

# Concerns of the Latino Business Community in Somerville, Mass.



**By: Dalia Palchik**

**Urban Borderlands 2004**

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# INTRODUCTION

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Urban Borderlands Students and Staff, 2004

Urban Borderlands is a public anthropology course at Tufts University which relies on oral history and interviews to study the Latino communities in the greater Boston area. This is the second year that the focus has been on the City of Somerville. The Latinos in this community began to arrive in the early 1980s. While this report focuses on the businesses, other studies were also prepared on related topics such human rights issues, health issues, youth programs, political participation and churches. In order to acquire information, I worked with a high school Latina partner who lives in the community to find business owners who would be willing to be interviewed about their

experiences and concerns. Since the course is in public anthropology, the reports and websites created were presented and available both at the university and in the community.

The Latino community in Somerville consists of immigrants and their families from El Salvador, Mexico, Puerto Rico, Cuba, Dominican Republic, Guatemala, and Colombia for the most part. In the 2000 census, Latinos in Somerville comprised of 8.8% of the population (although numbers of non-documented residents would increase that figure). They also have the thirteenth largest population of Latinos in Massachusetts (Gastón Institute 2003). The community is largely residential, and so the majority commutes downtown to work. There are, however, several businesses in Somerville that are employing a minority of the Latino population and providing services to the Latino community.

Since a report was previously done on a wide range of the businesses in Somerville, I tried to focus on the place that the businesses hold in the community, and on their relations and their future in Somerville. I used the previous report as a basis for my research, and I used the directory they had created in order to search out the businesses which had not yet been contacted. In addition, I looked at the points which had been made about future research possibilities, and therefore decided to look at the relations with the city and at the role that Luís “Tony” Morales plays in the community. He is a prominent business owner and religious community leader. In addition, in an attempt to reach certain members of City Hall, I was only able to contact Alderman Denise Provost for her insight into the Latino role in the larger community and their relations with the city.

Although the Latino community in Somerville has vastly grown in number since it first began around 1980, there is still a lack of representation in the City Hall of Somerville. When a Latino member of the community opens a business, he or she is basically alone to figure out the permits needed and the paperwork required by City Hall, which has no help in Spanish in order to assist in such endeavors. Once the business is opened, most contact with the city ends. The businesses are then just trying to survive and to deal with issues that may come along the way which bring them to come back into contact with the municipality.

Besides the issues of communication and knowledge of the system through an immigrant perspective, the business also face many challenges which come from the risks of running a business. While the non-profits have programs to help with many aspects of life in the U.S. and Somerville, there are not currently any which deal with entrepreneurship or other concerns related to businesses.

The businesses in the area include restaurants, travel agencies, convenience stores, music shops, bakeries, tax services, and mechanics. Many of the businesses attract clients from the entire New England area through word of mouth and advertisement on Spanish-speaking radio shows and TV ads. They are mostly concentrated on Broadway and in Union Square in East Somerville. The owners reside in different areas of eastern Massachusetts and immigrated from countries such as El Salvador, Guatemala, and Peru.

# **BUSINESSES**

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## **Lopesa Services: Miry Lopez**



Miry Lopez, co-owner of Lopesa Services



Storefront of Lopesa Services

Miry Lopez immigrated in 1984 with her mother and her three sisters. She was fifteen years old and began to study at Brighton High School. She married out of school and her husband helped her to continue her studies. He supported her and pushed her to finish her studies. When they were married, Amilcar worked for John Hancock and Miry worked for Arbor Hospital. She then attended Northeastern, at which time they had begun providing accounting services. Miry, her husband Amilcar Lopez, and their children lived in Somerville for many years before having moved out to Andover 4 years ago.

Named “Servicios Amilcar Lopez” at the time, Lopesa Services began as a small business run through the home and then expanded. They had begun being her and her husband until 1996, when they decided to move to Somerville from Charlestown. They have seen an increase in their clientele since that time. They hope to stay in their current location as long as possible, and also plan on opening more branches. More specifically, the idea is to open up in East Boston this year. They had previously had a location in Jamaica Plain which prospered, but had to close due to contract problems, which had been the case in Charlestown as well. They currently have 11 employees during the tax season and drop down to 3 the rest of the year. One of the employees is Brazilian and the rest are Latinos of Spanish-speaking origin. All of the employees were trained by Miry and her husband, who both have degrees in accounting. Miry also has a degree in computers and her husband in management. They opened when having seen the need of Latinos in the area to have help with the laws. Their principal motivation was to fulfill the function of a center to provide these services.

Currently they have about 5,000 customers. In the first years the clientele would double every year. In the past few years, with such a large existing base, it has increased about 25-30% yearly.



## Autosal: Rafael Sorto



Entrance to Autosal, 444r  
Somerville Ave, Somerville



Inside Autosal auto shop



Rafael Sorto, owner of Autosal

Rafael Sorto arrived in the U.S. in 1986 from El Salvador at the age of 26-28. He first lived in Los Angeles some 3-4 years, and then came to the Boston area in 1993. He lives with his wife and two daughters. He has one brother in L.A. and one brother here.

Rafael learned to be a mechanic in El Salvador, where he started working at the age of 12. He first worked in Brighton as a mechanic, and then he got this store by renting the locale as a workshop in 1995. Although the owner of the garage has changed, Rafael has been able to keep renting his space. When he first began, Rafael had a partner, who is the one who had paid for the original permit. It has been his shop for 3-4 years.

He has been studying English for a short while, but when he started working as a mechanic in Boston, he was the only one who spoke Spanish, and therefore he learned English that way.

In Autosal they do both mechanical maintenance and bodywork on cars. Rafael has two employees full-time and when there is lots of work he hires temporary aid. One of the employees has been with him for 4 years and the other a few months. One of the workers specializes in bodywork, and the other mechanic was taught by Rafael.

The clients are about 95% Latinos, 3% Haitians, and 2% from other backgrounds. He has never advertised, but goes by word of mouth and hard work. In car mechanics, they give the clients confidence, and the clients bring them new clients. They always have work, and every week there are 1 or 2 new clients. Some clients he knows because when he started to work in this current shop, the only other Latino mechanic which existed was Carlos Trigueros. (He is located behind the Dunkin Donuts in Union Square). Ever since, many more Latino mechanics have started up in the area.

**Amigos, Tapatío, Taco Loco, Tony's Foodland:**  
Luís "Tony" Morales



Tony's Foodland, supermarket and money transfer service



Tapatío, Salvadoran restaurant



El Gauchão, Brazilian restaurant



Taco Loco, Salvadoran restaurant



Mr. and Mrs. Luís “Tony” Morales  
(photo courtesy of Spencer Hickok)

Luís Morales was born in Chalatenango, El Salvador and grew up in Matapán. He came to the U.S. in 1980, 2 weeks before the election. He arrived in Somerville soon after, and has been in Somerville for almost 24 years. He came to the U.S. with some friends when the War was rough and he couldn’t keep studying. He left with some friends to come to Boston. His wife is also Salvadoran. He met her in El Salvador and they have been married for thirteen years. They have a twelve year-old son and a four year-old daughter.

When he arrived in here, Luís finished his high school diploma. He opened his first store in 1983 with a friend in Cambridge. It was a restaurant called “El Rancho” and he sold it almost two months after he opened it. That’s when he started opening stores and selling them. Some of the difficulties that people have here are that they want to open a store but they don’t know how to do that. He starts them and studies the area and gets the clientele. They are usually restaurants and convenience stores.

After the original store, he and his friend opened one in Chelsea, called “El Tijuana”. The also had a breakfast place in Medford called the “Golden Egg.” They also opened “Amigos” as well as a restaurant in Union Square and one in Chelsea called “Taco Loco.” They have kept opening and closing stores, but now his stores are in Somerville, where he lives.

He enjoys talking to people about preparation. He has three master’s degrees. He is not using them to make money, but he has the knowledge and knows that it is important and necessary. His degrees are in theology, psychology, and in family therapy. He does not use them as degrees, but he does apply what he has learned in his work at the church. He is now hoping to make place for a Ph.D., but hasn’t found an institution which will allow him to study while continuing to run his businesses. He would like to pursue the degree in Leadership or in Organizational Psychology, which is the psychology of businesses. However, all of the universities want you to live there and be there. The only university which offers something similar to what he is looking for is Harvard, but they are too demanding and he does not have the time to dedicate himself 100% to his studies.

He began working with his two brothers, with whom he has formed an alliance, ever since he opened the famous restaurant “El Tijuana” in Chelsea. They worked with him, and when he left the restaurant they opened “Amigos” together, which was his first store in Somerville. Afterwards they opened “Taco Loco” and “Tapatío,” and they bought “Tony’s Food land” and now he has opened “El Gauchao” with his wife, with whom he also opened “Taco Loco.” “Taco Loco” is now part of the three brothers group.

The employees are all Latinos, not necessarily Salvadorans, but they are Latinos. They now include Brazilians in the new Brazilian restaurant “El Gauchão.” They had some American employees at Tony’s in the beginning, and they have employed non-Latinos in the past, but since they specialize in Latinos, the employees today are all Latinos.

The customers are also about 60% Latino. The Brazilian restaurant has almost entirely Brazilian clientele, with some Americans and non-Brazilian Latinos. There are also some Americans in the other stores.

Luís would say that his strength is not the food, but the business. He looks for the market and where the profit will be. They opened the Brazilian store in Somerville because it has the largest concentration of Brazilians and did not have a single Brazilian restaurant, according to Luís. They had to learn the foods, contract the employees, and needed to learn a new attitude and culture. The business is doing well, however.

## Delicias Peruanas: Rene R. Rosas and Teresa Ramirez



Rene R. Rosas and Teresa Ramirez, owners of Delicias Peruanas



Storefront of Delicias Peruanas

Mr. Rosas is from Peru and has been living in the U.S. for three years. He came over from Peru when he won the lottery for U.S. residency visa. In Peru he had a taxi business and he came over here with his wife and three daughters. His daughters are 23, 21 and 19. The eldest is studying industrial engineering at Northeastern University and also works part-time at the University of Massachusetts. The second daughter is studying at Bunker Hill Community College and sometimes helps out at the restaurant on weekends. The youngest is also studying at Bunker Hill Community College. She also works part-time at the airport as security. He currently resides in East Boston and his daughters are studying here in college. His wife runs his other business, which is a travel agency that he established in East Boston a year ago. It is a travel agency and money transfer business, and they also have cell phones and Peruvian products.

He decided, after having studied the market in America for three years, that 80-90% of people eat out of the home. He therefore decided to open a restaurant, but one that was already on sale and had been started. He met his partner, Theresa Ramirez, because she is the mother of a friend of his who worked in a company with him the first year he arrived to the U.S. He introduced them, and he invited her to be his associate because he is currently studying and his wife and daughters are also occupied elsewhere. He began studying English, and now he is taking business classes. She therefore agreed to be present at the restaurant when he is busy. She did not have previous restaurant experience, but she does know how to cook. The business is still going slowly, but he hopes that in the next three months they will reach the level for which they are hoping.

Before having opened the restaurant, Mr. Rosas studied the market to see whether or not the business would be successful. He realized that people do not eat at home, not



even in his own home. He therefore decided to open the restaurant. He knew the previous owner of the restaurant and she contacted him to inform him that she was planning to sell. Her reasons were that she could no longer keep working because she had four daughters to take care of since the girl who was guarding them would no longer be doing that. She therefore sold the restaurant to Mr. Rosas.

## Boston Satellite: Juan Pablo Hernandez



Juan Pablo Hernandez, owner Boston Satellite



Storefront, Boston Satellite

Mr. Hernandez came alone to the U.S. when he was 22 years old. His wife is also from El Salvador, from San Vicente. Before having opened the store, Mr. Hernandez worked as a prep cook in a Mexican restaurant in Cambridge, and then he worked for a cleaning business. Afterwards, he had the opportunity to open his own business. They started the satellite business by selling for Dish Satellite through their home in East Boston and then later opened the current locale in East Somerville right off of Broadway. They used to live in Somerville, but a year ago they moved 90 miles away to Springfield, MA. They drive into the store everyday. Before interviewing Mr. Hernandez, Jessica and I actually had the opportunity to interview his son William who works at the store on the weekends.

William is 19 years old and the eldest of three children (he has two younger sisters). He was born in the El Salvador, but they moved to the U.S. when he was three years old. His parents started the satellite business by selling for Dish Satellite through their home and then later opened the current locale in East Somerville right off of Broadway. They used to live in Somerville, but a year ago they moved 90 miles away to Springfield, MA. They drive into the store everyday. He runs the stores on the weekends and he takes classes at Springfield Technical Community College during the week. He is studying business administration, and he is currently looking for a second job.

At the store, they sell mostly satellite dishes, CDs and food products. The store belongs to the parents of William, and they have been running it for five years. It is family run, and William has been working with them since they opened the store five years ago. They started selling satellite dishes and music and then added food later on. The store locale itself is rented. Once they had opened the store, they decided to integrate

music because people wanted to see something other than dishes, and they later added food.

Before having opened the store, William's parents worked jobs such as cleaning, housekeeping and cooking. They began selling dishes because they had a problem with the company and then began talking and ended up selling dishes for them.

The majority of the customers are Latino, and they do some advertising on the radio.

They roughly have 60-70 customers a day, and they sell about 3 dishes a day.

The store is frequented by young people sometimes, but mostly by older residents getting food.

In 1999, when he became a member of Dish Network in order to receive more Spanish-speaking channels, Mr. Hernandez talked to the client department and then began negotiations until he opened his own business. In order to open the store, he signed a contract with the company and inverted \$300. He was also responsible for the publicity. He put up ads in one of the two Latino radio programs at the time in Boston, which was hosted by Daniel Gutierrez. At the time he only had one other store competing for business, but it was "clean" competition.

Since everything had gone well while working out of their home, the couple decided to open a store due to the volume of calls that they received. They got in contact with an non-profit agency in East Boston which helped them find a store. They began with the satellite dishes, and then added CDs, cassette, and VHS to help fill the store. They then began adding the other products (which include Salvadoran paraphernalia, food products, and phone cards). The store has been open for almost 5 years.

When opening the store, which was a local that had been closed for almost thirty

years, they paid for the costs to repair and to create an emergency exit. They needed to deal with city codes and with the licenses for the business and for the locale, as well as dealing with IRS forms. Due to the fact that the City of Somerville had no help at the time for Latino businesses to help deal with the large bureaucracy that existed when Mr. Hernandez opened his store, they had to delay for 6 months from the time they signed the contract to the moment they opened the store. There was especially a lack in help from the city when dealing with public works. Mr. Hernandez said that this bureaucracy with the delay in opening the store. He feels that to a certain level the bureaucracy has improved a bit, but to another extent it is the same, especially when dealing with public works issues. There is no one of Latino background in the department, and there are only “Anglo-Saxons” dealing with anything having to do with codes and building procedures in City Hall.

## **BUSINESS COMMUNITY CONCERNS**

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### **City Hall**

One of the main concerns regarding Latinos and the interaction with City Hall was that there exists a prominent language barrier. City Hall does not currently employ any full-time interpreters or have bilingual members on their staff (Interview with Denise Provost). Miry Lopez sees the fact that many of the business owners do not dominate the language as an obstacle in communicating with the city about problems they may encounter with city issues. There are no Spanish-speaking employees at City Hall. There is not a single Latino fireman, policeman, or representative in the city. The majority of Latinos are Salvadoran, and priority is still given to the Anglo-Saxons even though 33% of the population is immigrant. Some of the businesses have used Lopesa Services as legal intermediaries, and other individuals find translators. When “Delicias Peruanas” was being opened, the new owners relied on the previous owner of the locale to translate for them. In the interview with Alderman-at-Large Denise Provost, she expressed the view that:

*The city does not budget sufficient funds either for translation or interpretation. Although, mostly through the help of volunteers documents end up going out multilingual. It's hard to gauge how much response there is.*

(Interview with Alderman Denise Provost, December 10, 2004)

The views of this Alderman show how there exists a divide between what the President of the Aldermen, who is elected by her constituents, sees as important to the community, and what the city has as its priorities.

There are issues with City Hall other than the language barrier. Due to the fact that the City of Somerville had no help at the time for Latino businesses to help deal with the large bureaucracy that existed when Mr. Hernandez opened his Boston Satellite store, they had to delay for 6 months from the time they signed the contract to the moment they opened the store. There was especially a lack in help from the city when dealing with public works. Mr. Hernandez said that this bureaucracy with the delay in opening the store. He feels that to a certain level the bureaucracy has improved a bit, but to another extent it is the same, especially when dealing with public works issues. There is no one of Latino background in the department, and there are only “Anglo-Saxons” dealing with anything having to do with codes and building procedures in City Hall. According to Boston Satellite, the City of Somerville has also not taken any action in the matter of pirating to try to protect the established business owners from outsiders who come in and sell without paying taxes (Interview with Juan Pablo Hernandez, October 27, 2004).

In an interview with Yanelly Mollina, Mayor Curtatone offers the view of City Hall in the issue with access:

He wants to make sure that everyone has access to such services in order to make the community stronger. He also says that he wants City Hall to be more representative in order to capture [the] needs of its members. He believes that City Hall would be able to be more representative through the Multicultural Commission. He says that he thinks City Hall and the Latino Community have a good relationship but that he realizes that many of the immigrants from Central America have had bad experiences with

government and government institutions and therefore trust is sometimes hard to build

(Yanelly Mollina interview with Mayor Joe Curtatone, December 9, 2004).

Some problems also occur with neighbors, who had grown up in a mostly Italian and Portuguese community and saw the radical change of the Salvadoran “invasion.” Tony Morales says that he has been trying to tell the authorities when he sees an injustice, but that in general it is just a complicated city in which to open a business.

According to Miry Lopez, the stores do not feel that the City of Somerville has taken steps to help with this issue, or that they even respond when there is vandalism. The only time that the police show their presence is in the summer next to the stores where large groups tend to gather. She feels that the business owners try to help each other out, but there is no specific communication or network amongst the different communities in the area, such as with the Brazilians. Several community members have voiced a concern for the need to create a collective voice. A group of business-owners from the area could help know what is going on and give the opportunity to find solutions. She feels that when people see that there is unity, things will happen.



### **Community Initiatives:**

One such effort for community involvement has been made in the Salvadoran business community through a Chamber of Commerce which began three years ago and is still in the beginning stages. According to chamber member Juan Pablo Hernandez, they have not yet come up with one thing to work on, but are working on the types of problems that deal with the City and says that the city now takes them more seriously and informs them when there are pertinent that are going to take place and they invite the business owners. There is concern, however, that organizations are needed to unite the entire immigrant and minority community in order to achieve collective goals. He believes that we need to start today to work on the long-term:

*One of the imperatives is to have a political presence in Somerville and to fight for the interests of our own people. While others continue to be the mayors and to serve our people, like the Italians or the Irish, no one will serve the Latinos. The mayor who left was Irish and he attended to his people, and now the mayor is Italian and he tends to his people. When is someone going to serve us? We're the last ones in line. If we continue to not try to do something in the political realm, things are going to be very limited.*

(Interview with Luís “Tony” Morales, November 11, 2004)

The education of youth is another major concern for many business owners. If today the adults dedicate themselves to making the youth see that education is the key to employment, they will continue to study, have a healthier life, and become large entrepreneurs in the future. As a parent, Miry believes that everything they do is for their

children. Her eldest son is interested in mechanics and not in the family business, but it is important to support the children in whatever career they wish to pursue. As much as they would love for their children to continue running the business, if each child chooses their own path they will always be happy for them.

Besides the education of the youth, another endeavor underway is to create programs that create activities and initiatives to involve the young members of the community in a positive way. These programs include after-school sports, community leadership. These programs are being created by both public and private organizations. The public organizations include The Welcome Project and Concilio Hispano among others. Some of the private organizations are include Vida Real church and its gang-member rehabilitation initiatives (begun by Luís “Tony” Morales) and Red Tiger Dojo Karate (found in the directory).

Luís Morales is one of the prominent business owners of East Somerville. He has been living in Somerville for almost 24 years. He came to the U.S. with some friends during the war in El Salvador and he had to stop studying there. His wife is also Salvadoran. After having opened stores in other suburbs of Boston, Tony and his partners opened “Amigos” supermarket, which was the first Latino business on Broadway. He is currently in partnerships with his two brothers and with his wife. All together, they own Amigos supermarket, Taco Loco, Tapatío, and Tony’s Foodland. Fourteen months ago they also opened an evangelist church which has leadership and youth programs. Tony Morales also believes that inculcating in children to be educated is the most important value. As is seen in the case of “Boston Satellite,” having children involved in the family business can also help to keep the families involved and the

children create a sense of responsibility. According to Tony Morales, teaching the entrepreneurs about balance can also help bridge the gap that is sometimes created when parents do not have time to dedicate to both family and business. The creation of jobs is another necessity, according to Miry Lopez, in order to improve the future of the community.

**Business-related concerns:**

For all businesses dealing with the precarious nature of businesses in general, especially restaurants, an ability to plan ahead and to understand the clientele greatly increases the chances of success. Access to and education on loans and business practices in the U.S. would greatly help improve the success of Latino-owned businesses. When immigrants open businesses here, they often face situations different from those they faced as entrepreneurs in their countries of origin. Having assistance for those interested in business about getting started, licenses, loans, and business trends in the area would greatly benefit new entrepreneurs in East Somerville. Prominent business owner, Luís “Tony” Morales explains the mission of the recently formed Salvadoran Chamber of Commerce for New England in its initiatives to help the Latino business community:

*When you go to a bank, you need to show that you don't need the money in order for them to lend it to you. You go to a government institution and you need papers, and to be a resident, as well as a well structured plan. The Latinos are not in the means to create a well-structured business plan, but they throw themselves to chance in order to succeed. They have been trying to form the Chamber in order to instruct people in those areas by those who have gone through the same obstacles.*

(Interview with Luís “Tony” Morales, November 11, 2004)

Accion Internacional is another program which we were not able to reach in order to gain more insight into the loan initiatives taking place in the community.

When I went to the City of Somerville website, I was also able to find (in English only), a loan program created in 1989 which none of the narrators with which I spoke had heard about. According to the website:

In February 1989, the City of Somerville, in conjunction with the Somerville Local Development Corporation (SLDC) and local lending institutions, established the Somerville Economic Development Partnership (SEDP) to encourage local economic development and job creation. Two programs are available for Somerville small businesses:

1. The Direct Loan Program is designed to provide short-term, primary financing to local businesses up to maximum of \$50,000.

2. The Participating Loan Program provides second position financing up to a maximum of \$100,000 working with a primary lender.

The SEDP Loan Program gives priority to projects which provide expanded employment opportunities for low and moderate income people through the creation of quality jobs with competitive salaries

(City of Somerville website, December 20, 2004).

In the interview with her, however, Alderman Denise Provost was not aware of any such program, and there does not seem to be much advertising or awareness of such an initiative in the Laitno business community. Whether the none-minority community is aware of this program is beyond my research base and may be looked at in the future. Besides business initiatives, general community-building projects are also concerns of several community members.

In his church, Tony Morales also has programs that work to create Latino community leaders. While some of their programs are focused “teach every single individual that you’re capable of achieving things. We have schools for leaders, 5 steps, 5 courses...I encourage people to study, to read. Right now we have a program where we’re opening an email to every member to get them used to the computer, to get used to the internet, to the technology. Computing, if you don’t keep up with technology, you’re going to be lost.” (Tony Morales in interview with Spencer Hickok). This and other types of initiatives are present in many community organizations such as The Welcome Project and Concilio Hispano. These programs, however, are limited as to their funds and resources to help such a large and growing community.

While the quality of some of the programs offered in the community is important, the quantity and scope of the programs appears to be lacking. Some of the controversy also exists amongst community leaders over the importance of having either nation-specific initiative compared to more vast programs which reach out to the entire minority community. In that framework, there exist both programs which cater to a specific community and those which are tied to all immigrants and their families.

The issues which concern the community today range from business-specific concerns to wider community-based matters. Many of the topics discussed in this report are also touched upon in the other research performed through Urban Borderlands, and therefore can be attained through further reading of those reports.

## **Future Research**

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In addition to the research done to date, there are also many points of interest which may be considered for future projects. While some of the topics for further research from the previous year's report were touched upon, others could not be covered adequately this term. Some concerns that still need to be covered include the following:

1. Where Somerville Latinos are employed: Some efforts were made to attempt to find the places of employment for specific Latinos interviewed, but a broader survey might give a more insightful and useful view of the current employment situation.
2. The informal economy: While the businesses with storefronts are easier to approach, an important sector of the economy is informal, and its study is important in order to gain a fuller picture of the overall economy.
3. The interactions between the different immigrant communities: The three main groups appear to be the Latinos, the Haitians, and the Brazilians. It would be helpful to get a better picture of how the three groups interact in Somerville.
4. City Hall: Getting a better view of City Hall and how the system works would be beneficial in having a sense of where the power struggles are, and how communication within the government affects the decisions made and the information that is transmitted out.
5. Reasons why the restaurants on the odd side of Broadway, near Milagro's Boutique, have such a high turnaround. The reasons why this is so are still vague and given to the fact that people may use the establishments on the even side and do not want to cross the street.

6. Reasons why some businesses such as A&M Motors and Costamar have moved out of Somerville. It is likely that rising rent prices may have pushed these businesses to search for other Latino communities, but interviews with them may provide more insight.



## BIOGRAPHIES

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Left to Right: Dalia Palchik, Jessica Taneja, Deborah Pacini-Hernandez (in background)

### **Dalia Palchik**

I am currently a senior at Tufts University. I am majoring in anthropology and French. I was born in Buenos Aires, Argentina, but have been living in Northern Virginia with my family since 1989. I have two older brothers and a younger sister.

I discovered in college that besides cooking and teaching I have a passion for studying people and cultures. Two summers ago I was in the research training program at the Smithsonian, where I conducted research on the Malians participating in the annual Folklife Festival. Last year I studied abroad in Paris, and took courses in both Anthropology and Francophone/Comparative literatures. The field that most interests me

in anthropology is the study of migrant communities and peoples. This in turn makes me extremely interested in Urban Borderlands. I wanted to study the Latino businesses because both of my parents began their own businesses. I have only been in Somerville since my freshmen year, but I have tried to see how the communities from the different areas of the world find their niches and how strong the networks are between them and their countries of origin.

I am most interested in how family lives and the children from the different generations adapt and are accepted. I'd like to study the resources available to them and to the families as a whole, and how the different family structures may impact the eventual outcomes of the community in Somerville.

Eventually I'd like to be able to compare different networks of immigrant relationships and how their stays in host countries are affected by the various factors involved. I am interested in concentrating on both Latino and West African francophone communities.

### **Jessica Tejada**

Hi, My name is Jessica Yesenia Tejada, I am 17 years of age and Salvadorian. I was born here in Cambridge, Massachusetts. I'm a junior at Prospect Hill Academy Charter School. I like to play sports, I was in the soccer team at school and now I'm trying out for basketball. I love to read books for fun. This project has been a good experience.

## Business Directory (revised from 2003 directory)

<b>Business Name</b>	<b>Address</b>	<b>Phone</b>	<b>E-mail/Web</b>	<b>Owner</b>	<b>Nationality</b>	<b>Type</b>
Lopesa services	97 Broadway	617-623-7368		Amilcar and Miry Lopez	Guatemalan	Accounting
Lucy's Boutique	80 Broadway	617-628-2141		Lucy (selling)	Salvadoran	Clothing Shop
Milagro's Boutique	95 Broadway	617-591-9315		Milagro Garcia	Salvadoran	Clothing Shop
Somerville Communication	80 Broadway	617-625-8100			Colombian	Comm. Shop
Boston Satellite	4 Lincoln Street	617-666-2183		Juan Pablo Hernandez	Salvadoran	Satellite. Shop
99 Plus Store	82A Broadway	617-629-2634		Luis Serrano	Salvadoran	Dollar Store
Bazaar El Salvador	97 Broadway	617-666-5889		Yony Orantes	Salvadoran	Gift Shop
Maryom Hair Design	2 Main Street	617-666-5889		Maryom Grasso	Venezuelan	Hairdresser
Queen's Beauty Salon	46A Braodway	617-625-1114		Reina	Salvadoran	Hairdresser
Autosal	444R Somerville Ave	617-623-6441	rafsorto@earthlink.net	Rafael	Salvadoran	Mechanic

Accion Internacional		617-625-7080	www.accion.org	Maria Otero (Prez, CEO)	Bolivian	Non-profit
Hispanoamericana Record Shop	97 Broadway	617-776-1200			Salvadoran	Record Store
Delicias Peruanas	215 Highland Ave	617-591-1772		Rene Rosas & Teresa Ramirez	Peruvian	Restaurant
El Gauchão	102 Broadway	617-625-6100	Lmor77733@aol.com	Luis Morales	Salvadoran (Brazilian cuisine)	Restaurant
Girasol	99 Broadway	617-628-8912				Restaurant/Bakery
Machu Picchu	25 Union Square	617-623-7972		Rosy Cerna	Peruvian	Restaurant
Taco Loco	44 Broadway	617-625-3830	tacoloco@aol.com	Luis Morales	Salvadoran	Restaurant
Tacos Lupita	13 Elm Street			Leo Zuñiga	Salvadoran	Restaurant
Taqueria La Mexicana	247 Washington Street	617-776-5232	www.taqueria.com	Roberto Rendon	Mexican	Restaurant
Taqueria Montecristo	146 Broadway	617-628-8458			Salvadoran	Restaurant
Taqueria Tapatio	82 Broadway	617-625-4119	Lmor77733@aol.com	Luis Morales	Salvadoran	Restaurant

Hispana American Variety	Medford Street	617-623-6495		Miguel	Salvadoran	Suprmarket
La Internacional Food Corp.	318/322 Somerville Ave	617-776-8855		Nora E. Garnica	Guatemalan	Suprmarket
Latino Americas Market	Medford Street				Salvadoran	Suprmarket
Tony's Foodland	104 Broadway	617-625-0730	Lmor77733@aol.com	Luis Morales	Salvadoran	Suprmarket
Choices Night Club	381 Somerville Ave	617-625-4975	information@clubchoices.bi	Shirley Ortiz		Night Club
Peru Travel	133A Broadway	617-628-7600	Perutvl2@cs.com	Esther Flores	Peruvian	Travel Agency

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