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00:00:02,470 --> 00:00:07,330

Come join us, explore the impact of small business here in rural Arkansas.

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00:00:07,330 --> 00:00:12,970

What challenges would you face? Who can help you meet those challenges? How do you get in touch with others like you?

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This is CREATE BRIDGES Arkansas. And we invite you to come cross these bridges with us.

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00:00:18,980 --> 00:00:23,990

You're listening to the Create Bridges podcast series, Arkansas Small Business, Big, Real Impact.

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00:00:23,990 --> 00:00:30,050

My name is Murriel Wiley and I am the program coordinator for Sevier, Little River and Howard Counties.

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00:00:30,050 --> 00:00:35,480

And today we're talking to local community leaders Nelson Ramirez and Lorena Esquivel.

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00:00:35,480 --> 00:00:40,340

Lorena is a bilingual business owner who recently started a translation services company.

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00:00:40,340 --> 00:00:45,560

And she also helps translate for the radio station in town, along with local businesses.

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00:00:45,560 --> 00:00:52,730

She spends her time helping with food pantries and community services with her church, Iglesia El Centro Cristiana, in DeQueen.

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00:00:52,730 --> 00:00:58,820

And she's also a mother of four. Nelson is a father and a manager of Cricket Wireless Phone Store.

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00:00:58,820 --> 00:01:03,470

His family owned a local restaurant called LaChiquita in DeQueen for more than 20 years.

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00:01:03,470 --> 00:01:08,990

He also serves as a member of the Sevier Chamber of Commerce, works as a property developer and rental house owner,

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00:01:08,990 --> 00:01:13,550

and he's a founding member of a local nonprofit group called the Minority Affairs Council.

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00:01:13,550 --> 00:01:16,010

In celebration of Hispanic Heritage Month,

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00:01:16,010 --> 00:01:23,750

we are highlighting the Spanish speaking leaders of Sevier County and discussing contributions the Hispanic members have made to our community.

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00:01:23,750 --> 00:01:26,990

Thank you guys so much for being here today. We appreciate you.

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00:01:26,990 --> 00:01:33,470

And since you guys both speak Spanish fluently, you have a good perspective on how the language is important for businesses.

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00:01:33,470 --> 00:01:40,340

Why do you guys think it is helpful for a business to have staff that can speak both Spanish and English?

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00:01:40,340 --> 00:01:45,710

It helps the business in just reaching more customer base. They, businesses, want to make more money.

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00:01:45,710 --> 00:01:51,470

So if you can only reach a certain group of customers and you know, you're not, I guess,

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00:01:51,470 --> 00:01:57,170

reaching your full potential. Just having no bilingual employees, you can expand your customer base.

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00:01:57,170 --> 00:02:02,930

For instance, where I work, there's people who drive, at least I mean sometimes even over an hour just to come to our store,

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00:02:02,930 --> 00:02:09,050

even when they're stores in their area that have the same services. But they come to our for two reasons. Bilingual employees

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00:02:09,050 --> 00:02:13,520

and most of all, it's just a great customer service in both languages.

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00:02:13,520 --> 00:02:17,930

So I feel that that is a plus. That's important. Lorena, what do you think?

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00:02:17,930 --> 00:02:21,890

Well, the same thing, but like, depends what kind of business you have as well,

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00:02:21,890 --> 00:02:27,440

I think because with some businesses you can get away, you know, with pointing like this or that.

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00:02:27,440 --> 00:02:33,560

But some you can't actually offer good service if you don't understand what they're saying.

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00:02:33,560 --> 00:02:40,730

If I go to a doctor's office and I'm trying to say it hurts right here and I'm trying to say something else,

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00:02:40,730 --> 00:02:47,480

but you understand something else, you know, my treatment might be the wrong treatment because there was some misunderstanding.

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00:02:47,480 --> 00:02:55,280

And can you imagine if it was like something serious? You know, so there's certain services that do need this available.

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00:02:55,280 --> 00:03:03,200

And it's, I think, pretty good that there's a lot of businesses in town offering bilingual personnel.

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00:03:03,200 --> 00:03:08,270

So on that area, it's really, really good. But those that don't have it, it would be a good idea,

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00:03:08,270 --> 00:03:13,850

especially if the services you provide need for you to understand what the customer's trying to say.

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00:03:13,850 --> 00:03:20,090

Yeah, you're talking about from a health standpoint, too. I didn't think about that. I used to work in insurance.

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00:03:20,090 --> 00:03:24,290

I'm a licensed insurance agent and you have to be able to communicate.

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00:03:24,290 --> 00:03:30,530

What kind of insurance do you want? I mean, hello. You know, there's things that if something happens,

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00:03:30,530 --> 00:03:35,570

if that customer wants to have an accident and it was because of miscommunication between him and the agent,

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00:03:35,570 --> 00:03:42,170

because there was a language barrier, then they could be liable. So, I mean, would you want that on your business?

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00:03:42,170 --> 00:03:47,630

You know what I mean? So it's something to think about. It's something that isn't that just like a luxury?

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00:03:47,630 --> 00:03:53,010

It's a necessity. So it can only help a business to have someone that speaks both languages.

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00:03:53,010 --> 00:03:56,780

Understand? I agree. But being bilingual isn't easy.

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00:03:56,780 --> 00:04:02,180

What advice do you guys have for someone who speaks Spanish but wants to learn English or the reverse?

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00:04:02,180 --> 00:04:09,500

Someone who speaks only English but they want to learn Spanish? Well, let we talked about earlier a lot of people my age growing up.

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00:04:09,500 --> 00:04:15,260

We're just we're just we're just kind of embarrassed because like I said, learning a language is not easy period.

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00:04:15,260 --> 00:04:20,820

You're going to screw up on some words. You're going to say it right. You're not going to pronounce it right or you're not going to spell it right.

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00:04:20,820 --> 00:04:25,520

Growing up. That kind of help. I mean, maybe even myself from speaking Spanish more.

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00:04:25,520 --> 00:04:30,170

But like I said, just don't be embarrassed because no one's perfect.

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00:04:30,170 --> 00:04:34,820

So get out there and learn a second language. It only help you in the long run.

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00:04:34,820 --> 00:04:40,040

Yeah, just do it. I mean, immerse yourself in the in the language whether you want to learn Spanish,

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00:04:40,040 --> 00:04:45,350

hang out with people that only speak Spanish because I mean, you're going to have to, right?

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00:04:45,350 --> 00:04:49,970

You can't communicate if you don't if you want to learn English, the same thing,

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00:04:49,970 --> 00:04:53,180

hang out with people that only speak English because you'll soak it up.

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00:04:53,180 --> 00:04:59,510

It'll it'll happen. But not if you don't put that effort. You know, you have to immerse yourself in it and just just do it.

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00:04:59,510 --> 00:05:04,100

And what Nelson is saying, like the way I guess it just depends who people are.

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00:05:04,100 --> 00:05:09,500

When I see it, when I see somebody struggling to speak a language, I love it.

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00:05:09,500 --> 00:05:13,850

Not that they're mean. I really don't know to be struggling with my Spanish.

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00:05:13,850 --> 00:05:18,360

I understand like 30 to 60 percent. That's still a lot that I don't understand, but.

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00:05:18,360 --> 00:05:21,630

The fact that you're trying. I love that, you know what I mean?

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00:05:21,630 --> 00:05:26,460

It's like so cute and it's it's amazing to watch.

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00:05:26,460 --> 00:05:32,730

And I've had people that come and they're speaking their broken English and I'm like speaking to them in English,

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00:05:32,730 --> 00:05:37,590

you know, because that's the language they chose to speak to me. And then they find out that I speak Spanish.

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00:05:37,590 --> 00:05:41,760

Why do you speak to me in Spanish? I was like, nope, I was helping you develop your English.

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00:05:41,760 --> 00:05:46,110

You know, like if you would have gotten stuck somewhere, I would have came out, you know, I like that.

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00:05:46,110 --> 00:05:50,010

But it's it's beneficial. I like that a lot. I didn't realize that.

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00:05:50,010 --> 00:05:54,570

But you're saying you're not trying to watch them struggle. You're wanting them to build it up and get better.

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00:05:54,570 --> 00:06:03,210

Yeah, I like that a lot. Let's move on to the next question. What unique impacts to Hispanic businesses have on community economics?

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00:06:03,210 --> 00:06:10,680

Well, I think that has a lot to do with what Nelson said. There's people driving from other places to his business locally.

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00:06:10,680 --> 00:06:14,940

So they're bringing the taxes to our community.

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00:06:14,940 --> 00:06:19,590

Why? Because they offer bilingual services. It just it's helpful.

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00:06:19,590 --> 00:06:27,240

And it's true. I've gone to different places and far away to get certain Mexican products, too.

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00:06:27,240 --> 00:06:36,120

So we have a lot of Mexican stores here that offer, you know, products that are only sold in their stores.

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00:06:36,120 --> 00:06:43,830

And all that is beneficial to that community, I think. Yeah, the Hispanic community is plays a big key in this area.

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00:06:43,830 --> 00:06:49,380

Know and I so I've seen, you know, just how the town has evolved and it's evolved for the better.

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00:06:49,380 --> 00:06:55,860

You know, a lot of people don't want to admit that it's a truth that has the likes of the Hispanic population is a big a key factor.

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00:06:55,860 --> 00:07:05,570

And just as the town has gotten bigger, just growing up those I remember just seeing a lot of businesses just closing for some time.

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00:07:05,570 --> 00:07:09,240

There was a lot of empty, empty buildings, no businesses in there.

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00:07:09,240 --> 00:07:16,410

It wasn't until later on, until maybe early 2000s when the Hispanic community started getting bigger and bigger.

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00:07:16,410 --> 00:07:20,670

And there wasn't very many Hispanic businesses up until then.

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00:07:20,670 --> 00:07:26,520

And if you look now, I mean, you got you got somebody even got a little Mexico.

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00:07:26,520 --> 00:07:30,450

I have heard it called that before. Yeah. They all like that. Or does that offend you?

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00:07:30,450 --> 00:07:39,150

It doesn't offend me because it's the truth. Yeah. You know, and and what he's saying, it's like it might sound a little cocky to say, but

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00:07:39,150 --> 00:07:45,750

DeQueen would be a ghost town if it wasn't for the boom in the Latino community and everything they brought with them.

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00:07:45,750 --> 00:07:53,460

Yes, I know it probably feels like we're talking over and I'm sorry, but it would be a ghost town.

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00:07:53,460 --> 00:07:57,870

And I'm not saying that in a weird way.

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00:07:57,870 --> 00:08:00,060

I'm saying it because we saw it.

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00:08:00,060 --> 00:08:07,920

We saw DeQueen becoming, you know, slowly shifting into a ghost town and all of a sudden Latino community started coming, moving in.

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00:08:07,920 --> 00:08:14,160

I mean, when I was in school, there was only one or two other people that spoke Spanish in my grade.

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00:08:14,160 --> 00:08:19,500

Really? Yes. And we didn't speak Spanish to each other like they were in one teacher's room.

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00:08:19,500 --> 00:08:23,610

I was in another one. You know, we weren't like, hey, speaking Spanish.

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00:08:23,610 --> 00:08:29,340

No. So I've seen it. It's it's happened right before my eyes.

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00:08:29,340 --> 00:08:33,150

And now that Nelson is saying it, it is just confirmation. Yeah.

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00:08:33,150 --> 00:08:40,680

I mean, if you take a drive through through downtown, you got churches, you got Mexican stores, you got restaurants.

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00:08:40,680 --> 00:08:44,490

And if you really want to, you know, think of the impact, I mean,

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00:08:44,490 --> 00:08:49,170

think of the the tax dollars that is bringing is keeping here and is bringing to this town.

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00:08:49,170 --> 00:08:53,160

And I mean, what are those tax dollars for? Our roads?

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00:08:53,160 --> 00:08:57,830

Our schools, our libraries is all funded by tax dollars that businesses pay.

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00:08:57,830 --> 00:09:03,450

Imagine if all these businesses weren't here, like Lorena said, we'd be a ghost town, to be honest and lot

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00:09:03,450 --> 00:09:07,530

of might not like to hear that, but it's the truth. And I mean, it is what it is.

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00:09:07,530 --> 00:09:12,180

Yeah, I'm glad we can do anything we can to recognize that and shine shine a light on that,

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00:09:12,180 --> 00:09:16,710

because like you're saying, you're keeping this town of DeQueen up and running in a sense.

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00:09:16,710 --> 00:09:24,900

So that's respectable. You guys have a lot of things that a lot of other small towns don't have, and that includes a Spanish radio station.

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00:09:24,900 --> 00:09:30,630

How do you think having a Spanish radio station helps businesses and community? Lorena

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00:09:30,630 --> 00:09:35,370

I know you are often featured on the radio with Diego. It's a popular morning show.

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00:09:35,370 --> 00:09:38,220

That's actually one of the ways I'd be practicing my Spanish.

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00:09:38,220 --> 00:09:45,870

I get a pop up that says KDQN AM is live now and I hop on and I follow the Facebook live and I've been listening to interviews.

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00:09:45,870 --> 00:09:50,880

I know you guys had the news of your County Medical Center CEO on.

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00:09:50,880 --> 00:09:56,010

You have community events. Samaritan Bills has been on there. Everybody eventually does an interview.

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00:09:56,010 --> 00:10:01,140

So how does that impact the community for businesses and just people having that?

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00:10:01,140 --> 00:10:04,980

I think it's a great impact. It helps promote the businesses.

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00:10:04,980 --> 00:10:09,900

It helps get the word, you know, out to the community who otherwise wouldn't get it,

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00:10:09,900 --> 00:10:18,330

because we do have a lot of our older Hispanic community, doesn't do a lot of phones and media and.

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00:10:18,330 --> 00:10:27,090

All this stuff, so they mostly listen to the radio and the Spanish radio has been here for a very, very long time.

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00:10:27,090 --> 00:10:32,160

So they're just like loyal listeners and that's, you know, where they get their news.

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00:10:32,160 --> 00:10:40,230

And even though maybe not a lot of people who speak English listen to it, because I've heard it,

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00:10:40,230 --> 00:10:45,120

you know, but there's a lot of our community that doesn't speak English and they do listen to it.

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00:10:45,120 --> 00:10:49,170

I mean, you go to certain stores and you'll hear the radio playing.

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00:10:49,170 --> 00:10:54,060

You go to people's houses and they'll have it volume all the way up, cleaning the house.

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00:10:54,060 --> 00:10:59,280

That's that's how us Latina women. How it's a way to connect.

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00:10:59,280 --> 00:11:06,210

Yes. To know what's happening in your local community. And so it creates that bridge between communities.

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00:11:06,210 --> 00:11:12,000

I see what you do basically every day. So it has a big impact on the community.

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00:11:12,000 --> 00:11:18,900

I'm a very big impact. I don't know where we would be without it, to be honest, because I mean,

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00:11:18,900 --> 00:11:24,900

there's a ton of information that like, for instance, Diego, he shares on the radio events, even resources.

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00:11:24,900 --> 00:11:30,270

I mean, just a ton of things. The music, the music is jamming to music.

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00:11:30,270 --> 00:11:35,460

You know, she became our house probably dirty. She didn't.

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00:11:35,460 --> 00:11:40,290

But speaking of community, there's another thing that's a big deal besides just Spanish radio.

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00:11:40,290 --> 00:11:46,710

Soccer is a really big deal to DeQueen and the Leopards have won six state championships.

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00:11:46,710 --> 00:11:51,840

A lot of local business owners and community leaders support the soccer programs at the high school.

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00:11:51,840 --> 00:11:57,240

And now they have the Samaritan Fields project, which is the community soccer fields that they're working on bringing.

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00:11:57,240 --> 00:12:01,560

How does soccer bring people together and why does it matter to the community?

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00:12:01,560 --> 00:12:05,130

Well, like I said, when growing up, I mean, we never really had soccer.

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00:12:05,130 --> 00:12:08,280

Soccer was always big in Hispanic culture in general.

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00:12:08,280 --> 00:12:14,010

And just having it here, like at the schools and having a volleyball to have on their own soccer field.

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00:12:14,010 --> 00:12:16,860

But it's not going to be just for the Hispanic community, to me, for the whole community.

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00:12:16,860 --> 00:12:20,040

Most of all, from what we see from what we had previous to earlier,

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00:12:20,040 --> 00:12:25,590

it brings families together in general, a lot of kids, you know, it's the sport they grew up playing.

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00:12:25,590 --> 00:12:31,110

So having a sport that they know and familiar with, it makes them have a place in the community,

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00:12:31,110 --> 00:12:35,650

Soccer is here to stay. Like I said, it brings families together, the parents of those kids that play.

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00:12:35,650 --> 00:12:39,120

Then they go out there and they support their kids because, you know, that's that's a sport.

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00:12:39,120 --> 00:12:45,630

They play as grown ups and the church is becoming out to. I saw that your church came enough for the Infeld's project.

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00:12:45,630 --> 00:12:50,700

And you got a fundraiser for the fundraiser. Yes. Oh, yeah. Yeah. Every church is out, business owners are out.

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00:12:50,700 --> 00:12:55,020

Everybody everybody comes out to support this. It does and it's it's great for our youth.

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00:12:55,020 --> 00:13:01,920

I mean, if we can keep them occupied with the sport they love, then we keep them away from things they shouldn't be messing with.

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00:13:01,920 --> 00:13:08,160

So I think that's amazing, that being that this is such a small town, our youth doesn't have many places to hang out.

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00:13:08,160 --> 00:13:13,680

So instead of them trying to figure out what to do and getting into things they shouldn't,

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00:13:13,680 --> 00:13:19,470

things like soccer in the Samaritan fields are something that's going to be great for them in the long run.

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00:13:19,470 --> 00:13:24,900

I think. Keep them out of trouble that's a great thing. We need that, especially the small town, because we don't have here.

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00:13:24,900 --> 00:13:29,790

So, yeah, they covid-19 pandemic. That's something that's been hard on everybody.

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00:13:29,790 --> 00:13:36,660

What have you guys seen Hispanic business owners do to try to make it through this pandemic and continue serving their customers?

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00:13:36,660 --> 00:13:38,790

They have adapted.

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00:13:38,790 --> 00:13:45,930

They have adapted to the new ways because we were talking about it, you know, like for the long as we thought, just being quarantined,

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00:13:45,930 --> 00:13:51,750

it was going to go away, but it didn't happen and it's not going to happen and it probably won't happen to a certain degree.

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00:13:51,750 --> 00:13:57,650

So a lot of them just came out and just did what they had to to stay open.

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00:13:57,650 --> 00:13:59,340

A lot of restaurants, you know,

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00:13:59,340 --> 00:14:06,510

they had their drive throughs rough and a lot of the local businesses just built their business in a way that they could serve the customer,

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00:14:06,510 --> 00:14:13,530

you know, putting up all those Plexiglas all over the place, putting up stations where they can get sanitized.

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00:14:13,530 --> 00:14:18,600

And it was it was great seeing how a lot of them just kept going.

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00:14:18,600 --> 00:14:24,390

And you could read on the news how some places were just shutting down, towns becoming ghost towns.

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00:14:24,390 --> 00:14:28,500

We're going to come back to that. And our community did great.

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00:14:28,500 --> 00:14:32,890

I think there's a lot of places it just withstood and kept going.

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00:14:32,890 --> 00:14:38,880

I said they adapt it because if you watch the news, I mean, you seen a lot of businesses closed down.

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00:14:38,880 --> 00:14:44,760

And to be honest, I didn't really I don't think I seen here in our area, our county, I didn't see any business shut down.

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00:14:44,760 --> 00:14:50,670

And what I notice at the end of the day, they just adapted and they found ways to continue serving their customers.

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00:14:50,670 --> 00:14:53,310

And even though even the radio helped in the you know,

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00:14:53,310 --> 00:14:58,410

there was a lot of information that some businesses didn't know that going back to the local radio station,

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00:14:58,410 --> 00:15:05,220

I feel that helped a lot of customers adapt and find new ways to serve their customers during the pandemic.

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00:15:05,220 --> 00:15:10,320

Yeah, no, I didn't think about that. But you're right, the radio station played a big role in the pandemic,

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00:15:10,320 --> 00:15:15,960

getting information out about the updates and the news and information on the latest, you know, covid update.

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00:15:15,960 --> 00:15:22,690

That's probably a really big connection for the people is having that radio station. Let's talk a little bit about something specific to DeQueen.

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00:15:22,690 --> 00:15:29,890

Not all versions of the Spanish language are the same, and DeQueen is known to have its own style of Spanish.

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00:15:29,890 --> 00:15:39,100

They call it the DeQueen slang. What should people consider if they're translating materials into Spanish specifically for the Sevier county community?

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00:15:39,100 --> 00:15:47,740

And there's only one way to answer this for me. So I'm going to go in. I think it's like I said, there's many Bible versions.

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00:15:47,740 --> 00:15:59,140

You have King Janes, the NIV. So some people, you know, those that don't know better think, oh, there's just different Bibles.

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00:15:59,140 --> 00:16:02,890

No, they're not. It's the same Bible. It was just translated by different people.

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00:16:02,890 --> 00:16:09,730

So you're getting the same message, but it's being told by different persons.

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00:16:09,730 --> 00:16:14,330

Usually when you translate, you have to focus on the people that you're writing it to.

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00:16:14,330 --> 00:16:21,760

And like here in DeQueen I can translate something and it'll be one way Nelson can translate something else and it'll be his way.

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00:16:21,760 --> 00:16:27,400

Or we could both translate it into proper Spanish and nobody would understand.

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00:16:27,400 --> 00:16:29,410

Yeah, that's right. Yes.

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00:16:29,410 --> 00:16:37,660

When I was in college, they teach you proper Spanish, but then when I talk to my homeboys, they'd be like, nah, nobody talks like that.

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00:16:37,660 --> 00:16:43,030

Or even words like, OK, I always thought it was "negocios," but you can also say "impressus."

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00:16:43,030 --> 00:16:48,610

Right? So that's more formal way of saying business. But you don't want to get stuck on this or that.

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00:16:48,610 --> 00:16:52,570

You just want to think about who you're talking to and then get it right. Right, exactly.

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00:16:52,570 --> 00:16:58,300

Yes. Like, I was working on some translations and I'm like, I did it all.

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00:16:58,300 --> 00:17:03,100

I try to do it as proper as possible, you know, trying to be all professional.

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00:17:03,100 --> 00:17:07,810

And then I had some friends read it. I'm like, so how does it look? And they're like, no, no one talks like that, right?

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00:17:07,810 --> 00:17:13,060

Yeah. They're like, no, it's you know. Yeah. I mean, they could tell who it was for by reading it.

188

00:17:13,060 --> 00:17:21,340

And they're like, no, if this is going to be for like a restaurant personnel in Spanish, they're not going to understand anything that you've said.

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00:17:21,340 --> 00:17:26,410

So I panicked. Am I going to do and scratch it off? And and I totally get what they're saying.

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00:17:26,410 --> 00:17:30,070

You know, I wasn't focusing on the person that I was translating for.

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00:17:30,070 --> 00:17:36,010

I was focusing on doing the job correctly. I was focusing on doing an amazing job.

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00:17:36,010 --> 00:17:37,810

And that shouldn't be the focus.

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00:17:37,810 --> 00:17:45,460

And I've learned that the hard way because I now have to work twice, you know, so you have to translate and know who you're translating for.

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00:17:45,460 --> 00:17:51,130

I don't really have much to add to that. I mean, she she she pretty much summarizes all of the what she said was right.

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00:17:51,130 --> 00:17:55,390

You did make me think of something, though, that I've heard before. And it's not on my list of questions.

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00:17:55,390 --> 00:18:00,820

But I want to ask you guys while I have your time, I've heard some people say maybe it was OK.

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00:18:00,820 --> 00:18:05,800

I've heard this a few places. Not only have I heard this in a movie, but I've also heard this like people say it.

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00:18:05,800 --> 00:18:12,760

They feel like sometimes when you are a minority, Hispanic, black, etc., you have to work twice as hard and be twice as good.

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00:18:12,760 --> 00:18:17,770

Do you guys feel like that's true or that that's as time goes on that's not accurate to say.

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00:18:17,770 --> 00:18:25,900

Oh, that's very true. It is. I have to do what you do, do it better and do more of it for anybody else to look my way.

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00:18:25,900 --> 00:18:31,570

That's how I feel. And I feel like my time in this world has proven it.

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00:18:31,570 --> 00:18:37,750

You know, like you get to a certain point eventually where your work speaks for itself and you don't have to prove yourself.

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00:18:37,750 --> 00:18:41,260

But before that happens, it's a struggle. Yeah.

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00:18:41,260 --> 00:18:47,170

I mean, it's like when you talk Spanish, you got to you got to talk it right the right way to win talking to Hispanic voters.

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00:18:47,170 --> 00:18:52,840

Then when I'm talking to someone that is only English, you got to speak your right to them. Not I mean, so you got to work twice as hard now.

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00:18:52,840 --> 00:18:56,710

It's true. And I just didn't know if maybe as time goes on that's less true or if it's like no.

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00:18:56,710 --> 00:19:02,230

Whether I'm ten years old or thirty years old, that still applies. Yeah, I agree.

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00:19:02,230 --> 00:19:06,280

I think coming from an African-American perspective, I can relate to that too.

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00:19:06,280 --> 00:19:11,130

But we're going to keep working on it and keep letting everybody know we're here and we're successful in business and life.

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00:19:11,130 --> 00:19:12,070

And that's right.

211

00:19:12,070 --> 00:19:19,630

Speaking of being successful in business, what resources do you guys think Hispanic folks need to be successful with their own business?

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00:19:19,630 --> 00:19:24,730

Well, most of all, from my experience, what I've noticed a lot of people who want to start a business,

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00:19:24,730 --> 00:19:29,590

they don't know where to start because they don't know there are resources out there in general. There's a ton of resources.

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00:19:29,590 --> 00:19:34,360

There's there's a guy that I met through you, you know, John Carver from Henderson First of all,

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00:19:34,360 --> 00:19:40,240

I mean, you've got to have a business plan. You don't have a solid business plan. I mean, your business, my it or maybe successful.

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00:19:40,240 --> 00:19:44,170

You've got to know what resources are out there with other resources.

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00:19:44,170 --> 00:19:49,930

I mean, you might sink or swim, but like I said, just having the resources, I mean, it can only help you.

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00:19:49,930 --> 00:19:57,130

You have the Arkansas Small Business and Technology Development Center is out there, and they have done events that are in Spanish and in English.

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00:19:57,130 --> 00:19:59,050

But I think someone has to know about that.

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00:19:59,050 --> 00:20:03,940

And so that's one of the things we try to do with great bridges is get the information out there to the people.

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00:20:03,940 --> 00:20:09,580

That's basically what they're needing and get the information, because if the information is there is just not in their language.

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00:20:09,580 --> 00:20:16,120

And like we were saying earlier, most Hispanic persons have some sort of business.

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00:20:16,120 --> 00:20:24,260

It's a little side job. A little side hustle like, oh, so and so Dad painted my house, he can paint yours you know, you can just give him whatever.

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00:20:24,260 --> 00:20:28,610

Well, so and so's. Dad doesn't know that he can turn it into an actual business.

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00:20:28,610 --> 00:20:33,860

And what he knows is that, oh, no, it takes an extremely high amount of money.

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00:20:33,860 --> 00:20:37,940

You need lawyers for all that. You have to jump through hoops.

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00:20:37,940 --> 00:20:44,000

And that's not true. But that's what we think, you know. So it's just information.

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00:20:44,000 --> 00:20:47,210

Yeah, knowledge. Information, absolutely. Last question.

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00:20:47,210 --> 00:20:53,300

What advice would you have for a Hispanic person who was ready to start their own business or anyone for that matter?

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00:20:53,300 --> 00:21:00,230

What advice do you guys have for an entrepreneur? My advice would be just getting started asking questions.

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00:21:00,230 --> 00:21:04,130

Don't be afraid to fail. That's how successful businesses start. I mean, you've got to fail.

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00:21:04,130 --> 00:21:07,930

I mean, because if not, how are you going to learn? How are you going to get better? So just start.

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00:21:07,930 --> 00:21:15,110

Start. I mean, whether it's cutting grass, I mean, or translation business, I mean, just any type of business, you know,

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00:21:15,110 --> 00:21:22,910

first thing you just starting taking the first step and also just knowing that there's resources out there for everyone, regardless of color.

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00:21:22,910 --> 00:21:30,810

There's resources out there. There's a ton of resources. Ask questions, don't be afraid and just take the first step just dive in. The Internet is.

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00:21:30,810 --> 00:21:34,760

Your friend be Googling questions. How do I get my tax number?

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00:21:34,760 --> 00:21:38,480

My Google is your business. What's an operational agreement?

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00:21:38,480 --> 00:21:47,630

Yeah, all those things. Yes. And just do it. Do it, because most people don't do it when they think it's going to cost a lot to.

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00:21:47,630 --> 00:21:51,740

Like he said, they're afraid to fail, but you only fail if you don't do it.

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00:21:51,740 --> 00:21:56,810

You know what I mean? And I don't know who said this, but it's it's not called failing.

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00:21:56,810 --> 00:22:01,640

It's finding out ways that it doesn't work. Right. So you find the way that it actually does work.

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00:22:01,640 --> 00:22:05,660

So there's people that start one business and find out that's not for them.

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00:22:05,660 --> 00:22:10,340

But now you know how to start a business. So now you move on to something else that might work.

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00:22:10,340 --> 00:22:14,570

So just do it. Go for it. Never give up. Yes, I love it.

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00:22:14,570 --> 00:22:18,500

Is there anything else you guys want to say or shout out you want to get? I want to give a shout out to Diego.

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00:22:18,500 --> 00:22:23,450

Really quick. You know, he's but he's the one that brings us the Spanish Morning Show.

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00:22:23,450 --> 00:22:27,710

Usually he has different guests on. And I think that it's wonderful that you'll have that in this community.

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00:22:27,710 --> 00:22:33,800

But also shout out to you guys and thank you for being here, because I think it's really important that, like you guys said,

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00:22:33,800 --> 00:22:37,490

that everybody knows that there's the place to speak Spanish in business and

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00:22:37,490 --> 00:22:41,420

increase transactions and connect with communities and to build a community.

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00:22:41,420 --> 00:22:44,870

So I'm glad you guys are a part of this. Thanks for having us.

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00:22:44,870 --> 00:22:48,410

Maybe we're going to have some more in the future. This is just barely putting a dent in it.

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00:22:48,410 --> 00:22:56,000

And you can talk about a ton of stuff. Yeah. And I think it's important that this would be a ghost town in decline, if not for the contributions,

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00:22:56,000 --> 00:23:00,560

we need to spotlight and appreciate the contributions that have been made to help DeQueen grow.

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00:23:00,560 --> 00:23:04,370

Yeah, exactly. Yes, absolutely. Well, thank you for having us.

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00:23:04,370 --> 00:23:12,860

Enjoyed being here last a lot. But I do shut out and I want to say a shout out to the businesses that are hiring

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00:23:12,860 --> 00:23:18,950

bilingual people that are putting in the effort to bring inclusion to their businesses.

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00:23:18,950 --> 00:23:25,970

Thank you. Thank you. Thank you. I know sometimes it can be hard thinking, you know, like putting that sign out.

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00:23:25,970 --> 00:23:32,690

There must be bilingual. But let's say you can you may only need one bilingual person in your business.

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00:23:32,690 --> 00:23:38,810

Just have somebody have somebody you can go to have somebody that can help you better your business.

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00:23:38,810 --> 00:23:42,470

You won't regret it. I agree. All right. Well, that's going to do it.

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00:23:42,470 --> 00:23:47,060

We thank you all again for your time. We appreciate you. And that does it for today's episode.

263

00:23:47,060 --> 00:23:52,160

Bilingual in Business. I'm host and program coordinator Murriel Wiley.

264

00:23:52,160 --> 00:24:00,410

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00:24:00,410 --> 00:24:05,240

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00:24:05,240 --> 00:24:11,000

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00:24:11,000 --> 00:24:13,190

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00:24:13,190 --> 00:24:29,520

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