, etc.,” brotan continuamente y no de personas que tienen poco o nada, sino de personas que tienen mucho pero que no aprecian lo que tienen, porque no pueden verlo. Ante sus ojos solo se muestra lo que él o ella codician. Es bueno recordar el décimo mandamiento de Dios. Ese que muchos solo

resumen en “no Codiciarás”, pero, que en realidad dice: “No codicies la casa de tu prójimo. No codicies su mujer, ni sus servidores, su buey o su burro. No codicies nada de lo que le pertenece.” Exodo “20:17

La única forma de no amargarnos es siendo agradecidos. La envidia, el egoísmo y el orgullo carcomen y enferman a muchas personas y las hacen mezquinas y solitarias. El problema para muchos es que viven añorando aquello que no tienen o lo que otros poseen. En su orgullo, muchas personas olvidan todos los beneficios, favores y bondades recibidas y simplemente miran aquello que no es parte de sus posesiones y les duele no tenerlo.

El Dr. Samuél Sánchez dice: “Si hay un pecado que prevalece más hoy día, especialmente entre los creyentes, es la ingratitud. Dios hace tanto por nosotros cada instante de nuestras vidas, y sin embargo, rara vez le damos gracias o el crédito que se merece por Sus bendiciones.”

En muchos hogares hasta han olvidado dar gracias por los alimentos, por la familia, por la salud y la vida. Vivir en el primer mundo significa tener acceso a casi

todas las cosas por las cuales trabajamos y que recibimos con mucha más facilidad que personas en otras partes del mundo. Mientras en otros países las personas se preocupan por tener el alimento del día, aquí se preocupan por un televisor más grande, un teléfono más moderno o el carro más caro. No es malo desear esas cosas si podemos tenerlas honradamente.

La celebración de acción de gracias se basa en el principio de ser agradecido por lo que se tiene. Ser agradecido por aquellos que te rodean y quienes se preocupan por ti. Agradecer la vida, la salud y las cosas simples que disfrutamos. Este tiempo de celebración es para hacer un alto en las preocupaciones cotidianas. Hacer una lista de todas las cosas buenas que te rodean y que disfrutas en la paz de la familia. Y por sobre todo, darle gracias al Creador quien te permite disfrutarlas. Este día de acción de gracias recuerda practicar el arte del agradecimiento. Feliz día de Acción de gracias!



Don't Complain, Just Be Grateful

By Saúl Carranza

Laments like “they do not love me, life is not fair, I deserve to have that, etc.,” they sprout continuously and not from people who have little or nothing, but from people who have a lot but do not appreciate what they have, because they can not see it.

The only way to not get bitter is to be grateful. Envy, selfishness and pride eat and make many people sick and make them mean and lonely. The problem for many is that they live longing for what they do not have or what others have. In their pride, many people forget all the benefits, favors and kindness received and simply look at what is not part of their possessions and it hurts them not to have it. In many homes they have even forgotten to give thanks for food, for family, for health and for life. Living in the first world means having access to almost all the things we work for and that we receive much more easily than people in other parts of the world. While in other countries people worry about having the food of the day, here they worry about a bigger TV, a more modern phone or the most expensive car. It is not bad to want those things if we can have them honestly.

The celebration of Thanksgiving is based on the principle of being grateful for what you have. Be grateful for those around you and those who care about you. To appreciate life, health and the simple things we enjoy. This time of celebration is to make a stop in the daily worries. Make a list of all the good things that surround you and that you enjoy in the peace of the family. And above all, give thanks to the Creator who allows you to enjoy them. This Thanksgiving Day remembers practicing the art of gratitude.

Happy Thanksgiving day!

Saúl Carranza is from Guatemala. He is the Pastor of the Cristo Para Todas Las Naciones Church in Crystal, MN. Tel 7632452378. Email: pastorcarranza@gmail.com

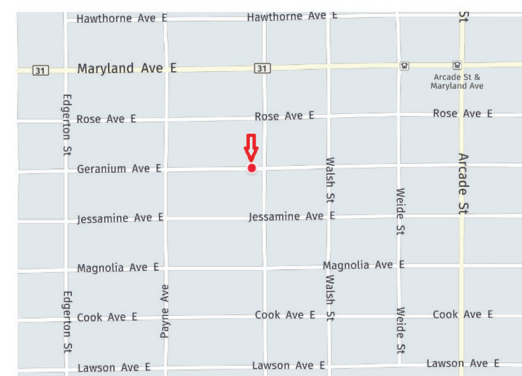


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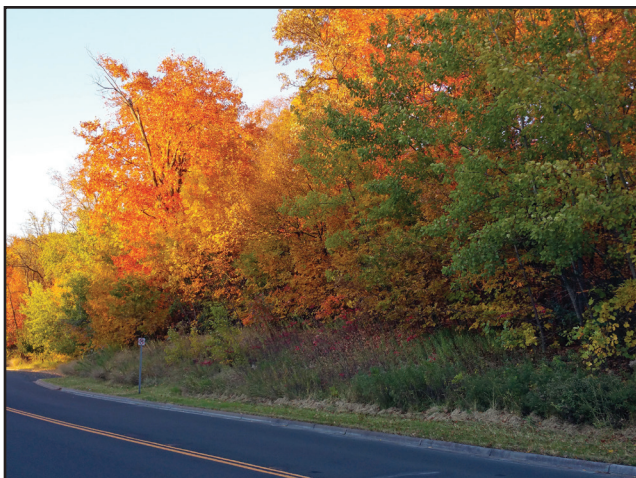
Marci Malzahn

By Marci Malzahn
Photos by Tim Malzahn

Driving back to Minneapolis from Madison, Wisconsin last week after speaking at a conference, I was looking at all the trees displaying their wonderful fall colors. When I first came to America, I thought that “Fall” meant that “all the leaves simply fell off the trees.” I never knew they indeed turned from deep greens to all these beautiful bright red, yellow, orange, and brown colors! And some trees even have *all* the colors at once. Wow! I was mesmerized the first time I saw this display of beauty back in 1986 and now on this trip, I found myself feeling the same way. But now with a heart full of thankfulness.



In addition to the spectacular scenery of trees in the horizon, I also noticed the farms that I passed by while driving. I noticed cows and some horses. They were peacefully eating grass and enjoying their fields. I felt so thankful to live in a country where we have the choice to pursue our dreams and choose the field of work that fits us best based on our unique talents.



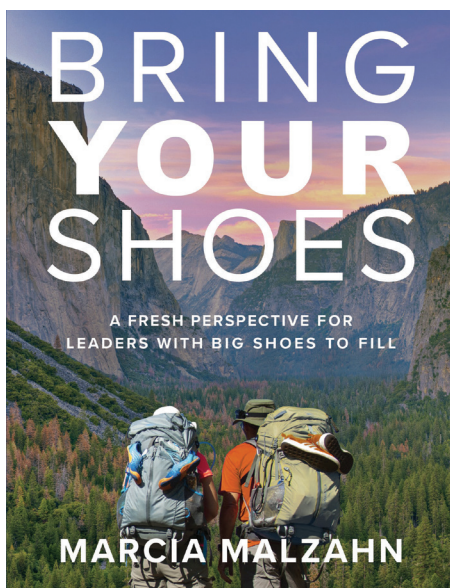
November is the month of Thanksgiving and it's the perfect time to be thankful for everything we have in this life. But this year, I encourage you to go a step further and say “thank you” to each person in your life who has helped you along in your life's journey. Tell others how thankful you are for their help and for having them in your life. Tell your employer “thank you for believing in me and giving me the opportunity to work here.” Tell your customers “thank you for allowing me to serve you.” Tell your suppliers and vendors, “thank you for selling me good products and services.” Tell your community leaders and pastors at your church how much you appreciate them and thank them for serving. When was the last time you said “thank you” to someone just because? This is the month to do it.

On this Thanksgiving season, I simply want to say “thank you” to America—a country full of amazing people who embraced me and have given me opportunities to flourish. I have been able to use all my gifts and help others along the way. I am ful-



filling my calling to speak and write. My fourth book, *Bring YOUR Shoes: A Fresh Perspective for Leaders with Big Shoes to Fill*, is now available and I want to thank this country and all of you, my friends, who encouraged me to follow my dreams. Thank you for allowing me to bring my own shoes. I encourage you to Bring *YOUR Shoes* too wherever you go! Happy Thanksgiving!

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



More about book *Bring YOUR Shoes: A Fresh Perspective for Leaders with Big Shoes to Fill*:

At the beginning of a leadership journey, it is important to bring the right tools, methods, and mind-set to conquer the leadership mountains you've chosen to climb. Most importantly, you need a guide. *Bring YOUR Shoes* is that guide.

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Bring YOUR Shoes teaches how to lead from a fresh perspective—by maximizing your talents and the talents of those you lead. Whether you lead a small team or a multinational organization, *Bring YOUR Shoes* will help you conquer your mountain.

You can read the book now on Kindle or pre-order your copy through Malzahn Publishing.

Latinos Embrace Thanksgiving

By Graciela Eleta

On Thanksgiving Day, many Hispanic homes will be filled with the familiar scent of turkey roasting, but the holiday preparations will also include other customary dishes that better reflect Hispanic heritage. Many Latinos may choose to follow American traditions and also opt to include Hispanic foods as part of the celebration.

In the spirit of Thanksgiving, mixing the old with a new part of life is a way to show how thankful and appreciative Latinos are about their bountiful lives. Thanksgiving is sometimes known as “Día de Accion de Gracia” or “Día de Dar Gracias,” but the Thanksgiving name or traditions hold strong. Part of the unique U.S. Latino experience is creating a customized blend of Hispanic and American cultural cues and traditions. So, while all-American at its core, Thanksgiving in a Latino home may still look and feel innately Latino from food and décor to a steady stream of Latino music, dancing and laughter. These things do not take away from the tradition, they only add more layers.



Along with the classic stuffing, gravy, mashed potatoes and cranberries, *tostones* or *mofongo* (both made of deep-fried plantains), tamales, guacamole, tortillas, beans and specialty salsas and rice dishes (which vary by country of origin) might be found on the dining table. Cultural insights begin at home, and Latinos will tailor Thanksgiving to meet the duality of their culture in the U.S. and pay tribute to their Hispanic roots. Families with school-age children are also more apt to understand the unique holiday.

While Thanksgiving is not celebrated in Latin America—and the real history of the holiday beyond foodstuff might elude those who did not grow up with this history lesson—Latinos feel a special connection to its meaning of being thankful, and they appreciate sharing in its festivities. In fact, 76 percent of Latinos often celebrate U.S. holidays, and 86 percent of Latinos feel it is natural to live and act in ways that are typical of U.S. American culture, according to a Simmons Spring 2011 survey.

You might ask, does it matter if pumpkin flan is served rather than a pumpkin pie? And what if stuffing is seasoned with adobo, chorizo and peppers? Creativity is a large part of any family meal, and some food companies cater to a Latino palate that is unfamiliar with turkey and other traditional Thanksgiving fixings.

What matters is that marketing is used to invite Latinos to fully embrace the American tradition and its offerings. In a comScore study, 35 percent of Hispanics recalled products that they saw advertised, versus 31 percent of non-Hispanics. Thirty one percent of Latinos also enjoyed watching ads, compared with only 19 percent of non-Hispanics.

Although growth has slowed in the consumer product goods industry overall, companies that provide CPGs for Hispanics have seen more progression, and Latinos often turn to Spanish-language media to familiarize themselves with American traditions.

Food and beverage companies can do their part to offer choices and alternatives to Hispanic consumers that blend the two cultures. Think turkey with chorizo cornbread stuffing, or turkey hotlines in Spanish, for example.

But it's not the food itself that makes the holiday. It is family, and new and old traditions that make the day so special. After all, an occasion that combines family, food and fun is bound to be cherished.



Leading the Way on Military Hiring



Military veterans and National Guard and Reserve members make terrific employees. That's why Comcast is committed to hiring more than 21,000 members of the military nationwide by 2021.

And, while progress is being made on many fronts, challenges still lie ahead for veterans. "There are still so many stigmas and stereotypes that prevent companies from committing to military hiring," says Marjorie Morrison, founder and former CEO of the PsychArmor Institute, which provides no-cost, online education to individuals who work with, live with, or care for members of the military community.

"For example, some employers may believe that vets just follow orders — that they aren't innovative. That's a myth, of course, as Comcast NBCUniversal and other companies can attest."

Another barrier? Hiring managers often can't decode the resumes of veterans and need help understanding how military jobs can translate into civilian ones.

To help overcome both the misleading stereotypes and the more day-to-day hurdles of hiring, Comcast NBCUniversal has been sharing its knowledge and experience with other companies to encourage them to draw employees from the military community.

For example, in 2018, Comcast sponsored the Veterans at Work Certificate Program, an online training program for human resources professionals who would like to improve their military hiring capabilities. The company is also encouraging employers to hire from the military community through their involvement with Hiring Our Heroes, an initiative of the U.S. Chamber of Commerce Foundation.

Through these efforts and more, Comcast is serving as an example for other companies to honor the value of veterans in the workforce and to be inspired to hire members of the military community. Doing so not only benefits the businesses themselves by gaining reliable, talented, and experienced employees — it's also a meaningful way to give back to those who have given so much.



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Cecilia Stanton Adams, Chief Diversity and Inclusion Officer at Allianz Life



Cecilia Stanton Adams
Photo by Wameng Moua

By Claud Santiago

Cecilia Stanton Adams is best known for her track record as an Accomplished Educator, Life Coach and Diversity Thought Leader who has practiced in the Twin Cities for the past 15 years.

As a Latina, her family is from Honduras, Stanton Adams is committed to ensuring that the Latino voice is heard in areas such as education, public policy, training and development, and corporate social responsibility.

Recently, Stanton Adams was hired by Allianz Life Insurance Company of North America, based in Minneapolis, to a newly created position, Chief Diversity and Inclusion Officer (CDIO). As CDIO, she will focus on developing comprehensive diversity and inclusion initiatives at Allianz Life, and continue building a culture that values all employee contributions and diverse perspectives. She will also oversee community relations and corporate giving. Stanton Adams will report directly to President and CEO Walter White.

Allianz Life is one of the FORTUNE 100 Best Companies to work for in 2019. Diversity and Inclusion play an important part of making Allianz, a best place to work for all their employees. Stanton Adams will build on that foundation of cultural strength and bring more focus and structure to their diversity priority.

Currently, Allianz has these active employee resource groups (ERGs):

- NEO (Networking – Engagement – Opportunities) - NEO is a companywide, all-inclusive group focusing on the development and visibility of women at Allianz.
- BELONG (Black Employee Leadership & Opportunity Networking Group) – The purpose of BELONG is to foster an inclusive corporate culture by establishing a sense of community within the organization.
- Operation: SERVE - Connects veterans and employees who are interested in supporting veterans groups, active service members, and their families.
- Allianz Pride - The purpose of Allianz Pride is to support the Allianz LGBTQ+ community and its causes through inclusion, ally engagement, education, community involvement, and outreach.

Allianz Life is not new to Stanton Adams, 14 years ago she spent time working there as Assistant Vice President for Culture and Leadership Development.



Stanton Adams with Rick Aguilar
Photo by Wameng Moua

More recently, she was CEO of Stanton Adams Diversity Institute. Prior to that, she was Director of Talent Acquisition and Diversity for Buffalo Wild Wings.

“I’m pleased and excited to be back at Allianz and look forward to working with a great team and expanding on and creating new partnerships and relationships with Multicultural communities,” stated Stanton Adams. Recently Allianz Life became the proud sponsor of Allianz Field, located in the Midway area of St. Paul, Minnesota, home of Major League Soccer’s Minnesota United. Stanton Adams talked about an initiative she wants to work on: “Allianz is so excited to be a partner with Minnesota United and becoming part of the sports landscape in a great multicultural city. We want to introduce Allianz Life to the various multicultural communities that live, work and own businesses in the Midway area and throughout St. Paul and let them know about the services we offer and the excellent employment and career opportunities at Allianz.”

Rick Aguilar, Founder and Publisher of *Latino American Today*, is a close friend and associate of Stanton Adams. “The Twins Cities corporate community is very involved with Equity and Inclusion initiatives and activities. Stanton Adams will bring her experience and leadership to join in this important effort.”



Allianz Field in St. Paul, home of the Minnesota United Soccer Team

Aguilar Productions NMSDC Regional Supplier of the Year - 2019



Aguilar Productions honored in Atlanta

Aguilar Productions, Inc. based in St. Paul, MN was awarded the National Minority Supplier Development Council (NMSDC) 2019 Class I Regional Supplier of the Year Award at the NMSDC National Convention in Atlanta, GA on October 13-16, 2019. Aguilar Productions was nominated for the award by U.S. Bank and represented the Western Regional MSDC.

The NMSDC Supplier of the Year award is a very high honor with nearly 12,000 NMSDC-certified minority businesses across the country that are eligible to be nominated. This award is given annually to minority suppliers who have distinguished themselves and their businesses by:

- successfully demonstrating growth in sales and employment
- consistently providing high quality products, services and solutions at competitive prices, and
- significantly contributing to the growth and development of their community.

“I want to personally thank U.S. Bank for nominating our company for this prestigious award. In particular, Hector Martinez, Vice President of Supplier Diversity at U.S. Bank and Fesha Buie, diversity team member. In addition thanks to Twin Cities based, North Central Minority Supplier Development Council (NCMSDC) President & CEO Heather Olson and her team, for their leadership and efforts to become the ultimate link between corporations and minority-owned businesses,” Rick Aguilar.



L to R: Fesha Buie, Rick, and Hector Martinez

Certified Hispanic- and Veteran-Owned Business— Populus Group Gives Back to the Community!



Bobby Herrera

By Joy Bartolome

Populus Group is a certified Hispanic minority-owned business through the National Minority Supplier Diversity Council (NMSDC) as well as a certified military veteran-owned business through the National Veteran Business Development Council (NVBDC).

At 18 years old, Bobby Herrera raised his right hand and vowed to serve in the U.S. Army. For him, it was a decision driven by his ambition to make his father’s dream come true – to give his family a better life outside of being a bracero. From a young age, Bobby learned to work hard and overcome obstacles that guided him through Army basic training.

Bobby’s time in the Army taught him many other lessons – how to lead, the importance of grit, determination, and ambition. In 2002, he applied those lessons when he co-founded Populus Group (PG), an employment solutions company. After 17 years in the industry, Populus Group has grown into a \$500 million business.

Our core belief is that everyone deserves the opportunity to succeed. We give back through our Populus Project, where our community serves both underserved youth and veterans. Bobby, now CEO and president of Populus Group, works with non-profits like BunkerLabs to give back to veterans through mentorship and networking. Oftentimes, veterans’ transition back to the civilian world is difficult, and a simple opportunity makes that transition easier.

Through the Populus Project, our ongoing community giving campaign, we partner with organizations like BunkerLabs and Seattle Nativity School to mentor, volunteer, and donate. We’ve created scholarships with underserved kids to help with school and workshops for veterans to help in their entrepreneurial journeys.

One of our own veterans says, “PG has helped me re-identify with my values and apply them to my purpose. It’s important for everyone to identify or remember what values drive them, know that they have a purpose, and find the right partner to help them get there.”

For us, being veteran-certified is about more than the certification itself, it’s a foundational part of our purpose. With a unique set of skills and experiences, veterans are an important part of our community – both our own internally, and the clients/customers we serve.



The Populus Project with Seattle Nativity School students

Congressional Hearing Moves Latino Museum Closer to Becoming a Reality



Cid Wilson, Danny Vargas, Lili Gil Valletta, and Luis R. Cancel at the Capitol in Washington D.C.

By Francela Chi de Chinchilla

October 17 marked an historic milestone—the first-ever Congressional hearing on a Smithsonian National American Latino Museum on our National Mall.

The hearing was a major step forward and if the bill was up to a vote today, the museum would pass the House easily as of today the bill has 222 bipartisan cosponsors, and things look good in the Senate with 25 bipartisan cosponsors and growing including, Minnesota U.S. Senator Amy Klobuchar who is one of the cosponsors. Much thanks to Rosa Tock, MCLA Executive Director and Rick Aguilar, publisher of *Latino American Today* for helping to secure the support of Senator Klobuchar. The Senate is the next big step as we push to establish the long overdue museum dedicated to commemorating the 500 plus years of American Latino contributions to our nation’s military, sciences, economic power, civil rights and the arts.

Quotes from the standing-room only Congressional hearing:

“Latinos have been a part of the United States for generations. The only way we can erase racism is through understanding and through knowledge. That is what Latino Museum would create.”

~ Dolores Huerta, President of the Dolores Huerta Foundation

“The Smithsonian’s failure to include Latinos perpetuates an inaccurate belief that the American Latino community has not contributed to our country.”

~ Congresswoman Deb Haaland (D-NM)

“Latino history is treated like a scavenger hunt in our educational system and in our Smithsonian system.”

~ Representative Tony Cardenas (D-CA)

“I’m worried about the time factor now, I’d like to see it finished before I go.”

~ Representative Don Young (R-AK)

The mission is simple: to tell the stories of the American Latino community, and ensure that those stories have a permanent home for every American to better understand the diversity that exists at the root of our founding. This year, we are closer than ever to our goal of creating a National American Latino Museum to preserve and celebrate our heritage. The Latino community can support this effort by calling your Member of Congress and asking them to sponsor the bill and make sure it gets a vote THIS YEAR !



Center: Dolores Huerta, President of Dolores Huerta Foundation



Press Conference after Congressional Hearing

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From None to Many The Resurgence of Wild Turkeys in Minnesota



Turkeys roaming in Minnesota.
Photos by Donald Jones
National Wild Turkey Federation

By Deborah Locke, DNR Information Officer

The next time you see a wild turkey, offer a silent thank you to the state of Missouri. Yes, Missouri.

Also, consider a quiet thanks to the Department of Natural Resource wildlife specialists who trapped, moved, and ultimately helped reintroduce the once overhunted birds to the state.

The success story started with a trade, said Lindsey Mesinger, a wildlife research biologist with the DNR. In the early 1970s, the DNR traded a flock of its home grown ruffed grouse for 29 turkeys from Missouri. The Missouri-born birds were released in Houston County in southeastern Minnesota.

Not long after the Missouri swap, the wild turkey population “took off pretty quickly,” Mesinger said. By the late 1970s, Minnesota held its first turkey hunt. Today there are no restrictions on the number of turkey hunting permits that are issued; the wild turkey population numbers well more than 70,000. The birds live in nearly every part of the state, aided by Minnesota’s warmer winters.

They were also aided with transport in the early days by people like Bob Tangen, who is a retired assistant wildlife area manager at Whitewater State Park. The original Missouri flock flourished quite well in Houston County, and to speed up that process of expansion, DNR staff trapped the birds with nets and moved them up to 50 miles to a new habitat.



Turkeys in the wild

In the winter months from 1976 to 1978, Tangen and Gary Nelson, a turkey biologist, captured 20 to 25 turkeys at a time with a rocket net. They located a turkey flock and put corn down to attract the birds. The men waited nearby in a blind. For two or three days they corn fed the turkeys.

Then one day as the birds enjoyed their corn feast with all heads down, pecking away, a rocket launched which draped a large net over the flock. Tangen and Nelson then threw blankets on the terrified birds, to calm them, and then pulled them from the net and placed the turkeys in crates. The birds were outfitted with a tiny beeping backpack with an antenna that tracked their movement.

Tangen said he grew pretty fond of turkeys over time, but added that winter weather conditions could be “brutal” at times. Waiting for turkeys in a blind when it was 10 degrees below zero presented challenges. “When you’re young, you can do that work,” he said.

Now when Tangen sees turkeys in the wild, he is reminded that the stories of their resurgence in Minnesota is a true wildlife success story. For years wildlife specialists presumed the birds only thrived in oak forests where they fed on acorns. With the exception of northeastern Minnesota where winters are still severe, turkeys will go almost anywhere they can find food. Males can weigh up to 30 pounds, hens weigh about 10 to 12 pounds, Tangen said.

Since turkeys are the largest game bird in the U.S., it makes you wonder if hunting turkeys poses any challenge at all since the targets are huge and fly infrequently. Lindsey Mesinger hunts turkeys, and said that they have a few defenses like running fast. Their coloring acts like an effective defensive camouflage, and they tend to avoid people. Wild turkey season occurs twice each year in the spring and fall. The 2019 wild turkey hunt season ended Oct. 27.



Turkeys roosting in the tress

The birds roost in trees at night, and display a style of social behavior when gathered as a group, Mesinger said. When she hunts in the morning hours before the sun rises, she enjoys the vocalization from treetops.

That the birds are back is a clear success story, Mesinger said, and shows good wildlife conservation and stewardship. Many partnering turkey advocates aided in their re-

turn, including members of the National Wild Turkey Federation who helped transport the flocks to new habitats.

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