

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

June 2013 / Issue 317

Latino American Today

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PROFESSIONAL
RACE CAR DRIVER



MILKA DUNO

MULTIPLE
RACE WINNER

Milka Duno History-Making Multiple Race Winner

Latina race car driver Milka Duno competed in Minnesota in the ARCA Racing Series Race at Elko Speedway in Elko New Market, MN on June 1.

Talent, beauty and brains are just a few of the adjectives that can be used to describe race car driver Milka Duno - one of the most successful female race car drivers in the world today.

Milka became the first Venezuelan athlete to be inducted into the Latin American International Sports Hall of Fame at their 35th Anniversary Induction Ceremony in January, 2010. "Milka was selected for her racing achievements, her personal excellence in education and her passion in stressing the importance of education to students of all ages," said Pitin Guajardo, Founder, Latin American International Sports Hall of Fame.

Milka has competed in more types of race cars in more different racing series than any other current female driver – and has eight major motorsport wins to her credit – including being the first woman to win a major motorsport race in the USA and the highest finish ever by a female driver at Daytona International Speedway in the 24 Hours of Daytona. For 2012, Milka will be making another historical transition –



Guatemala, Mexico, Puerto Rico and all across the United States.

Aside from her impressive academic career, Milka's racing career to date has generated remarkable and historical results –some of which include:

- First woman in history to win a major international race in the United States.
- Eight professional career race wins at top levels. Numerous wins at minor levels.
- Three wins in the Rolex Grand American Series.
- Five wins in the American Le Mans Series.
- First woman to win at Petit Le Mans – has won twice.
- First Hispanic woman, in 93-year history of the race, to compete in the Indy 500.
- First Hispanic woman to compete in the IndyCar Series.
- First Hispanic woman to lead an IndyCar Series race.
- Historic 2nd place finish and highest finish ever by a female driver in the 24 Hours of Daytona in its 50-year history.

Milka is arguably one of the leading female athletes of her generation due to her history-making achievements as a woman in a traditionally male-dominated sport and for her many "firsts" as an Hispanic female in motorsports. She has been profiled in CNN en Español's "Latinos en Acción" program, was selected as the ambassador for Univision's successful education initiative "Es El Momento," apart from being featured on documentaries that have aired on A&E's Biography Channel and on the Discovery Channel, and has appeared on scores of magazine covers, in hundreds of magazine articles, and in thousands of newspapers and television programs all over the world.

Contact: Harry Capehart, CapehartPR/RacePR
Mobile: (626)253-1678 Email: hcapehart@hotmail.com

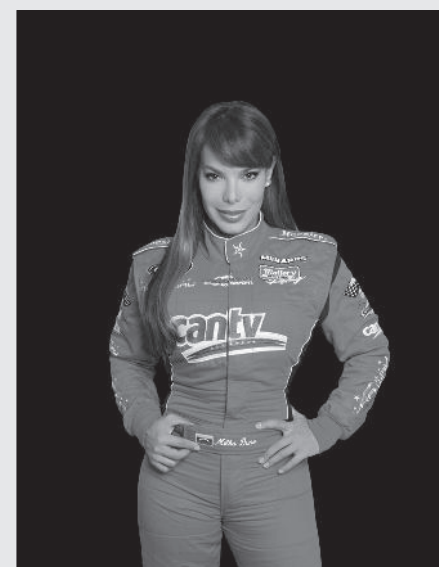
Photo: Misha Maximowitsch



from IndyCar to stock car racing – and will compete in the full ARCA Racing Series Championship and a partial list of races in NASCAR's Nationwide Series. She will be the first Hispanic woman in history to compete in stock car racing on a national level.

In addition to being the most successful female sportscar racer in history, Milka is also a qualified Naval Engineer with four master's degrees - in Organizational Development, Naval Architecture, Aquaculture and Maritime Business – earning the last three degrees simultaneously.

As a result of Milka's passion for education she launched the "Milka's Way" program in 2004 with the mission to inspire children and students to "Aim for the Stars" and achieve academic excellence. She has taken this message to students, parents, and schools all over the world including her home country of Venezuela, Malaysia, Canada, Japan, Peru, Colombia, Argentina, Chile,



On The Cover
Milka Duno
Professional Race Car Driver

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Graduation Day!

Special congratulations to high school Latino American students who graduated in 2013 from Harding, Johnson and Henry Sibley high schools. The community should also give thanks to the work of Carmen Robles, director of Jovenes de Salud and Robert Hanson who directs the ALMAS program. These two dedicated individuals have given Latino American students great guidance to stay in school and give back to the community with their volunteer efforts. The Jovenes de Salud and ALMAS programs are making a difference with the graduation rates for these students.

New graduation data reported in November 2012 by the U.S. Department of Education has raised new questions about the lack of action in addressing Minnesota's achievement gap and its impact on students.

The report was especially concerning to the Latino community, as the state's four-year high school graduation rate for Latino students – 51 percent – is reported as being last in the nation. The achievement gap between Latino students and their white peers, now at 33 percent, is also the largest in the country.

The data is also raising concerns within other communities of color, as Minnesota has the lowest graduation rates for Native American students and second worst for African American and Asian/Pacific Islander students.

We all know the importance of getting a high school diploma and what that means to your future in the work place. So on behalf of the Latino American community we wish our graduates the best for the future.



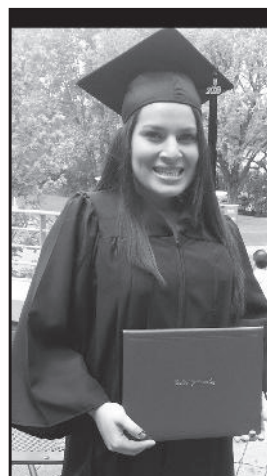
Henry Sibley High School 2013 Graduates clockwise from top left: Luz Lopez, Carlos Omana, Gabriela Meza, Tess Meza, Jesse Montoya, Macaria Meza



Henry Sibley High School 2013 ALMAS Graduates clockwise from top left: Darlene Ortega, Christina Lopez, Gladys Reyes, (center) Osiris Bardales, and Anabel Chavez

Henry Sibley High School 2013 Graduates (not pictured):

José Ayala, Cassandra Ballin, Selestina Ballin, Osiris Bardales, Oscar Betanzos, Karen Bonfil, Jessica Carrillo, Luis Cázares, Diana Cervantes, Anabel Chávez, Jake Colón, Estrella Cruz, Karina Domínguez, Christopher Escoto, Paloma Godina, William Gonzalez, Josue Grassi Cueto, Melissa Guarneros, Sara Lemus, Cristina López, Luz López, Gabriela Meza, Macaria Meza, Tess Meza, Jesse Montoya, Selena Murphy, Carlos Omana, Darlene Ortega, Alyssa Ortiz, Christian Pérez, Alberto Ramírez, Gustavo Reséndiz, Gladys Reyes, Fredo Reza, César Rodríguez, Valerie Sánchez, Mica Saucedo, Fátima Solis, Rodrigo Soriano, Natalie Urena, Mauricio Valdez



From left: Breidy Garcia graduates from Bethel University, Alondra Hernandez graduates from Johnson High School

Harding High School 2013 Graduates: Left to Right Araceli Herrera and Jessica Cervantes.

Johnson High School 2013 Graduates (not pictured):

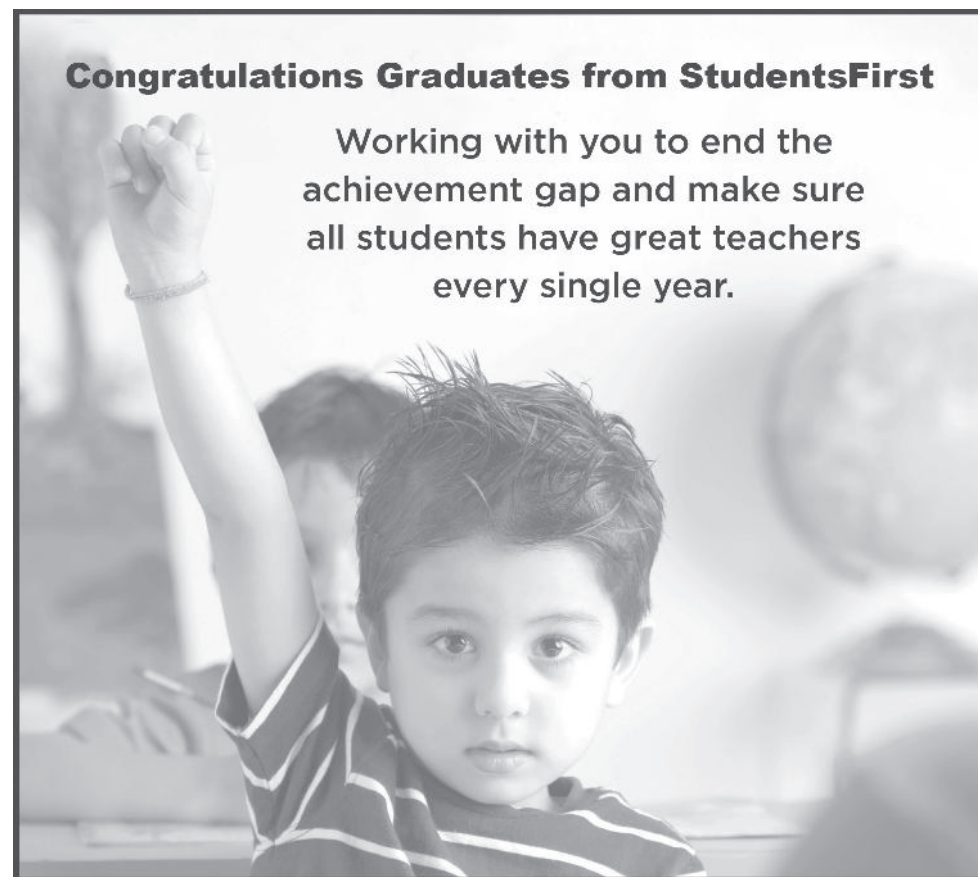
Joaquin Cuevas, Giovanni Martinez, Graciano Garrido, Jesus Espinoza, William Flores

Harding High School 2013 Graduates (not pictured):

Ivan Lopez, Manny Gonzalez, Julie Lazo, Nancy Toriz, Jennifer Torres, Gladis Cabero, Juan Alanzo, and Cassandra Perez

Congratulations Graduates from StudentsFirst

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For more information contact: Minnesota@studentsfirst.org

Boletín Informativo

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BOLETÍN INFORMATIVO JUNIO 2013



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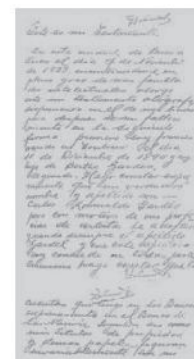


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- El testamento hecho aquí en el Consulado tiene los mismo efectos que el hacerlo con un notario publico en México.
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2. Si eres detenido por un oficial de policía no muestres tu matrícula como licencia de conducir sino como un comprobante de identidad. En caso de duda solicita al oficial que se comunique al Consulado.
3. Tienes derecho a pedir que el Consulado sea notificado si eres detenido.
4. Tramita tu pasaporte y matrícula con tiempo, no esperes a una emergencia.

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Si deseas recibir mensualmente este boletín,
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Sociedad y Educación Intercultural

By Luisa Fuentes-Tuel

El mundo que nos ha tocado vivir es un mundo complejo y cada día más inestable, no solo por el constante avance de las nuevas tecnologías y su influencia en la sociedad, sino por el fenómeno de las comunicaciones, que de muchas formas nos acercan, pero también nos alejan. A esto hay que sumarle la economía globalizada, los fenómenos y los nuevos conflictos sociales, la cultura mediatizada por una vorágine de nuevos soportes y el panorama cada vez más dinámico de la política y de la geo-política en el mundo. Todo esto acontece con una vertiginosa velocidad y nos plantea nuevos retos cuyos perfiles no llegamos a vislumbrar con claridad, pero ante los cuales nuestra sociedad local, nacional e internacional debe ofrecer soluciones coherentes que contribuyan al mejoramiento de nuestros estándares de vida.

Los grandes movimientos migratorios, que tienen su origen en las grandes diferencias sociales, económicas y culturales, han desplazado y movilizado a miles de personas alrededor del mundo. Estas a su vez han ido creando nuevos espacios de habitabilidad y socialización cada día más diversos y plurivalentes en todos los sentidos.

Ante todo esto, nuestra realidad se torna hacia una realidad diversa y multicultural. Diversidad y multiculturalidad que nos plantea la necesidad de profundizar en la búsqueda de estrategias de actuación ante esa nueva y desconocida realidad.

Este reto se traduce en conseguir la plena integración de colectivos minoritarios que están insertados en sociedades mayores. Sociedades diferentes que van creando núcleos sociales con componentes multiculturales con los que tenemos que trabajar para construir una sociedad intercultural. Para esto debemos entender la interculturalidad no como un fin sino como un proceso. Proceso que ha de promover el encuentro y la comunicación entre las personas de diferentes culturas en condiciones de igualdad y con una aguda y precisa visión crítica, tanto hacia la otra cultura como hacia la propia, pero también como experiencia de contacto enriquecedor, puesto que nos permite el descubrimiento de valores culturales ajenos y favorece el desarrollo de las culturas que entran en contacto.

Los objetivos de este proceso entonces han de ser:

- Promover el encuentro y la comunicación entre las personas de las diferentes culturas buscando eliminar

discriminaciones de todo tipo.

- Promover la diversidad cultural y el descubrimiento y aceptación de otros valores culturales.
- Promover la toma de conciencia de estas diferencias y desigualdades actuando en forma responsable ante esa realidad.
- Promover la educación intercultural.

Para empezar en lo que nos toca a cada uno de los miembros de nuestra comunidad local, debemos plantearnos una educación que acepte y promueva la aceptación de los valores culturales de otras comunidades. Hay que buscar respuestas creativas que generen acciones e iniciativas dirigidas a alcanzar el objetivo de hacer cada vez más real la interculturalidad. Estas acciones han de generar asimismo una muy profunda reflexión que nos dé la oportunidad, a todos los componentes de nuestra comunidad, de tener un rol protagónico en las transformaciones de nuestra sociedad.

Y dentro de este gran proceso, la educación juega un papel vital y preponderante. Papel que debe de ser compartido y sostenido por la sociedad en sus diferentes niveles y roles para entre otros aspectos educar a nuestros jóvenes y niños en:

- Promover la aceptación y la valoración positiva de las culturas diferentes.
- Promover el conocimiento, modificación y eliminación de estereotipos y prejuicios.
- Promover la toma de conciencia sobre la necesidad de crear un mundo más equitativo, justo y solidario.
- Promover acciones tendientes a favorecer la incorporación de las minorías a la sociedad sin que ello signifique la pérdida de su identidad cultural.
- Promover en los grupos minoritarios insertados en sociedades mayores el aprendizaje y adaptación de los valores de la sociedad que los acoge.

Las culturas y las sociedades no son entes estáticos y es precisamente este dinamismo lo que les otorga un enriquecimiento a través del cambio. Estas nutrientes son el resultado de un proceso de adaptación ante nuevos entornos. Mediante la interrelación entre personas de diferentes culturas, vamos aprendiendo mancomunadamente. Es en ese contacto donde nos identificamos mucho más con nuestras raíces, pero también donde enriquecemos estas raíces y les dotamos de nuevos elementos y nuevas cosmovisiones que engrandecen nuestra experiencia vital.

Todo lo dicho ha de empezar en la escuela, en los primeros años y durante nuestros primeros pasos. Los paradigmas de esta nueva educación han de reconocer que la multiculturalidad es una situación de conflicto pero al mismo tiempo han de favorecer la utilización de estos conflictos en el establecimiento de relaciones de interdependencia basadas en la valoración y el reconocimiento de nuestro prójimo. Estos nuevos paradigmas educativos han de promoverse desde la cuna, desde nuestras primeras letras, pero sobre todo desde nuestros primeros pininos en la interacción social con nuestros semejantes. Comúnmente se dice que el niño de hoy es el ciudadano del mañana. Debemos ampliar nuestra visión para que el niño de hoy sea el padre, el buen padre, y maestro del mañana, y que a su vez críe a las nuevas generaciones de niños y padres en un futuro promisor.

Es difícil consolidar y hacer realidad todas estas buenas intenciones si restringimos nuestra actuación solo al ámbito escolar, pero es desde la escuela desde donde podemos y debemos trabajar de forma privilegiada por la valoración hacia lo diferente, y por un cambio de estructuras sociales que combatan el racismo, la discriminación, la xenofobia, la intolerancia entre cultos, el rechazo, la segregación y el ostracismo social.



Luisa Fuentes-Tuel

Como en todo, no hay fórmulas mágicas ni caminos certeros que debamos de seguir ni formulas precisas que debamos aplicar. Nuestra experiencia, las buenas y sinceras actitudes, nuestra pro actividad hacia el cambio, nuestro compromiso social, nuestra ética personal y profesional, nuestro compromiso con el futuro de nuestros hijos y la responsabilidad suprema de legarles un mundo más justo y solidario han de marcar y señalar la pautas de nuestro actuar, seguros de que nuestros pasos y la disposición de nuestras manos hacia un trabajo comprometido con la educación de nuestra juventud dará resultados, grandes resultados en el futuro de nuestros críos.

Si tiene preguntas sobre este artículo y Rayito de Sol Spanish Immersion Early Learning Center NAEYC accredited program contacte Luisa Fuentes-Tuel por rayitodesolpreschool@gmail.com



Congratulations to Gisela Aguilar who graduated this May 2013 from Parsons The New School for Design in New York City with a Masters Degree in Fashion Studies.

Doremi Tinoco Fashion Designer

At the age of 8 Doremi Tinoco started sewing clothes for her barbie dolls. Ever since she realized that all she wanted to be in life was a fashion designer.

On September 1990 she enrolled in the fashion design academy “Monsenor de Talavera” in Caracas, Venezuela. Then in 1993, Tinoco got her degree and started working as a production assistant for “Angel Sanchez,” one of the most recognized Venezuelan fashion designers. Meanwhile she became more experienced in knowing how to organize and direct a business from initial concepts to manufacturing and distribution. After a year she decided to open her own atelier focusing on wedding apparel. She ran her business successfully in Caracas for 13 years.

Looking for new horizons and because of the political situation in Venezuela in 2002 she and her family decided to move to Woodbury, Minnesota, where she opened an atelier. Even though there is a geographic distance between her beloved country and Minnesota, she still manages business in both places, starting with a fashion show in Wisconsin and being involved with providing dresses for many special events in the Twin Cities. Tinoco is looking forward to growing her business and a successful future in Fashion Design.

For more info on Nena’s Design please visit <http://www.nenasdesign.com>.





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Minnesota Army National Guard Receives the Hispanic Marketing Corporate Award

Pictured Left to Right: LTC Stephen Burggraff, Richard Aguilar, MG Richard Nash



For some soldiers, joining the Minnesota Army National Guard is more than just a military experience.

SGT Dennis Medina originally enlisted in the U.S. Marine Corps for seven years before deciding to switch to the Minnesota Army National Guard so he could be near family again. Medina grew up with a lot of respect for military service members. "My dad thought it was important to give back to the country that gave us so many opportunities," said Medina.

He also stated the importance of Hispanics having role models to look up to. The military can offer options that normally wouldn't have been available. "It's important that Hispanic service members let their communities know we are there," Medina said. "It shows younger generations that there are minorities serving in the military and helps open the door for them."

Medina expressed pride in being American because he knows the struggles that his family had before coming to the U.S. His advice for those who are thinking about enlisting in the military is to research



SGT Dennis Medina

your options and see what branch fits your goals best. Each branch opens up different opportunities, so it makes sense to check out all your options.

"The Minnesota Army National Guard allows you to go to school full-time, be close to your family and still serve your country," Medina replied.

If you have questions about the Minnesota Army National Guard, you can reach SGT Medina who is also a recruiter at 763-219-7446.

11TH ANNUAL



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How Digital Is Changing the Hispanic Market

By Jose Villa, Sensis Agency, Los Angeles, CA

It's hard to find anyone who doesn't agree that Hispanics are one of the most digitally connected demographic groups in the U.S. We've all seen the data – Hispanics over-index in the adoption of technology, and in the consumption of Web, mobile and social media. I believe all of it. I see it all around me. Hispanics of all stripes – from older recent immigrants to younger acculturated third-plus generation – are embracing digital media as a part of their everyday lives. They are using 3G and 4G smartphones to go online. They are avid Facebook users. They are consuming digital video at record rates.

However, some important questions about Hispanic digital behavior muddy the waters beneath all this Hispanic digital excitement. We spend a great deal of time at my agency conducting research into the digital lives of U.S. Hispanics. The more research we undertake, the more we see a complex picture emerging of digital Hispanics. A recent custom research study we completed in April 2013 confirmed what we have been seeing anecdotally and informally with other research, programs and campaigns:

- Online Spanish-speakers are shifting to a preference for online content in English
- Spanish-dominant Hispanics do not express any barriers to shopping and buying products online due to language or culture. Bilingual and Spanish-dominant U.S. Hispanics prefer to shop and buy products on English websites
- Hispanics who interact and function only in Spanish in their daily lives are disappearing because of their English dominated online behavior
- Only 15 percent of Hispanic adults would prefer to visit the available Spanish version of a website because:
 - They are comfortable with English terminology online
 - They perceive English websites have better content and functionality
 - They feel many Spanish websites in the U.S. are translated poorly

Our research findings, while not exhaustive and directional in nature, point to some top-line insights into how Hispanics' undeniable embrace of digital media is changing the Hispanic consumer at the micro-level and the Hispanic market at the macro-level:

- English is the language of the Web for most Hispanics, including those who are Spanish-dominant – A large part of the online experience for Hispanics is taking place in English
- Online, culture is everything...language is increasingly less important – Passion points are critical, and potentially the only viable way to engage Hispanics as a distinct user group online
- Increased digital usage is speeding the acculturation process for many Hispanics – Hispanic adoption of English-centric digital behavior is making dependence on Spanish language less of an issue to U.S. Hispanics, and potentially aiding in the acculturation to life in the U.S.

So what does this mean for a marketer that wants to leverage digital to reach the lucrative Hispanic market? At a tactical level, I see three broad recommendations:

1. De-emphasize creating a Spanish language website. Our research indicates it probably won't be valued and might even hurt your cause.
2. Focus on key, distinctively Hispanic passion points – such as music, sports, food – as the strategic pillar for your Hispanic digital programs.
3. Leverage the plethora of digital targeting technology available to identify and target ads to Hispanics online, via mobile and social media.

For more information please visit www.sensisagency.com.



Jose Villa

Southside Dental Clinic



Pictured above left to right are Ms. Beatriz Cortes-Ruiz, Dr. Cheryl Romana, and Dr. Sylvia Cuellar

Southside Dental Clinic, part of Southside Community Health Services, Inc. (SCHS), is a federally qualified health center located in South Minneapolis. It has been serving the community's dental needs for over 40 years. The clinic provides individualized care to community members that is affordable, accessible and of the highest possible quality. Southside Dental accepts all insurances and offers a sliding fee scale. Each individual has the opportunity to meet with our patient advocate, Ms. Beatriz Cortes-Ruiz. This appointment is free for the individual, and Ms. Cortes-Ruiz is trained to assist individuals with signing up for Medical Assistance, MN Care, and other programs. This community-focused clinic believes that each individual deserves to receive medical and dental care in their preferred language when possible. The staff, collectively, speaks over 13 different languages in order to meet the needs of the community.

Southside Dental Clinic offers a wide range of dental services to include exams, cleanings, x-rays, sealants, fluoride treatments, fillings, extractions, root canals, crowns/bridges, and dentures/partials and implants.

In an effort to reach the community where they are at, Southside Dental has a mobile dental unit that travels to various locations, currently locations in Central Minnesota. This extension of the clinic serves individuals that may be in more rural areas or in greater need. The mobile dental unit provides these dental services an average of 2 days a week and is always fully staffed with, at minimum, one dentist, one oral hygienist, and one dental assistant.

Perhaps the most distinguished characteristic of Southside Dental Clinic is the dedicated staff. Southside Dental staff is passionate about increasing patients' overall wellness, not just their oral health. One of these spectacular team members is Dr. Cheryl Romana who has been with Southside Dental for 12 years. When asked how her work affects the community, she stated that the comprehensive services that Southside Dental provides increases overall health and self-confidence. Also, Dr. Romana knows many individuals seek dental services at Southside that have not found another affordable, quality option. Moreover, these visits reduce emergency room visits. Dr. Romana looks forward to the progressive movement of Southside Dental and hopes to reach more children with the mobile dental unit in the near future.

Another vital staff member of the dental staff is Dr. Sylvia Cuellar who has been with Southside Dental Clinic for two years. She is a National Health Service Corps Scholar who loves working in an urban setting with underserved groups. She is glad to talk with Spanish-speaking patients to provide them with a better understanding of oral health care and gives them the ability to be more interactive at their clinical visits.

Ms. Cortes-Ruiz, the patient advocate, works to provide uninsured or under-insured individuals with affordable options for care at Southside Dental—either by helping them apply to state insurance programs or by offering a sliding fee scale based on their household income. Ms. Cortes-Ruiz stated that the most rewarding part of her job is creating the connection between patients and providers and assisting the community member take a step toward a healthier overall lifestyle. Together, the efforts of these staff members and their colleagues help community members achieve a higher quality of life through education, compassion, and service.

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55409
612-822-9030

**St. Croix Family
Medical Center**
5640 Memorial Avenue
N, Suite B
Stillwater, MN 55082
651-430-1880

For more information, please contact Southside Dental Clinic at (612)822-9030. Walk-ins and new patients welcome.

Clinic Location & Hours:

4243 4th Avenue South
Minneapolis, MN 55409

Monday & Wednesday: 7am-8pm
Tuesday & Thursday: 7am-5pm
Friday: 7am-4pm



Southside Medical
324 East 35th Street • Minneapolis, MN 55408
p. (612) 827-7181 • f. (612) 827-6403

A Passion for Fresh and Healthy Eating

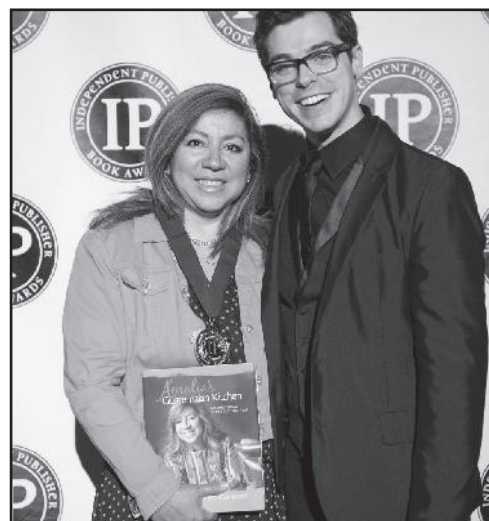
By Amalia Moreno-Damgaard

I like to write about food and culture because it gives me the avenue to express myself in a delicious and healthy way. It comes natural to talk about fresh and healthy eating in connection with Latin cuisine because I grew up in an environment conducive to eating lots of fresh fruits and vegetables and learned about food and cooking with a loving and health-oriented grandmother. She instilled in me my passion for fresh and healthy eating and as a result, I passed good eating habits to my husband and son.

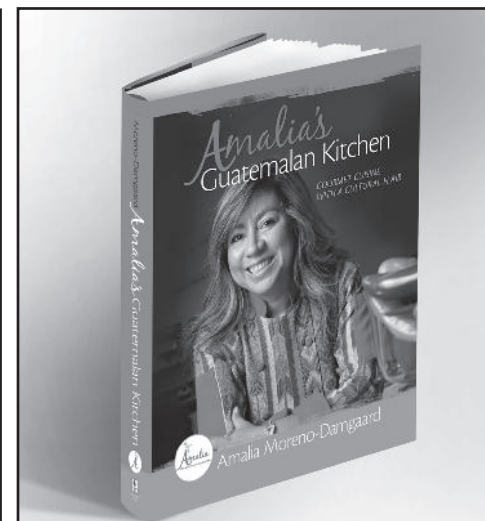
Children mimic what they see their parents do and because of this, I am an advocate for teaching parents to eat home-cooked meals as often as possible and to involve their children in the kitchen, especially when children are in their first formative years (birth up to 5 years). This is the key time to instill good habits and establish a good foundation for life. I grew up in a home where you eat what is at the table. Children learn quickly that complying is easier than defying.

So how does one who has not had good habits as a child adopt good eating habits? In many ways. For starters, be patient and do it in small steps. Change takes time. Taking easy and healthy cooking classes, reading up on the subject, watching healthy cooking videos, going to farmers markets and buying what is in season and joining group discussions online, are some ways to change one's eating lifestyle. Re-defining how to eat healthy brings a bounty of goodness for everyone around, but the most important aspect of this is weight control and disease prevention. We have heard this so many times before. So why is it so hard to put into practice?

We love our children so much and perhaps give them everything that we did not have when young, but our best legacy can be teaching them good kitchen lessons for life. The trend of overweight (and obese) adults and children does not seem to be ending despite the amount of information available on the subject. In fact, there is so much disinformation from so much information available on food in general that the crucial information is missed. People do agree that education is the key, but so is personal responsibility. We know that being physically active is as important as eating healthy. The two go hand in hand. If we truly love our children, we should take the time and effort to lead by example if we want them to live long, healthy and happy lives.



Amalia receives the IPPY award in NYC on May 29, 2013 for her cookbook, *Amalia's Guatemalan Kitchen*



Latin cuisine is conducive to wholesome and delicious and vegan and gluten-free eating, and the recipe options are countless. Staples such as corn, beans, tomatoes, chiles and squash, are readily available at a relatively low price when compared to other diets. In fact, these foods form the foundation of Latin cuisines and are very good for our bodies, too, as they contain nutrients and fiber essential for human and digestive health. When combined with low-fat proteins and healthy fats such as canola and olive oil, we can control the amount of calories we consume. Fatty and fried foods contain three times the number of calories of regular foods, so grilling, roasting, baking, broiling, pan simmering, and pan sautéing are healthier cooking techniques with equally delicious results. As the grilling season is upon us, I share a recipe that combines fun and healthy casual food for the whole family (for recipe visit <http://amaliaallc.com/home/blog/>). This is easy and delicious food that anyone can learn to cook in a short amount of time. ¡Buen Provecho!

Welcome to the Super Body, Super Brain Workout

Michael Gonzalez-Wallace has designed a set of exercises with different levels of complexity where his aim is to produce physical body changes, to create new neural pathways, to develop spectacular balance, neuromuscular coordination, muscle fiber activation, core strength and proper posture alignment.

In addition, his program actively uses the brain, especially a part called the cerebellum, which is responsible for coordinated movement, balance and proper posture alignment. All of his exercises are designed using these principles.

Another important concept in Gonzalez-Wallace's program relates to physical adaptation and how one's body tends to minimize the energy consumed when performing a routine of exercises. He therefore recommends varying the exercise program and constantly monitoring the progress.

Benefits for each level

- ✓ Development of neural pathways
- ✓ Neuromuscular strength
- ✓ Coordination movements and balance
- ✓ Core stabilization/ core strength
- ✓ Body composition alteration (reduction of body fat, increase lean body mass)
- ✓ Mental engagement (mind-body connection)
- ✓ Upper and lower body strength/ conditioning
- ✓ Short and long-term memory improvement
- ✓ Proper posture alignment
- ✓ Cardiovascular benefits
- ✓ Strength and endurance (from circuit training)

Before you start any physical exercise program, you should first consult your physician. In addition, you should have a physical examination before using this DVD. The recommendations, instructions and advice contained within this DVD are in no way intended to replace any medical advice.



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DVD VIDEO

SUPER BODY, SUPER BRAIN

Live from Central Park NYC
By Michael Gonzalez-Wallace

Part 1

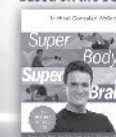
2 workout levels

Level 1 - The Owl
Level 2 - The Hawk
+
Original Fitness music by

Fart



based on the Book



The Workout that does it all

As seen in 'O, The Oprah Magazine'

Hispanic Marketing Leaders Honored at Marketing Conference

AIngrid Otero-Smart, President/CEO of Casanova Pendrill, Costa Mesa, CA and Ed Cantu, Director of Consumer Insights and Planning, Lopez Negrete Communications, Houston, TX were honored at the 17th Annual Hispanic Marketing Midwest Conference in Saint Paul. The conference produced by Aguilar Productions based in Saint Paul, MN, was held May 9, 2013 at the Neighborhood House at Wellstone Center in Saint Paul. Attendees were impressed with the Wellstone Center venue, with the impressive décor, easy access conference rooms and available parking.

Ingrid Otero-Smart received the Hispanic Marketing Achievement award for her leadership in the development of the Hispanic marketing industry and Ed Cantu received the Achievement in Hispanic Marketing Research award for his leadership in developing disciplines in the Hispanic Marketing Research Industry.

Verizon Wireless and the Minnesota Army National Guard were recipients of the Hispanic Marketing Corporate award for their recruitment, marketing and involvement in the Hispanic community. Over 150 marketing professionals attended the conference and enjoyed a day of informative seminars, an interactive expo area, the awards luncheon and networking opportunities.

Attendees included representatives from the Minnesota Twins, U.S. Bank, PawnAmerica, AFLAC, Verizon Wireless, Direct Benefits, General Mills, Wells Fargo, Comcast, MN Latino Caucus, Quester, Ethnic Technologies, Buffalo Wild Wings, City of Saint Paul, Target, and many others.

Sponsors for the conference included, U.S. Bank, Minnesota Twins, PawnAmerica, Metropolitan State University, Latino Midwest News, Verizon and Blackberry and MN Latino Caucus.

For more information contact Aguilar Productions at (651)665-0633 or visit www.aguilarproductions.com



Ed Cantu (r) receiving award



Ingrid Otero-Smart, Casanova Pendrill



Jose Segarra, Business Development Executive for Ethnic Technologies, a Multicultural marketing research company, based in Hackensack, NJ, exhibited at the conference.



Erica Chavez, Verizon Wireless



Quester, a full-service market research firm, located in Windsor Heights, Iowa attended the Hispanic marketing conference. L to R. Annabelle Marsh, Norma Nunez and Robert Lewis

Photos by Scott Foreman

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