

May 2017 Issue 357  
**Latino  
American  
Today**  
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**FELIZ  
CINCO DE  
MAYO!**

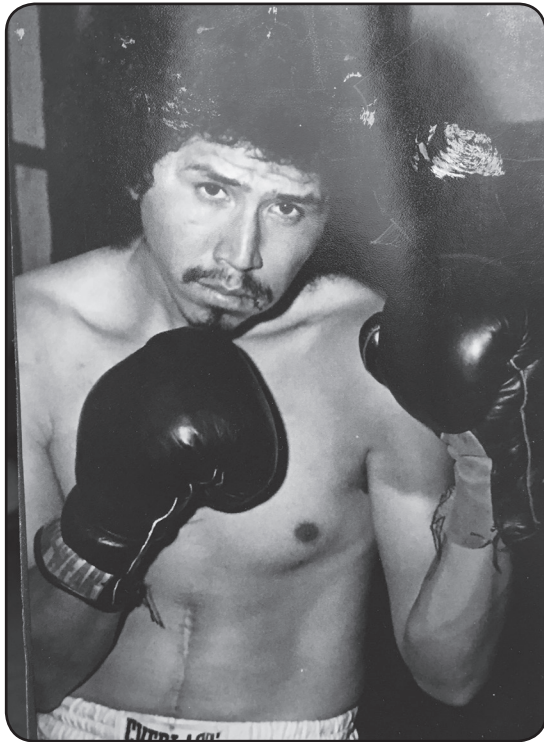
**FEATURING A  
SPECIAL TRIBUTE TO  
NICOLAS CASTILLO JR.**

**GEORGE AVALOZ CELEBRATES 80TH BIRTHDAY**



## NICOLAS CASTILLO JR.

1945 – 2017



By Rick Aguilar

Everytime I would run into Nick Castillo in our adult years he would always say to me, “hey Rich who loves ya,” and then he would give me that hug, along with his distinctive laugh, that was his alone. Man, I’m really going to miss my long time best friend, Nicolas Castillo Jr.

Nick passed away recently after fighting cancer for five years. He fought that illness the way he lived, with pride, passion, and love for his family, friends, and his community. Throughout the Twin Cities friends remembered Nick with the phrase “one and only” used hundreds of times to describe his life, because in fact, that was so true! Our hometown neighborhood the “West Side Flat’s” produced some real personalities in our history, and Nick was defintely in the Top Ten List. His look, the way he dressed, his own hip language and those shades...that walk...his warm personality, he was so cool, and we all loved him.

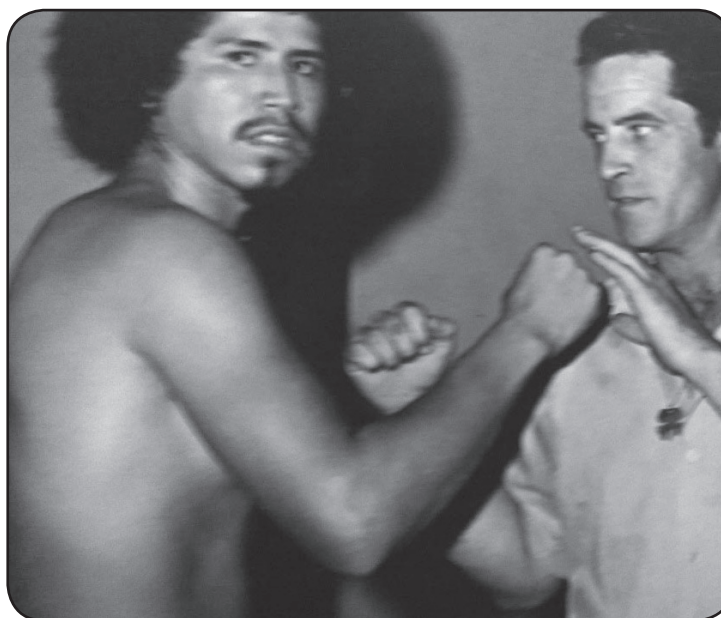
Nick’s life had its ups and downs...accomplishments and dissapointments, but his attitude never changed—he was determined to make a difference. Maybe that drive to make a difference started with his box-

ing career in the Golden Gloves. He was the pride of the West Side, winning bout after bout and going on to the Golden Glove National finals and being selected to Mancini’s St. Paul Sports Hall of Fame. Or how about his college years where he led a group of Latino students who challenged the administration and as a result the department of Chicano Latino Studies was formed at the University of Minnesota and is still in place today. Later Nick and his mother Tomasa, (herself a legend in the community) took on City Hall and the result was Parque Castillo, La Clinica, and other West Side success stories. On the light side who can forget Nick dancing to Mickey’s Monkee with the Jaymars and Rudy Garcia. I was the lead singer of the Jaymars and we could write a book about all the laughs and good times we had with Nick right on stage with us. Lum di lum di lie...lum di lum di lie....

When the news reached the community five years ago that Nick had aggressive cancer and only so long to live, he took that challenge on and lived his last years, looking good, hanging out with family and friends and golfing...including dig this “a hole in one” adding to the legend of Nicolas Castillo Jr. Vaya con Dios Nick!



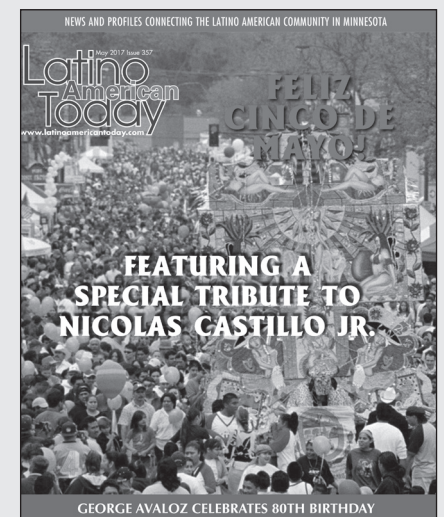
Nick Castillo honored at the Mancini’s St. Paul Sports Hall of Fame



“Nick was a smart and smooth boxer, lightening fast with a great hook and overhand right, a lot of guts and determination.” —**Rich Zasada**

“The West Side lost a true community warrior with the passing of Nicolas Jr. He was always there for his family, his culture and his community. He’ll be missed.”

—**Gilbert de la O**



NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

Latino American Today

FEELIZ CINCO DE MAYO

FEATURING A SPECIAL TRIBUTE TO NICOLAS CASTILLO JR.

On The Cover  
Feliz Cinco de Mayo!  
Featuring a Special Tribute to  
Nicolas Castillo Jr.

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## Memories of Nick Castillo Jr.



*Top row (left to right): Nick, Michael, Pedro, Lolo and Linda, Ginny, Nicolas Castillo Sr., and Tomasa*



*Nick was a teenage Idol*



*“Uncle Nick, you were so proud of me, my accomplishments, and always encouraged me to stay in school. Even though you’re gone, you will never be forgotten.”*

**—Molli Hernandez**



*Nick’s wife Barbara was the “love of his life” and because of her Nick’s last years were spent with love, tenderness and peace.*



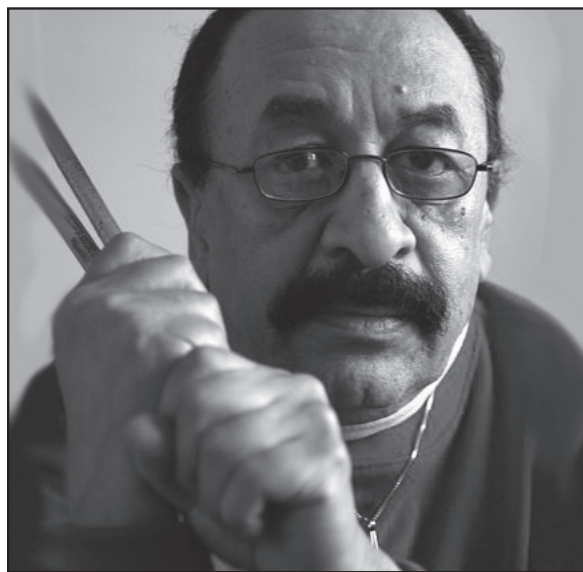
*Nick and his son Nicolas Castillo III who’s holding the golf club Nick used to make his “hole in one.”*



*The Jaymars at the Neighborhood House....with Nick & Rudy Garcia.*



## GEORGE AVALOZ Jazz from the Highest Mountain



St. Paul native George Avaloz, legendary jazz drummer, bandleader and vocalist celebrated his 80th Birthday on April 23. His career started as a teenager on St. Paul's West Side, playing drums and earning pay at 15 years old. His gigs then included playing with neighborhood musicians and friends Kico Rangel and Ruben and Frank Trejo playing Mexican folk songs and dance music. George was also listening to blues and jazz and he began jamming with blues

pianist Cornbread Harris and the legendary Augie Garcia and his rock group. Other jazz musicians in the Twin Cities began to call and soon George was on the scene playing bop gigs with Saxophone players Gerry Berg, Dave Karr and Jim Marentic.

It was at the Key Club in Minneapolis where George got his first break with the big time. Famous jazz singer, Billy Eckstine was performing at the Key Club in Minneapolis and heard George and was impressed with his playing. Eckstine told George he would like to have him play in his band someday. Meanwhile there were gigs on the road and soon George was traveling and playing with the John Beecher 12 piece band traveling on a bus and playing jobs all over the country. George moved to Chicago and started playing at the Trade Winds with hip Chicago jazz musicians, James Spaulding, Andrew Hill, Sweet's Edison and jazz vocalist Johnny Hartman. He also played at Robert's Show Lounge, sitting in with Count Basie and Sarah Vaughn.

It was then that Billy Eckstine came calling, he ran into George in Chicago and invited him to join his band and the rest is history. George traveled the world with the Eckstine band and met and played with Duke Ellington, Maynard Ferguson, and other jazz legends. The young Latino drummer was on top of the jazz world.

After a decade with Eckstine, George made the move to New York and he was part of the jazz loft scene of the 1970's. "I played with everybody," George said, "Eddie Gomez, Archie Shepp, Eddie Jefferson, Cedar Walton and Dizzy Reece," He recorded as leader and sideman and played with Quincy Jones and Clifford Jordan.

In 1981, George came back to St. Paul to take care of his mother, who was very ill. Back in the Twin Cities, George appeared at the Hot Summer Jazz Festival and performed at the Artist's Quarter and other clubs. In 2000, he recorded "The Highest Mountain" playing and singing on the CD, full of peak performance's steeped in the prime days of bebop, and featuring all his long-time Twin Cities pals. George still performs at special occasions. At eighty years old he keeps himself in shape, working out at the gym, riding a bike and his health is good. "I feel blessed to have lived a life of performing with world class musicians, traveling, seeing the world and meeting so many interesting people, it's been a great ride" George Avaloz....peace and love!

*"Happy Birthday George, you put the 'West Side' on the world map of Jazz!"*  
—Rick Aguilar

**\*George Avaloz will be performing at the Minnesota Jazz Legends - The Elders May 7th, 2017 2pm to 3:30 pm Minnesota History Center in St. Paul**

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## Inspire and Educate – That’s My Goal When I Speak!

By Marci Malzahn



Marci Malzahn,  
Founder of Malzahn Strategic

A couple of years ago when I attended the Speakers Academy (which is part of the Minnesota Chapter of the National Speakers Association) they asked us these key questions: “Why do you want to speak?” and “What is your message as a speaker?” I thought about these questions seriously and I finally came to my own answers: Why do I speak? *Because I want to inspire and educate people.* What is my own message? *I bring a message of encouragement and I also teach my audience something new they can use either in their workplace or in their personal lives.* These two answers are based on my life’s mission: *To help working people be successful in every area of their lives.*

It seems these days everyone wants to, and needs to, be inspired and encouraged because there is so much negativity going on in the nation and in the world. At the same time, people are looking to learn something new and not just get “inspired” as that seems a little bit “fluffy” and not much “meaty.” In addition, companies pay for their employees to learn something they can immediately apply to their jobs and increase the bottom line. So, realizing this, I decided to make it my goal to both inspire and educate every time I speak to an audience—whether the topic is a technical banking one or a “soft skill” topic such as life/work balance or negotiation skills in the workplace.

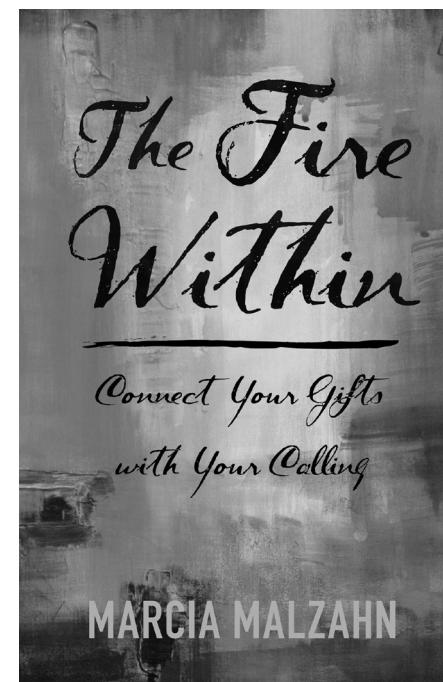
The other thing I realized as I was thinking about why I speak is that I am using four key talents together: the gift of public speaking, the gift of teaching, the gift of encouragement, and the gift of writing. The combination of these four talents used together is what I’m striving to do. And it’s what makes it easy for me to be both a speaker and a writer. The process of finding and discovering my gifts and talents was a long one. Being in the workplace helped me discover many of those talents and that’s why I wrote my second book, *The Fire Within – Connect Your Gifts with Your Calling*. In this book, I encourage my readers to discover their gifts, polish them and use those gifts to help others. As I personally did that, I discovered my personal calling—my purpose in life, which I mentioned above.

So the questions I have for you today are:

1. Do you know what your gifts/talents are?
2. Are you using those gifts to help others?
3. If yes, in what ways are you helping others?
4. If not, how can you start using your talents today to help other people—both in the workplace as well as in your community?

I am thankful for the many talents I’ve been given and I’m purposed to use them all every day to help other people around me. That is part of the legacy I’m leaving behind. I encourage you to do the same.

*Marci Malzahn is a banking executive and founder of Malzahn Strategic ([www.malzahnstrategic.com](http://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 for speaking engagements through her website at [www.marciamalzahn.com](http://www.marciamalzahn.com) or email her at [marcia@marciamalzahn.com](mailto:marcia@marciamalzahn.com). You can purchase Marci’s books at [www.Amazon.com](http://www.Amazon.com).*



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## Fifth of May, Against All Forecast, Victory Prevailed

By Saul H. Carranza

When I arrived in the United States, a friend invited me to the May 5 celebration in Saint Paul, on Cesar Chavez Street. The obligatory question was "What is celebrated on May 5?" My American friend told me, "The Independence of Mexico." "No," I said. "Mexico's independence is on September 16." Then we both concluded that we did not know what the celebration on May 5 was. My friend told me it is a big party and is a chance to eat good Mexican food. He invited me to a traditional Mexican restaurant in "El Burrito" and we went to find out about the "big party." The friendly owner of the restaurant explained that this celebration really is bigger here in the United States than in Mexico. She told me the story of the epic battle of Puebla.

As an article on expansion.mx says, this was a historic battle like "David vs. Goliath." A giant and well-armed French army against a brave but smaller and poorly armed Mexican army commanded by General Ignacio Zaragoza. On May 5, 1862, the Mexican army, supported by peasants armed with machetes and knives, forced the French to flee, causing them many casualties both dead and wounded. Although the French eventually conquered Mexico. This battle is recorded in history as the effort of a handful of brave men who fought against oppression and in favor of a free homeland.

What we see today in Saint Paul and other major cities of the American union, is a celebration of all, with no difference of flags and countries celebrating the Hispanic

heritage and the opportunity to live in goodwill and harmony in this country.

This battle presents us with two opportunities. The first is to teach the new generations the richness of a past full of illustrious names that even at the cost of their own lives gave us a heroic heritage that unites us and that enriches our lives through the interaction of peoples and cultures.

The second is that there will always be bad things that attack our lives and families. Situations that frighten us, want to destroy what we are and that seem very powerful to be overcome. Sometimes evils such as poverty, alcoholism, drug addiction, ignorance, violence, and lack of opportunities can affect our lives and the first thought may be "there is nothing to do, it is very powerful, and it cannot be changed." The Bible says, "For God has not given us a spirit of cowardice, but of power, love, and self-control." This means that you are not alone. That God has equipped you and your family with a fighting spirit. That you can make him want and trust that with the help of God you will go ahead. Elsewhere the Bible says "just be strong, be brave, do not fear do not be dismayed."

Surely, there were many moments in which General Zaragoza and his soldiers thought they were going to be defeated, but they went ahead. There will be many difficult times in your life. In them just be strong, have faith and you can change a forecast of defeat into one of victory.

*Saul Carranza is originally from Guatemala and pastor of the Church Christ for All Nations in Crystal MN. Tel. 763-245-2378 saulcarranza@yahoo.com*

## Cinco de mayo, contra todo pronóstico hubo victoria

Por Saúl H. Carranza

Cuando llegué a Estados Unidos un amigo me invitó a la celebración del cinco de mayo en Saint Paul, en la calle Cesar Chávez. La pregunta obligada fue: "¿Qué se celebra el cinco de mayo?" Mi amigo estadounidense me dijo: "La Independencia de México". No, le dije, "la independencia de México es el 16 de septiembre". Entonces los dos concluimos que no sabíamos que se celebraba el cinco de mayo. Él me dijo que era una fiesta grande y que era la oportunidad de comer buena comida mexicana. Me invitó a un tradicional restaurante mexicano en "el burrito" y fuimos para averiguar sobre la "fiesta grande". La amable propietaria del restaurante nos explicó que esta celebración realmente, es más grande aquí en Estados Unidos que en México. Y me contó la historia de la épica batalla de Puebla.

Como dice un artículo de expansión.mx fue una histórica batalla al estilo "David contra Goliath". Un gigante y bien armado ejército francés contra un valiente, pero más pequeño y mal armado ejército mexicano al mando del General Ignacio Zaragoza. El cinco de mayo de 1862 el ejército mexicano, apoyado por campesinos armados de machetes y cuchillos, obligó a huir a los franceses causándoles muchas bajas entre muertos y heridos. Aunque finalmente los franceses conquistaron México. Esta batalla queda registrada en la historia como el esfuerzo de un puñado de valientes que lucharon contra la opresión y a favor de una patria libre. Lo que vemos hoy en día en Saint Paul y otras grandes ciudades de la unión americana, es una fiesta de todos, sin diferencia de banderas y países celebran la herencia hispana y la oportunidad de vivir en hermandad y armonía en este país.

Recordar esta batalla nos presenta dos oportunidades. La primera es enseñar a las nuevas generaciones la riqueza de un pasado repleto de nombres ilustres que aún a costa de su propia vida nos dieron una herencia heroica que nos une y que enriquece nuestra vida a través de la interacción de los pueblos y las culturas.

La segunda es que siempre habrá cosas malas que atacan nuestra vida y familia. Situaciones que nos atemorizan, quieren destruir lo que somos y que parecen muy poderosas para ser vencidas. A veces males como pobreza, alcoholismo, drogadicción, ignorancia, violencia, falta de oportunidades pueden afectar nuestra vida y el primer pensamiento puede ser "no hay nada que hacer, es muy fuerte, no se puede cambiar". La Biblia dice: "Porque no nos ha dado Dios espíritu de cobardía, sino de poder, de amor y de dominio propio." Esto significa que no estás solo. Que tú y tu familia han sido equipados por Dios con un espíritu luchador. Que puedes echarle ganas y confiar que con la ayuda de Dios saldrás adelante. En otra parte la Biblia dice "solo esfuérzate sé muy valiente, no temas no desmayes".

Seguramente hubo muchos momentos en los que el General Zaragoza y sus soldados pensaron que iban a ser derrotados, pero salieron adelante. Habrá muchos momentos difíciles en tu vida. En ellos solo esfuérzate, ten fe y podrás cambiar un pronóstico de derrota en uno de victoria.

*Saúl Carranza es originario de Guatemala y pastor de la Iglesia Cristo Para Todas Las Naciones En Crystal MN. Tel. 763-245-2378 saulcarranza@yahoo.com*

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Pastor Saúl H. Carranza



## For a Good Time, Go Fishing



Forget what the calendar says about summer starting on June 20. If you like getting outside and having a great time, the real summer fun begins a whole month earlier, on May 13.

That's the date when Minnesota's fishing season officially opens this year. Fishing is enjoyed by close to 1-1/2 million Minnesotans because it's a great way to spend quality time with family and friends. It doesn't require a lot of fancy equipment, and you don't need to travel far—especially if you live in the Minneapolis/St. Paul metro region.



That's largely the result of the region's quantity and quality of water, encompassing a wide variety of angling opportunities. Three of the state's major rivers converge in the metro region—the Minnesota, Mississippi and the St. Croix—as well as numerous smaller rivers and streams, including the Rum and the Crow. You can catch a wide variety of different species, from walleye to bass to catfish. There are even trout streams, such as the Vermillion River in Dakota County, home to a naturally reproducing population of big brown trout, and stocked each year with rainbow trout as well.

The Twin Cities region also features numerous lakes, from big bodies like Minnetonka and White Bear, to smaller lakes such as Cedar, Harriet and Calhoun. Many of the region's lakes provide ample opportunities for shorefishing, so you don't need a boat. There's also the DNR's FiN program (Fishing in the Neighborhood), which stocks catchable size fish in more than 60 smaller bodies of water around the metro region. Those small lakes (like Wolfe Lake in St. Louis Park) are an excellent choice for getting some big grins and squeals of excitement from young anglers. Lakes both large and small can also be counted on if you're looking for something for the frying pan, although anglers are advised to consult fish consumption advisories and stick to smaller fish for eating.

If you haven't fished before and want to try it out, visit one of Minnesota's state parks, like Fort Snelling. Many state parks have fishing rods and tackle that you can check out for free, and in most state parks, you don't even need a fishing license. A growing number of city and regional parks also have fishing tackle you can borrow, but if you're fishing outside of a state park, anyone 16 years or older needs to buy a fishing license.



State parks also provide "I Can Fish" programs to teach people how to fish. Visit the DNR website at [mndnr.gov](http://mndnr.gov) to find out when and where the classes will be offered. The DNR website also offers basic information about how to fish, and where to go. Introduce a kid to fishing, and you'll have provided him or her with a lifetime of healthy outdoor fun.

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## West St. Paul Offers Business Opportunities

By Claud Santiago

Through the years Latino business corridors have sprung up on E. Lake Street in Minneapolis and Cesar Chavez Street and Payne Avenue in St. Paul. In the Metro area of the Twin Cities Latino businesses are becoming more visible and are attracting both Latino and non-Latino customers. One of those cities is West St. Paul, a first ring suburb adjacent to St. Paul. This is a full-service city that offers a high quality of life and is rich with opportunities for enjoyment, growth, and development. There are over 600 businesses in West St. Paul, including a light industrial park. South Robert Street is a busy thoroughfare that has traffic of 30,000 cars travel per day.

Rick Aguilar, former Chair of the Saint Paul Area Chamber of Commerce, lives in West St. Paul and sees a lot of opportunities for Latino businesses to open or expand their business in this city.

“West St. Paul’s population is at 20,000 with 9.9% Hispanic residents. The West Side of St. Paul is minutes away from South Robert Street and has one of the largest Latino populations in the Twin Cities. First ring suburbs offer Latino business owners newer buildings, more parking, and visibility for their products and services,” Aguilar stated. Here are some of the Latino businesses located on South Robert Street.



## GOP Elects New Party Chair!



Jennifer Carnahan and Rick Aguilar

In a major upset, Jennifer Carnahan was elected as the new Chair of the Republican Party of Minnesota at the State Central Committee meeting in St. Cloud. Her impressive campaign team along with her passionate, articulate, and informative remarks to the voting delegates turned the tide over three other experienced and outstanding candidates. The Republicans chose to elect the first ever Asian American Chair in the history of the party in Minnesota. Congratulations to Jennifer for a job well done. I look forward to working with her.



## Mayor James Francis Receives Traditional Award



By Claud Santiago

South St. Paul Mayor James Francis recently received an award from Carmen Robles, director of Jovenes de Salud, the Latino youth organization. The Capia is a traditional award in the Latino community and was presented to Mayor Francis as an introduction from Robles and the Latino community in South St.

L to R: Balvina Balistreri, Mayor James Francis, and Carmen Robles

Paul. The 2010 census showed SSP's Latino population at 13%. Mayor Francis wants to position SSP as the "gem" right outside the capital city, nestled between the river and hidden behind the bluffs.

He wants to bring in new businesses with living wage jobs, while stimulating the city's economic base. Mayor Francis has expressed interest in attracting more multicultural business owners to consider coming to SSP's growing industrial park.

## New Chairman Elected



By Claud Santiago

Dave Sina was elected as Congressional District 4 Chair on Saturday, April 22. CD 4 encompasses all of Ramsey County and almost 1/2 of Washington County. One of the main responsibilities of the CD 4 Chair is to recruit and get help elect Republican candidates for U.S. Congress,

State Senate, House of Representatives, Governor and Constitutional offices.

One of Sina's goals is to reach out more to the voters in the multi-cultural communities and make them more aware of the conservative and Judeo-Christian principles and values that our nation was founded upon. Sina plans on putting in more effort to work with the Latino Community and the Achievement Gap Education issue. He comes into this office with a strong administrative background, which is necessary to coordinate the candidates, BPOUs, and volunteers in order to maximize our efforts to elect Republicans in 2018. Sina is also a member of the Hispanic Republican Assembly of Minnesota.



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# PROVEN WAYS TO BUILD YOUR BRAND IN THE "U.S. HISPANIC ECONOMY"

PRODUCED BY  
AGUILAR PRODUCTIONS



Rick Aguilar, Aguilar Productions

## PROGRAM HIGHLIGHTS

### NEW! NEW! NEW! STUDY

KEY DIFFERENCES BETWEEN  
LATINA MILLENNIALS AND  
NON-HISPANIC WHITE WOMEN!  
(Study by SSG)

BUYING POWER OF LATINA  
MILLENNIALS IS \$170 BILLION  
AND GROWING!

PROMOTING FINANCIAL  
SERVICES TO THE HISPANIC  
MARKET!

MARKETING EFFECTIVELY ON  
SPANISH LANGUAGE RADIO AND  
TELEVISION.

INSIGHTS

CASE STUDIES

PANEL DISCUSSIONS

AWARD PRESENTATIONS

KEYNOTE SPEAKER

**PREMIER  
MARKETERS SHARE  
STRATEGIES THAT  
WORK**

21st ANNUAL

# HISPANIC MARKETING CONFERENCE & AWARDS

## May 25, 2017 8 a.m. – 2 p.m.



Neighborhood House/Wellstone Center  
A Great Venue In the Heart of the Hispanic Community  
179 Robie Street E., Saint Paul, MN

### FEATURING THE ANNUAL HISPANIC MARKETING ACHIEVEMENT AWARDS LUNCHEON

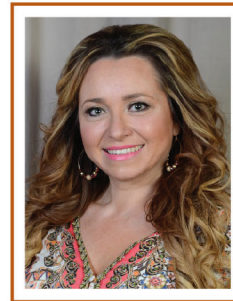
#### Presenters and Award Recipients



**JANNET TORRES**  
Hispanic Market Research Expert  
San Francisco, CA



**RICO VALLEJOS**  
Multicultural Creative Director  
Portland, OR



**MAYA SANTAMARIA**  
Owner  
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