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America Celebrates HISPANIC HERITAGE





Hispanic Heritage Month • September 15-October 15 El mes de la herencia hispana • septiembre 15-15 de octubre

National Hispanic Heritage Month

rach year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by Lcelebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988. Thanks to President Johnson and President Reagan for honoring the Latino Community.

The La Familia Hispanic Heritage Awards were presented at the La Familia 2016 event on August 6th, to the following recipients from Latino American Today Publisher Rick Aguilar and the Selection Committee.



L to R: Rick Aguilar, Freddie Lopez, ALMAS and Robert Hanson, Henry Sibley High School



Cecilia Stanton Adams, Director of Enterprise Diversity & Talent Acquisition—Buffalo Wild Wings

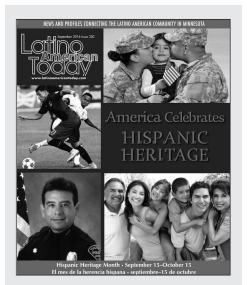


St. Paul Police Department



Right: Bill Martinez, Retired Commander, SPECIAL HISPANIC HERITAGE AWARD TO AMERICAN WAR HERO! L to R: Frank Mendez Jr., John Flores, AMVETS, Frank Mendez Sr. World War II Hero, and Rick Aguilar





On The Cover Celebrating Hispanic Heritage Celebrando la Herencia Hispana



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EDUCATION

SEPTEMBER 2016

Consejos para ayudar a los hijos con la tarea

Los padres no tienen que ser expertos en todo pero sí deben estar dispuestos a ayudar

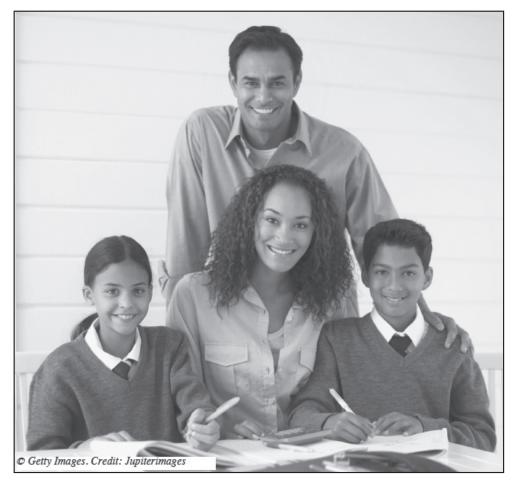
Hay muchas cosas que los padres pueden hacer para ayudar a sus hijos en su regreso a la escuela, como reemplazar la mochila vieja o comprarles los útiles que necesitan. Pero hay algo que pueden hacer que es más importante y no siempre cuesta dinero: ayudarlos con la tarea.

Hay muchas cosas que los padres pueden hacer para ayudar a sus hijos en su regreso a la escuela, como reemplazar la mochila vieja o comprarles los útiles que necesitan. Pero hay algo que pueden hacer que es más importante y no siempre cuesta dinero: ayudarlos con la tarea.

- Hablar con los hijos sobre la tarea. Es importante que los niños entien- dan la importancia de hacer la tarea y el impacto positivo que puede tener en sus calificaciones. Además de repasar y practicar lo que aprendieron en clase, la tarea los ayuda a prepararse para las lecciones del día siguiente y desarrollar la disciplina que necesitan para su éxito académico.
- Reunirse con los maestros. Cuando se trata de la tarea, los maestros pueden tener exigencias distintas. Por lo tanto es importante hablar con ellos para conocer sus expectativas. Por ejemplo, algunos maestros quieren que los padres revisen cuidadosamente la tarea

de sus hijos, mientras que otros prefieren que sólo controlen que la hicieron. Además, el maestro puede contestar preguntas como cuánto tiempo debe pasar el estudiante haciendo la tarea y qué hacer si tiene dificultades o si le resulta demasiado fácil.

- Fijar un horario para hacer la tarea. El mejor momento para hacer la tarea es el que mejor funciona con las actividades del estudiante y la disponibilidad de sus papás. Puede ser antes o después de jugar, ver televisión, cenar o de hacer alguna actividad extracurricular. Lo importante es que la hora sea constante y que no sea la última actividad del día, cuando el niño esté cansado y con sueño.
- Escoger un lugar cómodo y eliminar las distracciones. Para fomentar la concentración es importante encontrar un lugar en la casa que tenga buena iluminación donde el niño pueda sentarse y hacer la tarea sin distracciones. Puede ser la mesa de la cocina, un escritorio o su propia habitación, siempre y cuando no haya distracciones como televisores prendidos o aparatos electrónicos a mano, a menos de que sean esenciales para hacer la tarea.
- Proveer los recursos necesarios. Los padres no tienen que ser expertos en todas las materias para ayudar a sus hijos con la tarea. Sin embargo, pueden proveerles los recursos que necesitan, incluyendo lápices, plumas, borradores



y papel para escribir. También pueden Ilevar a sus hijos a la biblioteca o navegar el Internet con ellos para encontrar recursos que ayuden con la tarea. Gobierno USA. gov, por ejemplo, tiene una sección de niños con información práctica sobre varios temas. Por su parte, el Departamento de Educación cuenta con una serie de folletos para ayudar a los hijos con la tarea de matemáticas, ciencias, lectura y comprensión. Para

aprender más sobre temas relacionados a la educación se recomienda consultar GobiernoUSA.gov, el portal oficial del Gobierno de los Estados Unidos en español, que forma parte de la Administración de Servicios Generales (GSA) de EE. UU. Fuente: GobiernoUSA.gov

How to Help Your Kids with their Homework

You don't need to be an expert on every subject, just be willing to help There are many things you can do to help your kids start the school year on the right track, like replacing an old backpack or getting them the school supplies they need. But there's something more meaningful you can do that may not cost money: help them with their homework.

Students who do their homework consistently tend to have better grades. It's not always easy to get them to do their homework, especially after a busy day, but these tips can help:

- Talk to your children about their homework. It's important that your kids understand why it's important to do their homework and the positive impact it has on grades. Homework helps them practice what they've learned as well as prepare them for upcoming classes. Plus, by doing their homework they develop the discipline and skills they need to be successful throughout their school years.
- Talk to the teachers. Different teachers might expect different things from parents, so be sure to talk to them

to figure out your role. For example, some teachers prefer parents review their kids' homework; others prefer parents make sure kids do their homework. Teachers can also tell you how much time your child should spend doing homework and what to do if the homework is too easy or too difficult.

- Select a fixed time to do homework. The best time to do homework is the one that works best for your child and you. It can be before or after playing, watching television or dinnertime. What's important is that homework time is consistent. Avoid leaving it for the end of the day, when your child is tired and sleepy.
- Pick a quiet area and eliminate distractions. To help your children focus on homework, pick a place in the house where there's plenty of light and no distractions. It doesn't have to be fancy. It can be the kitchen table or a desk. Make sure the TV is off and put away electronic devices, unless they're essential to doing homework.
- Get them the resources they need. You don't have to be an expert in all subjects to help your kids with homework.

However, you need to make sure they have the tools they need to succeed. If you need expert help, you can always take them to the library or help them with their search online. You can also visit kids.gov to find information on homework topics. The Department of Education also has several resources to help your child with homework in different areas, including math, reading and writing.

USA.gov and GobiernoUSA.gov are the U.S. Government's official web portals in English and Spanish, and part of the U.S. General Services Administration (GSA).

School Lunches! What's a parent to do?

- Read food labels and compare the sodium amount in different products, then choose the options with the lowest amounts of sodium. Some varieties of bread can vary from 80 to 230 mg of sodium per slice! That can make a big difference in lunchtime sandwiches.
- Pack fresh fruits and vegetables with lunch every day.
- For a healthy snack, make trail mix using unsalted nuts, dried fruits, and whole grain cereal.
- When buying prepared meals, look for those with less than 600mg of sodium per meal.

Do You Get It? Do You Want It? Do You Have the Capacity to Do It?



Marci Malzahn, Founder of Malzahn Strategic

By Marci Malzahn

These are three key questions that author Gino Wickman asks business owners in his book *Traction* to ensure the right people occupy the right positions in your company. I am fascinated with figuring out people's talents and helping them achieve personal success in life based on discovering their unique talents so this concept intrigued me. The key concept in this book is the EOS, which stands for *Entrepreneurial Operating System*. The EOS identifies Six Key Components of any organization. The entire book is very insightful and today I want to share the "People Component" with you.

In his book, *Traction*, Gino Wickman created a practical tool that you can use in your business to ensure you have the "right people in the right seats"—another great concept introduced by Jim Collins in his book, *Good to Great*. This tool is called the "People Analyzer." First, you need to know if you have the right people, then you need to put them in the right seats.

According to Wickman, "The right people are the ones who share your company's core values. They fit and thrive in your culture. They are people you enjoy being around and who make your organization a better place to be." His formula is: Core Values + People Analyzer = Right People.

In addition to the company's core values, Wickman introduced another set of parameters to see if your employees are the right people for your company. These "assets" (as he calls them) are:

Get it: Do your employees really get the concept of the specific job and role they're in? Do they understand the culture, the systems, the company's pace, and "how the job comes together"? In other words, do your employees "get it"?

Want it: Do your employees truly want the job they're in? Do they want the new opportunity or promotion you're offering to them? Are they willing to work the extra hours, for example, to be successful in the position?

Capacity to Do it: Do your employees have the "mental, physical, and emotional capacity to do a job well"? Are they smart enough to do the job (intellectually)? Do they have the time to work more hours (even if they want to, can they?)?

The People Analyzer consists of two areas then: I) List the company's core values (up to the top five) and rate each employee with a "+" if they exhibit that core value I00% of the time, "+/-" if they exhibit that core value some of the time, or a "-" if they don't exhibit that core value most of the time. 2) Add the three key assets of Get it, Want it, and Capacity to do it (GWC) to the chart as the last three columns. Write the names of each employee in each row and rate them under each core value and asset. The results should be measured against a bar you establish with the minimum number of core values and assets you're willing to accept as positive (i.e. employees have to match four out of five core values and have a positive score on the three assets of GWC). Employees who match your criteria are considered "the right people" for your company.

The tough decision comes when you, as the business owner, end up with one or more team members who need to go because, for one reason or another, they no longer fit in your company. Wickman's experience shows that most companies experience significant growth after the wrong people are let go of the company. The other team members are grateful and the ones who left ultimately find a better place where they fit and where they can use their talents best.

I encourage you to explore these tools and to, at least, explore asking the questions: Do I have the right people in the right seats in my company? Do my employees *Get it*? Do they *Want it*? and Do they have the *capacity* to do the job? You will get very interesting results. You may also, as an employee, want to ask yourself these questions and see how you respond. You can find the People Analyzer tool for free at www.eosworldwide.com/people and you can purchase the book *Traction* on Amazon.

Marci Malzahn is a banking executive and founder of Malzahn Strategic (www.malzahnstrategic.com), a community bank consultancy focused on strategic planning, enterprise risk management and talent management. Marci is also an author and motivational/inspirational speaker. You can contact Marci through her website at www.marciamalzahn.com, and for speaking engagements please contact Preferred Speakers at www.preferredspeakers.com.

In the Kitchen, Less is More



WWW.LATINOAMERICANTODAY.COM

Chef Amalia in the kitchen

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

If you find yourself scrambling for healthy meals during busy weekdays, you are not alone. Many people resort to convenience and as long as you choose wisely, store bought meals can alleviate your daily routine. Having a plan can ease your mind and pocket too.

When I established my kitchen routine some time ago, I decided to cook meals for two or three days on Mondays. We eat that meal on Monday evening and then on Tuesday, depending on leftovers, I build a different meal adding a fresh vegetable dish

or side salad. Sometimes I'd cook two proteins, one starch and one vegetable dish and we would eat one of the proteins on day one and the second protein on day two.

Simple menus allow you to accomplish more in less time and to do healthier meals in the process. Think balance, freshness, lean meats, lots of vegetables, rice dishes, or potatoes. What I like about balancing meals is that I can do individual dishes or one-dish meals, such as rice and beans sometimes complemented by additional vegetables or plantains.

An easy to do menu can be thin, fat-trimmed pork chops cooked on the stove top paired with sautéed potatoes with bell peppers and onions accompanied by a vegetable salad. Legumes (garbanzo or beans) can be the base for a delicious stew with a combination of chicken, pork, and beef served with a simple cucumber and onion salad with lime vinaigrette.

I am a fan of roasted chickens sold at most grocery chains because they lend themselves to a variety of preparations. One of my favorites is chicken picadillo, which contains a sofrito (onion and tomato fried sauce) base plus a variety of vegetables of choice cut into small pieces. This dish can be the main protein on the plate, or can be a filler for tacos topped with lettuce and tomatoes.

Potatoes can also serve as the base for a meal either for lunch or dinner. Think baked potatoes stuffed with either chicken picadillo or with ground turkey prepared as a base for taco salad and complemented with chopped onions, tomatoes, lettuce, shredded cheese, and hot salsa. Potato hash prepared with left over meats and vegetables and served with a sunny side egg on top is another casual and delicious dinner.

When planning meals, think outside the box in terms of components and how you can make a balanced meal out of them. Chances are that any creation you come up with at the last minute based on what you have on your refrigerator plus a new dish will be well received by hungry mouths who long for home-style meals and a cozy family time.



Papas con Cebolla y Chiles Pimientos Sautéed Potatoes with Bell Peppers and Onions

By Chef Amalia Moreno-Damgaard

Serves 2-4

I avocado, pitted, in cubes4 boiled Yukon gold potaoes in quarters (wedges)

2 tbsp olive oil1 red bell pepper, in strips1 green bell pepper in strips2 medium yellow onions thick julienneKosher salt and freshly ground black pepper to taste

Spices: ½ tsp. thyme, ½ tsp. paprika or Spanish pimentón, ½ tsp oregano

Sauté the red and green bell peppers and the onion in the oil and season with salt and pepper and the spices. Cook until the onion is translucent, about 2 minutes.

Add the potato potato wedges and combine with a rubber spatula using folding strokes to keep the potatoes whole. Sauté for 3 minutes making sure the potatoes are well coated with the oil and spices.

Serve immediately.

About Amalia

Amalia Moreno-Damgaard is an award-winning author and chef born and raised in Guatemala City with a prior career in international banking. Amalia creates awareness about Latin culture's nuances and educates individuals and companies through consulting, bilingual speaking and writing, and healthy culinary experiences. Her book Amalia's Guatemalan Kitchen-Gourmet cuisine with a Cultural Flair is a nine-time award winner and best seller. Learn more about Amalia and her upcoming events at AmaliaLLC.com.

Come join us for our fifth Multicultural Health National. This unique event will feature presentations from key thought-leaders in the multicultural health marketing sphere and will focus on best practices for reaching the key multicultural populations in America including but not limited to African Americans, Hispanic Americans, LGBT Americans, and Asian Americans.

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3M Golf Championship—Anoka County

By Claud Santigo

Latino American Today publisher Rick Aguilar and friends attended The 3M Championship the professional golf tournament on the Champions Tour, played annually at the TPC Twin Cities in Blaine, Minnesota, a suburb north of Minneapolis located in beautiful Anoka County. Joe Durant made a 10-foot eagle putt on the first hole of a playoff with Miguel Angel Jimenez on Sunday to win the tournament. What a great event!



Thanks to our host Karen Skepper, Community and Governmental Relations Director for Anoka County, for her efforts to produce this fun networking event.



The 18th Hole Skybox. Thanks for a wonderful day.



L to R: Anoka County Commissioners Rhonda Sivarajah, Julie Braastad and Robyn West, lots of female power in Anoka County.

La Familia 2016: Gracias to Our Sponsors and Exhibitors

By Claud Santiago

a Familia Latino Family Festival and Expo celebrated another year thanks to the sponsors and exhibitors for participating and supporting this unique Lifamily event. Sponsors included, U.S. Bank, Minnesota Twins, Telemundo Minnesota, La Raza 1400-1470 AM, OAK Opportunites for All Kids and our new Sponsor, Buffalo Wild Wings. Our exhibitors enjoyed the day meeting with the Latino community and promoting their products and services. We look forward to La Familia 2017.



L to R: Ricardo and Henry with Minnesota Housing Finance Agency



Left: Jose Martinez with staff and friends.



L to R: Rick Aguilar, Ambar Hanson, Areli



Anthony Fernandez For City Council

Why I am running for City Council?

I chose to move to West Saint Paul to raise my family for many reasons. It's affordable, safe, diverse and thriving. The city of West Saint Paul has a great deal of potential to make what is already a fantastic community, even better. I am proud to currently have the opportunity to serve the community on the Planning Commission. I am passionate to share my knowledge and experience to help enhance our city's potential, and implement the needed changes. I am determined to bring my well-rounded perspective to the needs and wants of the community, both as a member

of this community and as a business professional.

I am committed to:

- Sustainable Business Development
- Expanding our Tax Base
- Transparency & Communication in Government
- Providing Adequate Resources for Police and Fire
- Completing Robert Street Construction with Thoughtfulness and Integrity
- Enhancing Public Safety
- Improving our Parks and Recreation Centers
- Spending our Tax Dollars Wisely
- Community Involvement

Mayor Meisinger Seeks Re-Election

Dave Meisinger current Mayor of West St. Paul wants to be re-elected to another two year term this Fall. We spoke with Mayor Meisinger and here are his comments:

"Beyond the fact I enjoy the challenges of being mayor, I'm seeking re-election this year for many reasons. The most important being that the Robert Street project is not yet complete. The project has been plagued by millions of dollars of cost overruns due to poor planning, poor budgeting and poor oversight by the

previous city council. My nearly three decades of construction management experience are needed to protect and limit our future investment in this project as well as the oversight of day-to-day activities at city hall. My record of fiscal responsibility and restraint is unmatched and I will continue to work to ensure maximum value for each taxpayer dollars spent!"

Besides the Mayor race, voters in West St. Paul will decide City Council seats also.

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SEPTEMBER 2016

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Bob Pace, West St. Paul City Council Ward 1 Candidate

eing a long time resident and business owner of the West St Paul area, DI have decided to run for a city council seat in Ward I, as I will bring a common-sense business approach that the city has lacked for far too long. All too often, government authorizes projects without actually having sufficient money and resources to do so, which then leads to a quick-fix of simply raising taxes in order to compensate and pay the bills. The money is then spent with no regard to the residents and business owners; we then get little to no say in how these funds are allocated at that point. You and your family cannot operate in this manner nor can the other residents or business owners of our city, and I am committed to changing the way the government conducts its business from this critical financial responsibility standpoint.

Additionally, I am committed to the continued growth and development of Robert Street, as well as all other commercial areas of West St. Paul. This is vital to the health of our city, as common sense allows us to realize that as our commercial tax base increases, overall taxes-both commercial and residential-will stabilize. All this will occur while providing an increase in funds available for park trails and any other amenities we would like to have within our community.

Thank you for your support and please vote for Bob Pace for City Council, Ward I, on November 8th, 2016.

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Primer Foro de Negocios Latinos, Prescripción para el Éxito



L to R: Luis Fitch, Alec Peroza, Marci Malzahn, Alberto Peroza

By Rudy Cardona, Ph.D.

El pasado jueves 24 de agosto se realizó el primer Foro de Negocios Latinos en la ciudad de Minneapolis, patrocinada por El Lake Street Council, UNO Branding, LEDC, y el periódico la Matraca de Minnesota. El evento se llevó a cabo en el hotel Sheraton donde se congregaron varios dueños de pequeños y medianos negocios Hispanos para atender las presentaciones programadas para este día.

Alec y Alberto Peroza hicieron uso de su conocimiento de Mercadeo y en especial del tema del servicio al cliente para impartir y educar en las técnicas necesarias en este tema, que conllevan al éxito empresarial sin importar el tamaño de la empresa. Hijo y Padre enfatizaron la importancia de una actitud positiva hacia el servicio al cliente, como también resaltaron la necesidad de las empresas de invertir en su capital humano (ej:entrenamiento) para lograr una calidad de servicio consistente.

Por otro lado, Luis Fitch de Uno Branding, mostró de manera creativa como su empresa ha asistido a las necesidades de la comunicación efectiva de una marca con los clientes a través de visuales, situados y diseñados pensando desde la perspectiva del cliente. Fitch, usó como ejemplo negocios Hispanos con quien su empresa trabaja demostrando paso a paso como

cada una de ellas logran el éxito en ventas con que hoy gozan gracias a la representación visual y simbólica que UNO branding crea para cada uno de ellos.

Marci Mazahn, de Malzahn Strategic, también hizo uso de su talento para presentar y promover el tema de la importancia de ayudar a otros, sea con tiempo, dinero, conexiones y/o talentos.

Por otro lado, "la oficina de la Lake Street Council intenta reunir a líderes de los negocios Latinos de nuestra comunidad por una razón en especial", dijo para Latino Today Allison Sharkey, directora ejecutiva de dicho plantel. Añadió que una de las varias razones es la de crear una oportunidad de intercambio de contactos y relaciones entre negocios dentro de la misma comunidad. "Cuando negociamos con los negocios de nuestra propia comunidad, nuestros dólares tienen un impacto comunitario mucho más grande que si trabajáramos con proveedores de afuera", concluyo.

En nuestra comunidad existen individuos con grandes talentos, y tal como exhortó Malzah durante su presentación, es necesario compartir conocimientos de tal manera que edifiquemos un mejor futuro para nuestra comunidad.

Este evento fue una contundente prescripción para el éxito de nuestros negocios. Fue también, una evidencia de líderes de negocios y comunitarios interesados en elevar aún más el espíritu de cooperación dentro de una comunidad pujante como la es, la comunidad Hispana en Minnesota.

State Senator Works on Achievement Gap

By Claud Santiago

In a era of partisan politics it's encouraging to point out MN State Senator Terri Bonoff (DFL) and her work in addressing the Achievement Gap through education policy initiatives that sometimes broke rank with her Democrat party members. Senator Bonoff and her efforts included these important education issues.

Alternative Licensure:

Bonoff who represents District 44, (Minnetonka area) has worked tirelessly on implementing policies to create a new pathway for teacher licensure for mid-career professionals and successful national programs like Teach For America (TFA). This has drawn criticism, particularly from groups like Education Minnesota, who ran a \$2 million ad campaign against the initiative. Among the numerous issues that are plaguing Minnesota's schools is the incredible lack of teachers of color in the classroom. TFA has a higher rate of people of color than those who come through the traditional teaching pipeline. In addition, the individuals who choose to pursue alternative licensure have differing backgrounds; educational, professional, and socioeconomic. It is critical that we offer our students diverse approaches and surround them with teachers and mentors across many spectrums of life.

Early Childhood Scholarships:

When Terri first got to the Minnesota Legislature, one of her primary focuses was on early childhood education. Studies prove that one of the best ways to tackle the achievement gap is through early intervention and making sure that all students are starting on a level playing field as they enter elementary school. She fought to develop early childhood schol-

arships that target families that need it most. These scholarships allowed families to send their youngest learners to programs that they would otherwise be unable to afford.

LIFO

Minnesota is one of the only states in the Nation whose teacher retention policy is based solely on seniority. As such, we have been called out numerous times by the national media, and even President Obama, for this outdated policy. Senator Bonoff's approach would have been to implement a results-based retention system that first looks at the effectiveness of a teacher, with

seniority being the second consideration should effectiveness be inconclusive. We found that many young people were dismayed and dejected as they attempted

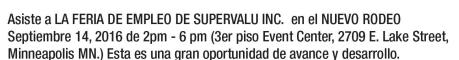
MN State Senator Terri Bonoff

to enter the teaching profession but were given pink slips year after year. Often times, younger teachers can make strong connections with their students and to have them continually redistricted or let go altogether is detrimental to our education system. Not only was Terri the only democrat to support this policy, she was the Chief Author of the bill to do so

Thanks to Senator Bonoff and her efforts to make sure our students of color succeed in high school and go on to gain a successful education and career.

LA FERIA DE EMPLEO / JOB FAIR









SuperValu está contratando empleados de almacén como preparador de órdenes. La posición es en el centro de distribución en Hopkins, MN para el área de refrigerado y congelado. Turnos Part-Time empezando a \$16.43 por hora con una oportunidad de recibir un aumento a \$17.69 cuando sea Full-Time. Las posiciones disponibles son en el área de Refrigerado y el área de Congelados. SuperValu provee el uniforme adecuado para trabajar en las áreas frías a todos los empleados.

Requisitos básicos son: Prueba de drogas | Historial criminal | Prueba física | Verificación de elegibilidad de empleo en U.S. Para más información llamé al 952-828-8912 o envié su resume: axel.j.torres@supervalu.com o kathy.stlouis@supervalu.com

AN EMPLOYMENT OPPORTUNITY AWAITS YOU AT SUPERVALU

Attend the SUPERVALU INC. JOB FAIR in the NUEVO RODEO on September 14, 2016 2 pm – 6 pm (3rd Floor Event Center, 2709 E. Lake Street Minneapolis MN. This is a great opportunity to progress and develop in a new field.

SuperValu is looking to hire employees to work in their warehouse to fill positions in preparing orders. The position is in the distribution center in Hopkins, MN. Full-Time shifts start at \$17.69 per hour and Part-Time shifts at \$16.43 per hour. The available positions are in the Freezer warehouse and Refrigerated warehouses. SuperValu provides proper clothing to wear in the cold environments.

Basic requirements are: Drug Test / Criminal History / Physical test / Employment Eligibility Verification in U.S. For more information please call 952-828-8912 or send your resume to: alex.j.torres@supervalu.com or kathy.stlouis@supervalu.com

