

August 2025 Issue 454

Latino American Today

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OPEN FOR BUSINESS



Multiplica nuestro impacto: la importancia de comprar en nuestra comunidad

By Rico Paul Vallejos

¿Sabías que el lugar donde gastas tu dinero tiene un poderoso efecto dominó? Se llama “multiplicador económico local” y es clave para fortalecer nuestras comunidades latinas aquí en Minnesota.

Cuando decides comprar comestibles, reparar el carro, anunciar en medios latinos o salir a comer en un negocio latino, tu dinero hace más que simplemente pagar por un producto o servicio. Ese dólar se reinvierte en nuestra comunidad. Los negocios locales generalmente contratan en nuestras comunidades, compran suministros de otros negocios latinos y apoyan a nuestras organizaciones locales.

Esto crea una reacción en cadena. Tu dólar ayuda a crear empleo para nuestra gente, apoya las iniciativas latinas y fortalece la base económica de nuestra comunidad. Eso hace que nuestras empresas crezcan, innoven y ofrezcan más oportunidades a nuestras familias.

Decidir gastar en un negocio latino local significa que ese dólar circula en nuestra comunidad por más tiempo, amplificando su impacto. Este gasto intencionado genera riqueza donde más importa: en nuestras comunidades.

Aprovechemos nuestro poder económico colectivo y decidamos conscientemente comprar productos latinos. Juntos, podemos multiplicar nuestro impacto y construir un futuro más próspero.



On The Cover
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¿Cuál es la importancia de la espiritualidad en la familia?



Por Dr. Saul H. Carranza

En el ajetreo de la vida diaria, entre obligaciones, estudios, trabajo y distracciones digitales, es fácil perder de vista uno de los pilares más profundos que sostienen a una familia: la espiritualidad. No se trata solo de prácticas religiosas, sino de cultivar en el hogar un sentido de propósito, gratitud, compasión y conexión con lo trascendente. La búsqueda de Dios.

La espiritualidad es ese tejido invisible que une a las personas más allá de los lazos de sangre. Es a lo que llamamos fe y se manifiesta en rituales cotidianos que alimentan el alma y en

la búsqueda conjunta de significado en una relación con Dios. Cuando una familia cultiva su espiritualidad, siembra semillas de empatía, respeto, fe y esperanza en cada uno de sus miembros.

Los beneficios de cultivar la vida espiritual de la familia son muchos. Se fortalecen vínculos, comparten valores, se desarrolla la confianza y solidaridad. Las familias espiritualmente conectadas encuentran recursos internos para superar crisis. Disponen de espacios para expresar emociones, anhelos y dudas profundas. Invitan a la gratitud: Enseñan a apreciar lo simple y a reconocer las bendiciones cotidianas.

La espiritualidad se desarrolla a través de reflexión, meditación, oración, lectura de la biblia y conversaciones sobre las creencias y valores de la familia. Cuando los miembros

de la familia comprenden que los humanos somos mucho más que simples entes materiales la conversación se encamina hacia valores, propósitos, metas y se vuelve mucho más abierta y honesta. La espiritualidad vuelve a las personas generosas pues les ayuda a vencer el egoísmo natural de los seres humanos y los lleva a pensar en los demás.

Un llamado a la atención consciente.

No descuides la espiritualidad de tu familia. Así como la salud física o la estabilidad económica, la vida interior requiere cuidados, tiempo y dedicación. Muchas familias se excusan de tratar temas espirituales porque no quieren predisponer o perjudicar a sus hijos. Lo cierto es que cuando la familia no cuida esos valores. Los antivaloresque destruyen vidas, familias y buenas costumbres no piden permiso para entrar y se cuelan.

Hacer de la espiritualidad un pilar en el hogar es sembrar los valores medulares de fe, esperanza y amor. Estas raíces pueden sostener a cada integrante incluso en los momentos más desafiantes. Dar lugar a la vida espiritual es buscar que la luz que guía y fortalece el corazón de la familia se haga presente; es darle una oportunidad a Dios.

Y ahora permanecen la fe, la esperanza y el amor, estos tres; pero el mayor de ellos es el amor. (1 Corintios 13:13)

What is the importance of spirituality in the family?

By Dr. Saul H. Carranza

In the hustle and bustle of daily life, between obligations, studies, work, and digital distractions, it's easy to lose sight of one of the deepest pillars that sustain a family: spirituality. It's not just about religious practices, but about cultivating a sense of purpose, gratitude, compassion, and connection with the transcendent within the home. The search for God.

Spirituality is that invisible fabric that unites people beyond ties of blood. It's what we call faith, and it manifests itself in daily rituals that nourish the soul and in the shared search for meaning in a relationship with God. When a family cultivates its spirituality, it sows seeds of empathy, respect, faith, and hope in each of its members.

The benefits of cultivating the family's spiritual life are many. Bonds are strengthened, values are shared, and trust and solidarity are developed. Spiritually connected families find inner resources to overcome crises. They have spaces to express emotions, longings, and deep doubts. They encourage gratitude: They teach us to appreciate the simple things and recognize everyday blessings.

Spirituality develops through reflection, meditation, prayer, Bible reading, and conversations about the family's beliefs and values. When family members understand that humans are much more than mere material beings, the conversation shifts toward values, purposes, and goals and becomes much more open and honest. Spirituality makes people generous because it helps them overcome the natural selfishness of human beings and leads them to think about others.

A call to conscious attention.

Don't neglect your family's spirituality. Just like physical health or financial stability, the inner life requires care, time, and dedication. Many families excuse themselves from addressing spiritual issues because they don't want to predispose or prejudice their children. The truth is that when the family doesn't nurture these values, the anti-values that destroy lives, families, and good morals don't ask permission to enter and just sneak in.

Making spirituality a pillar in the home means sowing the core values of faith, hope, and love. These roots can sustain each member even in the most challenging times. Making room for the spiritual life means seeking to make the light that guides and strengthens the heart of the family present; it means giving God a chance.

And now abides faith, hope, and love, these three; but the greatest of these is love. (1 Corinthians 13:13)

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It Takes Courage to Hold Your Ground



Marcia Malzahn

By Marcia Malzahn

It takes courage to hold your ground, whether you are in leadership or not. But as a leader, you often must defend your point of view with your peers, vendors, customers, and Directors. On the personal side, you may even have to defend your ground with your own family. Holding your ground or defending your point of view doesn't need to become an argument. Relationships don't have to be lost and there is no need to have winners and losers. We need to learn to arrive at a middle ground where each party walks away feeling good about the conversation.

Disagreements are part of our daily lives both in the workplace and at home. In this blog, we focus on how leaders gain the courage to hold their ground in the workplace.

The Scenario.

Let's create a scenario as an example of the process to demonstrate that it takes courage to hold your ground. Let's assume you are a manager in a division of a company reporting to one of the top executives. There are eight managers, your peers, and you are all working on the budget for the next fiscal year. The company can only afford to hire four additional new employees. But all eight managers are asking for one new staff member due to recent growth. Your team is stretched to the max and you're afraid you'll lose valuable employees if you don't get extra help.

Below are five tips to help you defend your point of view and hold your ground as a leader:

Do your research.

The first step is to do your research regardless of the topic you choose to discuss. To follow our scenario, you need to research the appropriate data to support your request for one new person. The first question executives ask when managers request for new staff is "why do you need more people?" The answer is not, "because my people are stretched to the max." That won't work.

The top leadership will only hear the complaint and not the real need for help. What you need is to respond with facts and data. Examples are volumes of products produced or manufactured, hours needed to support existing customers, or number of new customers supported. In customer service, track number of "tickets" opened, closed, resolution time, number of employees, and weekly hours worked. When you show the top leadership year-over-year growth in production or support, now they'll understand. This is one way you hold your ground.

Know your subject matter.

You also need to understand and know your area. As the manager, your employees

and leadership expect you to be the "subject matter expert" (SME). You don't have to know the entire process, but you do need to know your part of the process well. What are you responsible for in the production of a product or regarding customer service satisfaction? It is difficult to hold your ground when you are not self-confident to describe what your area does. Therefore, ensure you learn your areas of responsibility well and can answer the leadership's questions with certainty. Develop the appropriate reports and be able to explain them well to help you hold your ground during negotiations.

Have a win-win attitude.

It takes courage to hold your ground but when you have a win-win attitude it becomes easier to negotiate. When you walk into a meeting with your peers prepared with the right attitude, you will be better received by all. The attitude reflects in your tone, how you address others, and gives you favor with the team.

Improve your negotiation skills.

As you may have figured out, to hold your ground in any discussion, you must become a good negotiator. All leaders must learn to negotiate and understand how the process works which includes the tips mentioned in this article. Take every opportunity you can to improve your negotiation skills. Start with the small things where it won't matter if you don't get what you ask for. Then move on to bigger requests as you improve your approach and gain experience.

Be assertive and self-confident yet polite.

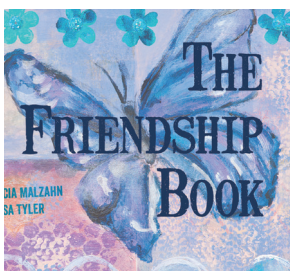
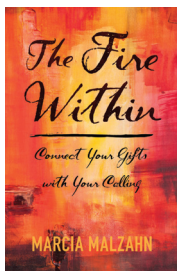
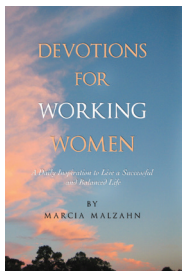
When you do your research, prepare with data, know your subject, and have a win-win attitude, you become assertive. Your self-confidence should not be perceived as arrogant but instead affirm your knowledge and prove you've done your homework. The top leadership will take notice of your behavior and approach – especially if you act politely and respectfully of all involved.

Create expectations based on the final decision.

If you followed these tips and held your ground, and your request wasn't approved, there is one last thing you must do. You need to create expectations based on the final decision. With your data and reports in hand, you can then explain some consequences the team can expect if you don't get the extra staff approved. This is presented not as a threat but as a fact of possible results. This is an opportunity also to present other solutions and alternatives until you get the additional help needed.

Conclusion

It takes courage to hold your ground, but it is worth the try. Your employees notice when "you go to bat for them." And that matters a lot. It gives them the courage to continue working while short staffed. It may even help the team come together to brainstorm on possible solutions to improve efficiency. Sometimes these circumstances build the team and encourage them to work together better.



Marcia is an inspirational keynote speaker and published author of five books: A daily devotional – *Devotions for Working Women*, *The Fire Within* – to help you find your purpose, friendship poems in *The Friendship Book*, also in Spanish *El Libro de la Amistad* (poemas de Amistad), and *Bring YOUR Shoes* to help emerging leaders with tools on how to lead. In her latest grandma baby book, *Inside Your Mama's Tummy*, Marcia inspires grandparents to form a bond with their grandchildren.

Marcia Malzahn is also president and founder of Malzahn Strategic, LLC a management consulting firm for community financial institutions. You can contact Marcia for speaking engagements through her website at [Crowning Achievements International](http://CrowningAchievementsInternational.com) or email her at mmalzahn@crowning-achievements.com.



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“Patapez,” monumental *alebrije* by Alejandro Camacho. Photo by Aaron Johnson-Ortiz for the Minnesota Latino Museum.



“Osita Emilia,” monumental *alebrije* by Miriam Salgado. Photo by Aaron Johnson-Ortiz for the Minnesota Latino Museum.



Artist Edgar Camargo with a hand-held *alebrije*.

ALEBRIJES KEEPERS OF THE ISLAND

“ALEBRIJES: Keepers of the Island,” a breath-taking outdoor public art exhibition on Raspberry Island on the Mississippi River in Saint Paul, running from June 1 to October 26, 2025. The Minnesota Latino Museum will transform the island into a fantastical dreamscape of color, fantasy, and imagination. The immersive exhibit features 16 large-scale papier-mâché sculptures – 8 “Alebrijes Monumentales,” monumental creations up to 16 feet tall; and 8 “Nahuales,” colorfully-painted fauna, up to 4 feet tall, representing Mexican spirit animals.

Open Exhibit Dates
Sunday, June 1, 2025 to
Sunday, October 26, 2025

Location for all events:
Raspberry Island, Saint Paul, MN 55107



Trade Schools offer a pathway to well-paying jobs with practical skills

Los latinos deberían trabajar más en el sector de los oficios, como la construcción, la carpintería, la fontanería, la electricidad y la calefacción, ventilación y aire acondicionado (HVAC). Ofrece una vía de acceso a empleos bien remunerados y con gran demanda, especialmente en el sector de la construcción, donde ya están muy representados, y puede ayudar a abordar la creciente escasez de mano de obra cualificada, al tiempo que ofrece oportunidades de promoción profesional y estabilidad económica.

Puntos clave:

- Gran demanda de trabajadores cualificados**
 El sector de la construcción, uno de los principales empleadores de trabajadores latinos, se enfrenta actualmente a una importante escasez de mano de obra cualificada, lo que lo convierte en un área primordial para aumentar la participación latina.
- Oportunidades económicas:**
 Los empleos en oficios suelen ofrecer salarios y beneficios competitivos, lo que supone una fuente de ingresos estable para los trabajadores latinos.
- Diversas trayectorias profesionales:**
 Los oficios abarcan una amplia gama de especialidades como carpintería, fontanería, electricidad y calefacción, ventilación y aire acondicionado, lo que permite la progresión profesional y la especialización.
- Impacto en la comunidad:**
 Una mayor presencia latina en los oficios puede beneficiar a las comunidades locales al crear una mano de obra más diversa y apoyar los proyectos de construcción locales.

Retos a superar:

- Barreras lingüísticas:**
 El idioma puede ser un obstáculo importante para los trabajadores latinos que se incorporan a los oficios, lo que requiere acceso a formación y apoyo bilingües.

The statement “More Hispanics should go to trade schools” is supported by the argument that trade schools offer a pathway to well-paying jobs with practical skills, which can be particularly beneficial for Hispanic communities due to factors like potential financial constraints, a focus on immediate career opportunities, and a high demand for skilled labor in certain trades; however, it’s important to consider individual career goals and ensure access to quality trade school programs for all demographics.

Key points supporting this argument:

- High-demand, good-paying jobs:**
 Many trade careers offer stable employment with competitive wages without requiring a four-year college degree, which can be particularly appealing to individuals facing financial barriers.
- Hands-on learning:**
 Trade schools provide practical, hands-on training that can be beneficial for learners who prefer a more active learning style.
- Faster career entry:**
 Trade school programs often have shorter durations compared to traditional college degrees, allowing individuals to enter the workforce sooner.
- Community needs:**
 Certain industries like construction, plumbing, and electrician work are in high demand in many communities and could benefit from a larger pool of skilled Hispanic workers.

Important considerations:

- Access and awareness:**
 Efforts should be made to ensure Hispanic communities have access to quality trade school programs and are informed about the potential career paths available.
- Career counseling:**
 Guidance is crucial to help individuals choose trade paths that align with their interests and local job market needs.
- Addressing stereotypes:**
 Combatting negative stereotypes associated with trade work can encourage more Hispanic students to consider these pathways.



"This isn't just tailoring. It's representation, refinement, and roots, stitched into every seam."



Ivan Martinez (L) discussing Men's clothing trends with Rick Aguilar.



“

We're thrilled to announce the grand opening of our very first storefront marking a new chapter for "By Mr. Martinez" What began as a personal passion rooted in heritage and driven by excellence is now ready to welcome you in person.

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— Ivan Martinez,
Clothier Extraordinaire!

”



Attendees attending 'soft opening' at the store!



"Every suit starts with a conversation. Every detail is deliberate. That's the By Mr. Martinez way."



"I'm impressed with Ivan, his dedication, talent and vision" — Rick Aguilar, Latino American Today



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Mike Hilborn (R) with employee Juan Tillman

Mike Hilborn, Candidate for The Mayor of St. Paul!

St. Paul is moving in the wrong direction, but it's not too late to turn it around. I can no longer sit on the sidelines; it's time to do something. I am a candidate for the Mayor of St. Paul. The election will be held on November 4th, 2025.

I talk to so many St. Paul residents who are tired of the high taxes, unsafe neighborhoods, failing schools, crumbling streets and a downtown that looks so empty and tired! We can do better and that's why I need the voters in St. Paul to support my campaign. Here's a bit of my history:

My parents, Lloyd and Sally Hilborn, worked hard – dad worked on the assembly line as a UAW member at the Saint Paul Ford plant, and mom soldered circuit boards at Control Data. They instilled in me a strong work ethic and values of fairness, integrity, and perseverance – principles I now pass on to my own family.

As a child, my dad taught me the art of sales, taking me door-to-door to sell candy for the summer Athletic Club fundraiser. We worked late into the evening after he returned home from work, and I quickly learned the value of persistence. My brother Mark and I had a paper route, waking up at 5:00 AM to ensure the newspapers were delivered on time. I was also a Boy Scout, and thanks to my parents' encouragement, I earned my Eagle Scout rank by age 13. I graduated high school in 1981, and my family attended Wooddale Church. Today, I am a member of River Valley Church.

I attended Bethel University, graduating in 1985. To pay for school, I worked nights at UPS and was promoted to full-time management that same year. I raised my three sons in Saint Paul, and today they are 36, 34, and 32. My oldest has a family of his own, my middle son served four years in the U.S. Army and now lives in Rapid City, South Dakota, and my youngest, a software engineer, is married and lives in Sacramento, California.

In 1995, I launched a small business out of my garage in Saint Paul, which grew enough for me to leave UPS in 2000 and run it full-time. For the past 30 years, my company has operated in Saint Paul, growing to 45 employees who power wash in warm months and plow snow in the winter. We are a second-chance employer, hiring people who have been incarcerated or are in recovery. Our employees start at \$25 an hour and receive benefits like health and dental insurance, 401K, and paid time off. Both my business and my home are in Saint Paul.

Beyond my business, I serve on the Board of Directors for AccessAbility, Inc., helping individuals with disabilities and other challenges find meaningful jobs. I also speak at Minnesota Adult and Teen Challenge, assisting those overcoming addiction, and work with Volunteers of America (VOA) to support individuals rebuilding their lives.

Minnesota DNR expands library pass program to provide more access to state parks and recreation areas

By DNR staff

Photos courtesy of Minnesota Dept. of Natural Resources

When people talk about the quality of life in Minnesota, two features should make the list. We have libraries by the hundred where you'll find a vast supply of resources like this one. State park library passes. Yes, the number of libraries that participate in the library pass program just increased to more than 200.

Here's the second quality of life feature: 73 beautiful parks and recreation areas that feature family fun, naturalist programs, trails, tours, picnic areas, lakes, gorgeous prairies, bison, fishing opportunities and more.

In partnership with more than 200 libraries and bookmobiles across the state, the Minnesota Department of Natural Resources just expanded the popular library park pass program, which gives access to state parks and recreation areas at no cost to library patrons. The lending program started small in 2018 with just a few participating libraries. Once its success became clear, the program launched statewide in 2021.

"Those who use it love it," said Renee Dougherty, library director with the Columbia Heights Public Library in Anoka County. "They may be grandparents who want to take the grandkids out for a summer activity, or a woman who came in, said she just got a divorce, and wanted a pass for a park visit."

When word reached Duluth Public Library patrons about the increased number of passes now available, from four to nine, the excitement was "through the roof" said Sarah Villaneuva, adult services librarian. "We put out the additional passes and by noon, they were all checked out," she said. Jay Cooke State Park near Carlton, Minn., is a destination park for that area, as well as the north shore. She added that people from all walks of life request the passes, which is "the best part of the program."

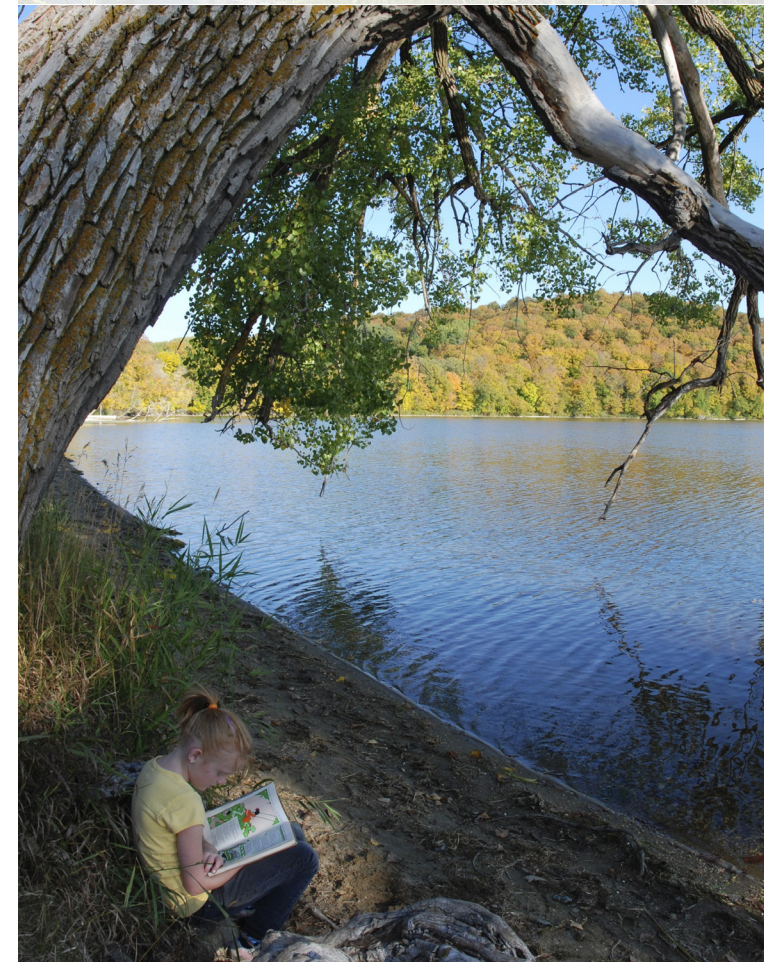
"State parks and recreation areas in Minnesota are for everyone, and this program is an important way we're expanding access," said Ann Pierce, director of the DNR's Parks and Trails Division. "There are so many benefits to spending time outdoors, from health and wellness benefits to education and making memories with loved ones. This program helps us bring meaningful experiences in state parks and recreation areas to more Minnesotans."

The program expanded from about 100 libraries to more than 200 libraries and bookmobiles. All 87 counties in Minnesota have at least one participating library. The number of available passes has also grown from 175 to 450. Use of the library passes increased almost two-fold in the first three years of the program, with 1,960 pass checkouts in the first year (July 2021 through June 2022) to 3,812 checkouts in the third year of the program (July 2023 through June 2024). The cost of the passes is covered by the Parks and Trails Legacy Fund, while partnering libraries facilitate the checkout process. To see a list of participating libraries, visit mndnr.gov/librarypass.

A 2024 survey of people using library park passes found that most respondents were checking out a pass to save money, and the cost of a vehicle permit was a barrier. Others replying to a survey said they were not frequent state park visitors and wanted to try a state park before they buy an annual permit.

People interested in checking out a pass should contact their library directly, as checkout policies vary among participating locations. All passes through this program are valid for seven days.

Library park passes only cover the vehicle entrance fee. If participants would like to camp, they will need to make and pay for camping reservations, either online at mndnr.gov/reservations or by phone at 866-857-2757.





Mercado Central es un próspero mercado de 35 negocios en la esquina de Lake Street y Avenida Bloomington en Minneapolis. con el interes para fomentar el desarrollo empresarial de los latinos en Mineápolis.

Mercado Central siempre ofrece una amplia variedad de artículos cotidianos y artesanales para comprar, platos deliciosos e ingredientes frescos para tus comidas: además como una gran variedad de servicios que puede utilizar.

HORARIO: 9 AM A 8 PM
ABIERTO DE LUNES A DOMINGO
¡7 DÍAS A LA SEMANA!



Businesses located at Mercado Central

- | | | | |
|----------------------------------|-------------------------------|---------------------------------------|---|
| Amigos del Mercado | El Callejon, LLC | Max Life Chiropractic, P.A. | Raices Sagradas Community Mental Health |
| Akasha's Place, LLC | Imperio's Beauty Salon, LLC | Metro Law Group | Restaurant El Popocatepetl |
| Cocina San Marcos Inc. | Interamerica Services, LLC | Musica y Novedades, LLC | Sastreria Don Jose, LLC |
| Candela, LLC | Isabella's Grocery, LLC | Ocatime's Relojeria | Tortilleria La Perla, LLC |
| Carniceria Valerie's, Inc. | Jhoaleymat International, LLC | Omniloren, LLC | The Best Tacos Del Sol, LLC |
| Dcard Insurance Services Company | Joyeria Ashley, LLC | Pupuseria El Rincon Salvadoreno, Inc. | Unidos MN |
| Del Sol Floreria, LLC | La Loma Wholesale, LLC | ProNat, LLC | Zero Degrees, Inc. |
| Deportes Azteca, LLC | La Reyna de los Jugos | Panaderia El Mexicano | Zapateria Aracely |
| Donald F. Noack Jr. Law Office | La Pinata Dulceria, LLC | Queblo Construct, LLC | |
| | Maria's Restaurante, Inc. | | |

ADDRESS: 1515 E. LAKE STREET - MINNEAPOLIS, MN 55407