

September 2018 Issue 373
**Latino
American
Today**
www.latinoamericantoday.com

**¡UNA FERIA PARA
LA FAMILIA!**



**Celebrating Hispanic
Heritage Month**

**Celebrando el Mes de la
Herencia Hispana**



Saturday, September 22, 2018 from 11am-3pm
Sabado, 22 de septiembre de 11am-3pm

Our Lady of Guadalupe Church

Rental Hall, 401 Concord Street, St. Paul, MN 55107

FREE ADMISSION · ENTRADA GRATIS

Kids entertainment, Arts & Crafts,
Music, Dancers, Drawings, Delicious Latino Food,
Important Information for Homes, Health and Education.

JOBS - EMPLEO - INFORMACION

Deliciosa Comida, Compras, Salud Y Belleza, Casa, Tecnología,
Educación Y Carreras, Mariachis y Mucho Más

"La Familia" ¡Habrà algo para todos!

SPONSORS:



Celebrating Hispanic Heritage Month SEPTEMBER 15 – OCTOBER 15

**16th ANNUAL
LA FAMILIA LATINO FAMILY FESTIVAL & EXPO
SATURDAY, SEPTEMBER 22, 2018 - 11 AM TO 3 PM
Our Lady of Guadalupe Church**



Hello and welcome to the 16th annual La Familia Latino Family Festival & Expo. We are pleased to bring La Familia 2018 to Our Lady of Guadalupe Church in the heart of the West Side of St. Paul, as we celebrate Hispanic Heritage and “La Familia” the Latino family. All of our sponsors, exhibitors and supporters are excited to be participating in La Familia 2018 because it gives them the opportunity to say “we value the Latino community for your contributions to Minnesota and we value your business”.

There is no La Familia 2018 without our sponsors. Thanks to all our wonderful supporters, Minnesota Twins, *Latino American Today*, U.S. Bank and Comcast.

We'll be honoring very special community members who promote, support and contribute to our Latino community and Minnesota with the La Familia Latino Heritage Award.

OUR EXHIBITORS FOR LA FAMILIA 2018

MN Twins - Fun games, prizes, and gifts from Our Minnesota Twins!

U.S. Bank - Some special surprises and useful information from our favorite bank!

Community of Saints Regional Catholic School - Great school for Latino children!

Minnesota Housing Finance Agency - Helping you get a home!

Comcast - Featuring Internet Essentials for the family.

Red Cross - Information on the many services of one of America's great organization

Latino American Today - Connecting the Latino Community in the Twin Cities!

Keller Williams Realty - Let agent Isaac Contreras help you find and buy a home!

LegalShield - Affordable Lawyer services for your family and business.

Minnesota Opera - One of Minnesota's premier Arts Organizations.

Minnesota Latino Peace Officers Association - Providing family services.

Community Members and Organizations to be honored at La Familia 2018

The La Familia Latino Heritage Award will be presented to the following list:

The Guadalupanas

Long time women society group at Our Lady of Guadalupe Church for all their service to the church and community.

Rebecca Moran Cusick

Founder, Leader, and Dance Director of one of the Twin Cities favorite dance groups, Los Alegres Bailadores.

John Lozoya

Saint Paul Police officer and a member of the Minnesota Latino Peace Officer Association.

Louis Trejo Sr.

St. Paul former restaurant owner and community

leader who organized and promoted Latino celebrations for many years.

Junior Trejo

One of St. Paul's favorite musicians who also volunteered his services for the community.

Frank Cruz

Veteran and member of the Mexican American Veterans group. Frank has been an active volunteer at the Church and other community organizations.

John Flores

Commander of AMVETS Post #5 and Vietnam Veteran. Spent 24 years in the military.

Minnesota Council on Latino Affairs

This Organization reports to the Governor and Legislature on Latino public issues and works with the Latino community throughout the state.



On The Cover

Celebrating Hispanic Heritage Month
September 15 - October 15

**Latino
American
Today**

Founded 2013

Member of

Minnesota Multicultural Media Consortium
National Foundation of Hispanic Owned Newspapers
Minnesota Newspaper Association

Published by

Aguilar Productions Inc.
Richard Aguilar, President

Contributors

Marci Malzahn,
Banking Executive and Founder of Malzahn Strategic
Saúl Carranza,
Pastor of Church Cristo Para Todas las Naciones
Claud Santiago, field reporter and journalist
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

Nota: Editoriales, artículos y anuncios que aparecen en este periódico representan el punto de vista de el (ellos) autor (es) y no necesariamente reflejan la opinión, punto de vista o modo de pensar de LATINO AMERICAN TODAY o de su personal.

Latino American Today distributes our publication throughout the Twin Cities area.

Follow us on facebook.com/Latinoamericantoday

Orgullosos de ser Latinos



Por Saúl Carranza

Desde 1989 cuando el congreso de la Republica autorizó la celebración del mes de la Herencia Hispana entre el 15 de septiembre y el 15 de octubre. Quienes tenemos raíces en alguno de los países hispanoamericanos celebramos nuestro pasado glorioso, nuestras costumbres y tradiciones, nuestro presente y futuro prometedores en este gran país.

Procedemos de muchos países, por nuestras venas corre una mezcla de sangre europea y americana. Somos descendientes de orgullosas civilizaciones como Maya, Azteca, Inca o alguna otra de esas grandes culturas en las que lo mítico y lo mágico se entrelazo con lo occidental y el cristianismo. Dando origen a ese mosaico de colores, sabores, aromas y costumbres que en Estados Unidos llamamos “cultura Hispano/Latina”.

Y realmente tenemos razones para sentirnos orgullosos de lo que somos, lo que hacemos y de nuestra gente. Los hispanos somos la minoría de más rápido crecimiento en los Estados Unidos y cooperamos grandemente al desarrollo y economía de esta nación. En las ciencias, las artes, los deportes y los negocios cada día los nombres hispanos ocupan más posiciones de importancia. Según el Censo de los Estados Unidos en Julio de 2016 los hispanos constituimos el 17.8% de la Población con 57.5 millones de personas.

En lo económico En 2015, los latinos que vivimos y trabajamos aquí contribuimos con 2,13 billones de dólares, o el 11.8%, del producto interno bruto de los Estados Unidos según un estudio publicado por Latino Donors Col-

laborative, Y se espera que esas contribuciones continúen creciendo y para 2020 se estima que los latinos aportaremos el 12,7% del PIB total del país. Aunque no encontré información reciente, en 2013 los hispanos pagamos casi \$124 mil millones en impuestos federales y casi \$ 67 mil millones en impuestos estatales y locales. Se espera que el poder adquisitivo de los hispanos crezca a cerca de \$ 1.7 billones para el 2019.

Con mucha razón el Ex presidente Obama dijo en su proclamación de 2016 “los hispanos han tenido una influencia profunda y positiva en los Estados Unidos a través de su fuerte compromiso con la familia, la fe y el trabajo duro y el servicio. Han mejorado y moldeado el carácter nacional con centenares de tradiciones que reflejan las costumbre multiétnicas y multiculturales de su comunidad.”

El mensaje del profeta Jeremías al pueblo que Dios había llevado a tierras lejanas fue: “Edificad casas, y habitadlas; y plantad huertos, y comed del fruto de ellos. Casaos, y engendrad hijos e hijas; dad mujeres a vuestros hijos, y dad maridos a vuestras hijas, para que tengan hijos e hijas; y multiplicaos ahí, y no os disminuyáis. Y procurad la paz de la ciudad a la cual os hice transportar, y rogad por ella a Jehová; porque en su paz tendréis vosotros paz.” Jeremías 29:5-7

Que buen mensaje para quienes hemos emigrado aquí y estamos orgullosos de nuestra herencia. Procuremos la paz y prosperidad de la nación de nuestra familia y personal. En nuestra prosperidad la nación es bendecida y en la bendición de la nación, nosotros somos bendecidos. Por eso al decirte Dios te bendiga, también te digo “échale ganas”.

Proud to Be Latinos

By Saúl Carranza

From 1989, when the Congress of the Republic authorized the celebration of the month of the Hispanic Heritage between the September 15 to October 15. Those of us who have roots in one of the Latin American countries celebrate our glorious past, our customs and traditions, our present and promising future in this great country.

We come from many countries, through our veins runs a mixture of European and American blood. We are descendants of proud civilizations such as Maya, Aztec, Inca or some other of those great cultures in which the mythical and magical is intertwined with the Western and Christianity. Giving origin to that mosaic of colors, flavors, aromas and customs that in the United States we call “Hispano / Latina culture”.

And we really have reasons to be proud of who we are, what we do and of our people. Hispanics are the fastest growing minority in the United States and we cooperate greatly in the development and economy of this nation. In the sciences, arts, sports and business every day, Hispanic names occupy more important positions. According to the United States Census in July 2016, Hispanics constitute 17.8% of the population with 57.5 million people.

Rightly so, former President Obama said in his 2016 proclamation “Hispanics have had a deep and positive influence in the United States through their strong commitment to family, faith and hard work and service. They have improved and molded the national character with hundreds of tradi-

tions that reflect the multi-ethnic and multicultural customs of their community.”

The message of the prophet Jeremiah to the people that God had brought to distant lands was: “Build houses and settle down; plant gardens and eat what they produce. Marry and have sons and daughters; find wives for your sons and give your daughters in marriage, so that they too may have sons and daughters. Increase in number there; do not decrease. Also, seek the peace and prosperity of the city to which I have carried you into exile. Pray to the LORD for it, because if it prospers, you too will prosper.” Jeremiah 29:5-7

What a good message for those of us who have emigrated here and we are proud of our heritage. Let us seek the peace and prosperity of the nation of our family and our own. In our prosperity the nation is blessed and in the blessing of the nation, we are blessed.

That’s why when I say, God bless you, I also tell you “echale Ganas”.

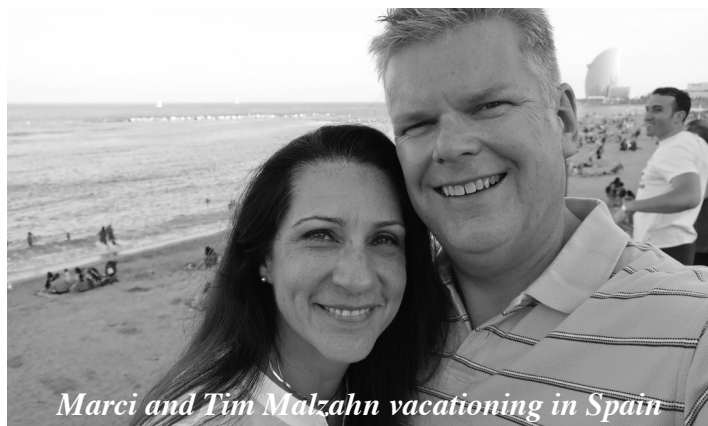
Saúl Carranza is the pastor of Church Cristo Para Todas las Naciones in Crystal MN. He is originally from Guatemala and serve as Coordinator for Hispanic Ministries of the Church of the Nazarene for Minnesota, North Dakota and South Dakota. Please call: 763-245-2378 or email: pastorcarranza@gmail.com

30 Leadership Concepts I've Learned from 30 Years of Marriage

By Marci Malzahn

July 1, 2018 marks my 30th wedding anniversary to my husband Tim Malzahn! And because we recognize being married for this long is an amazing blessing we decided to celebrate the entire year. We started by spending two weeks in Barcelona and Madrid, Spain.

After 30 years you learn a lot, not only about the other person but also about yourself and about life in general. Therefore, I decided to share with you 30 leadership concepts that I've learned through this journey called marriage. But whether you are married or not and whether you have children or not, these leadership concepts will help you succeed in the workplace.



Marci and Tim Malzahn vacationing in Spain

- 1. Core values:** Marry someone and work for someone with whom you share your core values.
- 2. Responsibility:** Raising children and leading employees is a big responsibility.
- 3. Parenting:** Employees, like children, want our time, attention, and love.
- 4. Discipline:** Parents need to agree on how to discipline their children. Employers need to establish accountability with employees.
- 5. Communication:** Lack of communication is the root of most misunderstandings.
- 6. Trust:** Without trust your marriage won't survive, your workplace won't either.
- 7. Finances:** Spouses should share the financial information of the household. Employers should be transparent with employees regarding the company's finances.
- 8. Education:** In addition to regular education, pass on your core values to your children, and company's core values to your employees.
- 9. Time with children:** One-on-one time with each child reaps huge benefits. Your time with each employee will produce positive results.
- 10. Time as a family:** Spend time as a family—both at home as well as with your work family.
- 11. Time with your spouse:** You need it to survive. At work, spend time with those you work closely with to nurture the working relationship.
- 12. Health:** Take care of your health as it affects your family and your work.
- 13. Walk:** Walk as much as you can. It's a healthy way to stay connected with family and co-workers.
- 14. Compliments:** Say something nice to your spouse at home, and to a co-worker at work.
- 15. Words:** They are powerful. Use them to edify your family at home and your employees at work.
- 16. Friendship:** It's a strong foundation for marriage and for working relationships.
- 17. Romance:** Have lots at home and none in the workplace. It only leads to trouble.
- 18. Meals:** Eating together with your family keeps it together. At work, it deepens your relationships.
- 19. Write:** Writing little notes to show you care—both to your spouse and to your employees—goes a long way.
- 20. Pray:** Prayer is powerful. Pray for your family and coworkers.
- 21. Respect:** It's one of the pillars for strong relationships within the marriage as well as in the workplace.
- 22. Commitment:** Another pillar for lasting relationships at home and work.
- 23. Patience:** You need a daily dosage to keep the peace at home and many times at work too.
- 24. Belief:** Believe in yourself and in others.
- 25. Support:** Your spouse and your coworkers need your support.
- 26. Attitude:** You can't control others', but you can control your attitude—choose a positive attitude.
- 27. Fun:** Enjoy every day at home with your spouse and have fun at work every day too.
- 28. Celebrate:** Everything—the small victories, being together, overcoming challenges at work!
- 29. Forgiveness:** Forgive others every day—especially your spouse.
- 30. Faith:** Don't leave home without it! Take God WITH you always!

I hope you enjoyed reading about these 30 leadership concepts I've learned during the 30 years of my marriage journey. I hope God will give me the blessing to enjoy another 30 or 40 years of marriage. No marriage is perfect nor easy but with God's help and mutual cooperation, we can make it. I will never stop writing so I stay tuned for when I share what I learned in the next decades to come.

Marci Malzahn is president and founder of Malzahn Strategic (www.malzahnstrategic.com), a community bank consultancy focused on strategic planning, enterprise risk management, cash management, and talent management. Marci is also a professional speaker and published author of three books. 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.

HOME

NATIONALGUARD.com/MN

¿QUÉ ES IMPORTANTE PARA TI?

¿AMIGOS?


¿FAMILIA?

¿EDUCACIÓN?

Sí la familia y los estudios son una prioridad para usted, en la Guardia Nacional de Minnesota usted puede servir a la comunidad y al país desde aquí, cerca de su familia y amigos.


Es más, te ayudamos pagar tus matriculas, usted puede servir mientras eres estudiante tiempo completo.

Aquí Vivimos • Aquí Trabajamos • Aquí Servimos



MINNESOTA NATIONAL GUARD
NATIONALGUARD.com

We live here | We work here | We serve here



Latinos Support Doug Wardlow for Attorney General


By Claud Santiago

Latinos in Minnesota are supporting Doug Wardlow who is the candidate for Attorney General of Minnesota. Members of the Hispanic Republican Assembly of Minnesota (HRAMN) recognize that Wardlow has the experience and passion to curb unfair rules and regulations that burden job creators.


Latinos are opening businesses at a rapid rate in Minnesota but are often stymied when they run into the complicated regulations that are confusing and hard to enact. High taxes and wasteful spending by the government have also threatened to keep Latino businesses from growing and their hope of achieving the “American Dream” for their families and community. Latinos are often victims of the terrible online scams that have ruined hundreds of businesses and individuals in Minnesota.

We need a strong Attorney General’s office to combat, identify, and fight these online predators. Human trafficking in Minnesota continues to be a serious issue for many Latino immigrants who get hooked by criminals to be used for sex and carrying drugs. Wardlow is a strong family advocate who understands and works with multicultural families throughout his career. Doug Wardlow will be a great choice for Minnesota’s chief legal officer.


Meanwhile the Democrats candidate Keith Ellison has been accused of “domestic violence” by a very creditable woman. “Ellison should suspend his campaign and be held to an investigation by the Congressional ethics committee,” stated Rick Aguilar, Chair of HRAMN.



DOUG WARDLOW
for Attorney General



**I join you
in celebrating
Hispanic
Heritage
Month!**



Doug Wardlow
for Attorney General

Prepared and paid for by Doug Wardlow for Attorney General
PO Box 211725 , Eagan, MN 55121

THE GIPSY KINGS

FEATURING PARK88



EVERY ONLINE TICKET PURCHASE COMES WITH 1 DIGITAL DOWNLOAD OF THE GIPSY KINGS ALBUM *EVIDENCE*

CONCERT
series

ON SALE NOW

THU **SEP 13** 7:30PM

ORDWAY.ORG

651.224.4222 TTY 651.282.3100



This activity is made possible by the voters of Minnesota through a Minnesota State Arts Board Operating Support grant, thanks to a legislative appropriation from the arts and cultural heritage fund.



After-School Programs and Year-Round Swim Lessons at Minneapolis Recreation Centers!

Drop-in Programs for all ages

- Free! Computer labs, board games, bumper pool, foosball, ping pong
- Check with the recreation center you plan to visit

Nite Owlz

- Free! For ages 12-18 (if still in high school). Open gym, cooking, computer lab and more
- 10 locations – Bottineau, Brian Coyle Center, Farview, Folwell, Logan, Northeast, North Commons, Phillips, Powderhorn, Rev Dr. Martin Luther King Jr recreation centers
- Friday and/or Saturday Nights

Year-Round Swimming at Phillips Aquatic Center

- Swim lessons for adults and youth. Fee assistance available
- Public swimming, lap swim, water walking, water fitness, senior fitness, women and girls only
- Become a lifeguard! Take a training clinic. Fee assistance available.

For more details: visit www.minneapolis-parks.org; stop by a recreation center; or call 612-230-6400 (weekdays); or 612-230-6573 (Español)



Minneapolis
Park & Recreation Board

believe in **we**

Speak up for the one place that embraces all students:

Public Schools

With growing threats at the national and state level, our public schools need your help securing and protecting the resources to brighten every Minnesotan's future.

Add your name in support at
BelieveInWeMN.com



THE VOICE FOR PROFESSIONAL EDUCATORS AND STUDENTS

Action Day Sends Local Kids Back to School Prepared to Learn



Comcast Team lead by Stacey Nelson-Kumar

Greater Twin Cities United Way teams up with Minnesota Timberwolves, Lynx, 4,000 volunteers to pack 25,000 backpacks with school supplies for kids in need

According to the 2016 American Community Survey, each year, more than 100,000 students in our community go back to school without essential supplies they need to learn. As a result, Greater Twin Cities United Way (GTCUW), the Minnesota Timberwolves and Minnesota Lynx hosted Action Day to support kids in need in partnership with the Minnesota Twins, St. Paul Saints, United FC, Vikings and Wild on Aug. 9 at Target Center.

Action Day is an annual volunteer event created by GTCUW that brings the community together to take action in solving a critical need by filling backpacks with

supplies to help local kids get ready for a new school year. GTCUW's goal is to bring together more than 4,000 volunteers to pack 25,000 backpacks for children in need — doubling the effort and impact compared to last year. Backpacks assembled at the event will be distributed to more than 50 metro area nonprofits that will donate them to kids in need.



Volunteers filling backpacks



COMCAST

APRENDE MÁS.
HAZ MÁS.
COMPARTE MÁS.

INTERNET ESSENTIALS™ DE COMCAST INTERNET DE ALTA VELOCIDAD ECONÓMICO

Internet Essentials te da acceso a Internet de alta velocidad económico. Podrías calificar si tienes al menos un niño elegible para el Programa Nacional de Almuerzos Escolares, recibes asistencia para viviendas públicas o HUD, o eres un veterano con bajos recursos económicos que recibe asistencia federal y/o estatal.

\$9.95
al mes + impuestos

SIN CONTRATO
SIN REVISIÓN DE CRÉDITO
SIN CARGO POR INSTALACIÓN
WIFI PARA EL HOGAR INCLUIDO
ACCESO A HOTSPOTS DE
XFINITY WIFI FUERA DEL
HOGAR, EN 40 SESIONES
DE 1 HORA CADA 30 DÍAS

SOLICÍTALO AHORA

es.InternetEssentials.com

1-855-SOLO-995

**INTERNET
ESSENTIALS**
from Comcast

Se aplican restricciones. No está disponible en todas las áreas. Limitado al servicio de Internet Essentials para nuevos clientes residenciales que cumplan con ciertos requisitos de elegibilidad. El precio anunciado se aplica a una sola conexión. Las velocidades reales pueden variar y no están garantizadas. Tras la participación inicial en el programa de Internet Essentials, si se determina que un cliente ya no es elegible para el programa y elige un servicio de Xfinity Internet diferente, se aplicarán las tarifas regulares al servicio de Internet seleccionado. Sujeto a los términos y condiciones del programa de Internet Essentials. Hotspots de WiFi: Los hotspots solo están disponibles en áreas selectas. Se requiere una laptop o cualquier otro equipo móvil con capacidad para WiFi. Se limita a cuarenta sesiones de 60 minutos por período de 30 días por persona/cuenta. Si la sesión se termina antes de 60 minutos, el tiempo restante vencerá. El tiempo no usado no se transfiere a sesiones o períodos de 30 días siguientes. No responsable de los datos perdidos por terminarse la sesión de Internet o cualquier otra razón. Se pueden registrar un máximo de hasta 10 equipos a una sola cuenta de Xfinity WiFi On Demand. No se puede combinar con otras ofertas. Llame al 1-855-765-6995 para obtener las restricciones y detalles completos o visite es.InternetEssentials.com. © 2018 Comcast. Derechos Reservados.



Greater Twin Cities United Way is a trusted partner in the community. Through our work with 160+ nonprofit partners in neighborhoods like yours, such as CLUES & Neighborhood House, we support over 545,000 people in our region.

Learn more at gtcuw.org/community



TOGETHER WE THRIVE.
Your gift changes lives.

Community of Saints Continues Enrollment Growth 25% Increase in the Past Three Years



By Doug Lieser

Community of Saints will begin this year with the 3rd straight year of enrollment growth. The growth is a result of high retention and an increase in new students with the support of a successful fundraising program for tuition assistance.

The student population remains diverse with 58% Latino students.

“Our families know their children receive a high quality education when they walk through our doors. We are committed to meeting the individual needs of our students while creating a strong community,” shares

Principal, Bridget Kramer.

This year Community of Saints is one of five schools in the Twin Cities partnering with the University of Notre Dame as part of the Alliance for Catholic Education’s (ACE’s) Higher-Powered Learning Program. This is a three-year program guiding teachers and school leaders through the implementation of excellent and sustainable blended-learning programs.

The grant includes professional development each year as well as coaching calls, professional learning communities, and guided projects throughout the course of the program. This intensive professional development and support will empower a school faculty leadership team to implement school-wide blended-learning programs by the end of the program.

About Community of Saints Regional Catholic School: Community of Saints is beginning its 7th year. The school is sponsored by the Parishes of Our Lady of Guadalupe and St. Matthew’s in St. Paul, and St. John Vianney in South St. Paul.



Twin Cities Comcast Expands Internet Essentials To Benefit Veterans

By Claud Santiago

Internet Essentials from Comcast is the nation’s largest and most comprehensive high-speed Internet adoption program for low-income households. In seven years, Internet Essentials has connected more the six million low-income Americans, in 1.5 million households, to high-speed Internet service at home. On August 28, a press conference was held at the Comcast headquarters in St. Paul to announce the expansion of Internet Essentials to benefit low-income veterans and family members in the Twin Cities. Rick Aguilar, Publisher of *Latino American Today* and a member of the Minnesota Multicultural Media Consortium (MMMC) attended the press conference and participated in an interview with the special Comcast guests including:



Rick Aguilar and the Olympic Gold Medalist Lamoureux sisters



Rick Aguilar and David Cohen

David L. Cohen, Comcast Corporation Senior Executive Vice President and Chief Diversity Officer
Jocelyne Lamoureux- Davidson , U.S. Olympic Gold Medalist on the Women’s Hockey Team
Monique Lamoureux- Morando, U.S. Olympic Gold Medalist on the Women’s Hockey Team
Rico Roman, Veteran Purple Heart Recipient and U.S. Gold Medalist on the Paralympian, U.S. National Sled Hockey Team.

“Latino American Today and our MMC members are proud to work with Comcast to help promote the Internet Essentials program. As a veteran I am so pleased to see this expansion to low-income veterans for their much needed internet connection,” stated Aguilar.



Rick Aguilar and Rico Roman

Latino
American
Today

LIKE US
ON FACEBOOK

facebook.com/latinoamericantoday

22nd Annual Hispanic Marketing Conference Honors Marketing Leaders



Rick Aguilar of Aguilar Productions presents awards to George San Jose (left), Stacey Nelson-Kumar (center), and Susanna Whitmore Franek (right)

By Claud Santiago

The 22nd annual Hispanic marketing conference was held on August 2, 2018 at the Neighborhood House/Wellstone Center in St. Paul. The conference, produced by Aguilar Productions based in St. Paul, was sponsored by U.S. Bank, Minnesota Twins, Comcast, *Latino American Today* and the Minnesota Multicultural Media Consortium.

Presenters included Rico Vallejos, Multicultural Creative Director; George San Jose, President & CCO of the San Jose Group, Chicago; Susanna Whitmore Franek, Ethnologix, Los Angeles; and Steve LeBeau, Synaspe, Minneapolis. They presented great insights, strategies, and case studies related to marketing to the Hispanic consumer segments.

The following individuals received the Hispanic Marketing Achievement Awards:

George San Jose received the Hispanic Marketing Achievement Award, Susanna Whitmore Franek received the Hispanic Marketing Research Achievement Award, and Comcast received the Hispanic Marketing Corporate Award.

Congratulations to Aguilar Productions on their 22nd anniversary of producing conferences and seminars focusing on the U.S. Multicultural markets.

Latinos Support Karin Housley for U.S. Senate

By Claud Santiago

St. Paul businessman Rick Aguilar, Chair of the Hispanic Republican Assembly of Minnesota, is a supporter of Karin Housley, candidate for the U.S. Senate. “Karin was born and raised in South St. Paul and we feel she has the values and understands the working family and what they need to succeed in Minnesota. Her small business experience and her passion for better public schools are important to address the issues that are facing the Latino community in Minnesota,” Aguilar stated.

“South St. Paul is home to Latinos who make up 15% of the population. Hundreds of Latinos worked in the South St. Paul stockyards for decades and made a good working wage for their families.”

“Minnesota has one of the worst disparities in high school diploma attainment between whites and Latinos in the country. To their credit Latinos continue to strive for the American Dream and are starting and opening businesses throughout Minnesota but high taxes and more regulations are turning those dreams to nightmares. The cost for health care and the push by Democrats to raise the minimum wage is forcing Latinos to cut back on expansion and layoff their employees who in many cases are from the Latino community,” Aguilar explained.

Aguilar went on to criticize Tina Smith, who is the Democrat candidate for the Senate and Housley’s opponent. “Tina Smith and the Dayton administration were a complete failure in providing a good education for Latino students. Under their watch the disparities for Latinos in Minnesota in Education and Healthcare were the worst in the country. They wanted the Latino vote and in return they turned their backs on the community.”

Aguilar and his assembly members look forward to having Karin Housley as their U.S. Senator and representing Minnesota in Washington D.C. They believe that Karin will fight to see that all students in Minnesota receive a great education and that Latino small business owners and their families will have the opportunity to achieve the American Dream.



**I join you
in celebrating
Hispanic
Heritage
Month!**



**Karin Housley
Candidate for U.S. Senate**

Paid for by Housley for Senate Committee

Keep the American Dream Alive

Candidate For U.S. Senate Jim Newberger Pledges Support for the Latino Business Community



Newberger met with owners of Lucerito Fashion (located in the Mercado Central) and the Director of Economic Development and Operations for the Mercado Central

By Claud Santiago

Visiting Mercado Central on E. Lake Street in Minneapolis, Jim Newberger, candidate for U.S. Senate, pledges his support for the Latino business community and commends their great achievements and the important role they play in Minnesota's economic growth. For this visit and tour, Newberger is joined by Rick Aguilar, a Twin Cities business leader and one of the founders of the Minnesota Hispanic Chamber of Commerce and former Chair of the Saint Paul Area Chamber of Commerce in 2000. Latino business owners transformed this area from what in the 1980's had become a decaying urban wasteland, homes to closed businesses and boarded up storefronts, to the thriving commercial district it is today. The Latino immigrants didn't see an abandoned corridor; they saw an opportunity, they saw the "American Dream" and the chance to open their own businesses and create jobs for their community. Newberger commented to Aguilar on the "wonderful economic development that has happened in this area." Without the enterprise and hard work of the Latino business owners and civic organization support none of this progress would have ever been possible," Newberger commented. Newberger is a Minnesota Republican House member who has voted for legislation that has supported projects by Latino non-profit organizations.

Newberger went on to mention that the Latino business corridors on E. Lake Street in Minneapolis, Cesar Chavez Street, and Payne Avenue in Saint Paul represent the important role the Latino business community plays in the growth of the Twin Cities, and throughout towns and cities in Minnesota. Listening to the concerns of these business owners on this day, Newberger is concerned they need to be able to grow, get more capitol and assistance and less tax hikes and regulations. He understands the importance of what Latino entrepreneurship can contribute to Minnesota's economy. In his own words he stated, "I want to keep the American Dream alive for the Latino community and make Minnesota a state where business thrives and Latinos get the opportunity to grow and make a difference."



Hispanic Heritage Month

September 15 - October 15



**¡Celebremos
juntos el Mes
de la Herencia
Hispana!**

Jim Newberger
Candidate
for U.S. Senate

Prepared and paid for by Jim Newberger for U.S. Senate, P.O. Box 37, Becker MN , 55308

Millions of Public Acres Across Minnesota: This Land Really Is Your Land!



By Harland Hiemstra, DNR Information Officer

This land is your land, this land is my land . . .

This land was made for you and me.

- Woody Guthrie

Legendary American folksinger Woody Guthrie may not have mentioned Minnesota by name when he penned his classic ode to America's varied and beautiful landscapes, but he certainly could have, given our state's wealth of natural beauty and public lands.



Whitewater State Park Camper cabin

From the majestic pine trees at Itasca State Park, where the Mississippi River begins, to Blue Mounds State Park, where buffalo roam the wide open prairie; from rushing waters cascading into the world's largest freshwater lake at Gooseberry Falls State Park on the north shore of Lake Superior, to the lazy spring-fed trout stream of White-water State Park in the southeast, Minnesota truly is a spectacular state.

It also has one of the best and biggest

systems of public lands open to all for recreation and enjoyment 365 days a year.

Across Minnesota, more than 12 million acres of woods, wetlands and wide open spaces are owned by you, the public, and managed by state, local or federal government agencies on your behalf. The Minnesota Department of Natural Resources (DNR) is responsible for nearly half of that total, with about 5.6 million acres, broken down into various types of units including:

- 66 state parks and 9 state recreation areas;
- 59 state forests;
- 1,457 wildlife management areas (WMAs);
- 700 aquatic management areas (AMAs);
- 166 scientific and natural areas (SNAs).

Each type of land managed by DNR has different purposes, uses and rules. SNAs, for instance, are set aside because they're examples of unique habitat types or geological features that may be home to rare plants and animals. They're open to hiking and nature observation, but they don't have developed trails or other amenities such as restrooms. Pets are not allowed, camping and biking are prohibited, and hunting may or may not be permitted, depending on the unit's specific management plans.



State forests, on the other hand, are open to hunting, camping, gathering of berries and mushrooms, and some even allow the use of off-road vehicles such as ATVs, 4WD trucks and dirt bikes. WMAs are set aside to protect habitat for wildlife and to provide places where anyone can hunt; they're also popular with birders and hikers outside of hunting season. AMAs protect

shoreline habitat and provide places where people can fish.

State parks put some of Minnesota's most scenic places into public ownership, offering people a place to hike, camp, canoe, bike, or just sit around a campfire and enjoy the great outdoors while creating lasting family memories. There are also national forests and other federal lands that are open to public use, as well as county and city lands.

In short, Minnesota's outdoor recreation system includes a place for everyone. This land really is your land. This land is made for you and me!

Join the Fun on Sept. 22

You can celebrate Minnesota's public lands and enjoy some free family fun on Saturday, September 22, at Hidden Falls Park in St. Paul.

From 11 a.m. to 3 p.m., St. Paul Parks and Recreation is teaming up with the Minnesota DNR and others to celebrate National Public Lands Day. People can get some hands-on help trying out a variety of outdoor recreational activities including:

- See if you can hit the bullseye with a bow and arrow at the archery range;
- Try catching fish from the Mississippi River;
- Paddle a large voyageurs canoe (with expert help).

Everyone is welcome; all equipment is provided; and everything is free. Participants are encouraged to bring a picnic lunch. The park is located at 1313 Hidden Falls Drive. Enter at the north gate on Mississippi River Blvd. near Magoffin Avenue.

National Public Lands Day is celebrated annually across the country to promote conservation, stewardship and enjoyment of public lands such as parks and nature preserves. It began in 1994 with activities at three sites, and has grown into a nationwide event that in 2014 saw about 175,000 participants at 2,132 sites. This is the fourth year St. Paul Parks and Recreation has partnered with the DNR to celebrate National Public Lands Day at Hidden Falls.

A Minnesota Legacy Turns 10

Minnesotans have repeatedly expressed their support for public lands, the outdoors and our natural environment loud and clear. Ten years ago this fall, in the middle of a major economic downturn, Minnesota residents voted to voluntarily increase their own sales tax by 3/8 of a cent on every dollar spent, with the money constitutionally dedicated to preserving and enhancing the natural environment, water quality, parks and trails, and our cultural and artistic heritage.

The Minnesota DNR has been allocated about 19 percent of the funds generated by the Legacy Amendment, roughly \$463 million. DNR has used that money to make Minnesota a better place for its citizens by upgrading parks and trails; restoring, enhancing and protecting habitat for fish, game and wildlife; and restoring and protecting the quality of our lakes, rivers and streams.

It's a Legacy to be proud of!

La FAMILIA

LATINO FAMILY FESTIVAL AND EXPO

Celebrating Hispanic Heritage Month
Celebrando el Mes de la Herencia Hispana



Saturday, September 22, 2018 11am - 3pm
★ Sabado, 22 de Septiembre, 11am - 3pm

Our Lady of Guadalupe Church

Rental Hall, 401 Concord Street, St. Paul, MN 55107

FREE ADMISSION • ENTRADA GRATIS

FEATURING

Kids entertainment, Arts & Crafts,
Music, Dancers, Drawings, Delicious Latino Food,
Important Information for Homes, Health and Education.

JOBS - EMPLEO - INFORMATION

ADEMAS

Deliciosa Comida, Compras,
Salud Y Belleza, Casa, Tecnologia,
Educación Y Carreras, Mariachis Y Mucho Mas
"La Familia" ¡Habrá algo para todos!

FERIA!!

**ENTRADA
GRATIS!**

**FREE
ADMISSION!**

Sponsors

**Latino
American
Today**

usbank



COMCAST

Presented By/Presentado por



AGUILAR PRODUCTIONS

For Event information call 651-665-0633
or visit www.aguilarproductions.com

Entertainment/Entretenimiento



Los Alegres Bailadores



Kico Rangel y Los Amigos

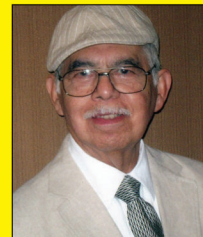
HONORING COMMUNITY LEADERS

*With the La Familia Latino
Heritage Award*

Recipients are:



Guadalupe 2018



Louis Trejo Sr.



*Rebecca
Moran Cusick*



John Lozoya



*Junior
Trejo*



Frank Cruz



John R Flores