NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA



APRIL 2016

LATINO AMERICAN TODAY

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First-Ever Twins Spanish Interpreter Is Part of Major League Baseball Initiative

By Claud Santiago

Carlos Font is the first-ever Spanish interpreter for the Twins.

Font, 22, graduated from Southern Nazarene University in 2015 and spent the past year interning for the Oklahoma City Thunder and the Triple-A Oklahoma City Dodgers.

Born in San Juan, Puerto Rico, Font moved to Florida with his family at age 14. A year later they settled in Moore, Oklahoma.

Font is among the first interpreters to start work under Major League Baseball's new subsidized program to improve communication and media opportunities for Latino players.

The Twins have a strong contingent of

Spanish-speaking players, led by Miguel Sano, Ervin Santana and Eddie Rosario.

Commissioner Rob Manfred recently explained the impetus behind adding Spanish interpreters on all 30 clubs.

"It was a topic we talked to the MLBPA about for some time," he said of the players' union. "I did go around last year and I spoke to every team in the clubhouse, and I noticed a problem in terms of language

For the first time, all 30 teams will be required to hire an interpreter fluent in Spanish and English. The interpreter will be present in the clubhouse before and after games to facilitate interaction with the media, teammates and club employees.

During batting practice and games, the interpreter will be available on the field and in the dugout, which should improve the flow of communication immensely between managers and coaches and an ever-growing talent base from Latin America.

The new hire must be in place by Opening Day.

"I am proud of our Hispanic players," Twins general manager Terry Ryan said. "They try. And we bring them through our system and they're required to go to



Carlos Font, 22, interned with two professional sports teams in Oklahoma City before joining the Twins as a Spanish-language interpreter.

English classes. It's been an ongoing process. In the big leagues, there are certain players that I think really want the help, and we should provide that. It's just the right thing to do."

But until now, players from Spanish-speaking countries often had to fend for themselves. If they were fortunate enough to have a bilingual coach on the staff, as the Twins do with assistant hitting coach Rudy Hernandez and previously did with bullpen coach Bobby Cuellar (2013-14), the transition would be eased somewhat.

Yet, even with that safeguard, many Latino players have struggled to bridge the language gap with their potential fan base, costing them untold millions over the years in endorsements and other marketing opportunities.

"Sometimes we're shy to speak with somebody because of the language," said Nunez, 28. "We worry that we make too many mistakes to speak (publicly). Sometimes you ask me a question and I feel a different way, but when I respond to the question you might understand something different than what I want to say."

More than a quarter of the Twins' 40-man roster primarily speaks Spanish. That includes rising big-league stars such as Miguel Sano and Eddie Rosario, and top pitching prospect Jose Berrios could join them soon.





On The Cover Play ball! ¡Vamos a jugar béisbol!



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BUSINESS NEWS

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Multicultural Marketing Conference A Success



L to R: Rick Aguilar, Yasmine Winkler, UnitedHealthcare; Adriana O'Meara, Optum; and Carlos Santiago

By Claud Santiago

The 20th annual Multicultural Marketing Conference—Focus on Health & Wellness was held on March 24, 2016 at the prestigious Hilton Minneapolis Hotel presented by Aguilar Productions. This all day conference drew an audience of professionals from various Health and Wellness organizations who were treated to an outstanding array of presentations by leading thought leaders in multicultural health marketing.

Attendees included, UnitedHealthCare, UCare, HealthPartners, Hennepin Health, Medica, MN Dept.of Health, MN Dept. of Human Services, American Red Cross, American Diabetes Association, St. Mary's Health Clinics, Carver County, Scott County, Washington County Public Health groups, Delta Dental, Park Nicollet, Benedictine Health System, Optum, Minneapolis Dept. of Health, MN Dept. of Human Rights, NorthPointe Health & Wellness, Direct Benefits and many others.

Conference sponsors included, Hilton Minneapolis, Minnesota Twins and La Raza 1400 am. Telemundo Minnesota Latino American Today and Minnesota Multicultural Media Consortium.



Miguel Ramos, MN Twins; Roslyn Daniels, Black Health Matters; Manny Rodriguez, CultureSpan; and Tom Gitaa, Mshale, the African community newspaper.



L to R: Sheila Thorne, Rick Aguilar, and Roslyn Daniels



Kevin Lindsey, MN Commissioner of Human Rights; Carlos Santiago, Rick Aguilar; Dr. Alejandro Badia, OrthoNow, Miami, Florida; and Carlos Garcia, BCBS IL



Sury O'Campo (pictured left) is doing an internship at the carver county public health department through Normandale community college. Sury is in the community health worker navigator program at Normandale. This program focuses on building a bridge between the healthcare system and the client.

"A community health worker is an advocate for the client and the community, building trust and understanding the needs of the community, this allows the healthcare agency to understand what their clients and provide better care," Sury explained.

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Helping Young Latino Adults Find a Job



Marci Malzahn, Founder of Malzahn Strategic

By Marci Malzahn

You did it! You graduated from college with your four-year degree or a technical/trade certificate. Something that many in your family have not been able to accomplish. Now that you feel "ready to go," are you truly ready to start your career? Most people work various jobs, usually not career related, while attending college or pursuing their formal education. But now it's time to pursue the career you invested time in educating yourself.

Besides a college degree or technical certification on a specific trade, however, young adults—and Latinos are not an exception—need other "soft skills" in order to be successful in the business world. I believe there are several elements that an employer looks for in a candidate and there are several things a candidate can do for their resume to go to the top of the list. Most employers, in my opinion and based on my 20 years of experience involved in the hiring process, look for the *total package*—a person who has the credentials plus the soft skills.

The question is, how do you incorporate the entire package when applying for a job? Let's first talk about some ideas about improving your soft skills.

Sociability: This skill includes networking, friendliness, a genuine interest in getting to know other people, a good/ clean sense of humor, and being a connector of people. Networking and knowing people are still essential for getting employed. Sometimes it may take up to the third of fourth circle of referrals or connections until something works out. Persevering is also key to success. The more connections you make, the more opportunities will open up.

Presence: This is the representation of the package of the total person. It includes your appearance, which in turn includes grooming, stance, handshake, and your entire presence that creates that first impression. Exercising is crucial to staying in shape, which is part of your presence. Presentation: Part of your presence is your presentation skills—whether that is in a one-on-one meeting, a small group, or a large group in a formal presentation. Being yourself is crucial for people to like you as a presenter. Practicing and preparing are foundational to help you feel self-confident and thus to deliver a strong, successful presentation.

Attitude: Once you get an interview, this is your chance to not only create an outstanding first impression but also to convince the employer you are the correct candidate for the position. Your attitude every day is a reflection of your heart. Your mood, how you feel about yourself, and about life show up on your face, in your tone of voice, your behavior, and how you treat others. As part of your preparation before an interview, think of positive experiences, think of the people you love and that love you, think of places that relax you and give you peace. Remember, these are tips of things to do in addition to what's expected, which is to research about the company you're meeting with, bring questions ready regarding the position you're applying for, dress appropriately for the interview, and show up on time or a little early.

Enthusiasm: If you're not the type of person that shows enthusiasm and excitement about anything because that's your personality, that's ok—most of the time. During an interview, you need to show some enthusiasm about the position you're applying for and about the company. Share with the employer why you're interested in working in their company. Tell them about any positive feedback you've heard or read about the company. Get out of your comfort zone and get excited about all the things you can learn in the job and in the industry if you worked there.

Once you practice doing these activities and putting these tips into action, you can easily summarize them into a cover letter/email that goes with your resume. The cover letter introduces the potential employer to you, as a person. The resume tells them about your credentials, experience, and accomplishments. Searching for a job is your full-time job until you replace it with the job you want. Don't give up in looking and trust that there is the right job for you out there!

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



EDUCATION

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Mentors Meet with Latino Students to Discuss Careers

Over 80 Latino students at Henry Sibley High School met for an after school meeting with dozens of business, education and professional mentors. The program was put together by Robert Hanson who is a teacher at Henry Sibley. Here is the message from Mr. Hanson to the Mentors after the successful meeting.

Esteemed Colleagues,

I hope that you were equally energized as the students and I were after yesterday's meeting. The word has already spread throughout the school regarding how awesome it was- this coming from the students. As I had the luxury of standing back and observing all the groups, it was heartwarming to see how engaged all of the students and you were. The students were intent on getting all the information that you had to give.

Let me take this opportunity once again to thank you all for making the event a success. I'll have you know that not one professional backed out after first committing. I know that all of you are busy with your work and lives so to take time to meet with the kids was so important to them.

So, a heartfelt thank you from me to you. My hope is that I will see you again so I can give you the "abrazo" that you deserve and the expression of thanks that just does not show evident in words.

-Robert Hanson

Here is the list of the Mentors who attended the meeting.

Dr. Ramon A. Pastrano, IV President and CEO ImpactLives Inc.

I. Medical

Dr. Joshua Dorn Internal Medicine at Hennepin County Medical Center

Dr. KrissAnn Schultz - Hematology and Oncology, Pediatric

Dr. Gloria López Franco DDS - Killian Millnar and Associates

2. Financial/Business/ IT

Raymond Luna - MassMutual Financial Group

Angel Arreola - sales at Concur Technologies

Jeff Dietrich - Thomson Reuters

3. Marketing/Music

Rick Aguilar - CEO Aguilar Productions

Maya Santamaria - CEO Santamaria Broadcasting,-La Raza 1400 am and Telemundo MN Owner Midwest Latino Entertainment and Talent and El Nuevo Rodeo

4. Education

Elia Bruggeman - Deputy Education Officer at the Minneapolis Public Schools Venessa Moe - Jobs for America's Graduates

5. Law

Michael Boston- Boston Law Office specializing in Immigration Law

6. Construction/ Engineering

Hernán Mercado Corujo - Mechanical Engineer at Crane Engineering and President of the Society of Hispanic Professional Engineers

Foster Hackett - Owner of Advanced Design Contracting

Pedro López - Founder and President of the Hispanic Contractors Association of Minnesota.

Karin McCabe - Director at McGough Construction



St. Paul Police Department and U.S. Marines meet with students



L to R : Rick Aguilar, Delilah, Iberia, Lisette, Jairo, Crystal, Maya Santamaria, and Jovanneli. Great kids... with lots of big plans for their futures. Thanks to Robert Hanson for all his great work.

7. Military/Police/Fire

Frank Ortiz - St Paul Police Sergio Alvarez - U.S. Navy Staff Sgt. Hernandez- U.S. Marines

8. Psychology

Faye Foote - A mental health counselor at The Associated Clinic of Psychology

9. Social Work/ Public Service/ Cosmetology/ Air Traffic Control Jim Sexton- Lockheed Martin - Sibley Grad

> Josselyne Nila- Currently a student at the Minnesota School of Cosmetology - a Sibley Grad and Former ALMAS member

Leanny Hernández - a bachelor's degree in Political Science and now working at the Latino Economic Development Center and former ALMAS member

10. Photography/ Film

Greg Winter - Director of Photography at Blue 60 Pictures

II. Automotive

Michael Lewis - WyoTech - Technical Education Recruiter



Network. Promote STEM. Engage your Community.

Miss Minnesota Latina

It is our pleasure to announce the new Miss Minnesota Latina 2016, Camila Payan, who will advance to represent Minnesota in the Miss U.S. Latina Pageant.



Miss Minnesota Latina is the preliminary to the national Miss U.S. Latina, the most prestigious and well known pageant in the world for U.S Latinas, as well as the longest-running (since 1983). It is also the only national pageant in the U.S. that follows traditional pageant guidelines for participants and affiliate preliminary competition. This pageant intends to promote the ideas, culture, interests and aspirations of this country's most powerful emerging market. Today's young Latina women are leading the way. Their desires for achievement, recognition and the betterment of themselves and their families are shaping the future economy and culture of this country,

driving it into the next century.

On Sunday, March 20th, Camila Payan was crowned Miss Minnesota Latina (2016). Payan will represent our state of Minnesota in the national competition this upcoming August. Currently, contestants are preparing to compete for the Miss Minnesota Latina 2017 title. The Miss Minnesota Latina staff and Official Coaches are excited to provide a platform to empower young Latina women and strengthen the Latino Community.

Minnesota United to Host Liga MX's Club León at Target Field

First Ever Soccer Match to be Played at Target Field

Former Minnesota United player Miguel Ibarra returns to the Land of 10,000 Lakes with Mexico's Club León to take on United in a friendly match to be played at Target Field, the home of Major League Baseball's Minnesota Twins, on June 25th. This will be the first-ever soccer match to be played at Target Field. León played the Loons last year at the National Sports Center in Blaine in front of a sellout crowd of 9,388 fans.

"We are very grateful to the Minnesota Twins for inviting us to host this exciting event at Target Field in downtown Minneapolis. We are thrilled for the opportunity to compete against one of the top clubs in all of Mexico in one of the premier professional sports facilities in the upper Midwest and to provide our fans with an experience that will be similar to what we hope to achieve in our new stadium," said Minnesota United President Nick Rogers.

This historic event will mark the first time a soccer match has been played at Target Field. The field will be situated with the endlines stretching from the first base line, beyond the pitchers mound, to the left field wall. The field dimensions will be 109 yards long by 74 yards wide. The match will be presented as a typical Twins gameday featuring the complete Target Field experience for fans.

"The Minnesota Twins are thrilled to partner with Minnesota United on Target Field's inaugural soccer event, "Twins President Dave St. Peter said."We are excited to host the United-Club León exhibition while also showcasing the ballpark as a spectacular venue for additional major soccer opportunities."

Club León is one of the premier soccer teams in the world. Playing in Liga MX (Mexico's First Division) León has won seven titles, the most recent in 2014. Known as "La Fiera," the club has been on the rise ever since it returned to the top flight in 2012. León recently reached the final of the 2015 Copa MX Apertura and finished 3rd in the Liga MX Apertura.

Minnesota hosted La Fiera in July of 2015, with U.S. National Team player and former



Christian Ramirez, Minnesota United FC

Loon Miguel Ibarra playing one half for each team. After controlling much of the play in the first half, León opened the scoring with a rocket-volley from Aldo Rocha. Minnesota answered back in the closing minutes with a chip from Pablo Campos to set the score at 1-1.

"Playing at Target Field will be a great experience," said Minnesota United forward, Christian Ramirez."It's even better that we get to play against a familiar face and my former roommate and teammate, Miguel Ibarra! This is going to be a showcase for us in front of what I expect to be a huge crowd and a preview of the direction that soccer is going in Minnesota."

This will be the third straight season where United has hosted a top international opponent, having played Swansea City of the English Premier League in 2014. Minnesota shocked the Welsh side with a historic 2-0 win in front of a then record crowd of 9,064 at NSC Stadium.

Additional details on the match broadcast will be available in the coming weeks.

Minnesota United and Minnesota Twins season ticket holders will be able to purchase tickets early, with an exclusive presale starting on March 15th.All season ticket holders will be sent an individual link to purchase tickets.

Tickets for the general public will go on sale March 24th. For more information on tickets, visit MNUnitedFC.com/tickets or call 763.4SOCCER (763.476.2237).

HEALTH & LIFESTYLE

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Kids in the Kitchen

Chef Amalia in the kitchen

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

Did you know that one of the best ways to encourage kids to eat healthier is to include them during meal preparation?

When my son was born, my priorities as a woman changed immediately. As a young mother, I was ready for my new role and when it came time to start feeding him real food, memories of my mother raising my younger brother came into mind. Instead of buying jarred foods, she puréed from vegetables and fruits, to home-cooked meals. A good way to prepare young taste buds for later.

In a culture where farmers market shopping is almost a daily routine, crafting food for all meal times is common practice. Today's artisan dishes, were meals made at home then, so it is no surprise that I grew up enjoying and making my food at home along with my own family. is to involve them in the kitchen. From the very beginning I fed my son what the adults ate. The notion of preparing a separate meal for him never crossed my mind because of my upbringing. My son had a plastic serrated knife and his own cutting board as a child and as he grew older and matured, he earned the right to own a junior chef knife.

The rewards today of our time cooking are manifold, from his ability to recognize ingredients and follow and execute a recipe, to recognizing what is and is not good for good health. As a teenager, I trust my son to shop at the grocery store on my behalf. This helps me so much when our schedules are hectic and don't have time to stop at the grocery store. and I am confident that this exposure to the kitchen in his early years will benefit him when he goes to college and beyond!

It never is too late to start!

Here is a recipe perfect for kids and adults. It is easy, healthy and delicious!

One of the best ways to spend quality time with the family,



TOSTADAS A LA AMALIA

Recipe by Chef Amalia Moreno-Damgaard (AmaliaLLC.com)v

Serves 2

4 corn tortillas, baked in a toaster oven until crispy (about 3-5 minutes, keeping a close eye as they can burn easily)

The pulp of one avocado The juice of ½ lime

2 Roma tomatoes

½ yellow onion roughly chopped
½ tsp minced garlic
¼ cup water
A pinch of oregano and a pinch of thyme
Salt to taste

1 tbsp. canola oil ¹/₂ cup chopped onion 2 garlic cloves, minced 1 can whole beansv

Garnishes: I cup rotisserie chicken, cotija cheese, onion slices, chopped parsley

Mash the avocados with the lime and salt. Set aside.

Make the sauce by combining the tomatoes, onion, garlic, water, spices and salt to taste in a small sauce pan. Bring to a quick boil, reduce the heat, and simmer until all the vegetables are tender (3-5 minutes). Purée in a blender.

Make the bean puree by pan frying the onion until medium brown. Add the garlic and

beans and cook for 5 minutes. Puree in a blender until smooth.

Assemble the tostadas: Use either, the avocado mash, sauce, or bean purée as a base, and then garnish.

Buen provecho!

About Amalia Moreno-Damgaard

Amalia creates awareness and educates about Latin cultural nuances through consulting, bilingual speaking and writing, and fun healthy culinary experiences. Learn More at AmaliaLLC.com.

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Humboldt Offers Career Programs For Their Students

By Rick Aguilar, Humboldt High School Graduate

Latino American Today will feature various article/photos about programs available for the students at Humboldt High School on St. Paul's West Side.

At Humboldt, their mission is to educate a global community to be active learners who are environmentally aware and college prepared.

At Humboldt, their students and staff will explore, experience, and engage in the built, natural, and social world through multiple perspectives.

Small Animal Science and Veterinary Science classes offer the students a wide variety of hands on experiences.



Students learn about the care and management of the animals in the classroom as well as help educate the other students.



L to R: Humboldt High School Leadership: Julieta Fajardo, Assistant Principal, Mike Sodomka, Principal and Steven Aeilts, Assistant Principal (center)







Veterinary Science students doing a well animal check and learning how to make sutures in a banana.

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Minnesota Air National Guard's 148th Fighter Wing Deploys F-16s to South Korea



Brig. Gen. Sandy Best

"It's time to deploy and our leadership is ready," said Brig. Gen. Sandy Best, Minnesota Air National Guard Chief of Staff. "Our mission is to support our nation's continued commitment to regional stability and security around the world. Our Airmen are always ready and well-trained to engage in any state or federal mission when called."

By Claud Santiago

Approximately twelve F-16s and 300 Airmen from the 148th Fighter Wing out of Duluth, Minn., are set to deploy to Osan Air Base, about 40 miles south of Seoul, South Korea beginning the week of April 10.

The Minnesota Air National Guard's 148th Fighter Wing, an element of Air Combat Command, is deploying fighter aircraft to the region in order to provide U.S. Pacific Command and Pacific Air Forces with Theater Security Packages, which help maintain a deterrent against threats to regional security and stability.

According to Col. Jon Safstrom, 148th Fighter Wing Commander, the Airmen of the 148th are ready and well-trained for this deployment. "The Bulldogs are both prepared and excited to help America fulfill its charge in the Asia-Pacific Theater of operations. Movement of U.S. Air Force Theater Support Packages into the region has been a routine and integral part of U.S. Pacific Command's force posture since March 2004."



Congratulations to Gabriela Jorje who recently joined the Minnesota National Guard.

Mark Misukanis Candidate for State Senate District 52

By Claud Santiago

Mark Misukanis of Mendota Heights was endorsed for State Senator in District 52 by the delegates of the Republican Party at their convention at Simley High School Saturday. Although unopposed, Misukanis stood for nearly an hour of questions from the delegates, some poignant at times, before receiving the endorsement by acclamation. Later Misukanis told a guest, "It was very important to stand before these key people and explain who I am and what I stand for before they instilled their confidence. I would have expected no less."

Mark Misukanis w

Mark Misukanis is an assistant professor at Metro State where he teaches public finance, public policy and other courses to graduate students in the Master's Program in Public and Non-profit Administration. He has a long career in leadership positions in both the Minnesota Senate and several state agencies. His background in public policy in both his career experience and now teaching work provides a unique backdrop to the elected positon he is seeking. He holds a Ph.D. from the University of Minnesota, has done graduate work in economics at the University of Wisconsin and has a BA in Economics from St. Thomas.

He has been a 23 year resident of Mendota Heights where he has served as a Trustee and Treasurer on the Board at Visitation. He currently serves on the Archdiocese Finance Council, is a Board member on an online charter high school school, and has a long list of other volunteer work on his resume. But in a speech to the delegates on Saturday, Misukanis described his roots as "a simple catholic kid from Frogtown." His point, as he explained to the attendees, was that while he holds to Republican convictions on core issues, his upbringing in Frogtown would provide him the understanding to connect with all voters in the district, including those that live in Mendota Heights or Inver Grove Heights, but those that live in South St. Paul and other traditionally democratic parts of the district as well.

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Long-time Shoreview and Mounds View Resident Candy Sina Announces Candidacy for Open Minnesota State Senate Seat



Candy Sina, Candidate for MN State Senate

By Rick Aguilar

Candy Sina announced her candidacy for the newly open Minnesota State Senate District 42, a seat currently held by DFL incumbent Bev Scalze. Scalze recently announced she is not running for reelection.

Sina's top priorities in the Senate will be restoring freedom and removing government control from the lives of families in suburban Ramsey County as much as possible. That includes putting K-12 education back into the hands of the parents, preventing the surplus from being spent on more wasteful government programs and allowing citizens to choose healthcare that meets their needs and not have a government mandated program forced upon them.

"I'm running for the Senate because the politicians in St. Paul have lost track of

what's important in people's lives – freedom, joy, contentment," said Sina. "I'm no different from any other mother or grandmother trying to provide more hope for my children and grandchildren."

Candy has spent most of her working career in healthcare, working in dentistry for years and in having her own healthcare compliance business. She has first-hand experience with how detrimental excessive government regulations can be to the healthcare industry, imposing great financial burdens on individuals and families.

Candy and her husband Dave are long time residents of the district, living in Shoreview for 22 years and in Mounds View for 10 years. Dave's family has lived in Shoreview for 6 generations, predating the incorporation of the city. They have 5 grown children and 12 grandchildren. Candy is a graduate of the University of Northwestern.

"I've been urged to run by many current and former state legislators and have had an immense outpouring of support so far", Sina added.

If you would like more information about the Candy Sina for Senate campaign, you can visit her website at www.candysinaforsenate.com or contact her at 651-484-4303.

Minnesota's Achievement Gap Continues

By Claud Santiago

According to a MPR News staff report Minnesota's failure to graduate its high school students of color is among the worst in the country. The percentage of Minnesota's Hispanic students who completed high school in four years was the absolute lowest in the United States in 2014, the most recent school year for which there are national statistics.

In another state-by-state comparison, Minnesota spending on student support services is also at the bottom of the list in the country. Minnesota spends a smaller share of its education dollar on student support like school counselors, social workers and attendance trackers than any other state in the nation and it's been that way for the past decade.

Education experts agree that schools need staff and systems aimed at identifying students who are off track to graduate. The biggest predictions that a student won't finish on time are attendance, behavior and course failure. For the majority of schools in Minnesota the resources to track those predictors just aren't available. So the achievement gap continues in Minnesota and the leadership in the current administration has no answers. Minority students, particularly Latinos, are being left behind in poorly performing Twin Cities schools.



Republican education plans will close the achievement gap and give our students a fighting chance at success.



www.MNSenateRepublicans.com

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Rick Aguilar, Aguilar Productions

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Hispanic Soccer DNA How Soccer is consumed By U.S. Hispanics, Opportunities For Your Brand...

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