

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

March 2015 / Issue 337
**Latino
American
Today**
www.latinoamericantoday.com



U.S. Hispanic Buying Power in 2015 1.5 Trillion Dollars

**El poder de compra de los hispanos en EE.UU.
en 2015 - 1.5 trillón de dolares**

Nielsen: Hispanics the Growing U.S. Market



By Business Wire

New Report Underscores the Hispanic Consumer Consortium and Highlights Trends across Culture & Population Shifts, Purchasing Behaviors and Media Consumption

More than 52 million strong and representing the majority of population growth over the next five years, Latinos have become a prominent actor in all aspects of American life, according to The State of the Hispanic Consumer: The Hispanic Market Imperative, released today by Nielsen, a leading global provider of information and insights into what consumers watch and buy. Latinos are a fundamental component to future business success, with a projected buying power of \$1 trillion in 2010 expected to grow 50 percent to \$1.5 trillion in 2015.

“Due to the general youth of this segment, family focus, strong culture and prevalent Spanish-language use, Hispanic consumers are impacting all areas of work and play and helping to redefine American culture in the 21st century.”

“The Hispanic community in the United States is large and growing, and businesses must make strides to understand and engage these consumers,” said Susan Whiting, vice chair, Nielsen. “Due to the general youth of this segment, family focus, strong culture and prevalent Spanish-language use, Hispanic consumers are impacting all areas of work and play and helping to redefine American culture in the 21st century.”

Looking closely at Hispanics’ media habits and purchasing behaviors, The Hispanic Market Imperative reveals that:

- **Rapid Latino population growth will persist; the median age of this segment is 28 years old, nearly ten years younger than the total market median age of 37.**
- **Hispanics are the largest immigrant group to exhibit significant culture sustainability, with nine out of ten Hispanic parents and parents-to-be wanting their children to speak Spanish, but also be fluent in English.**
- **Technology and media use do not mirror the general market, but have distinct patterns due to language, culture, and ownership dynamics. For example, Hispanics spend 68 percent more time watching video on the Internet and 20 percent more time watching video on their mobile phones than non-Hispanic Whites.**
- **Latinos exhibit product consumption patterns distinct from the broader market. Hispanics make fewer shopping trips per household than non-Hispanics, for instance, and spend more per trip.**

The information in this report confirms what many marketers have known for some time, and yet, for some this is a new opportunity to engage with a demographic change and a consumer that is here to stay. The report is available at www.nielsen.com and www.nielsen.com/latinos – Nielsen’s microsite dedicated to the Hispanic community.



On The Cover

U.S. Hispanic Buying Power in 2015
1.5 Trillion Dollars

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Cocina de Cuaresma

By Award-winning-bestselling Author and Chef Amalia Moreno-Damgaard

During Lent season Catholics have the opportunity to renew their spirits, but it can also be a time to review and revise eating and cooking habits. I happen to love fish and seafood, and Cuaresma inspires me to explore, test and create new and delicious dishes.

Salmon is not only a super fish because it is so good for you (omega 3), but it is nutritious and delicious too, and it is versatile in the kitchen. It can be smoked, steamed, poached, grilled, seared, baked and more. Next time you are looking for something scrumptious to make on Fridays during Lent, think of a simply grilled salmon topped with a refreshing cucumber, tomato, onion, mint and lime salsa paired with roasted potatoes coated with olive oil and thyme.

Shrimp cocktail or ceviche can be starters or main meals. The beauty of ceviche is that anyone can make it without a recipe, but by just remembering the main components of the dish... seafood, onions, cilantro, tomato, chile and lots of lime juice. The style, ingredients and pairings change from maker to maker, i.e. Mexican, Puerto Rican or Costa Rican, and the textures, flavors and looks reflect this. Saltine crackers and corn chips are common accompaniments. They are all delicious!

Pastas combined with a quick *sofrito* of bell peppers and other vegetables of choice, green onion and lots of garlic, olive oil and fresh lemon juice, can also be the base of a meal that you can top with a piece of pan seared fish, quickly sautéed shrimp and scallops, or any other seafood of choice. On top of that, try adding other layers of flavor and gourmet flair with *queso seco* (or parmesan) and fresh herbs like parsley and basil to the mixture.

One-dish meals can be easy and satisfying without having to include any animal protein at all. Spicy rice and black beans with bell peppers and cilantro gives you the vegetarian nutrition needed for the day. Simply precook rice in vegetable stock and then combine it with a sofrito of bell peppers, onion, cilantro and black beans and add condiments such as Lizano, Worcestershire and Tabasco sauces. This is a very affordable dish that provides a great yield too (recipe below). ¡Buen Provecho!



Chef Amalia in the kitchen

VEGETARIAN GALLO PINTO **Spicy rice and beans with bell peppers and cilantro**



Serves 4-6

1 cup finely chopped onion
3/4 cup diced multicolored bell peppers
1/2 to 1 cup canned black beans, drained and rinsed
3/4 to 1 cup washed, finely chopped cilantro incl. stems
2 tablespoons canola oil
1 1/2 tablespoon Lizano sauce (or Worcestershire sauce)
1/2 tablespoon Tabasco sauce
Kosher salt and freshly ground black pepper
2 cups long-grain white rice cooked in fat-free, low-sodium vegetable stock
1/2 cup roughly chopped cilantro leaves for garnish

Sauté the onions, peppers, beans, and cilantro in the oil over medium-high heat for about 3 minutes. Season with Lizano sauce (or Worcestershire or both), Tabasco sauce, salt, and pepper. (Keep in mind that the seasoning sauces already contain salt, so salt with a light hand.) Continue sautéing

for 2 more minutes.

Add the rice gradually, making sure it gets well coated with sauce. Use a firm spatula to break any large clumps of rice. Sauté for 2 minutes. Taste and adjust seasonings, if needed. Garnish with cilantro leaves.

UPCOMING EVENTS **MARCH 2015**

Amalia at Writers Festival & Book Fair
March 28 @ 9:30 am - 5:00 pm
Bloomington Center for the Arts
1800 W. Old Shakopee Road, MN 55431

I will be signing books and mingling with the attendees! I hope to see you there! This program is supported by the Bloomington Theatre and Art Center 12th Annual Celebration of the Literary Arts. Program: Workshops, Book Fair, Author Readings.

The Power of Mentoring: Latina Women Leaders *Need to Mentor and Be Mentored*

By Marci Malzahn

Ibelieve in mentoring. It changes people's lives. You want to make a difference? You want to impact someone's life? You want to leave a legacy? Mentor someone.

I am not a formal mentor or mentee but I have mentors that, throughout my life helped me in my personal life, spiritual life, and in my career. I have also mentored over 15 young adults during high school, their college years, and while entering the workforce. I helped them with interviewing skills, preparing their resumes, negotiating salaries, getting promotions, connecting them to potential employers, and coaching them through work situations once employed. I also coached and mentored "grownups" when going through transitions at work or switching careers. The little help I provided impacted their lives in various ways.

My mentors helped me get through transitions in my own life, most recently leaving a ten-year job at a bank I helped start and launching my own bank consulting firm, Malzahn Strategic. I encourage you to look for a mentor, someone who is wiser than you and that can help you become all you can be. Seek for a mentor who wants to share her or his life experiences with you, a person who is willing to share her or his mistakes as well as the successes. As a Latina woman leader, you need a mentor.

Mentoring is powerful. That's why I volunteered to be on the Big Brothers Big Sisters of the Greater Twin Cities Board (BBBSGTC). I started serving three and a half years ago in the Finance Committee, then Executive Committee, and now I serve as the Board Chair. As I start my two-year term, I pondered about this great opportunity to help lead an organization that transforms young people's lives forever. In the process, I got inspired to write this article and share my enthusiasm with you so you can partake of this experience too.



*Gloria Lewis
President and CEO of BBBSGTC*

BBBSGTC is led by my friend and great leader, Gloria Lewis. BBBSGTC is the sixth largest agency in the nation and mentors over 2,000 children. Based on data and research at this agency, only 10% of Littles and 2% of Bigs in the program are Hispanic/Latinos. Of the 2,000 children (Littles), 56% are female and 44% are male and 58% of the Bigs are female and 42% are males. When measuring development outcomes at this agency, 94% of the youth improved or maintained their scholastic competence, 84% have higher educational expectations, 94% feel more accepted by their peers, and 90% of children mentored increased their motivation to continue their education or job training beyond high school. At the National level, youth that participates in the BBBS mentoring program are 75% more likely to receive a college degree, 46% less likely to begin using illegal drugs, and 52% less likely to skip school.

There are opportunities to get involved and make a lifetime impact in a young person's life through BBBS. Become a Big and mentor a girl or boy. They are looking for Latinas (and Latinos) who speak Spanish too. If you don't want to or have the time to be in a formal mentoring program, then do it informally. But mentor someone! It is the best way to give back to the younger generation and to pass on your own wisdom. Mentoring is a way to show the young men and women that they are valuable and that they can too make a difference in the world.

As Latina women leaders, we need to encourage the younger Latinas that are coming behind us. We need to impart in them what we learned during our lives and help them prepare to succeed in the working environment. I challenge you to take the initiative to mentor a young Latina girl or young adult and enjoy the journey of seeing a life being transformed right in front of your eyes.



*Marci Malzahn
President, Malzahn Strategic*

***"Marci Malzahn is a role model
for Latinas everywhere."***

Rick Aguilar, Latino American Today

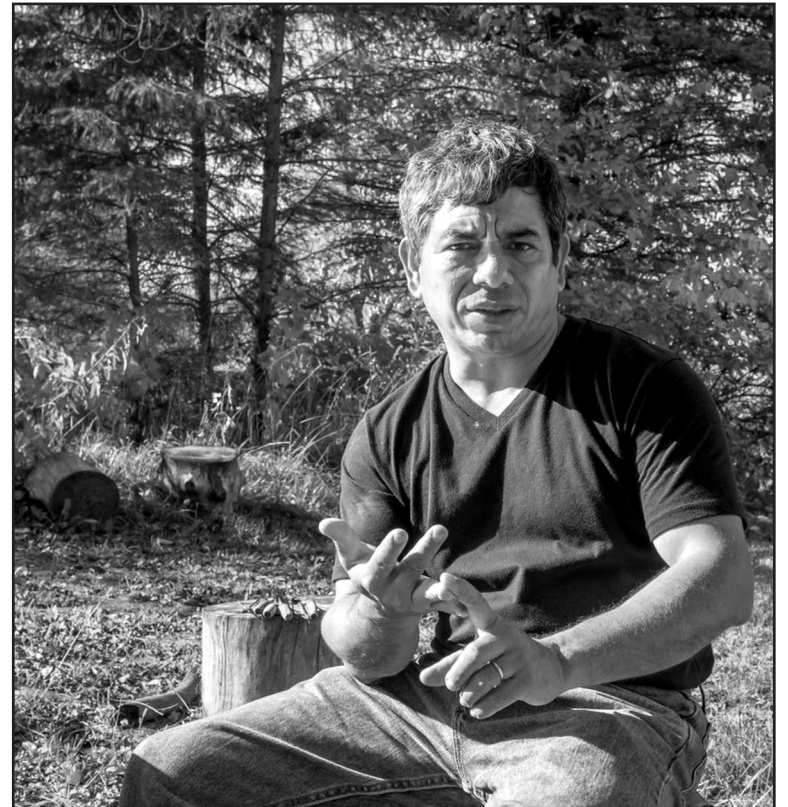
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Reginaldo Haslett-Marroquin feeding and observing the chickens



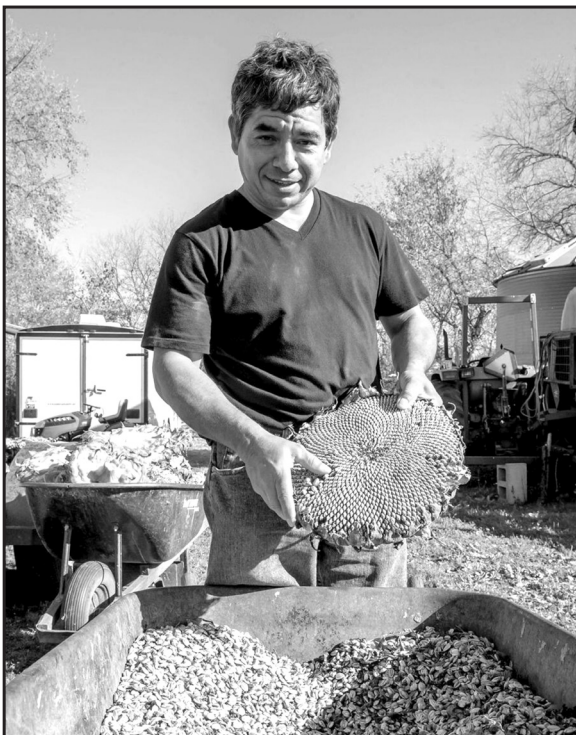
Reginaldo describing the sustainable agricultural system

By Reginaldo Haslett-Marroquin
Chief Operating Officer, Main Street Project

Agriculture – sustainable agriculture, specifically – has always been a part of my life. The farming principles that I learned growing up in Guatemala are the exact ones that serve as the backbone of Main Street Project's approach – one that considers the social, economical and ecological impact every step of the way.

Since its founding in 2005, Main Street Project has resolved to build a resilient food system. Its approach focuses on developing a regional hub of small, highly efficient farms in rural communities that deliver healthy, wholesome food. At the heart of Main Street Project's systems approach: chickens.

But it's about more than just creating food – Main Street Project provides economic opportunities through farmer entrepreneurship for underemployed, marginalized community members and offers much-needed economic stimulation in rural communities.



Reginaldo showing the process of harvesting the sunflowers

The Main Street Project approach has been well received by the Latino community, and with chickens – a culturally familiar and economically feasible entry point for many immigrant populations – at the center of the system and an approach that emphasizes the importance of fully leveraging local growing conditions and crops, Main Street Project's Regional Farm concept is poised to be replicated in communities far and wide.

Sharing Main Street Project's mission and approach nationally and internationally is an endeavor that aligns with my passions and values. It's about doing what's right ... what's right for the farmers, consumers, earth and communities. We have a long way to go, but our base of supporters continues to grow. The Minnesota Legislature recently honored me with a congratulatory resolution for my work with immigrant families in agriculture.

"I met Reginaldo a few years ago and I am impressed with his work and the rapid development of the new ideas he has brought to Minnesota's agriculture," said Rep. Rod Hamilton, R-District 22-B. "I support his work because it brings about new thinking and diversifies the options for farmers in the state who want to start making a transition to alternative farming systems, and brings about a system-level structure for new immigrants to raise their families while producing and delivering healthy foods to our markets."

Main Street Project is committed to challenging what's been coined as the "conventional approach." This definition is a bit ironic given that there are generations of success stories to show the ecological and economic benefits of Main Street Project's efficient approach. So let's get to work on building and supporting a community of farmers that is committed to doing what's right and sharing its knowledge to ensure access for all.

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Adolfo Rudy Cardona (pictured center)
earned his Ph.D. in August 2014.
Congratulations from the Hispanic Community!



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Maria Isa in New York City: 2015 Viva Latino Film Festival

By Jordan Strowder

On February 19, 2015 Minnesota-Puerto Rican actress and singer **Maria Isa** attended and performed at the opening night of the **2015 Viva Latino Film Festival** in New York City's Anthropology Film Theatre.

Isa sang 2 songs off her most recent project **Valley of the Dolls** and received incredible reviews at the festival for her role as Angie Garcia in new Latino film **Strike One** starring **Danny Trejo**, **Alma Martinez** and **Macfarland USA's** star **Johnny Ortiz**.

The night began with a Red Carpet welcoming Latino film-makers, distributors, marketers, producers, directors, screen-writers, actors, media and fans to the festival ran by **Steve Del Castro** and followed the screening of **Strike One** with a Q and A led by *Latino Heat Media's* Mary Chuy. A majority of the crowd's questions were directed to Maria Isa who was recently nominated for "Best Breakthrough Performance" as Angie Garcia at the Twin Cities Film Festival last October.

"Working with Danny Trejo was amazing!" said Isa excitedly having the audiences full attention. "It got me to say you know what? I can work with Machete..I have a little Machetera in me. **Strike One** has been a great platform not just for me but for Latinos in Hollywood."

Following the Q & A session Capicu Culture presented the official Viva Latino Film Festival After Party at Greenwich Village's Le Poisson Rouge. Maria Isa led a concert with guest performances by **Camilo Molina** (Eddie Palmierie Orchestra/LP21), **Red Bass**, 2015 Grammy Award winning **Chilo Cajigas** (Arturo O'Farrill & Afro-Latin Jazz Orchestra), **Muja Messiah** (God Kissed It the Devil Missed It), St. Paul's **Dj Tony Trouble** and live art by Dominican-NYC artist **Sole Rebel**. Many Latino artists came to show Maria Isa love including Latino actor and director **Michael DeLorenzo** (New York Undercover/Ressurrection Blvd) who premiered his film *You Can Only Use It Once* at the Viva Latino Film Festival. DeLorenzo greeted Isa backstage at her show along with Director **Carlos Berrios** of *Alumbra Films*. The night was a memorable night En La Gran Manzana for Latino Independent Films and history for Minnesota Latino actors representing in the industry.

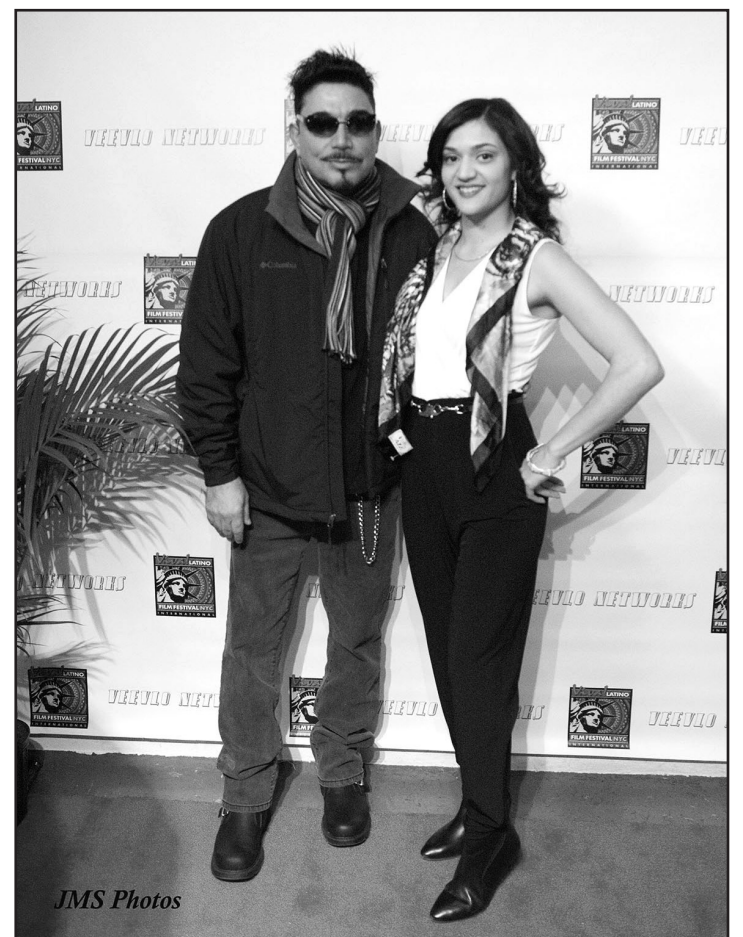
All Photography By: Jordan M. Strowder (JMS Photos)



Eddie Rodriguez (Inca Kola) and Maria Isa



Miguel Garcia (President of the National Urban Fellows), Karen Cerna (Audience Coordinator for the David Letterman Late Show), Maria Isa (Actress/Strike One), Elsa Vega-Perez (Maria Isa's mother and Latino Arts and Philanthropy Advocate), and Helen Dorado Alessi (Long Beach Latino Civic Association)



Michael DeLorenzo (Actor / Producer) with Maria Isa (Actress/StrikeOne)

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The Chicano Latino Affairs Council was created by the Minnesota State Legislature in 1978. For more than 30 years, CLAC has served to advise the governor and

state Legislature on Latino issues regarding the Latino community, to promote the voice of the community on the policy issues of: Health, Education, Economic development, Housing, and Immigration.

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www.archspm.org/departments/oficina-ministerio-latino/

En la Arquidiócesis de St. Paul y Minneapolis, hay 23 parroquias que están sirviendo a la comunidad Latina. Todas ofrecen la misa en español y varios programas para ayudar al feligrés católico a encontrar una comunidad de fe, a profundizarla y a crecer en su entendimiento de las enseñanzas de Jesús y de la Iglesia Católica.

Contacte a la parroquia mas cercana para informarse de las clases de preparación sacramental (bautismo, primera comunión, confirmación, matrimonio), quinceañeras y programas de formación en la fe para adultos, jóvenes y niños. Algunas tienen un grupo de líderes dedicados a los asuntos sociales y están luchando por la justicia por los inmigrantes.

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The Neighborhood Development Alliance is a non-profit community development organization whose mission is to strengthen the vitality of low income neighborhoods by creating and preserving housing and business opportunities for residents of all income levels. Neda serves all families with a focus on Latino families in the seven county metro area.

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Multiculturalism in the United States

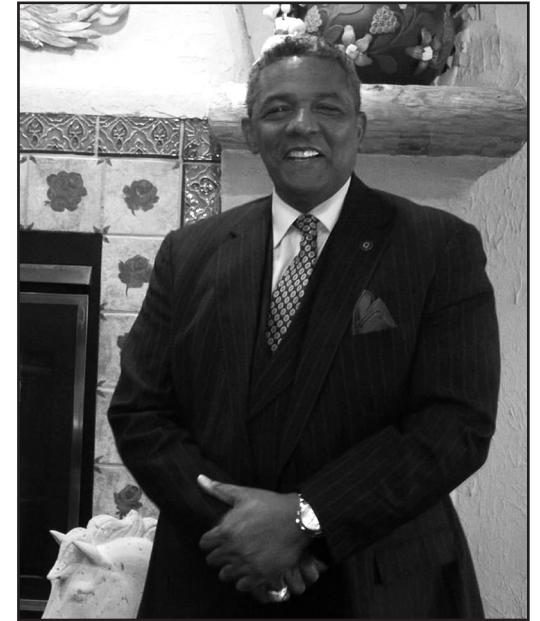
By Roberto Fonts, Founder and CEO of Dialog One

In the previous article I described what I thought were some of the essential elements that allow the existence and preservation of a pluralistic society: globalization, commerce, tolerance for other cultures, and a secular constitution. I was, however, remiss not to point out the one value that underlies all others – *Freedom of speech*.

It is so easy for denizens of the free world to take this freedom from granted. We just know that we can basically say, write, publish, distribute, advertise, whatever we want, and -unless there is an obvious incitement for immediate violence- our first amendment grants us complete legal immunity. Celebrities get slandered all the time, to say nothing of athletes, and politicians. In fact, we live in a country where anyone with enough cash can rent a gigantic billboard on Highway 169 and call the president a “conning thief.” It comes at a cost, but the freedom we have to publicly voice our opinion on any matter is something we hold very dear.

What happens then, when a self-proclaimed multicultural democracy, in its effort to include and accept all modes of thought, allows into its realm currents of intolerance and censorship? One need only cast a glance across the Atlantic to witness this experiment at play. Countries like France, and Denmark –world bastions of tolerance and liberalism- have recently seen the eruption of organized Islamic cells who want for nothing but the extermination of those who insult their faith. Cartoonists, like the ones from Charlie Hebdo in France, have been persecuted, threatened, and killed, for the alleged sin of drawing the wrong cartoon. Yet, it is politically incorrect to see this for what it is: a clash of civilizations, a struggle between modernity and liberalism on the one hand, and a religious fervor that mimics the brutality of medieval times on the other.

In order to maintain the benefits of living in this increasingly growing and ever more diverse land, we must encourage acceptance and tolerance as we always have, but we must also recognize that there certain practices and beliefs that run counter to our most basic principles, and therefore ought to be excluded from the wide embrace of our tolerance.



Roberto Fonts

Collecting Clothes for Homeless Youth

By Carmen Robles, Director Latino Achievement Gap Pilot Project

JdeS board member Jaisey Fuentes is attending the UofM and suggested to her friend Myriam Parada she contact JdeS for assistance in a senior, graduating project at Anoka High School.

The group first met in December and decided to collect clothes for homeless youth in Anoka County. On Wednesday, February 25th the JdeS Anoka High School group met at Hope 4 Youth, an organization serving homeless youth in Anoka County www.hope4youthmn.org.

The JdeS Anoka HS group used Face Book as their main outreach tool and received donations from family, friends, neighbors, school and church. Most items were slightly used and were all washed before they were donated.

Myriam Parada, group spokesperson explained why they decided on clothing for homeless youth:



“It was for Anoka high school senior project. Which is a project that helps the community. We picked clothing the homeless because we think that many people had the idea of the stereotypical homeless person who sits on the corner asking for money for a drug addiction. We wanted people to know that there are many youth who are homeless sitting in school right next to you, but you wouldn’t even know. We wanted them to know that most if not all of the time these kids have no fault on being homeless. Sometimes kids families don’t have financial resources, sometimes there is abuse going on, unfortunately many times parents just don’t care for their children as much as they care for other unnecessary things. That’s what we want people to know. To not be so judgemental or rude because we never and will never really understand what battles the person who we just yelled at could be facing”.

Jovenes de Salud (JdeS), Latino Youth taking action for Health, Education and Economic Strength is a peer-to-peer youth leadership organization leading stay-in-school initiatives.



Anoka HS Jovenes de Salud group, left to right: Taylor Larson, Ari Lott, Myriam Parada, Merry Cayetano, Noela Tabukum, Karina Rodriguez

Cochon U.S. Tour Stops in Minneapolis Culinary Competition Announces Minneapolis Winning Chef

Latino American Today attended the Cochon US Tour event where the Minneapolis winner of the 10-city traveling culinary competition. Chef Thomas Boemer of Corner Table was crowned the Prince of Porc on Sunday, March 1 “National Pig Day” at the Loews Minneapolis Hotel. Going on its seventh year, Cochon 555 showcases the best bites, chefs and who’s who of the good food movement. The signature event featured an all-star lineup of chefs, judges and sponsors to celebrate family farms, heritage breed pigs and today’s emerging chef community.

This year’s competing chefs included **Gavin Kaysen of Spoon and Stable, Mike DeCamp of La Belle Vie, Steven Brown of Tilia, Jim Christensen of Heyday, and Thomas Boemer of Corner Table.** The chefs prepared show-stopping dishes using whole heritage-breed pigs from family farms in a head to tail showcase for a crowd of pork-loving gourmants. Chef Thomas won the event with an extremely rare heritage breed of pig called the Large Black raised by the Johnson Family at Lucky George Farm in Iowa. This breed was brought to England in the 1800’s from China and is an exceptional breed known for short muscle fibers, marbling, moist meat and old world flavor. Loved for its overall hardiness, the mouthwatering texture and taste worked in tandem with Chef Thomas’ winning menu of five uniquely created delicious bites. Dishes included Gamjatang, a Spicy Korean Bone Broth with Crispy Ginger, Pate En Croute Au Foie Gras, Crispy Torchon of Trotter with Sweet Shrimp, Truffled Egg and Hot Sauce, Smoked Jowl with White Cheddar Grits, Pickled Watermelon Rind, Sunflower Slaw and Sweet Caramelized Rinds, and to close, a 24 Hour Apple Lard Puff Pastry with Smoked Hock Glaze.

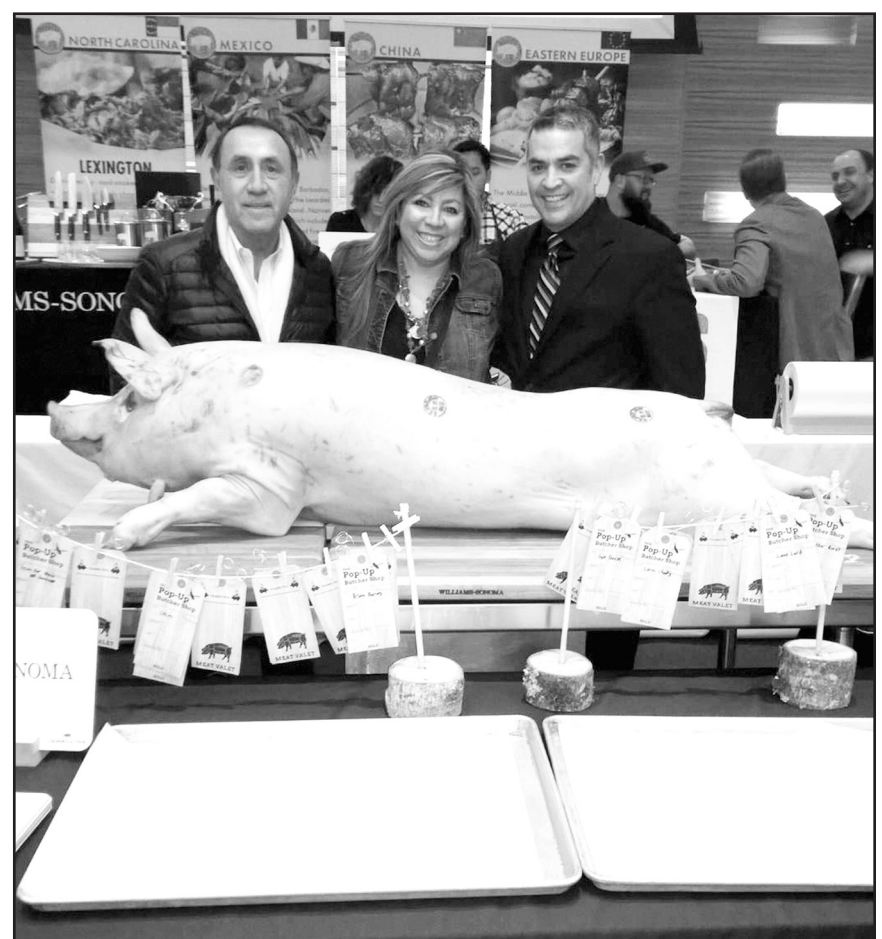
Andrew Zimmern and Brady Lowe led the pack of judges in selecting the 2015 “Prince of Porc,” alongside other notable judges including James Beard Award Winner Sue Zelikson, Mike Philips of Red Table Meat Co., special musical guests The Potash Twins, Beth Fisher of Wise Acre Eatery and many more. Chef Thomas will go on to represent Minneapolis against the other nine cities’ winners in Grand Cochon at Snowmass/Aspen in June where the grand champion will be rewarded with a 4-day wine experience in Rioja, Spain’s most prominent wine region.



Winning Chef Thomas Boemer of Corner Table



Sold out crowd at the Cochon U.S. Tour in Minneapolis



Left to right: Rick Aguilar, Amalia Moreno Damgaard, and Nick Lopez

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Promoting the Emerging Markets



Rick Aguilar, Aguilar Productions

PROGRAM HIGHLIGHTS

DRIVING THE TOTAL MARKET APPROACH

Case studies of companies driving holistic marketing approaches that embed cultural insights

AFRICAN AMERICAN MARKETING MATTERS!

Increase Your Market Share of Black America, Insights, Strategies!

ENGAGING CONSUMERS WITH CONTENT ACROSS CULTURES

Hear how the GlobalWorks team has recognized and addressed this shift across the 'total market' spectrum of its client base, with specific 'mini-case' examples from the agency's work

AWARDS PRESENTATION

PANELS

KEYNOTE SPEAKER

**PREMIER
MARKETERS
SHARE
STRATEGIES
THAT WORK!**

19th ANNUAL

MULTICULTURAL MARKETING CONFERENCE AND AWARDS

Focus on the:

**U.S. Hispanic American, Asian American,
African American, African markets.**

**U.S. MULTICULTURAL BUYING POWER IS 2.5 TRILLION DOLLARS IN 2015
ARE YOU GETTING A SHARE OF THESE MARKETS?**

Wednesday, March 11, 2015
8 a.m. – 3 p.m.



Neighborhood House™

NEIGHBORHOOD HOUSE / WELLSTONE CENTER

179 ROBIE STREET EAST, ST. PAUL, MN 55107

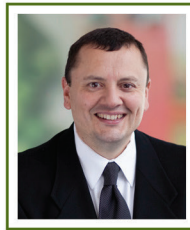
A Great venue in the Heart of the Hispanic Community

Conference Presenters and Multicultural Marketing Achievement Award Recipients!



SAUL GITLIN

Chief Marketing and Strategy Officer,
GlobalWorks, New York City, NY



RUDY RODRIGUEZ

Total Market Evangelist,
Former Director of Multicultural
marketing at General Mills
Minneapolis, MN



AL MCFARLANE

Publisher at Insight News,
President of McFarlane
Media Interests
Minneapolis, MN



TOM GITAA

President & Publisher
Mshale Newspaper
Minneapolis, MN

Sponsors



MULTICULTURAL MARKETS BUYING POWER IN MINNESOTA 10 BILLION DOLLARS!

Registration Fee \$210 (includes full registration to all seminars, breakfast & lunch)

Nonprofit Registration Fee \$120 (includes full registration to all seminars, breakfast & lunch)

TO REGISTER, GO TO CONFERENCE WEB SITE AT WWW.AGUILARPRODUCTIONS.COM

For more information, call Aguilar Productions 651-665-0633

Conference Location Neighborhood House / Wellstone Center, 179 Robie Street East, St. Paul, MN 55107