

LATIN
ICON
MAY 2011

ION
mas

Nadia Sahar

Actress. Author. Survivor

Ask Jefe

SPRING IS HERE!

By Wayne "Jefe" M. Zamora

I know that Mother's Day has past but Happy Mother's Day to all the moms out there! My son-in-law asked how come I have to have bread with everything that I eat and all I can say is "it's my mom's fault!" Growing up my mother made fresh flour tortillas A LOT! I remember that she would get up early to make my dad's breakfast before he headed out to work and the smell of the tortillas on the griddle and bacon cooking would wake me up with a smile!! As I write about that, I can smell it now! That's not all I remember. My mother's side of the family were migrant workers and it's how we ended up in the Chicago area from Texas. As teenagers we were getting on my mother's nerves one year. One day she said, "You know what? I'm going to get you guys a job!" She called the farm that she used to work at and to my amazement the same family still owned the farm! Before you know it we were told that on our first day of summer vacation we're to report to work! Well we were there on time. Didn't know that mom was going to work with us either! It turns out that I didn't quite make it as a field hand. I was too slow but mom was really good at it! She put me to shame! I was then moved into the warehouse where I loaded and unloaded trucks. Well the work was hard and dirty but the outcome was great! I lost a lot of weight and the time with my mother was a memorable one! We ended up working there for two summers, saved a lot of money and gained a priceless experience. Thank you mom!

Please check out our Mother's Day tribute! On our cover is Nadia Sahari. I've had the pleasure of speaking with Ms. Sahari. I am glad to have connected with her. She is an awesome person and a great inspiration. Make sure to visit her website and listen to her show. There's that saying "if you want to be successful surround yourself with successful people!" That is definitely happening with the magazine with this issue and our upcoming issues.

KN Cosmetics also has as interesting story and now enjoying success with her line of make-up. We truly enjoy having Katherine as one of our monthly writers with monthly beauty techniques.

Please visit her website and see the great selection of her make-up line!

Thank you Ms. Carol Santa Cruz-Nobles for participating in Latin Connection Magazine. Truly a great role model in your community. I totally

understand your dedication and hard work that you do not only with your business but with your foundation as well. Women today wear so many hats as do you; wife, mother, business professional, community volunteer, and president of a civic organization! I know people ask "how do you find the time for all that you do?"

Our *Latinos in Hollywood* is gaining movement! I love this section. It is great to see the achievements being made by Latinos in Hollywood. Thank you Kinya for sharing your trip to LA with us, it is an honor! We have more Latinos in Hollywood coming next month. Be on the lookout for Christopher Mendoza, our favorite up-and-coming actor! Christopher sends us his updates in Hollywood as well, thank you Christopher!

More awesome issues to come!

Participating in the magazine: We encourage our readers to participate. Please email us with your family photos, work photos, birthday photos, etc. If you would like for us to add you to our email list let us know or if you want to come off the email list we like to know that also but don't really want that. My email is waynezamora@gmail.com we hope you enjoy this issue of Latin Connection Magazine. ■

To be removed from the mailing list, just reply with REMOVE in the subject line.



Visit us at our new site @
www.LatinConnectionMag.com

In Uniform

LCPL ISAAC D. ARTIGA

Submitted by Jessica Artiga

My husband is Lcpl Isaac D. Artiga. He is with the 1st Battalion of the Fighting 5th Marines Weapons Company, nicknamed Geronimo "Make Peace, Or Die!" 1st Battalion, 5th Marines (1/5) is an infantry battalion in the United States Marine Corps based out of Marine Corp Base Camp Pendleton, California. 1/5 is a storied and highly decorated battalion, richly steeped in history and tradition dating back to the First World War. My husband's military occupational specialty (job) in the Marine Corp is a Mortarmen. Mortarmen are responsible for the tactical employment of the 60mm light mortar and the 81mm medium mortar. Mortarmen provide indirect fire in support of the rifle and LARS (Light Armored Recon) quads/platoons/companies and the infantry and LAR battalions. He and his battalion are currently serving a tour in Afghanistan for the next seven to eight months. I miss my husband terribly; this is our first deployment. But I am so proud of him. He has always had a passion for serving our beautiful country. And as tough as it is, I know he is excited and honored to step up and answer the call.



Inspirations

NADIA SAHARI

Nadia Sahari was born in Beirut, Lebanon. She came to America at the age of two. She is 5'3" tall and petite in frame. Nadia is the eldest of eight children: five sisters and two brothers. She speaks fluent Lebanese. She has been an entrepreneur most of her life to help in the support of her two children. At times she worked three jobs a day, keeping a hectic pace which eventually led to a breakdown. But Ms. Sahari stood up again and continued the fight to make her dreams come true. She never gave up

She is a multi-tasker, always doing more than one thing at a time. She describes herself as like a little girl in a candy store. She can't take just one piece of candy, she wants to taste all the candy, every piece is an opportunity unwrapped. Nadia Sahari started her own production company, NADIA SAHARI PRODUCTIONS, LLC and BLACK FEDORA FILMS and has been Executive Producer and co-producer for the film THE CONTEST.

In addition to her busy schedule, she is an activist for women's rights, animal rights and the rights of children. In her words, she says: "I love all people and all animals. I believe that anything or anyone who has breath deserves life and freedom from abuse or control and should not be killed by anyone. God created us and only God can take us. No one has the right to end someone else's life."

Ms. Sahari has also been a guest panelist on the Oprah show. Oprah has requested a copy of Ms. Sahari's memoir. Currently, she is training, auditioning, and working on commercials and film. Recently she has been cast as Charlotte's Aunt in the movie *Bandslam*, now on DVD and in theatres world wide and as a Reporter in the movie *CORRUPTION.GOV*, which will be showing in theaters in 2011. She is thrilled about both of these roles and other independent films she has starred in and produced. She has appeared two years in a row on SAN ANTONIO LIVING and in 2010 GREAT DAY SA. and numerous online TV shows as well as in the Hamptons on LIVE TV. Nadia Sahari has been invited to NYC as special guest for the IWWG conference. She loves speaking engagements no matter where, shelters, fundraisers, book clubs and many other forums. She is overwhelmed by the response of all the women who attend the events. Her mission in life is to help others and to give them the INSPIRATION, ENCOURAGEMENT and the HOPE that they can live their dreams. She says to all women and children, "LIVE YOUR DREAM! YOU ARE WORTHY! If I can you can too!"

In 2008, she was the cover girl in the FEB/MAR issue of "The County Woman Magazine." 2009 Featured Story in the same magazine.

This is the year for all things beautiful. Nadia loves this quote



from Longfellow, "Ah, nothing is too late, till the tired heart shall cease to palpitate."

Nadia's memoir *Breakaway: How I Survived Abuse* was revised and released in September 2009 and is available in most bookstores and Amazon.com, Borders.com and Barnesandnoble.com, breakawaybook.com. It is a must read for women and young girls everywhere. *Breakaway* lifts the veil on her struggle for freedom from abuse. Until her twenties, she was a victim of many abuses, including molestation, repeated beatings, rape, kidnapping, illegal abortion, and several attempts on her life. Miraculously, she survived. Through it all, she clung to her dream to be an actress. She never gave up. Today, she is finally living her dream after years of healing and forgiveness. She is free at last! ■

Latinos en Acción

CAROL SANTA CRUZ-NOBLES

Carol Nobles is a Vice President at Young, Stovall & Company, a financial services firm located in the Pinecrest area for over 27 years providing customized retirement planning, and wealth management advice. She is a Chartered Retirement Plans Specialist designee.

Carol Nobles was born in St Louis, MO. Her grandparents were born in Mexico from both her mother's side and her father's side. Her parents were born in the US. She moved to Miami, Florida in 1960. She has 3 daughters; Sheena Marie, Lauren Ashley, Deanna Brittany. She is married to Charlie Nobles, a retired sports writer with the NY Times

Carol has been in the investment and financial planning industry for over 30 years, half of that time with a New York-headquartered national firm. Upon joining Young, Stovall & Company, Carol was given the freedom to expand her career and address the issues closest to her heart.

Carol took that opportunity and built both a financial planning practice and, more importantly she stresses, a career of community service. Carol is on the Board of Directors of the Safespace Foundation, a non-profit organization committed to the prevention of domestic violence. She has accepted the task of implementing programs and a public awareness campaign for the emergency shelter located in the southern area of the county. Carol is the Safespace Foundation, Inc.

Director of the Endowment Fund. She is a member of the Rotary Club of Miami Metro Zoo and is the club's President-elect for 2011-2012. She is past Vice President of *Our Giving Hearts* providing outreach programs to the elderly and past Vice President of the Coral Gables Woman's Club.

Carol is the past Legislation Chair of the Dade County Council of PTA/PTSA, Manager of the Dade County Children's Campaign, past Board Member of Kids Voting of Florida and past member of the Florida Center for Children & Youth and the Children's Resource Fund. Carol has taken groups of teenagers from Dade County to Tallahassee during the Legislative Session to expose them to the legislative process.

Carol has traveled to Tallahassee to lobby on behalf of children and recently for the 2009 legislative session on behalf of the Safespace Foundation.

Carol credits Young, Stovall & Company for providing a community service ethic which lets her control her work and her community service. ■





ALWAYS | VIEWED | TV

Con Sabor Latino

AVTV

SANDRA VALADEZ
sandravaladez1@gmail.com
210.459.1220

Rebecca Valadez
SINCERAMENTE
A V RECORDS™



www.RebeccaValadez.us



JENNE CELINE MADRID

Jenne Celine Madrid is a native of Houston, Texas and is a natural born leader. Talent runs in the Madrid family and goes back to her great grandpa who was a great violinist. Her dad, Gino Madrid, sings in a Live Band and her grandmother, Lina Madrid, sings and plays guitar beautifully. Jenne is energetic, enthusiastic, and has a very compassionate side to her. She is 12 years old and has a remarkable voice that leaves everyone wanting more. She loves to wear her cowgirl hat with her princess tiara, making it her trade mark. She is known and named "La Princesita De Tejas."

In 2007, Jenne released her first CD titled "Angel" dedicated to her late grandfather, Uvaldo Espinosa. On July 6, 2010 her second CD titled "Amor Eterno" was released and dedicated to her proud grandmother, Lina Madrid for passing down such a beautiful voice to the next generation.

The little Princess of Texas is not your ordinary 12 year old; she is a natural born artist with that one-of-a-kind ear for music. No matter where she performs, she'll have the crowd wanting more of her. One comment that's always mentioned is "How can such a little body have such a strong powerful voice, it's just amazing."

Jenne has had success throughout her singing since the age of 7. She has been very busy entertaining and giving back to her community. Below are just some of the many accomplishments within her past and present years.

On May 5, 2007, Jenne was invited

to sing the National Anthem for Governor for a day, State Representative Mario Gallegos at his inauguration in the State Capitol, Austin, Texas. She also sung the Anthem for three consecutive years (2008, 2009 & 2010) for El Grito Festival de la Independencia at the Miller Outdoor Theater and was one of the performers in the show (with an audience of 3,000 or more). Jenne's recent thrill was singing the National Anthem for her hometown Houston Rockets basketball team at the Toyota Center. She was amazed at how tall the players really were. She gave her rendition of the National Anthem with pride and grace. Since her extraordinary performance, Jenne has performed the National Anthem for several professional basketball teams such as; San Antonio Silver Stars (WNBA), San Antonio Spurs against the LA Lakers. She's also performed it for the Houston Dynamo Soccer Team, and at several large convention meetings within the state and out of state.

Jenne has been featured in several articles, magazines, talk shows, etc. Back in March, 2010 Jenne was featured in the Selena legacy story by our Houston's Chronicle commemorating Selena's 15 year anniversary of her death. Along that, she was featured on August 12, 2010 in San Antonio's Street Talk Entertainment Magazine, and made it National. Jenne was featured in the August issue of Latina Style Magazine -Nationwide distribution. It does not stop there for her; she's also been featured on various TV stations, Fox 26 news singing live on television. Before that, Fox 26 news did a local interview with a small

segment announcing her as being the next American idol in 2015. On July 6, 2010 Jenne was interviewed and sung live on Great Day San Antonio where they had brought her on to show and announce to everyone what all she's been doing for the city of San Antonio. Other live television appearances include; Viva Houston TV Show, Great Day Houston, Domingo Live Television, Corpus Christi, Texas, and others.

Jenne has now been traveling. She's performed recently in Artesia, New Mexico where she performed with Tejano legends such as; RAM, Jimmy Edward, and Roger Velasquez. Before that, she was in San Antonio, Texas performing at the Tejano Music 2010 Historic weekend and invited to walk with Artists' on the red carpet at the 30th Annual Tejano Music Awards. Future scheduled locations include, San Diego, Colorado, Dallas, Ohio, Las Vegas, etc.

She'll also be traveling to Chicago, as she's Houston's finalists, presented and sponsored by Festival Latino De Canto, headquartered in Chicago, IL. She'll be representing her hometown, Houston, Texas this coming October, 2011. But she's represented Houston, Texas in Los Angeles, California back in January and April, 2010. Jenne earned a spot and has participated in the TV show called "Tengo Talento Mucho Talento" that airs live on television. She performed with several other participants all over the world. Among the previous accomplishments, Jenne will have the opportunity to be recognized by highly professionals in the music industry.

On March 14, 2010 Jenne performed and shined like a star at the Houston Livestock Show and Rodeo on Go Tejano day, and for 2011 she performed 3 major performances. She's definitely made her mark as she has wowed the crowds. Jenne shows her love back to her people and has proved that she can do it all.

Between going to school, softball, Church, traveling, Jenne still manages to donate her time to charities; this young lady gives back to her community. She has donated her time at many church festivals, community fundraisers, community centers for the elderly, school events, special events for all the MD children cancer patients, and more. She has also been in the presence with famous artists such as; RAM Herrera, Jimmy Edward, Emilio Navaira, Oscar De La Rosa, Elida Reyna, Elsa Garcia, Jay Perez, Roberto Pulido, Jamie Y Los Chamacos, and Ramon Ayala just to name a few.

Her highlight recently was singing a duet with Tejano Grammy Award Winner Elida Reyna at the Blooming Festival in Temple, TX on April 16, 2011. She was invited once again to sing a duet with Elida Reyna on May 6, 2011 at the Island Club, Houston, TX. The show was priceless.

Her family is very proud of her and supports her every challenge. "We do believe Jenne is on her way and on the right path to being a star, just by seeing all what she's done and has accomplished. ■



For more information on
Jenne visit her website at
www.jenneceline.com

SESAC LATINA

Written by Albert Ramirez III

Established in 1993, SESAC Latina is the Latin music division of SESAC, a service organization created to assist both the creators of music and music users through timely, efficient royalty collection and music licensing. One of only three performing rights organizations (PRO) recognized by the U.S. Copyright Act of 1976, SESAC was founded in 1930 and is the nation's second oldest and fastest growing PRO. SESAC maintains a diversified repertoire that includes the best of Adult Contemporary, R&B/Hip-hop, Jazz, Rock, Americana, Contemporary Christian, Country, Gospel, Dance, Classical, New Age, music for Film and Television, and, of course, Latin music. Headquartered in Nashville, the company also has offices in New York, Los Angeles, Atlanta, Miami and London. As the first division of a performing rights organization dedicated solely to the Latin music genre, SESAC Latina achieved another first when it became the first division of a PRO to utilize state-of-the-art Broadcast Data Systems (BDS) in the tracking of music performances. This one-two technology guarantees affiliates of SESAC and SESAC Latina the fastest and most accurate royalty payments. Continually adopting the latest technology to track more thoroughly for its clients, SESAC pays for recurrent airplay and tracks a truly comprehensive survey of music.

With a uniquely selective policy of affiliating the best songwriters and publishers, SESAC has built a repertoire of unusual quality that

spans all musical genres and includes today's most popular music. Artists who are affiliated with SESAC include such musical icons as Bob Dylan, Neil Diamond, MGMT, Lady Antebellum, Mumford & Sons, RUSH, Cassandra Wilson, Alice In Chains and many more. SESAC Latina represents music's most exciting artists in the genre including Carlos Baute, Fonseca, Alacranes Musical, Aleks Syntek, Samo, Joey Montana, Erika Ender, Vicky Echeverri, Rafa Vergara, Jeronimo Sada, and Miguel Angel Romero to name but a few. ■

For more information on SESAC
Latina, check out the website at
www.sesaclatina.com.



Eugene Williams

Co-host

Listen Live

Contact Info

Show Guest



search...



www.LongHornLiveshow.COM

TUNE IN EVERY THURSDAY AT 6 PM WITH

EUGENE WILLIAMS

ROBERTO RIOS

RITA VERREOS

ROSIE ALVARADO

www.radiolafm.com



Hospitality Corner

SHARON FOX

Southern Hospitality

LEMON SCONES

- 2 1/2 cups all-purpose flour
- 2 Tbsp. sugar
- 2 1/2 tsp baking powder
- 1/2 tsp each baking soda and salt
- 3 Tbsp. grated lemon rind
- 1/2 cup butter, crumbled (cool)
- 1 egg (room temperature)
- 2 tsp vanilla extract
- 1 cup buttermilk -minus 2 tsp

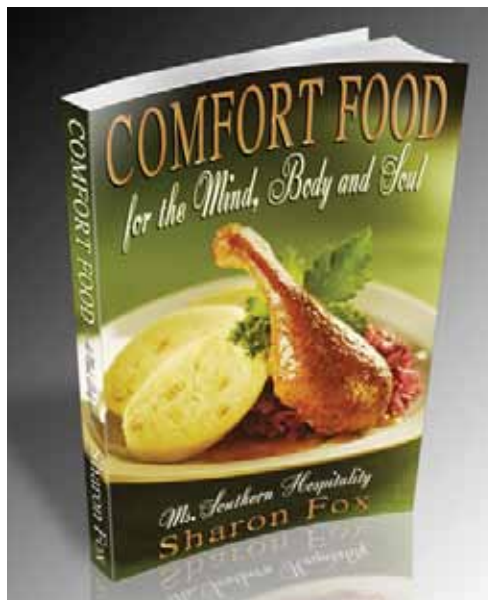
Pre heat oven to 400 F. Flour baking sheet. Mix all dry ingredients well in a large bowl. Add butter, and mix until crumbly. Add egg, buttermilk and vanilla (the rest of the ingredients) and stir well until mixture becomes a firm dough. Knead on floured surface with floured hands until firm (about 5 minutes), sprinkling flour onto the dough if the mix is too sticky.

Break off 1/4 of the dough, and roll into cylinder. Pat out cylinder into rectangle about 1 1/2 inch thick. Cut into squares and place on prepared baking sheet. Repeat this step with remaining quarter of dough until finished. (also, you can pat out all of the dough onto a large cutting board and cut with cookie cutter. Or you can pat out into a large square, and cut into columns, squares and then cut the squares into triangles. Be creative with the shapes!) Bake for 18-20 minutes, until tops are lightly cracked, and are firm when tops are tapped. When you stick a toothpick in, it should come out clean. (you may want to check the bottom of one of the scones to make sure it is not burnt. The bottoms should barely be darker than the top.) Allow to cool.

Can be kept at room temperature for up to 2 days, or in the fridge in plastic wrap or baggies for up to 1 week. Can be kept in the freezer, in foil and plastic bags for 1-2 months. If freezing, simply microwave scone at 20 second intervals until thawed.



Hospitality Corner
With
Sharon Fox



*Get your
pots and
pans ready!
Sharon Fox is
unveiling first
of her series
of unique
cookbooks on
April 30, 2011.*

www.comfortfoodforthemindbodyandsoul.blogspot.com

ORANGE BLOSSOM MIMOSA

- ½ gallon orange juice
- 2 cups carrot juice
- 2 cups grapefruit juice

1 1.5 liter bottle of Champagne, Sparkling Wine or Procecco

1. Make sure all ingredients are properly chilled.

2. Mix ingredients in pitcher. Pour in flute, garnish with orange slices.

3. Share with girlfriends. ■



Mel "MadDawg" Duran Disc Jockey

Weekdays 10:00 am - 2:00 pm Central

email maddawg@bnetradio.com

Listen To Tejano Music On Your Phone • Tunein.com Apps Free See Our Home Page

The Most Listened To Tejano Internet Radio In The World

www.BNetRadio.com/tejano

OFFICAL MEDIA SPONSORS OF TEJANO MUSIC AWARDS

Beauty Tips

STOP DOMESTIC VIOLENCE

"New Cosmetics Company Fights Back Against Domestic Violence"

By Erica Jasmin Cartaya

www.kncosmeticscollections.com

Katherine Castillo-Junco is an empowering woman whom was able to switch negative unfortunate events of life into positive plans for success. Katherine was born in Passaic, New Jersey and was raised by her parents, which are from Ecuador. She is now 33 years old, lives with her son, fiancé, and mother, and is the owner and founder of KN Cosmetics since 2010. She also founded a new organization called KN Mending Hearts.

Katherine has endured horrible situations in her life like being sexually abused as a child, being homeless and living under a bridge for a few months as a teenager, and being raped and physically, psychologically, and emotionally abused in a relationship as an adult. The pains of her past have encouraged and inspired her to take a stand for unheard women worldwide. This is why Katherine decided to start a cosmetics company that will not only help women feel beautiful with her makeup, but will also help in the fight against domestic violence.

KN Cosmetics donates 7% of its yearly profits to an organization called Safe Space Foundation. This foundation helps to stop domestic abuse against women and children. Katherine's organization, KN Mending Hearts, was born alongside KN Cosmetics and gives the opportunity for women to seek counseling on her web site. Her goal

is to help women gain back their confidence, strength, dignity and self respect they need to be able to move on from their negative pasts and fulfill their future goals, dreams, and aspirations.

She has been to various shelters such as the Loft Shelter and on Christmas 2010 and Valentine's Day of 2011, she donated KN Cosmetics products to the women there, and shared her story with them. She also donated KN products to the Rotary Club to be sold at a silent auction. 100% of the profits from the auction went to Safe Space Foundation. Many are joining Katherine in the fight against domestic violence including Gretta Vita, a Spanish television host from a show called "Spanglish." Gretta Vita will be the first Latin Celebrity face for KN Cosmetics and has volunteered to host a non-profit charity event organized by KN Mending Hearts. This charity event that Katherine is currently putting together will take place in June and will be televised which will hopefully allow the KN Company and organization become more known so it can continue to help those in need. All entrance fee profits to this event will also go to Safe Space Foundation.

Katherine has already released the 2011 Fetish Collection. KN Cosmetics has many more Collections coming out this year such as the new skin care line available in August. The Organic Collection,



for the natural woman, will be released by winter 2011 and by 2012 the Luxury Line will be released. Many new ideas for makeup to suit different styles and fashions will be flourishing from this new and great cosmetics company, not just to make women feel beautiful but also to support this wonderful cause. As long as domestic violence exists, this company and organization will exist spreading color throughout the world and helping to STOP DOMESTIC VIOLENCE! For more information on KN Cosmetics products go to www.kncosmeticscollections.com and for more info on the KN Mending Hearts Organization go to www.kncosmetics-org.com. ■

Photo by Dangerously Dolly; Model: Katherine-KN Cosmetics



Happy Mother's Day

FOR ALL YOU MOTHERS OUT THERE!



Madeline Lozano and family

JoAnn and her mother

I am a native Texan born and raised Latina. I moved to the DC Metro area over 10 years ago. A proud mother of 2 beautiful children, Samantha and Branden. They make me proud to be a mom. Throughout my life experiences, I have learned to use them as a guide to improve my life and learn from my mistakes. I have had challenges, trials and difficult moments but nothing would have prepared me for 2009. During the last weeks of May 2009 my mom was diagnosed with bladder cancer and had surgery on June 3rd; 9 hours away from her home in a town we had no other family. I jumped on a plane in June to meet my family so that I could be there with my sisters, brother, dad and mom. After a very long 9 hours, my mom came out of surgery. After days in the hospital my mother was allowed to go home. Once home, it was 3 ½ weeks after her surgery my mom became ill and was admitted into the hospital. From the moment of her diagnose to 2 ½ short months my mother lost her battle to cancer on August 3rd the day before her birthday. She was my best friend, strong women full of life to the end. My mother taught me to be a fighter, fight for what you want most out of life. It was after this experienced that I was inspired to pursue a passion I had as a child. I would take her red cookbook and bake recipes from scratch. She loved when I baked for her. I can only imagine what she would say now. I am sad to say that my path to become a great baker began after her death and that, although I know she is with me in spirit, her battle has inspired me to pursue something I love and enjoy so much. Sisters Bake Shop opened its door on Saturday April 9th 2011, we are open every weekend and by appointment only.

Thank you for allowing me to share my story.
sistersbakebyjojo.com



Susan G. Komen and family

Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan's compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested more than \$1.9 billion since inception in 1982. As the world's largest grassroots network of breast cancer survivors and activists, we're working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, and generous contributions from our partners, sponsors and fellow supporters, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



Sisters Bake Shop LLC



Dr. Judy and family



Mrs. Lionor Zamora and Lola, her great-granddaughter



Injury Prevention

JUDY STAVELEY, Ph.D.

Fitness Editor

Therapeutic Applications and Kinesio Taping for Muscle Strength, Joints, and injury prevention

Power taping has been seen in sports all over the world. The first time we saw kinesio tape was back when Keri Walsh was wearing it at the 2008 Olympics. Kinesio Tape, was reportedly placed on Keri Walsh's shoulder to help with healing and to reduce shoulder pain.

Kinesio Tape and Kinesio Taping known also as ROCKTAPE is nothing new, but it is certainly catching on among athletes and physical therapy / Rehabilitation patients. Historically, Kinesio tape was developed more than 25 years ago by Dr. Kenzo Kase, a Japanese chiropractor who was trained in the USA.

Sports medicine doctors, rehabilitation specialists, physical therapists and chiropractors were the ones primarily using the tape for taping methods only. Now competitive athletes use powertaping for rehabilitation. The effectiveness of Rocktaping has spread like wildfire and medical practitioners and top athletes now use it worldwide.

Rock/Kinesio Taping is being used on Lance Armstrong, Serena Williams, David Beckham, Robby Ginepri and Justine Henin, not to mention the current crop of Olympiads including Martins Plavins and of course, Kerri Walsh and many others.

Rock / Kinesio Taping is a technique of applying thin, elastic, color-coded strips of tape – on joints and muscles where support and stability is needed. It is a “non-restrictive” taping method, which is used to reduce pain and inflammation. It also used to relax overused tire muscles and speed healing. Rocktape/ Kinesio tape can thirdly be used for preventive maintenance, edema and pain management.

The tape itself is an elastic woven tape that comes in a variety of widths and colors. To apply the tape, it should be cut into different shapes and applied with a slight stretch to the skin. However, you should follow proper instructions for applying the tape. There are different methods that the tape can be used for. Stabilization and Decompression are the most traditional taping technique / applications used in athletes.

The tape is placed on top of the skin strategically and stabilizes the joint or decompression of pain fibers. Rocktape is effective for 3 to 5 days before it needs to be replace and can be used in water. You can shower or swim with it. It doesn't contain latex, which is great for those with latex allergies.

How Does RockTape Work?

When applied properly, you don't even feel that the tape is there. The practitioner should place the rocktape on the joint area in a way that it will provide enough



support to help mitigate pain, but also increase blood flow while maintaining range of motion. Rather than strapping down the muscle the philosophy of rocktaping is to give free range of motion and allow the body's own muscular system to heal itself bio-mechanically. Application of RockTape encourages muscles to function as they would if they didn't need the tape, which improves not only body movement but also circulation of venous and lymph drainage and body temperature.

Rocktape is a kinesiology tape and is fantastic for treating common sports injuries like shin splints, plantars and runner's knee. Rocktape can also increase endurance by promoting blood flow during an athletic event.

One very important thing to remember is that the effectiveness of RockTape is highly reliant on how it is applied. You can do it yourself, but only after you have read the instructions or been trained by a professional. If you have any of the conditions mentioned above, RockTaping might be worth a mention to your medical practitioner or chiropractor. ■

Injury Prevention

JUDY STAVELEY, Ph.D.

Fitness Editor



Zona Festival!

FEATURE EVENTS

Hello Everyone,

“Zona Festival!” TV contributes to this issue of Latin Connection Magazine after a very busy month. First the great news that “Zona Festival!” TV ratings in the Houston market have gone through the roof. We are grateful to viewers for their support of quality Latino programming.

The “Zona Festival!” TV talent and crew attended functions throughout Texas. We were at the sold out Putbul concert in Houston in which he gave a wonderful performance which everyone enjoyed. Thank you to Mega 101 in Houston for the invitation.

“Zona Festival!” TV also attended the International Festival in which many countries and cultures were represented. We were happy to be there to capture the positive energy each culture contributes to the community here in Houston. No doubt, the Latin culture was well represented and absolutely entertained the crowds.

The Cinco De Mayo program ZFTV aired was a big hit. We aired several great videos of some wonderful Latino stars. We also aired an interview with Tejano star Jimmy Gonzales. He told of his take on where Tejano music now stands and his thoughts on the future of Tejano music. Watch for the interview on our Facebook page.

This month ZFTV! gave away tickets to the premiere of the 3-D movie “Priest” to air this coming

week. The premiere is on May 13, and the tickets went fast as this is a movie that has been anticipated for a while now.

We are excited at ZFTV! about adding on air staff. Erika is hand picking additions to the on air talent. If you live in the Houston area and wish to audition you can e-mail her at zonafestival@yahoo.com or get on our Facebook and let her know. If you know someone in the Houston area you can pass along the information please do so. We all need to see more great Latin talent on television.

We want to once again thank everyone for watching “Zona Festival!” TV in the cities where it airs. We continue our commitment to quality Latin program and are proud that our viewers enjoy staying connected the culture through the program.

Zona Festival !” TV thanks you, the readers of Latin Connection and Wayne for providing this wonderful instrument to communicate with the Latino community worldwide. Through the fast growing readership of this magazine, and viewers of our program, we all continue the Latin Connection to our culture as we also continue on with great pride doing good things.

We have added photos of some of the International Festival in Houston for all to enjoy. ■



Latinas in Hollywood

LOS ANGELES

*Photos Submitted by Kinya Cano
and Christopher Mendoza*



Roberto and Alis - Bachelorette with Kinya



Kinya Cano at the *Thor* screening



Kinya Cano, Kens5 Producer for Great Day SA
while in Los Angeles



Creed Bratton of NBC's "The Office"
and Christopher Mendoza

Maria Mancha

RED CARPET BIRTHDAY PARTY

Pictures and Story by Edward Mancha

This is the birthday party of Edward Mancha and his mother Maria Mancha in Quemado Texas. It was the first ever Red Carpet Event in Quemado. My mother and I, Maria Mancha, celebrated our birthday in Red Carpet style. I wanted to share with Quemado, where I grew up, something that they had never seen. It was a night that made history. Special guests were family, friends and some celebrities. Thank you. ■



Conjunta

FESTIVAL DE HOUSTON

Photos by Madeline Lozano







Mesquite Festival 2011

MESQUITE, TEXAS

Photos by Madeline Lozano





International Festival

2011-COLUMBIA, SC

Photos by Wayne "Jefe" Zamora



Festival Committee





Fiesta 2011

OYSTER BAKE

Photos by Laura Rodriguez



Fiesta 2011

CROWNING OF REY FEO

Bill Drain-Photos by Madeline Lozano



Fiesta 2011

FIESTA PATRONS

Photos by Madeline Lozano







Fiesta 2011

UNDER FIESTA BRIDGE AND THE NIGHT PARADE

Photos by Madeline Lozano





Contact Us!



Wayne "Jefe" Zamora
EDITOR IN CHIEF



Anna Zermeno
CHICAGO CORRESPONDENT/PHOTOGRAPHER



Madeline Lozano
SAN ANTONIO CORRESPONDENT/PHOTOGRAPHER



Laura Rodriguez
DALLAS CORRESPONDENT/PHOTOGRAPHER

ADVERTISE YOUR BUSINESS TODAY!

www.LatinConnectionTexas.com

Contact Wayne "Jefe" Zamora at waynezamora@gmail.com for pricing

Send us your pictures, stories, story ideas, and family traditions.
We'd love to hear from you and to share your stuff with the rest of our readers.

waynezamora@gmail.com

803.468.7485

