

Interviewee: Erin Arvizu  
Interviewer: Linda Truong and Julianna Molloy  
Date: March 25, 2013  
Place: Worcester, Massachusetts  
Transcriber: Linda Truong and Julianna Molloy



Overseen by Professor Keyes, Assumption College

**Abstract:** Erin Arvizu was born in Worcester, Massachusetts in 1983 and attended Framingham State University. She lives on Mill Street in Worcester with her husband, Philippe Arvizu and their daughter Olivia. She is currently pregnant with their second child, a boy. With a wide variety of jobs under her belt, years of experience, and great passion, this past year, she decided to pursue her lifelong dream of opening her own business. She succeeded in 2012 when she opened Wild Orchid Baby, located in the Piccadilly Pub Plaza on Shrewsbury Street. Erin loves her work as she is educating mothers on the importance of using safe, ecofriendly products for not only themselves, but for their newborn babies. Erin elaborates that it is extremely important to balance family life, giving her children a great childhood, and maintaining a successful career. Erin Arvizu helps create the insider world of women in business as she has independently opened her own business and successfully achieved her dream. Erin leaves people with a message that embodies her as an individual with her focused and steadfast mentality. It is “Go after your dream. Figure out how to make it happen and do not make excuses.”

**JM:** My name is Julianna Molloy and I am here with Linda Truong in Worcester on March 25, 2013. We are completing a citywide oral history of the lives of Worcester women, aiming to collect stories about a broad range of experiences. Based on the goals of women’s health, education, work, and politics and community involvement. We want to focus today on your experiences with your work. Thank you for your help in this important project.

**EA:** No problem

**JM:** Is it okay to record your oral history today?

**EA:** Yes.

[Beginning of recording]

**JM:** Alright, so we are going to start off with like, like your family, like your background. So where were you born?

**EA:** I was born in Worcester.

**JM:** You were?

**EA:** At Hahnemann Hospital yes.

**JM:** And do you...alright...sorry. What is your full maiden name?

**EA:** My maiden name is Davio.

**JM:** And then your married name is Arvizu?

**EA:** Yes.

**JM:** So you have been married?

**EA:** Yes.

**JM:** What is the name of your current husband?

**EA:** Philippe [Arvizu].

**JM:** Do you have any previous husbands or ...?

**EA:** Nope, he's my first one [laughs].

**JM:** And do the two of you have children?

**EA:** Yes, we have a daughter Olivia and we are having a little boy in August.

**JM:** Aw.

**EA:** [laughs]

**JM:** So what cultures and ethnicities do you identify with, like your family background?

**EA:** Well I am French and Irish. My grandmother came from Ireland and my middle name is McKendrick, which is her middle name and it is also my daughter's middle name. So I identify more with the Irish heritage than French. My husband is Mexican and Puerto Rican so his family speaks Spanish. We eat Spanish food. So yeah.

**JM:** And what about your parents? What can you tell me about them?

**EA:** My parents, they are both from Worcester. They both live here still. They are great. They graduated high school but neither one of them went to college so it was definitely

very important that they did everything they could to put me and my brother through college. They live a very simple lifestyle to be able to, you know, provide for us.

**JM:** Mhm. What neighborhood did you grow up in in Worcester?

**EA:** I grew up right near Hadwen Park. It's off of like the Hope Ave exit in Worcester.

**JM:** And what was the neighborhood generally like?

**EA:** It was a great neighborhood. It was a small street but there were a few other families that had kids my age so you know we could play, we could ride our bikes on the street. It was safe to do that.

**JM:** What other activities?

**EA:** We played flash tag, hide-and-seek; sometimes we would sleep in a tent in the backyard. It was fun.

**JM:** And throughout your life have you lived anywhere other than Worcester?

**EA:** I lived in Framingham while I went to school. I went to Framingham State.

**JM:** Have you done any traveling?

**EA:** I used to travel for work. I used to work as an internal auditor so I traveled a lot within the United States, which included Hawaii, which was awesome. They sent me to audit the sales rep in Hawaii. I also went to Mexico for a business trip. Other than that travel has been pretty limited. I've been to Canada, I've been to Mexico and Florida but that is about it [laughs].

**JM:** So where do you live in Worcester now?

**EA:** I live in the Tatnuck area off of Mill Street.

**JM:** And what was that like compared to where you grew up?

**EA:** I like our house. We are right next to Washington Heights, which is -- it's a big apartment complex so there's a lot of diversity, but there's also you know a lot of chaos going on sometimes. So I wouldn't-- it's not a place where I would let my daughter ride her bike around in the street kind of the way I did but it is a great first home where we live so.

**JM:** And you mention that your parents live in Worcester. Where do they live?

**EA:** Right now they live off of Hamilton Street right near North High School.

**JM:** And do you have any brothers or sisters that live in the area?

**EA:** I have one brother but he lives in Chicago.

**JM:** K. What challenges do you think Worcester still faces?

**EA:** Worcester has kind of a negative reputation sometimes. A lot of people from here you know they kind make comments, “Oh it’s Worcester,” but for me it’s, you know, it’s the place where I live and I grew up. I-- there are the bad parts but there also is a lot of good here I think. Growing up there was always different ethnicities in my class. I don’t feel like I grew up in a sheltered area so I really like that and I am really glad to give that to my children.

**JM:** Is there anything that you would change if you had the ability to?

**EA:** In Worcester, I guess just, you know, helping grow-- helping other small businesses-- just help to try to build a bigger sense of community, I guess.

**JM:** Good. And what changes have you seen in Worcester overtime?

**EA:** What have I seen? Hm. It’s hard to say. I mean I’ve seen that they try to build up downtown area. They put in the Worcester fashion outlets but that kind of crumbled and I’m hoping that they can finish what they really wanted to do initially and hopefully they can see that change through.

**JM:** What distinct characteristics make Worcester the place that it is?

**EA:** All my family is here. It is kind of one of those places where you kind of come here for a reason. I don’t think you really end up in Worcester. You either have roots here or you come here for school, or you come here for a job. You don’t just go, “Oh, I want to go to Worcester, Mass” [laughs]. You say that about Boston to go check it out but -- so for me all my family is here.

**JM:** What do you think women’s experiences in Worcester have been generally?

**EA:** As a women, you know, I think there is a lot of opportunity here. I was born and raised here and my dream was always to open up a small business and I was able to accomplish it so I think there is a lot of opportunities, schools, jobs, you just have to put your mind to it and fight.

**JM:** And then just regarding your daughter, Olivia. **[EA: Mhm]** How do you think her experiences growing up in Worcester will differ from yours or will be similar?

**EA:** She's going to grow up a lot different from me I think. I grew up with my mom. She stayed home with us when we were little and then I kind of went to school and we kind of fell into the routine. My mom worked nights so she was always there in the morning and then my dad would be there in the afternoon. My daughter -- I mean, we have a crazy schedule. She is in here at the store with me three days a week. She's just going to have a very different upbringing, especially with my in laws are going to teach her Spanish. I didn't learn that because neither of my parents spoke that.

**JM:** Anything else you'd like to add about growing up or?

**EA:** Growing up here- yeah I'm not really sure which school she is going to go to but that will be different from mine probably just because we don't live in the same district.

**JM:** Mhm.

**EA:** But I hope she will have a great experience like I did.

**JM:** Good.

**LT:** Now we are going to go to the education part.

**EA:** Okay.

**LT:** You mentioned that you went to Framingham State, did you pursue any programs that you were really interested in Framingham State or did you stay at Framingham State for all four years or?

**EA:** I did. I graduated from Framingham and I did business administration with concentrations in finance and accounting.

**LT:** Oh, wow.

**EA:** I always knew I wanted my own business and I knew that if I got a degree in finance and accounting it would be a good structure for that, a good backup.

**LT:** And what year did you graduate?

**EA:** 2006.

**LT:** Okay. And then were there any challenges you had in education? Anything that you struggled...

**EA:** It took me five years to graduate.

**LT:** Mhm.

**EA:** Some of it was I wasn't ready to grow up. Some of it was I had to take, you know, one certain class before I could take the second one and if it wasn't offered in my senior year...the first...if they weren't offered in order that semester then I kind of had to wait. **[LT: Yeah]** So there were challenges with going to a small school where not every single class is offered every single semester. **[LT: Mhm]** And I took accounting because I could do it and I knew I could get a job. I didn't necessarily like it. **[LT: Yeah]** So that's when I started to take some finance classes, which were just a little more interesting so I kind of added that second concentration.

**LT:** Mhm. Upon finishing your formal education, did you see any other options that you had or was business and finance what you wanted from the start?

**EA:** It's what I wanted but looking back I kind of wish I did something a little more creative. **[LT: Yeah]** Like fashion design, just something that was more fun. Accounting is very dry.

**LT:** Yeah.

**EA:** Very boring.

**LT:** And what support networks and mentoring has been important to you throughout your college experience?

**EA:** With school, I think my friends were definitely, you know, very supportive. I was kind of the only girl out of my friends that actually took business. There were a lot of boys in the class and a lot of girls seem to tend to go towards like teaching or like psychology. So I had the support of them all when we lived in a house I was the treasurer. I kept track of our rent, made sure we had enough money to pay our bills and do all that kind of stuff. The teachers were supportive as well. The professors, they helped you try to find an internship or offered advice on what to do next.

**LT:** Was Framingham your like ultimate college or were you looking at other schools?

**EA:** No. I applied to a few different schools. I really liked Bentley and my mom said if you want to go to Bentley you need to go get scholarships and you need to do this and you need to do that. But if I went to Framingham, they would just pay the tuition and I could just go and have a car on campus so that is kind of how I ended up there. I knew I needed an education but I wasn't really set on "I need to go to this specific school."

**LT:** Mhm. Was there anything else you want to add about your education experience at Framingham?

**EA:** Overall it was great. It was a small school but it was big enough for us to grow up and kind of live on our own.

**LT:** Yeah.

**EA:** We had a lot of fun.

**LT:** That's good.

**JM:** Was it important to your parents that you went to college...

**EA:** Yeah.

**JM:** Seeing as they didn't?

**EA:** Yes. It was..maybe if I really wasn't good at school, you know, they would have supported me to go to like hair school but I had to do something I couldn't just get a job out of school. They wanted me to either learn a trade or go to school.

**JM:** And do you feel the same way regarding your own children?

**EA:** I do, yes. My husband went to Worcester Vocational School, so he's a very hands on person. He's just he's not into more of like a college scene but he can fix anything. He did welding. So that's how I would present it to my children, like I want you to be successful and learn something but if college is not for you then maybe a vocational track would be better.

**JM:** Alright, so now we are going to talk about work.

**EA:** Okay.

**JM:** What was your first job?

**EA:** First job like out of college? Or like?

**JM:** Anything. I mean when you were younger did you have a job?

**EA:** Yup. My first job when I was fifteen I started working at Tom's Deli. It's a little deli on Water Street. I was a cashier.

**JM:** Did you have any other jobs like growing up before you opened up this store?

**EA:** Yes. So I worked at Tom's Deli and then I worked in Taylor Loft at the Worcester Common Fashion Outlets. In college I worked at Friendly's, the one in Framingham, and I waitressed all through college and then when I graduated I worked for Karl Storz, they are a medical company out in Charlton. I was an internal auditor for a couple years and then I switched over to the supervisor of the materials management. So that was a really challenging situation. I was probably like 24 years old, supervising six people that were twice my age that didn't want me to tell them what to do. And then I left there and I worked for Rosen and Associates for another like three years maybe and I worked as an account manager, I did tax returns and text projections and book keeping and stuff like that. And then this past July of 2012 is when I launched wildorchardbaby.com and then December we opened up the store.

**JM:** That's great. So do you have any other jobs right now or is this like your main focus?

**EA:** Nope. This is my main focus.

**JM:** And do you still have the website up online?

**EA:** Yes.

**JM:** So you have the website and then the store?

**EA:** Yup.

**JM:** Okay. What about your parents right now, are they working?

**EA:** Yup. My mom works for the Worcester Police Station. She answers like the non-emergency line if you just have to call and ask a question, not talk to a dispatcher. And my dad works for the post office. He's been there since before I was born.

**LT:** Wow.

**JM:** Do you own this by yourself or do you have a partner?

**EA:** Nope. I own this by myself.

**JM:** And what does the work mean to you here.

**EA:** What does it mean to me? To me, it's meaningful. When I was pregnant with my daughter Olivia I really started doing a lot of research and making sure of what I ate and what I put in my body was safe for me and my baby because it wasn't just about me anymore. I was looking for a certain level of quality and skin care and cleaning products and everything like that and when I couldn't really find that kind of thing around here.



That's when I became inspired to kind of put everything all in one place everything that I had researched on the internet, put it all on the website and then start this business. So I feel like I'm really educating customers to come to the store teaching them buy products that don't have parabens or synthetic fragrances or harmful chemicals -- use biodegradable or eco-friendly products. So it is very meaningful.

**JM:** That's great. You said that you always knew you wanted to have your own business. Before you opened this, did you have any other ideas about businesses?

**EA:** I had several crazy ideas. When I graduated from college, I told my parents I'm not going to get a job, I'm not going to just get any regular job, I was going to start my own cellphone business. And they looked at me and said, "Okay [laughs] do you know how to manufacture a cellphone?" and I said well no but I am going to revolutionize the cellphone industry the same way Michael Dell did with computers. When you buy a Dell computer you choose your hardware, your software, how many...how much memory or ram or all that. So you kind of custom build your own computer. So I was going to use that same idea with cellphones so when you buy a cellphone you can add all the features you want. And they are like "Erin, that's great but you really just need to get a job and get some experience, and then you can revolutionize whichever industry you want." I was heartbroken but I went and got a normal job and looking back it was definitely a good thing [laughs] because I needed some time to grow and really figure out what I really wanted to do in life. I...I thought of doing a delivery sushi place because I love sushi and nowhere delivered it. A bunch of crazy ideas [laughs]. My husband is like "Can you just please go to work today. Do not quit your job" [laughs]. But with this idea he was very supportive because it was something I was really passionate about. Something finally clicked like I can...I know how to make this business work and it's something that I am really passionate about.

**JM:** So aside from working here at the store, what are your responsibilities at home, working?

**EA:** Being a mom, everything [all laugh]. You know I love to cook, spend time with my daughter, I like to make everyday activities fun with her, you know she's always helping me cooking, making a mess. We paint and we play with play dough, just things like that, on top of regular housework.

**JM:** And do you and your husband both share the housework?

**EA:** Yes.

**JM:** To what extent?

**EA:** He does the laundry, and he folds it all, which is amazing, he knows how to fix our cars, so when the cars break we save money because he can fix them. He doesn't cook.

He grew up with his mother and his grandmother cooking all day, everyday, so I do all the cooking, but he's been great, especially since opening the business he's been doing the grocery shopping, getting Olivia ready in the morning, he's a really hands on dad and husband.

**JM:** And, over time, I mean sure like from when you were younger as to like when you and your husband were first married, not having a child, how has your home responsibilities changed?

**EA:** Oh, its, you go from coming home from work, eating dinner and just relaxing, to just chaos, I mean, it's just there always someone else who's needs come first. You wake up in the morning and you feed your daughter and you're getting her ready and you finally make yourself a coffee and then you look at the clock and you're like its one o'clock and I haven't even eaten yet because you're just so, it's just so crazy. You don't think about yourself anymore and that was -- it's definitely challenging on our relationship. We went from being able to do anything we wanted to we have our little family to put first now.

**JM:** Good, how have you balanced different priorities, responsibilities, roles, and interests in your life?

**EA:** Well, I mean, it, it -- I guess it depends on like the time, right now the business is so fresh and new that that's a huge priority to me but also my family. Unfortunately, going out doesn't really happen anymore. Certain things I used to do for fun with my friends, we, I don't really get to do them as much, because I want to put my family first but it's definitely more rewarding to spend more time with your family.

**JM:** How would you characterize the personal and professional costs of your chosen path? And then like the benefits.

**EA:** It's a huge risk starting your own business, but it's also really rewarding, I mean you can really look at this is what I accomplished and your successes are measured in your hard work. I mean I -- when you work for someone else, you do the best you can but it's always someone else who's benefitting from it, whether it's the company, your boss, but when you work for yourself you really get to see this is because of my hard work.

**JM:** Great.

**EA:** Not because of someone else, so it's very rewarding. It's also scary. You don't know in this economy what's going to happen, its hard emotionally, especially when you're pregnant [laughter in background], keeping it all together, there's certain things you can't take personally because you have to just move on.

**JM:** And then what exactly does your husband do?

**EA:** He's an ironworker, so he builds buildings all over the place, Worcester, Boston, wherever the job is. He's up, the one walking on the beams and welding it so, I don't let him tell me how many stories up in the air he was today [all laugh].

**JM:** Is there anything else you'd add to, would like to add about your work experiences throughout your life either in Worcester or outside Worcester?

**EA:** I'm definitely thankful for my work experiences, even my last job, doing tax returns and book keeping. It was so boring, I mean, especially during tax season when you're doing tax season, tax returns all day long, you just, you just want to poke yourself in the eye because it's just excruciating, but now that I have that knowledge, I can do my own tax return, I don't have to worry about paying an accountant to keep track of my books so the knowledge that I've obtained from my different jobs has really helped mold who I am today -- working as a supervisor at twenty four years old, it was very stressful, there were days when I cried on my lunch break 'cause I was just so miserable and just didn't know what to do but definitely made me stronger which you need to have a backbone, you need to be firm when you're, when you own your own business

**LT:** So now we're going to do the politics, slash community involvement. Do you consider yourself active politically?

**EA:** No.

**LT:** No?

**EA:** No, I have my own beliefs of, what I think is right and I kind of base that off of who I voted for but I don't really get involved with politics.

**LT:** Have you been involved with volunteer or community work around here in Worcester or outside of Worcester?

**EA:** Yeah! I used to volunteer to do tax returns at the Worcester Library, when I was younger.

**LT:** Mhm.

**EA:** I really liked doing those tax returns better than the rich people corporate tax returns [laughs] you know when you can tell a single mom that she's getting five thousand dollars back for her refund, it makes you feel awesome where as if you tell a millionaire he's getting, you know a ten thousand dollar refund you're like really? [all laugh]

**LT:** What led you to join this organization?

**EA:** I was in school, I was looking to get some experience and I knew it would, you know, be a great way to learn about taxes and different softwares. Now that we're in business we also support different charities we're going to be doing a big event with the Breast Cancer Coalition, its, this is different than like the pink ribbon campaigns, I'm sure you've seen everywhere. A lot of companies just put a pink ribbon on their product and donate a very tiny, tiny portion of proceeds to breast cancer research, but this organization, they really work to preventing breast cancer, they really support the kind of products that I carry here [**LT:** mhm], that don't have any cancer causing ingredients. Avon puts a pink ribbon on their products that has all these carcinogenic ingredients in it, so it's like you're supporting breast cancer but you're giving yourself cancer by using it.

**LT:** Yup.

**EA:** So we're doing a huge event with them, at, in June and I do a lot of -- I donate baskets to different causes, like raffles, stuff like that.

**LT:** Okay, what would you consider the group's major accomplishments, in the community work that you've done?

**EA:** Well the Breast Cancer Coalition, they're really taking a stand of these, these are the things that cause cancer, this is what we really need to focus on, it's not about finding a cure, it's about preventing cancer from happening [**LT:** mhm], so that's something that I really believe strongly.

**LT:** And then, what role has religion played in your life? You said it wasn't very important, do you think that when you have Olivia you're going to do the same thing?

**EA:** Well with religion, I grew up, I went to Catholic school [**LT:** mhm] and I was brought up Catholic, I was made to go to church every week, which I hated [**LT:** mhm], I just thought it was boring, I didn't want to sit there, and when I made my confirmation, my parents were like, if you make your confirmation you can decide if you want to go to church or not. So I never went to church again and it's, I think it's too bad but I think it's, the fact that it was so forced upon me like I had to do this, that I just wanted nothing to do with it. We haven't baptized Olivia, we haven't brought her up Catholic, if it was really important to my husband, I would be on board and support it but since neither one of us really has a strong organized religion, organized religious feelings, that's why we don't really, participate in it. I'm going to teach Olivia to believe in God and be nice to people. That's my plan.

**LT:** Great, do you have anything else to say about the community involvement? Anything you've done, anything you want to do?

**EA:** Yeah, I mean there's so much I'd like to do just with different events here and to help the community. I'm really into helping other small businesses, supporting them any

way I can helping kids, and underprivileged kids, to try to get involved with programs like that.

**LT:** Great.

**JM:** Can I just go back to religion real fast I have question?

**EA:** Sure.

**JM:** Are your parents still going to church, like in Worcester?

**EA:** My mom never did so growing up it was me and my brother had to go to church with dad while my mother slept in, cause she was brought up the same way we were, she was forced to go to church every day, hated it, but made her confirmation and then never went again, but my dad felt -- he, he got like a sense of relief going to church every week, which a lot of people get which is why they go. I guess I just take after my mom because we don't go. I think my dad is still involved with the church but...

**JM:** And then...

**EA:** And my brother is too. Hhe goes but, I'm the bad apple I guess [all laugh].

**JM:** And then your husband did he have a similar experience to you growing up?

**EA:** Yes he did! [laughs] Ya know, I think they would go to church sometime but he was really pushed to do all the sacraments, he remembers being dropped off to go to church and then they would pick him up. So again he was just kind of like, I did it because I felt like I had to but I never really felt a strong connection, like I really don't want to be a part of this, I didn't have a choice.

**JM:** This is a little out of order, but how did you and your husband meet?

**EA:** We met through friends, he, my husband is really good friends with one of my good friends from high school, so that's kind of how we met, we just kind of started hanging out.

**JM:** Is he from Worcester?

**EA:** Mhm, yup.

**JM:** Okay, so we're going to talk about health now.

**EA:** Okay.

**JM:** How have health issues impacted your life, or those in your family?

**EA:** Personally I've been pretty lucky, knock on wood, I have mild scoliosis of the back but it's never really affected me other than I'm short, and my back arches a little bit more. Luckily my husband has also been pretty healthy. My, both of my grandfathers died of cancer, and my uncle died of cancer, so I think, like everyone else, cancer is definitely a big thing that you see, but overall we've been, we've been lucky.

**JM:** What are your experiences in accessing quality and affordable health care?

**EA:** We've been fortunate that when I was working full time I was able to get health insurance from my employer, it was very affordable because when I was working full time for Karl Storz it was just me, and now my husbands in the Iron Workers' Union so he gets really good benefits that me and my kids are going to be on his plan.

**JM:** Good. What are some things that you like do to stay healthy? You said you have a lot of like healthy products in your store [**EA:** mhm] do you use them in your own life?

**EA:** Yes, I use all of these product on myself and my family, even converted my husband to use my organic deodorant [all laugh], and eating, we're -- things get crazy and things get busy, and we obviously don't have the perfect diet. There are nights when we order pizza or whatever, but I try to cook as much as possible, eat, buy a lot of fresh fruits and vegetables, I'm looking forward to the summer when they're actually affordable [**JM:** yeah], and farm stands.

**JM:** And then, other than yourself, whose health are you responsible for?

**EA:** My family. You know, what I cook is what they eat so I feel a responsibility to make sure it's a balanced meal.

**JM:** Good.

**LT:** And then for an interview conclusion, now that we are working to tell a further story of the history of women that has been recorded in the past, what should we be sure to include in this interview?

**EA:** I guess I think a lot of women wish they had the type of work-life balance that I have. After I had my daughter I worked part time three days a week and now I have my own business which I work six days a week now which is crazy, but I have the flexibility to have my daughter here and to do what I need to do. I would just like to encourage women if that's what you want out of life to go and get it. It's not going to be easy but you can, if I can do it.

**JM:** How do you get through tough times in your life? And what thoughts keep you going?

**EA:** You know even though I'm not religious, I do pray, and I do believe in a higher power because there's just, there's just some things that are just beyond your control and you just need to do something that can reassure yourself. Also having a really supportive partner in life, my husband, he believes in me, he tells me to cut the crap when I need to hear it. He's really, he's not afraid to be honest with me, and when I'm the one freaking out he kind of stands up to be the calm one, and vice versa.

**JM:** How do you define success in your life?

**EA:** Success is being able to accomplish your dreams.

**JM:** And has this changed for you throughout your life, or has this always been like your mindset?

**EA:** I've always wanted to be financially stable, that was always very important to me, but now that I have a family and there's just -- money definitely makes things a little bit easier, when you can make sure all your bills are paid, but when you have a family, I mean, that's, that's what's important [**LT:** mhm].

**JM:** Do you find success also in being happy with your job? [**EA:** Yes] I know that you mentioned previously that you did not like your previous job.

**EA:** Yes definitely, I mean I could have stayed at my previous job and we would have been financially stable and it was three days a week but it was miserable like I said I wanted to stab myself in the eye [**JM** laugh] cause it was so boring. You know I love being here talking to customers and doing what I'm doing and that definitely means a lot.

**LT:** You mentioned that it took a fifth year to stay in college, what difficult, difficult transition did you have through in moving from childhood to adulthood?

**EA:** Well you know I kind of felt lost for a little bit, like when I said I'm going to start a business, I kind of was like well I'm done with school I can do whatever I want, I can start a business, people do it all the time, and you know it was kind of a reality check when my parents really sat me down and said no, you need to, you should get experience so that you can figure out what you want out of life so that was a difficult transition.

**LT:** Yeah, what age were you when you opened this business?

**EA:** I'm twenty-nine, so twenty-nine.

**JM:** How do you feel about the choices you've made in your life, do you have any major regrets, either from your childhood, your college years, or...?

**EA:** I mean I did some stupid things when I was younger, like anyone else, but nothing that I really, I guess regret. I don't regret, who I married, I don't regret having kids, I don't regret starting this business, so overall, I'm pretty happy with the way things are going.

**JM:** Based on your life experience what advice would you give to women of today and women of future generations?

**EA:** Go after your dream. Figure out how to make it happen and don't make excuses. I have some friends who are kind of feeling like they're in a rut and they kind of complain and I don't think they like to complain to me cause I'm not one of those people that's like, "Aww, that's too bad." I'm like, "Well why don't you do this, this and this and that will change that and then if you break up with the guy [JM laughs] and then you do this then... " I just I try to be really honest and stay focused.

**JM:** Do you feel you have a legacy, or do you hope to leave one?

**EA:** I hope to leave one eventually, yeah definitely.

**JM:** Do you want it to be either with like your family or with your store, how do you see it?

**EA:** Yeah I hope that my kids kind of look at what I built and they're proud of it and maybe they want to be a part of it, maybe they don't, -- but yeah definitely.

**JM:** Do you plan on living here for, probably the rest of your life?

**EA:** Yeah now that we have a business here, we're happy here. We would like to get a bigger house someday, we're outgrowing the one we have, but we like living here.

**JM:** Good.

**EA:** I mean if we have the opportunity to move to Hawaii we're going to do that. [all laugh]

**LT:** Great.

**JM:** Is there anything else you would like to add, anything we should know about your life or...?

**EA:** I have a cat named Jasmine [all laugh], but that's it. [**JM:** Alright!] Perfect!



**LT:** Thank you so much.

**JM:** Thank you so much, it was so nice to meet you.

**EA:** Nice to meet you guys too.