

Please send corrections, edits, or additional information to Rachael.Lindstedt@gov.wa.gov

Location Columbia River Room, Department of Commerce Building

Purpose Special Speaker – Tom Sandoval – Survey of Latino Business Owners in North Central and Northeast Washington

Attendees Linda Alongi • Lara Anderson • Jackie Bayne • Doug Cheney • Keri Gilge • Kim Johnson • Carol Larson • Edmon Lee • Rachael Lindstedt • Mary May • Ni McMullin • Celia Nightingale • Servando Patlan • Grant Pfeiffer • Shanelle Pierce • Patrick Reed • Joseph Ringold • Tomas Sandoval • Nancy Skewis • Rick Stedman • Sharon Wong

Agenda Highlights

- **Survey of Latino Business Owners:** Presentation by Tom Sandoval
- **Work Plan Update:** Rachael Lindstedt
- **Small Business Guide Usability Testing:** Celia Nightingale

Survey of Latino Business Owners

Tomas Sandoval, North Central and Northeast Washington Hispanic Chamber of Commerce

Spoke about a survey of Latino Business Owners conducted by the Eastern Washington University for Public Policy and Economic Analysis:

- Very first survey ever conducted on Latino businesses (academic)
- Surveyed five counties: Chelan, Douglas, Adams, Grant and Spokane
- 104 business owner's surveyed with a 44% response rate
- Findings include:
 - Latino business owners have a harder time obtaining business loans; most end up getting assistance from family and friends
 - 95% did not have access to business loans
 - Women have an even harder time getting access to capital (esp. Latinas, African American and Native Americans)
 - Latino population is steadily increasing in all counties:
 - Chelan and Douglas counties are showing a population of 29-35% Latinos and the number continues to rise
 - During 2008 recession, Latino businesses experienced an increase of revenue and a steady growth of business

- There are some misconceptions about Latinos, such as:
 - They take advantage of governmental services and
 - They don't pay taxes because they are not legal citizens
- Many Latino businesses purchase most of their supplies from non-Hispanic businesses and over half of their clients are non-Hispanic
- Studies of the current trends in population estimate:
 - By 2042 the largest population in the United States will be Latino and African Americans followed closely by Asian Americans and Native Americans;
 - by 2048 the Latino population will become the largest population by itself

Responded to questions and statements by SBLT Members:

- Celia: What do "we" need to change (rules being the same)?
- Tomas: Overall attitude and better outreach efforts; invite more Latinos to meetings to discuss the business practices that help or hurt their businesses
- Patrick: Many of the attempts at outreach were met with negative results; a lack of trust.
- Servando: Has found there is a general digital divide; many business owners he works with are uncomfortable with computers so he often works through their kids. He has adjusted his work schedule working until 6-7 pm to provide assistance to business owners.
- Tomas: Be persistent; the mistrust will not go away if you show indifference
- Celia: How does the Latino community see themselves? Is there a racial divide, i.e. Us vs. Them?
- Tomas: The Latino community sees themselves as normal. There is a racial divide; you can see it in how neighborhoods were developed, i.e Hispanic neighborhood, African American neighborhood, etc. You can pull the statistics.
- Group: What can we do better? What are we doing well?
- Servando: We are facing the challenge of changing the current business processes. Currently businesses are handled the same regardless of their size. For

small businesses we will need to become more agile and change the risk transfer.

Tomas: Continually look towards the future and make the required adjustments. Continue to connect with the Latino community. Bring together a committee to work with Latino businesses. If you need any help, feel free to ask us.

Final Notes

Sharon: There is WebEx training in March. We will send you all the information provided by Tomas after we receive it.

Patrick: There will be other training opportunities available