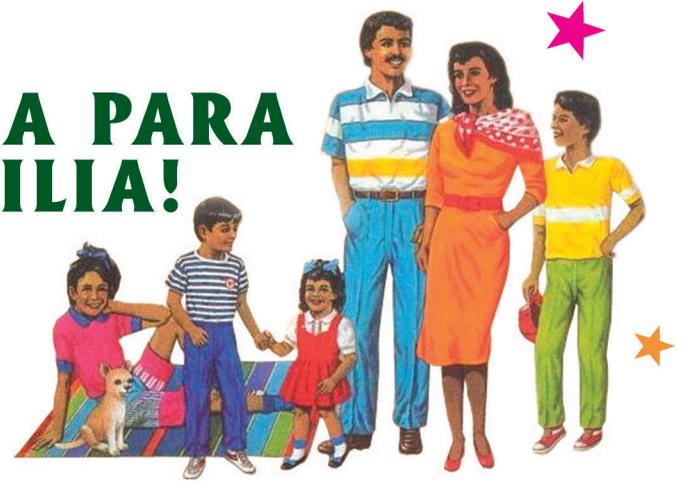


September 2017 Issue 361  
**Latino  
American  
Today**  
www.latinoamericantoday.com

**¡UNA FERIA PARA  
LA FAMILIA!**



# La FAMILIA

LATINO FAMILY FESTIVAL AND EXPO

**Saturday, September 23, 2017 from 11am-3pm**  
**Sabado, 23 de septiembre de 11am-3pm**

## El Nuevo Rodeo

27th Event Center - Third Floor • 2709 E. Lake Street, Minneapolis, MN 55406

**FREE ADMISSION • ENTRADA GRATIS**

- **Actividades para toda la familia, comida, entretenimiento para los jóvenes y premios especiales**
- **Activities for all La Familia, Food and Youth Entertainment and Special Awards Presentations**
- **Expo presentando educación, carreras/empleos y salud**
- **Exhibitors showcasing Education, Careers/Jobs, Health & Fitness**

**Celebrating Hispanic Heritage Month**  
**Celebrando el Mes de la Herencia Hispana**

SPONSORS:



## The 15th Annual La Familia Hispanic Heritage Awards! Presented by Aguilar Productions/LatinoAmerican Today!

Each year we honor individuals, organizations, and businesses for their commitment to Hispanic heritage, culture, and community! **Here are our recipients for 2017!** The awards will be presented at the 15th annual La Familia Latino Family Festival & Expo.



**Maya Santamaria**

Twin Cities business and community leader and founder and owner of Santamaria Broadcasting.



**Elsa Vega Perez**

Senior Project Consultant, diversity expert and social justice advocate with over 20 years experience in philanthropy, non-profit and public sector.



**Amalia Moreno-Damgaard**

Internationally recognized award-winning author, chef-entrepreneur, and business leader.



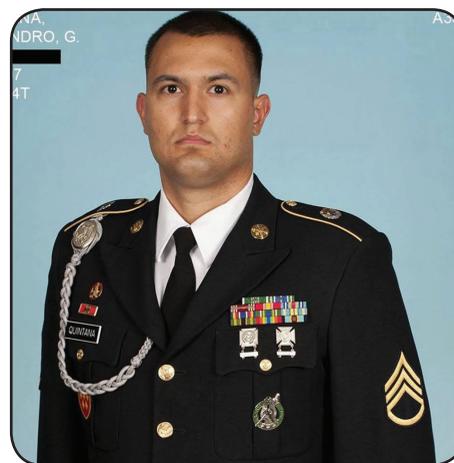
**Maria Elena Caldera de Arana**

A widely-respected and gifted community leader in Nicaragua and also in Miami, Florida. She is an organizer who has been instrumental in creating and developing many initiatives for the Red Cross of Nicaragua. Our international La Familia awardee!



**Rick Cardenas**

Twin Cities community leader and champion and advocate for disability rights!



**SSG Alejandro Quintana**

Serving our country as a member of the Minnesota Army National Guard.



### Risen Christ Catholic School in Minneapolis

President Michael Rogers and the students.

Latino American Today  
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On The Cover  
La Familia  
Latino Family Festival and Expo  
September 23, 2017

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Latino American Today distributes 15,000 copies on a monthly basis.

## We Invite You to Attend!

**15th ANNUAL  
LA FAMILIA LATINO FAMILY FESTIVAL & EXPO  
SATURDAY, SEPTEMBER 23, 2017 - 11 AM TO 3 PM  
EL NUEVO RODEO- 27TH EVENT CENTER**



**H**ello we invite you to attend welcome to the 15th annual La Familia Latino Family Festival & Expo. We are proud to welcome the Latino com-

munity to El Nuevo Rodeo – 27th Event Center in Minneapolis as we celebrate Hispanic Heritage and “La Familia” the Latino family. All of our sponsors, exhibitors and supporters are excited to be participating in La Familia 2017 because it gives them the opportunity to say “we value the Latino community for your contributions to Minnesota and we value your business.”

All our expo areas are made up of companies, organizations and associations that are interested and involved in the Latino community. They want to form strong relationships with our fast growing community. Our goal at La Familia 2017 is to motivate and educate our attendees, yet at the same time, it’s a festival featuring a kid’s area, entertainment, food and activities for the entire family.

We again will be offering some great youth entertainment at La Familia 2017. Look for the Minnesota Twins booth for special fun and prizes.

Delicious Tacos and other food items will be available.

Thank you to our Sponsors.

There is no La Familia 2017 without our sponsors. Thanks to all our wonderful supporters Minnesota Twins, *Latino American Today*, U.S. Bank, La Raza 95.7 FM- 1400 – 1470 AM Telemundo Minnesota –KJNK-TV25. These companies and organizations offer great services and programs to our Latino community. Have a great time enjoying the culture, food and music of our Latino community. It will be our pleasure to have you here with us for La Familia 2017

### VIVA LA FAMILIA!!

Rick Aguilar  
President, Aguilar Productions



*Rick Aguilar*

### OUR EXHIBITORS FOR LA FAMILIA 2017

**USTA Northern** – Tennis areas for the kids

**MN Twins** – Fun games, prizes and gifts from our Minnesota Twins!

**Ordway Center for the Performing Arts** – Learn about upcoming programs at the Ordway!

**U.S. Bank** – Some special surprises and useful information from our favorite bank!

**Risen Christ Catholic School** – Great school for Latino children!

**Minnesota Housing Finance Agency** – Helping you get a home!

**Minnesota Army National Guard** – “Educando la Familia” have fun at this booth!

**MNDNR** – Great information about Minnesota’s Parks and Trails.

**Wells Fargo** – Education Financial Services, great information for the family!

**Food Perspectives** – Careers and Jobs

**Community Action Partnership of Hennepin County** – Your Family Partner!

**Latino American Today** – Connecting the Latino Community in the Twin Cities!

## Consejos para ayudar a los hijos con la tarea

**Los padres no tienen que ser expertos en todo pero sí deben estar dispuestos a ayudar**

Hay muchas cosas que los padres pueden hacer para ayudar a sus hijos en su regreso a la escuela, como reemplazar la mochila vieja o comprarles los útiles que necesitan. Pero hay algo que pueden hacer que es más importante y no siempre cuesta dinero: ayudarlos con la tarea.

Hay muchas cosas que los padres pueden hacer para ayudar a sus hijos en su regreso a la escuela, como reemplazar la mochila vieja o comprarles los útiles que necesitan. Pero hay algo que pueden hacer que es más importante y no siempre cuesta dinero: ayudarlos con la tarea.

- Hablar con los hijos sobre la tarea. Es importante que los niños entiendan la importancia de hacer la tarea y el impacto positivo que puede tener en sus calificaciones. Además de repasar y practicar lo que aprendieron en clase, la tarea los ayuda a prepararse para las lecciones del día siguiente y desarrollar la disciplina que necesitan para su éxito académico.

- Reunirse con los maestros. Cuando se trata de la tarea, los maestros pueden tener exigencias distintas. Por lo tanto es importante hablar con ellos para conocer sus expectativas. Por ejemplo, algunos maestros quieren que los padres revisen cuidadosamente la tarea de sus hijos, mientras que otros prefieren que sólo controlen que la hicieron. Además, el maestro puede contestar preguntas como cuánto tiempo debe pasar

el estudiante haciendo la tarea y qué hacer si tiene dificultades o si le resulta demasiado fácil.

- Fijar un horario para hacer la tarea. El mejor momento para hacer la tarea es el que mejor funciona con las actividades del estudiante y la disponibilidad de sus papás. Puede ser antes o después de jugar, ver televisión, cenar o de hacer alguna actividad extracurricular. Lo importante es que la hora sea constante y que no sea la última actividad del día, cuando el niño esté cansado y con sueño.

- Escoger un lugar cómodo y eliminar las distracciones. Para fomentar la concentración es importante encontrar un lugar en la casa que tenga buena iluminación donde el niño pueda sentarse y hacer la tarea sin distracciones. Puede ser la mesa de la cocina, un escritorio o su propia habitación, siempre y cuando no haya distracciones como televisores prendidos o aparatos electrónicos a mano, a menos de que sean esenciales para hacer la tarea.

- Proveer los recursos necesarios. Los padres no tienen que ser expertos en todas las materias para ayudar a sus hijos con la tarea. Sin embargo, pueden proveerles los recursos que necesitan, incluyendo lápices, plumas, borradores y papel para escribir. También pueden llevar a sus hijos a la biblioteca o navegar el Internet con ellos para encontrar recursos que ayuden con la tarea. GobiernoUSA.gov, por ejemplo,



tiene una sección de niños con información práctica sobre varios temas. Por su parte, el Departamento de Educación cuenta con una serie de folletos para ayudar a los hijos con la tarea de matemáticas, ciencias, lectura y comprensión. Para aprender más sobre temas relacionados a la educación se recomienda consultar GobiernoUSA.gov, el portal oficial del Gobierno de los Estados Unidos en español, que forma parte de la Administración de Servicios Generales (GSA) de EE. UU. Fuente: GobiernoUSA.gov

## Ordway Center for the Performing Arts Presents *In the Heights*

The Ordway Center for the Performing Arts is excited to present *In the Heights*, Sept. 12-24. This Ordway Original production will be brought to life through a collaboration with Teatro del Pueblo.



Alberto Justiniano

Written by Lin-Manuel Miranda, *In the Heights* tells the universal story of a vibrant community in New York's Washington Heights neighborhood—a place where the coffee from the corner bodega is light and sweet, the windows are always open and the breeze carries the rhythm of three generations of music. It's a community on the brink of change, full

of hopes, dreams and pressures, where the biggest struggles can be deciding which traditions to take with you and which to leave behind.

*In the Heights* is directed and choreographed by Teatro del Pueblo Artistic Director Alberto Justiniano and Ordway Vice President of Programming and Producing Artistic Director James A. Rocco. Justiniano has been active as a director, playwright, screenwriter, and independent producer for both film and theater here in the Twin Cities.

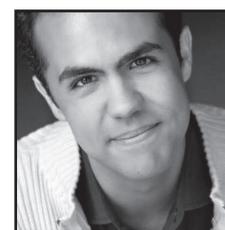
“I am thrilled to be working on a story that encapsulates the strength of a Latinx community who, when its very existence is jeopardized, musters the guts to celebrate its cultural pride as an act of defiance.”

said Justiniano. The creative team for *In the Heights* includes Eugenio A. Vargas (musical direction).



Pedro Bayon

The Cast includes Twin Cities favorite Pedro Bayon as Kevin. Rounding out the ensemble are local actors Brian Bose, Adan Varela, Emily Madigan, Lara Trujillo, Fernando Collado, Rush Benson, Patrick Charles Jeffrey, Abby Magalee, Giselle Mejia, Zander Morales, Jorge Quintero, Jen Santoro Rotty, Rudolph Searles III, and Mareen Sherman-Mendez.



Eugenio A. Vargas

*In the Heights* is sponsored by Travelers. Generous support for Ordway Originals is provided by Marcia L. Morris. *In the Heights* is part of the Ordway's 2017-18 Musical Theater Series, sponsored by Bremer Bank. For tickets and more information, visit [www.ordway.org](http://www.ordway.org).

## Latino Achievement Gap Summit at Wellstone Center

By Claud Santiago

Panelists and Attendees discuss the Achievement Gap!

Over 75 attendees participated in the 4th annual Latino Education Achievement Gap Summit presented by *Latino American Today*. Attendees included Latino youth leaders, educators from private, public and charter schools and political leaders from both the Republican and Democrat parties. Several panels presented data, demographics, case studies and insights about the achievement gap that is one of the worst in the country.

Consensus of the attendees was that all options should be on the table in order to make changes and gains in the Latino high school graduation rates.



L to R: Keith Downey, Alejandra Henriquez, and Rick Aguilar



L to R: Brian Lynch, Liz Ramsey, Jeb Myers and Sean Elder



Attendees at the Summit



Panel from L to R: Rep. Sondra Erickson, Sen. Chuck Wiger, Elia Bruggeman, Sen. Mary Kiffmeyer and Zuki Ellis



L to R: Rob Hanson, Stephanie Levine, Rico Vallejos, Michael Rodriguez, and Carmen Robles



L to R: Rob Hanson, Peter Olson-Skog, and Joe Gothard



# FEEL THE WOW OF FALL.

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Fall color is exploding, and there's no better way to feel more wow this fall than with a trip to a Minnesota state park or recreation area. Take the most gorgeous places in Minnesota, add the incredible colors of autumn, and you're sure to be blown away.

- The online Fall Color Finder puts you in the right place at the right time to see the colors at their most stunning.
- The online Calendar of Events has ideas to fill your fall with fun.

[mndnr.gov/fallcolor](http://mndnr.gov/fallcolor)

**m MINNESOTA**  
STATE PARKS AND TRAILS

An Ordway Original in collaboration with Teatro del Pueblo

# IN THE HEIGHTS

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Book by QUIARA ALEGRIA HUDES  
Conceived by LIN-MANUEL MIRANDA

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THE VOICE FOR PROFESSIONAL EDUCATORS AND STUDENTS

## National Museum of the American Latino Reception



**Left image:** Back row, left to right: Andy Noble, Erik Montes, Tony Torres, Luis Fitch, Carmen Robles, Rico Vallejos, Larry Anderson and Estuardo Rodriguez; Front row, left to right: Rick Aguilar, Beth Schoedl, Isaac Contreras, Elia Bruggeman, Amalia Moreno-Damgaard, Danny Vargas, Esperanza Guerrero-Anderson and Ana Monson. **Right image:** Rick Aguilar, Danny Vargas, Esturado Rodriguez.

By Claud Santiago

Rick Aguilar, publisher of *Latino American Today* and Twin Cities business leader Esperanza Guerrero-Anderson hosted a reception for executives from the Friends of the National Museum for the American Latino, Washington D.C. The reception was held on August 21st at the Boca Chica Restaurant in St. Paul. Danny Vargas, Chairman and Estuardo Rodriguez, Executive Director of the Museum effort reported that they had visited with 3M executives to discuss funding and support for the

Latino American Museum they hope to have built in Washington D.C. Reception attendees also learned about the legislative and fundraising efforts needed to make the Museum a reality.

If you want to donate to the effort go to their website at [www.americanlatinomuseum.org](http://www.americanlatinomuseum.org)



To all our Readers, advertisers, and contributors have a wonderful and safe Fall.

**Rick Aguilar**  
Publisher  
*Latino American Today*

“Si no eres un pez, debes llevar chaleco salvavidas.”

Este mensaje es cortesía del Consejo Nacional de Navegación Segura - ¡únteloz!

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¡USELO!

## La Familia – What a Treasure That Is!

By Marci Malzahn



Marci Malzahn,  
Founder of Malzahn Strategic

When people in America think about Latinos, one of the first things that comes to mind is “la familia,” the family. As Latinos, we treasure our families and that is one of the major contributions we can give to this country where the value of family has diminished significantly through the years. In the United States, maybe because of its size where children can move out to colleges far away from home, or because people find jobs away from their families, it is easy to lose touch with your family. The busyness of life accompanied with the pursuit of success overtakes everyone who lives in this country—unless you recognize the danger and you decide to not allow that to happen in

your family.

Almost thirty years ago when I married my Minnesotan husband, I told him that I didn’t want to “kick the kids out of the house at 18” when they graduated from high school. I told him that’s an American custom I didn’t want to assimilate. I wanted to allow our kids to grow up and leave the house naturally when they were emotionally ready. Notice I didn’t say when they were financially ready because that could take way longer than when they’re ready emotionally plus there are many ways we can still help as parents. Years later as our children grew up and graduated from high school, they both decided to attend the University of St. Thomas in St. Paul. They both chose to live on campus but they knew the option of coming home whenever they needed was always available. We didn’t kick them out. They wanted to experience the college life but I’m thankful they both decided to stay in the cities. That helped me as a mom to make it through the transition. I also met with each one of them weekly to stay connected and that deepened my personal relationship with them. We also met as a family at least twice a month.

After they finished college, our daughter moved out on her own for a little while and then got married and moved to Iowa for two years. Then she and her husband decided to move back to Minnesota precisely to be close to the family. Our son moved back home after college for a couple of years and then moved out on his own. Now we all get together often and I am the happiest mom ever to have the blessing of my children living close by—what a treasure that is!

The value of family is one of the major things we, as Latinos, bring to America and we need to do our best to preserve it. How do we do that? As entrepreneurs and business owners, allow your employees to take time off to be with their families. Pay them fair wages so your workers don’t need to work two or three jobs to make ends meet. Create family friendly events where the employees can bring their families and get to know each other’s families too. At the same time, become an organization where people in the community feel they are part of *your* bigger family.

There are other amazing attributes that Latinos bring to this country such as our culture from the many countries we represent. A lot of people in

America don’t realize that each Latin American country has its own culture with its own history, background, and experiences. Therefore, we need to educate the rest of the country on our Hispanic heritage and what it really means. The food and cuisine which is different in every country also contributes to the flavor we add to America. Then there is the Spanish language, one of the richest languages in the world. When we are fully bilingual and dominate both English and Spanish well, new opportunities and doors open up for us and our families.

As you go out into your work community, I encourage you to be proud of your Hispanic heritage and, at the same time, be open to learning from other cultures that are completely different to yours. And I don’t mean to be inclusive only with the other “minorities” in the country. I mean open up to meet new people from non-minority places too such as the Netherlands, Australia, and Philippines, for example. Today, as I wrote this article, I purposed myself to touch basis with several friends from different parts of the world just to stay connected with them. I texted two friends from Rwanda, one friend from Dominican Republic, one friend from the Philippines, one from Australia, and one from the Netherlands. I have met these friends through the course of my life during my travels speaking, or through my book published in the Philippines, or simply because they live here in America and they happen to be from Australia. I met my new friend from Amsterdam on the airplane on my way to Kigali, Rwanda, last year. Do you get my point? I want to encourage you to be simply “international” and at the same time, preserve your Hispanic values such as the value of family and the treasure that it represents.

Enjoy celebrating this month of Hispanic Heritage and be proud of being a Latino or Latina!

*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 for speaking engagements through her website at www.marciamalzahn.com or email her at marcia@marciamalzahn.com. You can purchase Marci’s books at www.Amazon.com.*

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## Women-Owned Businesses: The Value of Certification

**M**y business was recently certified as a woman-owned business enterprise by the Women's Business Enterprise National Council (WBENC), a government-backed program under the Small Business Administration (SBA) offered locally by the Women's Business Development Center (WBDC).

"Certification is the most widely recognized in the nation and is accepted by over 1,000 corporations and public agencies in the country. WBDC provides WBE certification to qualified women-owned companies in Minnesota, Western Wisconsin, North and South Dakota".

As a double minority entrepreneur, it is an honor and privilege to have reached a level in my career and business stage where I can expand and seek new opportunities on a national level. I am excited about the prospect of growing in the direction I feel I can make greater impact through my work.

I first became aware of certification when I just started my company and built it into my strategy to work toward the goal of becoming certified one day. Certification is a time and financial investment that can yield new benefits for your business.

As a new WBENC member, I am eager to participate in the upcoming annual conference in Chicago on September 7 where I will have the opportunity to meet with like-minded businesses and make connections with new corporations, government and nonprofit potential clients.

Through corporate procurement meetings businesses can learn about supplier

diversity programs in their region. Panels and consulting bring partners together through marketing strategies.

I am looking forward to exploring and to growing in this new environment where I believe my business can continue to prosper and excel by taking advantage of the many educational resources this organization offers.

Certification runs for a year and requires recertification every year. The initial process is long and requires many steps and documentation culminating in an hour-long interview to corroborate facts that establishes your business as a going concern.

Interested in learning more about certification? Go to: <https://www.wbdc.org/mn/>



*Amalia Moreno-Damgaard (AmaliaLLC.com) is an award-winning author and chef-entrepreneur, spokesperson, author, speaker, and bilingual food and culture consultant effectively connecting brands to the Latin and American markets through product ideation, development, project strategy and execution. She was born and raised in Guatemala City and is a graduate of Le Cordon Bleu with a Masters in International Business from St. Louis University. She serves on the American*

*Diabetes CLB Board-MN, and on the Common Hope and Depart Smart Executive Boards.*

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### Le Invitamos a la Iglesia en Crystal.

Usted y su familia son bienvenidos.

La Iglesia es un lugar de adoración a Dios.

Una comunidad de fe donde niños, jóvenes y adultos pueden aprender, hacer amigos y servir a Dios.

Un lugar seguro para compartir, disfrutar compañerismo y encontrar ayuda.

### Iglesia Cristo Para Todas las Naciones.

6421 45th Ave Crystal MN 55428

Somos una Iglesia Cristiana, de Santidad y Misionera.

Servicios Domingo 10:00 am

Miércoles Estudio bíblico 7:00pm

Sábado por la mañana Escuela de Teología.

### We invite you to the Church in Crystal.

You and your family are welcome.

The Church is a place of worship to God.

A community of faith where children, youth and adults can learn, make friends and serve God.

A safe place to share, enjoy fellowship and find help.

### Christ For All Nations Church.

6421 45th Ave Crystal MN 55428

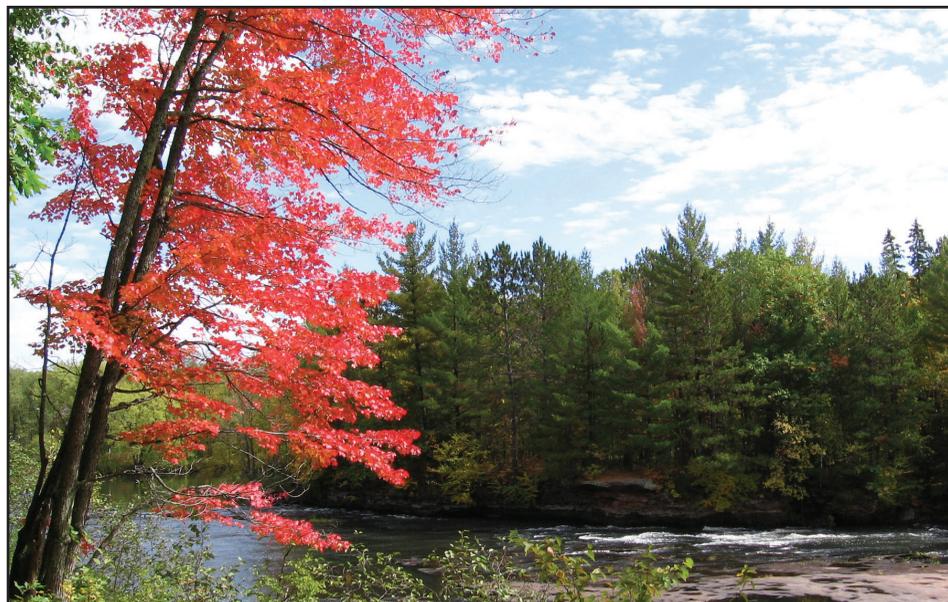
We are a Christian Church, of Holiness and Missionary.

Services Sunday 10:00 am

Wednesday Bible Study 7:00 pm

Saturday Morning School of Theology.

## Expect a Near Perfect Fall Leaf Season in Minnesota State Parks and Trails



*The stunning beauty found at Banning State Park located near Sandstone.*

*By Deborah Locke*

Looking into a crystal ball for answers to any question can be risky, especially when it comes to a Minnesota weather season. But your Minnesota Department of Natural Resources staff have been around for a pretty long time and feel confident with this prediction: fall will be beautiful in Minnesota almost everywhere. So get out to your state parks with the kids and your cousins and your abuela and admire the rich, gorgeous leaf color.

We said “almost everywhere” because summer rainfall is a strong predictor of vivid leaf color. Less rain has fallen in the west central and northwestern parts of the state, and that could actually increase the color display -- if a little rain should fall soon and ease drought conditions.

There’s also a very good chance that south central and southeastern Minnesota will see an early fall, due to extra rainfall in July.

All of the above begs a seasonal question that we get often at the Department of Natural Resources. Just why do those leaves change color? Longer days and

shorter bouts with sunshine as well as cooler nights trigger the color change. The most brilliant leaves you’ll see show their hues after many warm and sunny days and cool nights.

Those shorter periods of daylight mean a closing off of the leaf veins that carry liquid sugar in and out of leaves. As a consequence, sugars in the leaf permit the red and purple colors to develop. You’ll find purple-like and red pigments in the leaves of maple and oak, some varieties of ash, and tall shrubs like cherry, sumac and viburnum.

Yellow is always present in leaves all summer long, but the color is revealed when the green pigment in chlorophyll breaks down. The yellow leaves, found in ash, aspen, basswood, birch, cottonwood and elm, may be short in lifespan due to drought conditions. If it’s dry, not as much sugar is produced so there isn’t as much color.

To check out any of the above for yourself, do check out a state park! Find peak color on our online Fall Color Finder at [mndnr.gov/fallcolor](http://mndnr.gov/fallcolor) every Thursday starting Sept. 7. If you’ve never been to a state park, know that you’ll find one within about 30 minutes of nearly every town and city in the state. Find your favorite at [mndnr.gov/parkfinder](http://mndnr.gov/parkfinder).

As a general rule, colors typically peak between mid-September and early October in the northern third of Minnesota, between late September and early October in the central third of the state, and between late September and mid-October in the southern third, which includes the Twin Cities.

So throw a sweater over your shoulders and head for the great outdoors into a world of red and yellow.



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## ***Our commitment to you***

The educators of Education Minnesota will not allow the events in Charlottesville, Virginia, to shake our commitment to providing your children with a welcoming, safe and inclusive learning environment this fall.

We believe this pledge, at this time, has never been more important. The terrorist attack in Charlottesville exposed once again the racism and hatred that has marred our nation's history since its inception.

In these first few weeks of a new school year, we are reaffirming our responsibility to show our students we stand against hate, white supremacy and other forms of bigotry. We will not tolerate the language and acts that lead to violence.



We know racism and white supremacy didn't start in Charlottesville. It certainly didn't end there. Our members are in training to spot and interrupt hate wherever it's found. We will recruit and retain more teachers of color. We will continue to fight for the resources all Minnesota communities need, both inside and outside the school building.

As the new year begins, young people of all races, religions, identities, cultures and social classes must have a safe space to speak, ask questions, wonder and express themselves. Please know we are committed to providing those places for all of them.



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