

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

November 2022 Issue 422

Latino American Today

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LATINO AMERICANOS CELEBRAN EL DÍA DE ACCIÓN DE GRACIAS



LATINO AMERICANS CELEBRATE THANKSGIVING

Where Hispanic Cooking Enthusiasts and Thanksgiving Meet

According to a VozLatinum panel, Thanksgiving is the second most widely celebrated holiday (sandwiched between Christmas and New Year's) among Hispanics. This might come as a surprise to some, given Thanksgiving's U.S.-based roots.

But, where's the surprise? It's a holiday that involves expressing gratitude for friends and family over a plentiful meal. It's become a Hispanic tradition, and Univision's 2015 Path to Purchase study shows that Hispanics are more likely than non-Hispanics to say that sticking to traditions is important (34% vs 28%, respectively).

CPG and retail marketers, among others, have an opportunity to extend their holiday messaging to Hispanics, who typically celebrate in a big way. These insights will help you nuance your campaigns, putting your brand front and center when family and good feelings abound.



The "Cooking Enthusiast" Mentality. A recent Mintel report categorized Cooking Enthusiasts as people who cook because they want to, not because they have to. About 20 million Hispanic adults fall into this category (23% more likely than the Total U.S. population).

Thanksgiving is made for the Cooking Enthusiast, so understanding her thinking is imperative. For her, cooking is enjoyable and allows her to express her creativity and celebrate her culture. While she cooks with her family in mind, she makes the ultimate decisions.

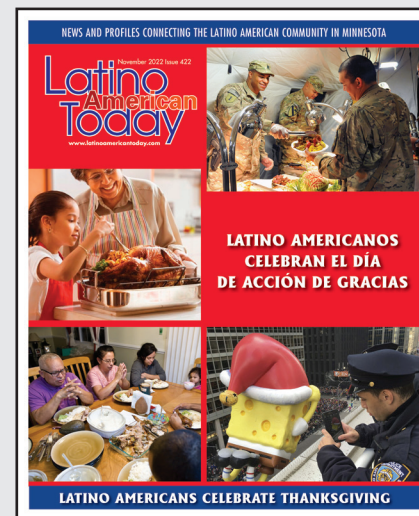
Your Takeaway: Don't make Thanksgiving prep feel like a stressful chore.

The Influencers. Let's get specific on family. Who is influencing the Cooking Enthusiast most? The Mintel report shows that it's mom – before her spouse/significant other or her kids – but that changes over time depending on where she is in her life's journey. The report also shows that two media influences take precedence over people: cooking websites and blogs, followed closely by cooking shows on TV.

Your Takeaway: Insert multigenerational Thanksgiving scenes in the media that Hispanics love. An authentic mother-daughter moment may help your brand stand out in a sea of crowded "family" messages.

"Fusing" Food. The VozLatinum panel found that 73% of Hispanics fuse traditional Thanksgiving recipes like turkey and mashed potatoes with Latin American dishes like rice and beans, tamales and flan. Much of this mixing of cultures comes to life in the spices/preparation and the side dishes, but you'll also see the main course become an and vs. an or opportunity. This means Hispanics don't always choose between the turkey and pernil (pork), they go for both.

Your Takeaway: Inspire the food fusion. Suggest ways to bring Hispanic cultural duality to life with recipes like Chorizo Cornbread Stuffing, Pumpkin Empanadas or using Sazón spice on your turkey.



On The Cover

Latino Americanos Celebran El Día De Acción De Gracias

Latino Americans Celebrate Thanksgiving



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Latino American Today wishes a Happy and Blessed Thanksgiving to our Readers, Supporters, and Advertisers.

¿Por qué Acción de Gracias?



*Por Dr. Saúl Carranza
Coordinador de ministerios multiculturales de la Iglesia
del Nazareno y Director del Centro Nazareno
de compasión Agape en Minnesota*

El día de acción de gracias es probablemente la más inclusiva de las celebraciones estadounidenses. Con base en el ideal de agradecimiento y unidad de la celebración de los peregrinos y los nativos Wampanoag. Las generaciones de estadounidenses después de 1621 han continuado dedicando un tiempo para agradecer a Dios

Todopoderoso por todas sus bendiciones. Algunas de las razones que hacen de esta celebración una de las más importantes del año las encontramos en los discursos de presidentes el día que proclamaron la celebración de thanksgiving.

Aún antes de ser una celebración oficial, a pedido de las dos cámaras del congreso El Padre de la patria y primer presidente de los Estados Unidos de América, **Jorge Washington** lo proclamó en 1789 con las siguientes palabras “es deber de todas las naciones reconocer la providencia de Dios Todopoderoso, obedecer su voluntad, agradecer sus beneficios e implorar humildemente su protección y favor;”

Durante su vida como nación el país ha vivido tiempos muy duros, uno de ellos fue la guerra civil. Una guerra entre hermanos. En medio de esa confrontación el presidente **Abraham Lincoln** en 1863 pudo decir “Por lo tanto, invito a mis conciudadanos en todas partes de los Estados Unidos, y también a los que están en el mar y a los que están de paso en tierras extranjeras, a separar y observar el último jueves de noviembre próximo, como un día de acción de gracias y alabanza. a nuestro Padre benéfico que mora en los Cielos. Y les recomiendo que mientras ofrecen

las atribuciones que justamente le corresponden por tan singulares liberaciones y bendiciones, también, con humilde penitencia por nuestra perversidad y desobediencia nacional, encomienden a su tierno cuidado a todos los que han quedado viudos, huérfanos, dolientes o afligidos en la lamentable contienda civil en que estamos ineludiblemente comprometidos, e implorar fervientemente la interposición de la Mano Todopoderosa para sanar las heridas de la nación y restaurarla tan pronto como sea compatible con los propósitos divinos para el pleno disfrute de la paz, armonía, tranquilidad y Unión”.

El Presidente **Gorge W Bush** en 2005 proclamó de la siguiente manera: “El Día de Acción de Gracias es el momento para compartir nuestras bendiciones y celebrar las oportunidades que la libertad nos otorga. Los exploradores y colonizadores que llegaron a esta tierra a menudo agradecieron la extraordinaria riqueza que encontraron. Y hoy, seguimos agradecidos de vivir en un país de libertad y abundancia. Damos gracias por el amor de la familia y los amigos y le pedimos a Dios que siga guardando a los Estados Unidos de América.

Acción de gracias ha significado el reconocimiento de que somos una tierra bendecida y que la misericordia de Dios se mueve en medio de nosotros. La temporada de acción de gracias es el tiempo de la relación entre personas de diferentes culturas lenguas y razas que queremos vivir en paz como hermanos. Y que la única manera de lograrlo es siendo agradecido.

Las cosas buenas que nos rodean nos recuerdan de un Dios que nos ama y nos permite vivir en un país de paz, prosperidad y libertad. Este día de acción de gracias únete al espíritu correcto de esta celebración. Disfrutar lo que tenemos, agradece al Supremo dador de toda bendición y comparte tu agradecimiento y bendiciones con alguien más. Feliz día de acción de gracias. Dios te bendiga.

Why Thanksgiving?

*By Dr. Saul Carranza
Coordinator of Multicultural Ministries for the Church of the Nazarene and
Director of the Agape Nazarene Compassionate Center in Minnesota*

Thanksgiving is probably the most inclusive of all American celebrations. Based on the ideals of gratitude and unity, was the celebration of the pilgrims and the native Wampanoag people. Generations of Americans after 1621 have continued to take time to thank the Almighty God for all of his blessings. Some of the reasons that make this celebration one of the most important of the year can be found in the speeches of presidents the day they proclaimed the celebration of thanksgiving.

Father of the country and first president of the United States of America, **George Washington** proclaimed it in 1789 with the following words: “it is the duty of all nations to recognize the providence of Almighty God, obey his will, give thanks for his benefits, and humbly implore his protection and favor;”

President **Abraham Lincoln** in 1863 was able to say, “Therefore, I invite my fellow citizens in all parts of the United States, and also those at sea and those passing through foreign lands, to separate and observe the last Thursday of next November, as a day of thanksgiving and praise to our beneficent Father who dwells in Heaven”.

President **Gorge W Bush** in 2005 proclaimed as follows: “Thanksgiving is a time to share our blessings and celebrate the opportunities that freedom brings us. And today, we remain grateful to live in a country of freedom and abundance”.

The Thanksgiving season is the time to form relationship between people of different cultures, languages and races who want to live in peace as brothers. And that the only way to achieve it is to be grateful. Enjoy what we have, thank the Supreme giver of all blessings and share your thanks and blessings with someone else. Happy Thanksgiving Day. God bless you.



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Ten Talent Management Best Practices – Part 2 of 2



Marcia Malzahn

By Marcia Malzahn

Talent Management continues to be at top concern for leaders; therefore, we are devoting this month and last month to address ten talent management best practices. In Part I we defined what Talent Management involves, the important components, and shared the first five best practices. In this article, we address the next five best practices as follows:

6. Establish and Communicate Succession Plans for All Key Positions

It is imperative for your leadership to identify successors to take over the key positions in the company. You need to identify an “immediate successor” and a “planned successor” to have a complete plan. The immediate successor to a specific position could be several employees in the event of a tragedy or sudden departure. The planned successor must be a person who has the skills, talent, and experience to take over the duties of the person leaving. Once you identify the successors, tell them! Often emerging leaders leave a company because nobody told them they were being considered for key positions in the company. Communication is key to the success of succession plans.

7. Provide Leadership and Management Training for Emerging Leaders

Once you identified and communicated to the potential successors that they have an opportunity to leadership positions, provide them with leadership and management training. Choose the appropriate course for them to attend and ensure you budget for their training. There are also leadership books that can prepare emerging leaders to take over leadership positions. They need to know that you support their learning activities and that it’s okay to not have all the credentials just yet. Give them time to grow and mature so they can succeed at their first supervisory job and grow from there.

8. Continued Leadership Development for Experienced Leaders

One key to the continued success of a leadership team is to continue to develop your leadership team members. Often their training does not happen because

they themselves are too busy helping the upcoming leaders. But leaders at all levels must continue to develop their own leadership talent. There is nothing like experience; however, even experienced, matured leaders need help in new situations. Ensure you budget for higher leadership training and send your senior executives. They will come back refreshed and encouraged to continue leading the organization.

9. Implement Cross-Training throughout the Entire Organization

The best way to avoid “control freaks” in your company is by cross training everyone in something else. When there is an established culture where every employee is trained first in their own job and then cross-trained to back up another position, the company will experience higher employee retention. Employees appreciate when the company invests in their education and training. To elevate the importance of ongoing training, always keep your customers top of mind. Can they be serviced regardless of who is on vacation or out of the office? If the answer is yes, you have a well-trained staff.

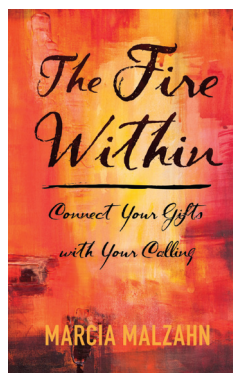
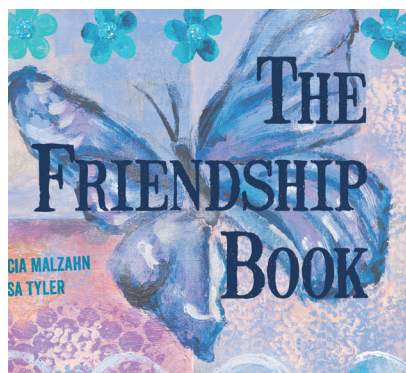
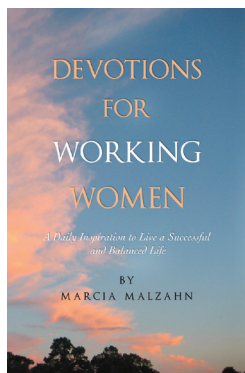
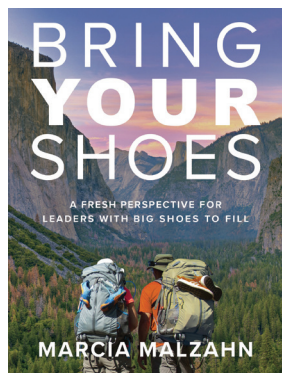
10. Pay Incentive Compensation Plans and Bonuses Based on Performance

Organizations want to please their employees and ensure they feel appreciated. However, there is now a spirit of entitlement where employees forget that a “bonus” is simply that—a bonus pay based on their efforts beyond the call of duty. Communication is the key to ensure employees understand on one hand that they are valued, and on the other hand, that they are paid to do a specific job. They should not expect a bonus for doing their job. The bonus is based on merit, their own performance, and also based on the company as a whole meeting its goals.

I hope these ten top talent management best practices help you in your development of your Talent Management Program. Attracting the right talent and then taking care of your top talent is key to the future success of your organization.

November is the month of thanksgiving. I am thankful for this publication, Latino American Today, that allows me to share about these important topics.

Happy Thanksgiving to all my readers!



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.

You can contact Marcia for speaking engagements through her website at <https://crowning-achievements.com/> or email her at mmalzahn@crowning-achievements.com. Marcia Malzahn is also president and founder of Malzahn Strategic a management consulting firm for community financial institutions. If you enjoyed this blog, you can read more on the topic of leadership at [Crowning Achievements International's Blog](#).

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- Si cuenta con Medical Assistance, contacte a su condado o tribu.
- Si cuenta con MinnesotaCare, contacte a la Atención al Consumidor de Cuidados de Salud al 651-297-3862 o al 800-657-3672.

Visite mn.gov/dhs/mycontactinfo



para aprender cómo mantener su información de contacto actualizada.



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For Sale by bid - MnDOT owned property, 1.09 acres of vacant land located at the NW Quad of TH100 and Minnetonka Blvd., St Louis Park, Hennepin County.

To be sold by sealed bid on 3/21/2023 at 2:00 at Central Office, 395 John Ireland Blvd, St. Paul.

Bid Form: <http://www.dot.state.mn.us/row/propsales.html>

Info: LandSales.MN.DOT@state.mn.us



¿Seguro de salud a un costo accesible? ¡Ya tengo cobertura!



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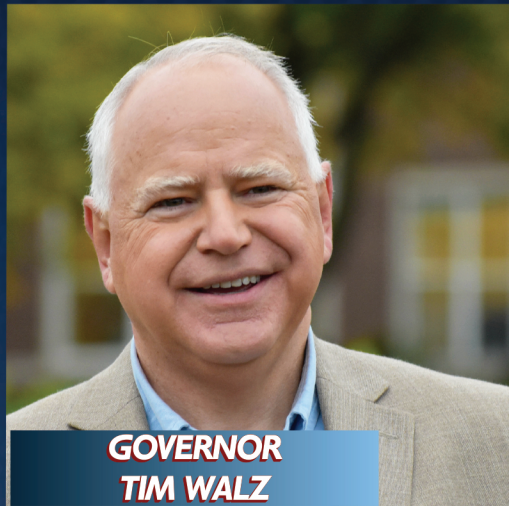


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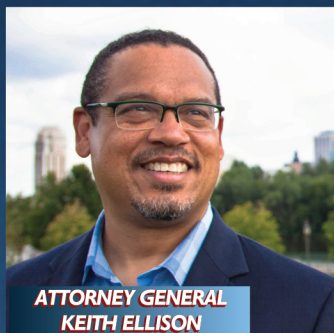
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COMMUNITY ACTION PARTNERSHIP OF HENNEPIN COUNTY
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Energy Assistance Phone 952-930-3541 Main Phone 952-933-9639
Contact Us Phone Hours: Monday-Friday, 8am-4pm, except holidays
In-Person Hours: 4th floor, Monday-Friday, 8am-4pm, except holidays
Community members can speak with a CAP-HC staff member in suite 403 during the hours listed.

A Self-Service Area is available for residents to pick up and/or fill out application forms during the hours listed. The Self-Service Area is not staffed. A secure drop box is available on the 4th floor near the elevator/stairs for residents to submit completed applications during the hours listed.

Educational Options Don't Always Equal Choices; It's Time For Both!

By Claud Santiago

When it came time for a close friend of mine and his wife to send their first child to school, they did some research. They attended open houses and looked into all their options in the area, including the public, charter and private schools. After much discussion, they made their choice – a choice based on what they wanted for their child and what best fit their family's all-around education needs. It wasn't the newest school, the biggest school or even the well-funded school, but it was the best school for their kid.

Yet for tens of thousands of families in Minnesota, there are no choices. At a Latino education summit I attended, it was stated that Minnesota was No. 1 in the nation for providing school options. They said we have great public, private, charter and homeschool options. Yes, we do have "options" in our state, but options don't equal choices. An option is something that exists; a choice is something you have the ability to make.

For too many in our state – especially those who live in minority communities, disadvantaged neighborhoods and for families who are struggling economically – there is only one option. Therefore, there is no choice. Many parents are forced to send their children to the local school that might be failing to educate their child or meet their needs as parents. Those parents feel trapped and are unable to fulfill their responsibility as the first educators of their children.

Consequently, the public power, which has the obligation to protect and defend the rights of citizens, must see to it, in its concern for distributive justice, that public subsidies are paid out in such a way that parents are truly free to choose according to their conscience the schools they want for their children."

Parental choice in education is important because no one knows a child better than his or her parent. A parent has to have the ability to say, "This school isn't the best fit for my child and I need to make a different choice."



We have a plan!
Education is important for Latinos
and their future!

Think of Latino children in Minnesota!

Many of them are attending a failing school district in Minneapolis or St. Paul.

I want to give Latino students a chance for receiving a quality education.

I want to let Latino parents decide which school their children can attend to get the best opportunity to succeed.

Latino Students should be able to be able to attend their school of choice, for Free!

**Vote for Scott Jensen
for Governor!**

Food Network TV Star, Chef Robert Irvine Visits Minneapolis Market!

By Claud Santiago

Chef Robert Irvine, star of Food Network TV – Restaurant: Impossible visited the Midtown Global Market in Minneapolis and met with Manny and Vicky Gonzalez owners of Manny’s Tortas. Manny’s is a recipient of the Comcast Rise Investment Fund grant. Sarah Mitchell, Director, Marketing Comcast Business, helped organized the visit. Manny Gonzalez finished culinary school in Mexico City. He moved to the Twin Cities and worked at various restaurants. In 1999, Manny and his sister Vicky opened Manny’s Tortas at Mercado Central on E. Lake Street.

They currently have their location in the Midtown Global Market and a booth in the food building at the Minnesota State Fair. Chef Irvine shared some business tips with Manny and Vicky and praised them for their community service with various high schools and non-profits. Irvine also visited with various food vendors at the market and sampled their specialties and discussed business ideas. The chef was very impressed with the market and its cultural importance in the community. Comcast Rise Grants were awarded to 200 women and people of color owned businesses in the Twin Cities metro area.



L to R Chef Irvine, Vicky Gonzalez, Rick Aguilar, Manny Gonzalez and Sarah Mitchell

L to R Vicky, Chef Irvine, Manny



Chef discussing business ideas



Chef Irvine eating Manny's Torta



Manny's Tortas Staff



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Prepared & paid for by Kim Crockett for Secretary of State Committee, PO Box 752, Excelsior, MN 55331



“Throughout my career as Secretary of State, in the State House and then Senate, I’ve always respected Kim’s integrity and admired her passion for the rule of law. Kim has sound judgement and intellectual grit. She is willing to stand on principle, even if it means being unpopular.”

Minnesota needs a leader who is up for the challenge of shepherding comprehensive, common sense, election reform measures through the legislative process.

Her policy expertise, her relationships with stakeholders here and nationally, and her determination, will make certain that’s accomplished. “Kim is also uniquely qualified to fulfill some of the lesser known roles of the Secretary such as sitting on the State Board of Investments and the Executive Council.”

**– State Senator and former
Minnesota Secretary of State Mary Kiffmeyer**

Hispanic Republican Assembly of Minnesota Endorse Kim Crockett for Minnesota Secretary of State



Kim Crockett (C) and Rick Aguilar, Chair of the HRAMN and members of the assembly

Latino Business Achievers Honored

By Claud Santiago

The Latino Chamber of Commerce Minnesota held their annual Business Awards Gala on October 18th at the Granada Theater in Minneapolis. Over 200 business owners, community activists and corporate supporters attended the event. It was a successful networking gathering, highlighted by the awards presentations for 2022. Here are the award recipients:

- Latino Entrepreneur of the Year: Luis Fitch, Uno Branding,
- Employee Resource Group of the Year: 3M
- Latino Business of the Year: Food Staffing Services LLC
Owner, Miguel Zarate
- Latino Public Official of the Year: MN State Senator,
Patricia Torres-Ray
- Latino Non Profit of the Year: Latino Lead
- Chamber Partner of the Year: E. Guille Garza, Keller-Williams
- Honorable Mention: Luis Olvera,
NAHREP Twin Cities



L to R Chamber President, John Pacheco, Mary Hernandez, Maya Santamaria, Anita Grace, Rick Aguilar and Juan Llerena.



Latino Chamber of Commerce Minnesota 2022 attendees

Small Business Spotlight



MARKETING AGENCY

We are a full-service marketing agency that offers traditional and digital marketing.

We help brands simplify their message and communicate it to the right people, on the right channels through strategy, design, and marketing.

We accomplish this by first listening to the client's needs. Then, we offer solutions that we think will help them overcome their challenges and help them reach their goals.

Some of the services we offer: marketing strategy, content creation and management, social media management, design, storytelling, media relations, P.R., cross-cultural marketing and more.

We help brands become more memorable, meaningful, and profitable.

What set us apart:

Our experience in marketing is derived from many years spent by being entrepreneurs ourselves and having to wear many hats to make our business successful, as well as, experience in small business and the corporate world before that.

We are also a Latino-owned, and woman-owned business, so we bring a fresh and different perspective to problem-solving and doing business.

We particularly enjoy helping businesses that are mission-based or purpose-driven.

A recent highlight for our business:

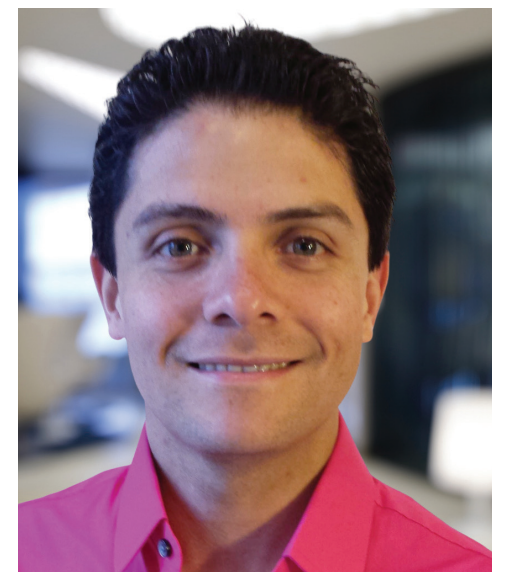
As a Latino business, being part of the community and doing work that matters is important to us. In 2022, we had the opportunity to collaborate with our client, the Latino Economic Development Center (LEDC) to help manage communications, media relations, content creation, video creation, and social media management among other things as they re-introduced the Taco Tour on Lake Street event.

This was important because such an event brought people back to the East Lake Street Minneapolis community, support Latino-owned and BIPOC-owned small-businesses that are still struggling after the George Floyd killing and the pandemic.

What else would you like to share with the business community?

Personally, I want to help business leaders and organizations through public speaking opportunities. I can speak about marketing, organizational culture, diversity equity and inclusion, leadership, and other related topics.

I also want to invite everyone who is interested about entrepreneurship, marketing, and living a happier life to listen to the Online Marketing Podcast with Juan Llerena. **More information at jllbmedia.com**



Juan Llerena, Founder & President
JLLB Media Marketing Agency



Reasons For Visiting What Already Belongs To You: A Minnesota State Park Or Trail



By Deborah Locke, DNR Information Officer
Photos from DNR Staff

No matter what the season or where you live, everyone in Minnesota deserves their own state park. Our family adopted Jay Cooke State Park near Cloquet in the 1960s, which became the setting for picnics and walks across the Swinging Bridge. (Back then it did swing a little). Our senior class picnic was held at that park. Many of us felt an ownership for Jay Cooke, and still do.

The park watched us grow up and, in some cases, later watched our children grow up. That is the enduring beauty of publicly owned property that welcomes all visitors. You can count on it being there.

But there are more reasons for visiting a state park than just taking in scenery while eating outside. Here are a few:

Mental health and thinking. The American Psychological Association in 2020 reported that spending time in nature triggers a physiological response that lowers stress levels. Time outside in a relaxed setting also restores our ability to concentrate and improve memory. Why are humans drawn to the outdoors? A theory holds that because our ancestors evolved in natural settings, relying on the environment for survival, we easily connect with nature. The impulse to go outdoors is innate, buried in our DNA.

Learn new skills. Many state parks host programs that teach a variety of skills, like snowshoeing, canoeing, shooting a bow and arrow, tree identification and how to recognize animal tracks. Everyone from toddlers on up can learn something new during one of these one- or two-hour programs. Most programs do not have a fee and only require pre-registration. For a program list, see https://www.dnr.state.mn.us/state_parks/events.html

Education. State parks are the site of historical events that shaped Minnesota and U.S. history. Learn about bison at Blue Mounds or Minneopa state parks. Check out Lake Shetek State Park with its history of the U.S.-Dakota War of 1862. Learn about the World War II German internment camp at Whitewater State Park. Watch grain turn into flour at Old Mill State Park. View Mystery Cave's ancient rock formations at Forestville Mystery Cave State Park or check out the glacial hills at Glacial Lakes State Park. The ground beneath our feet remembers what happened here. To connect with your state's past, view state parks as a large outdoor classroom eager to teach.

Overnight accommodations. Check each park's website and reserve a campsite and bring a tent or RV, or rent a yurt, camper cabin, room, lodge, or four-season suite. For our first ever vacation, my family stayed at the Itasca State Park campsite where I learned how much better food tasted when it was cooked over an open fire. I also learned that few experiences draw people closer than a seat around a night

campfire under a starry sky. Today during a state park visit, I am more likely to opt for the luxury of a lodge or suite. Where you decide to stay depends on where you are at in life.

Activities. The Parks and Trails Division of the DNR offers the following free loaner equipment to get you started on a hobby that could last a lifetime:

- GPS units.
- Kids Discovery kits: Activities and stories designed for children ages 5-12.
- Fishing kits: Rod, reel, and a stocked tackle box. (In many parks, you do not need a fishing license to fish. Call the park or the DNR info desk (651-296-6157) to see if fishing at a particular lake is free.)
- Birding kits: Binoculars, guidebooks, and park-specific bird lists.
- For a listing of parks with loaner equipment, see https://www.dnr.state.mn.us/state_parks/loaner.html. A hike down a Minnesota trail brings a host of benefits. For more information on those benefits, see this story from the Mayo Clinic website: <https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/walking/art-20046261>.

Aesthetics. From the flowing tall grass of the prairie parks, to rippling river water, breathtaking sunsets, gorgeous night skies, deep forests, lakeshore: we have it all. Amateur and professional photographers see endless photo possibilities with the gorgeous scenery at Minnesota state parks and trails.

Socialization. Children love the parks. They blow off steam, play, learn, explore, gain skills. Many times, I've watched adults walking a trail in pairs, deep in conversation. There is something about sharing a story in a beautiful place that brings about peace and solutions. Bikers ride the trails in groups, rolling along at a good speed and slowing down in communities located near trails for lunch or a quick shopping trip. Marathoners seek the challenge of the Paul Bunyan Trail through north central Minnesota, or the Cuyuna Country State Recreation Area and its mountain bike trails, known nationally for their quality.

Reasonable cost. Nearly every state resident lives within a half hour of a state park, trail, or recreation area. Once you arrive at a park, a day pass is \$7 per vehicle, and an annual pass is \$35. That is reasonable, considering that you will get a full day or full year of entertainment. Before leaving home, always check the park website for visitor alerts.

I will close with one final, and perhaps most important, point. The times my family spent at Itasca and Jay Cooke State Parks created memories that lasted a lifetime. I vividly remember Itasca State Park and the steps taken across the Headwaters of a great river. I remember walks on trails through dense woods, a quick swim and flopping down on a beach towel, and a secret crush on the boy two tents down. Everyone deserves their own state park, and there are as many reasons for visiting one as there are Minnesota state parks and trails. They belong to you. Enjoy them.

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