## Utilizing Embryo Transfer or Artificial Insemination in Your Operation

## Season 1, Episode 28

[Intro music]

**Selene Zamorano-Ochoa:** That sense of freedom is what makes them call this place, South Dakota, home.

**Joshua Hofer:** Welcome to home starts here. A podcast seeking out the individuals, businesses, and ideas that are sparking vibrant communities across SD. We sit down with rural changemakers striving to understand their place in their local ecosystems and what makes those places become home.

**Kara Harders:** In today’s episode we are talking with the founders of South Dakota’s first Hispanic Chamber of Commerce in Sioux Falls which is working to make those trying to adapt to life in a country so different from their own feel more at home, in a place which for some is 2,500 miles from where they previously called home.

The wide range of Hispanic cultures add vibrancy and diversity to our area, however language barriers have proven to be a challenge for many trying to make a life, start a business, or raise families in the area. Imagine your only form of identification expired and every office that could update it is closed, or you are trying to start a business and every document you need to read and fill out is in a foreign language. These are real problems people have faced in past and recent years. In this episode we will be learning about efforts being made to help our Hispanic populations right here in South Dakota.

**Joshua Hofer:** Hello! My name is Joshua Hofer. I am a community vitality field specialist with the SDSU Extension, and I'm joined here by Co-host, Kara Harders, and we want to welcome today Selene and Jose. Welcome to you both.

**Selene Zamorano-Ochoa & Jose Arreola:** Thank you, Josh, and Kara. Thank you for having us.

**Joshua Hofer:** We're excited to hear more about what you have to say, and the Hispanic Chamber of Commerce, Hispanic Radio station, and all these fun topics. So, thank you so much. If you could just briefly introduce yourselves where you're from, and how you came here, what's your background and story?

**Selene Zamorano-Ochoa:** Well, hello, everyone uh my name is Luz Selene Zamorano Ochoa I have a pretty lengthy name you can call me Selene or Selena. I'm originally from Texas. Both of my parents were born in Mexico, but growing up, my mother worked a lot in the fields, and she moved a lot, so we've lived many states in the US until I reached the major age where I could say, Mom, we got to stop moving. I actually want to have a place to call home an actual school, where I can become very comfortable, and actually have friends. So that's how we ended up here in Sioux Falls, South Dakota, about twenty-three years ago, and I am so happy that my mom decided for us to actually stay put. I choose to leave here because I just love the diversity that we have. I'm able to meet people from all over the world, I’m able to engage with them their activities, learn more about their religion and try all the terrific foods that they have. I think what makes me call South Dakota home is that we have the best of all the worlds here.

**Kara Harders:** It's awesome. Thank you, Selene. Jose, what about you?

**Jose Arreola**: And again, my name is Jose Arreola, I was actually born in Los Angeles, California, and my family moved to South Dakota about twenty-four to twenty-five years ago, and that was due to the fact that my father passed away, and my mother having five children, it was not going to be a safe place to raise her kids. So, she made the decision to move us somewhere where it'd be safer um to avoid anything. Um, that happens in Los Angeles, California, with the gang life, and anything of that sort, and to give us a better life. So that's why we live here now and or lived in Sioux Falls, and I actually now live in Mitchell, South Dakota, and I just chose to live there because A: my partner moved there first, and I followed, and it's a small town, small community, very quiet and kind of enjoying that, and it's been allowing me to grow in my business as well. What makes me call South Dakota home is just. I've lived in Sioux Falls for twenty-four, twenty-five years and I’ve seen the diversity expanding continue to grow, since I was a child to where we're at now. So, it's been pretty amazing to be part of that.

**Joshua Hofer:** Yeah, that's great, Selene. I'm: I'm: curious. Uh you said. Best of all worlds?

**Selene Zamorano-Ochoa:** That's both worlds all worlds.

**Joshua Hofer:** Yeah, uh, Did you? Could you tell me? Could you tell us a little more about that?

**Selene Zamorano-Ochoa:** Yes, Well, um! If I go down to Texas, I just see people from Mexico and people born in Texas. But when you come up here to South Dakota. You see people, you know, from Puerto Rico from Africa, Swahili, Thailand. Oh, my Lord Ireland, from all over the world, and that's that makes me feel very special, because I'm a person that loves to learn about other cultures, and I know that you know. Unfortunately, I can't travel all over the world, so it's great to have the all the world here, in Sioux Falls so I can go down to restaurants and start eating from a different place, and I can go shopping um where there's people selling things from their home country, their home cooked meals, and it just it makes me feel welcome. Makes me feel warmth like I’m no longer that the new girl anymore type of thing.

**Joshua Hofer:** Yeah. And Jose, you said you said twenty-four years in South Dakota?

**Jose Arreola:** Yeah!

**Joshua Hofer:** You know one of the things we're kind of interested in is that transition from place to home. Do you have a time in your life here over those 24 years when you start to feel that difference?

**Jose Arreola:** No, I think just growing up there just made me call it home. Of the times my family has come back to California to visit, they've asked me to join them sometimes, and I choose not to. For one, It's California and two, I don't want to spend a two-week vacation in a big city, so my mom has always been like. Well, you need to go see your home. I was like, well, technically, this is my home. Um, this is where I grew up. So yeah, no, I have. And I have not been back to California since we left.

**Kara Harders:** Wow, That's a that's amazing. You guys both have really, interesting, and diverse stories about how you got to South Dakota. I feel like we hear from a lot of people. Who are, you know, born here raised here, and that's all she wrote, and it's really cool that you have such traveling stories of how you got to call South Dakota home.

**Selene Zamorano-Ochoa:** And I think it's um also that there were a lot of opportunities for our families to be here, as far as employment. Good housing good neighborhoods. Um, so it was a no brainer that South Dakota was a place where our parents wanted to raise us.

**Joshua Hofer:** Yeah. So, if so, let's make let's talk a little bit about the Chamber. I mean, we're interested in, you know, going from residents or coming to a new place, and then transitioning into something of a leadership role. Can you tell us about the Hispanic Chamber of Commerce how it came about, and you both as founding members? Yeah, how did you come about? And uh, what are your roles today?

**Selene Zamorano-Ochoa:** Jose, will you do us the honor?

**Jose Arreola:** sure. So, you know, I used to work for Aflac, when I was leaving half like I had a pleasure to meet Selene, and I was working on my own, you know, being self-employed, and I was never really involved in the community. I was like not aware of everything that has been happening in the community. For donations uh helping raise this or that, some funding to help the Hispanic community out, and then I met Selene, and you know all she did was just ask me in one day about uh help her out with a toy drive, and I was like, Sure, I’ll come by and help, and you know, see what's all about. And then she's like, okay, Jose, can you come help us out with this project, and I was like sure, so I kind of got roped into it. Um! And that's when she started to talk to me about like all the different issues that the Hispanic community has with small businesses, you know them trying to open up their businesses and the obstacles of overcoming that, then it was into getting the South Dakota license test in Spanish, and then she uh was help helping her with that and along other team members from the community helping with that, too. About a year ago, we, her and I were just sitting at our office kind of talking about everything we've done to help the community out, and you know what she does for her full-time business, and with many conversations with other people. Uh, we decided to say, hey, let's just start up the first ever South Dakota Hispanic Chamber of Commerce. And so that day we just started, you know, went online, and register the name, and that's how I kind of got started. Um! Anything else you like to add on onto that Selene?

**Selene Zamorano-Ochoa:** Yes, um. So, we had been um working like Jose mentioned with a lot of businesses. I’m the owner of ZBM, Zamorano Business Management, where I would help um Latino, who don't speak any English to go ahead and open up their businesses but with our Latinos it's never Hey, can you help me open up a business, it’s hey! Can you notarize this for me? It's always like. Could you read this for me? I don't understand um. Can you give me more information? So, it's never just a quick thing with our community. It's always a lot of education so something that could in English could take five minutes when you're doing it in Spanish, translating, interpreting, and educating, it becomes a two, three-hour thing. So then, in my business I was doing a lot of educating um. I was, however, referring them to the correct entities, you know, such as the like small business bureaus, the Sioux Falls Chamber of commerce on the um South Dakota Chamber of Commerce all the different places they have to go to, and we still do actually, and but they would always come back, or those entities will call us and say, could you interpret for us, Can you help us out? So, I got to the point where it was just time-consuming people would just as soon as they will leave the office, they will lose interest like Oh, hey! Now I need an interpreter to go here. I don't know a lot of things. We are shutting down people’s lives Okay, what if we are just, We're already a one stop shop. What do we just continue it? Why, don't we give more support to them. Why, Don't, we engage more with these entities, and try to find solutions together, and that's how we started the Hispanic Chamber of Commerce, and I guess at the end of the day we just got tired of just being the interpreters. You know, we were born with um with both languages. We're blessed. But when you're an interpreter, you're so limited to what you can do, we're interpreting, and we're seeing a need. But hey? We've signed a contract that says that, hey, your job is just to interpret. We can never go up and beyond. So, then we saw a lot of need. A lot of people with needs. Um leave a lot of people that we knew how to help. We were not able to help them. So, it became to the point. Okay, we're more than just your interpreters like we can. Our community sees us as their leaders, so we're just going to go ahead and become what they see in us, and just lead them to the right path of opening their businesses, going back to school, you know, getting their kids into college and just making the Latino community have a better life and a better future.

**Kara Harders:** That's awesome. That's a that's an incredible motivation point, and a really inspiring way to look at and address a problem. When you guys were starting this did the Covid19 pandemic factor in a whole lot to the needs of the communities’ you guys are working with? Or was that a bit of a catalyst for this program, too?

**Selene Zamorano-Ochoa:** Oh, my! I think the pandemic was a real eye-opener. It was more of hey? We either sink or we swim um. We had already been dealing with a lot of things in our community, and with the lack of representation and leadership. But when Covid nineteen hit um a lot of our small Latino businesses Um! We were close, and they were not able to apply for certain uh grants or certain Covid relief funds due to their immigration status. Um. Not that they were here illegal. But just because so many things happen during Covid, such as their uh work visas being expired and unable to get it, you know, extended because all the offices were close. A lot of people that were here um with visitation visas the same thing. Um, a lot of people that were here doing the right thing uh currently going through immigration processes to get a Residency card or citizenship card, They, unfortunately their passports expired. I think the people that were hit. The most were uh people from Guatemala, Central America. Because everybody has their passport as form as uh their principal, Id we can say so without a passport. It's like they don't have an identity. So, they were not able to continue working with the expired passport. They were not able to cash their checks go to the bank without an expired passport. They were not able to open businesses. They were trying to. They were being scared that maybe their kids might not even be able to be enrolled without a password without identification. So, it brought up a big commotion. The people were just freaking out. They didn't know what to do. So, we had to stand up with them, and neither Jose or I are from Guatemala. But my husband, who I met here in Sioux Falls. He is from Guatemala. So, I It hit home really hard. So, it's like, okay, we need to do something. And then we started um working with the people from Guatemala. Even the President down there. Um about, hey? We really need to get everybody's passports renewed. And then the funny thing is that you know we always do things for Sioux Falls. But then the word gets out, and it was all South Dakota, and then all the States surrounding it. We're all reaching to us like. Can you help us? We want to join in forces to try and get the Guatemala consolidate, reopen so that we can all get our passports renewed. So that's um one of those things uh the other thing. So, the lack of an identification, the major thing, the second thing would be Again, they were not able to apply for certain Covid relief funds due to their status or not knowing the language um not being able to know where to go. So, we were a part of what is called the um South Dakota Dream coalition we're out of our office um the whole team. We were able to help a lot of people, not just Latino, but other minority communities who were on the same boat of, you know, immigration status unable to apply for such Covid relief funds, and we were able to disturb Give out funds. Excuse me um to help out with rent money for gas to go to work um with food. Um! Anything that they needed. Uh, we were there to help them, So that was the second thing. Um. The third thing, I think, is that the lack of communication, even though we were doing our best to translate documents from school documents, from the CDC documents, from the State, from the mayor, from our Governor. It was the message was just not getting through, because not all Latinos know how to read Spanish, either

**Kara Harders:** not being able to renew a passport, or your main form of identification is a terrifying thought, and I think it's something that you know. If you didn't have a lapse in that period of time, it maybe wouldn’t even cross your mind. It would be an issue. But I can imagine how terrifying that would have been for people whose you know legal existence here is kind of been put on the line because of something that was out of their control. That’s an incredible problem to have on your hands.

**Joshua Hofer:** I wonder too if citizenship in itself, the legality of someone, and how it integrates with your sense of home. I imagine that that hurdle how, when you think Selene or Jose of home, do you think, how significant is it, you know? Does that? Is that almost a starting barrier? I mean, I I say this from a you know, a position of of privilege having been in South Dakota. How does citizenship integrate into home?

**Jose Arreola:** A lot of Hispanics in general when they do come over um to work. You know, to get their kids a better education uh to start a business to start. You know the American dream, if you want to say It's not always like that. A lot of the times the Spanish are coming here, and they are setting roots here in South Dakota. But a lot of the time they are sending money back to their families, because their plan at some point is to go back home back to their country. They just need to come here and work to get more funding, so they could have a better life off it back in their own country. And being in South Dakota for twenty-four years now twenty-four, twenty-five. I have some seen some people that just planted roots here and call South Dakota home now and go back and visit here and there to their to the country where they're from, and a lot of them lately, of people, and just hearing conversations. They just come here to work and send money back home where it's you know whether their country is Mexico or Guatemala or Salvador. You know unless they absolutely have no family there. Then they start their family here and plant the roots here. I guess that's my point of view, and what I've noticed um over the years. So, Selene, and do you have anything else?

**Selene Zamorano-Ochoa:** Yes, um, so I would say. Most of the people do um are in the same situation that Joseph mentioned. Um. The other part of the people might come here because they're fleeing um, and they are, you know, coming into the US the proper way. They just can go back home because they're being um, you know, targeted, you know. There has been murder their families. They're going through a poverty, hunger, and it's a very terrifying life over there. So, once they come here, they're able to breathe, they feel free. They're being they’re able to go to work. They're able to have a roof over their head able to have a vehicle to drive, and I think that's what gives them a sense of belonging and sense of freedom. You could say that that sense of freedom is what makes them call this place South Dakota home

**Kara Harders:** The groups that the Hispanic Chamber works with. Uh, would you say they're mostly or partially people who have come here from other countries and are needing help in in just adjusting and learning to life in America. Or do you think it's mostly people who have been here for a long time and need help specific to Hispanic culture? Just what is the type of audience that you serve in in that way?

**Selene Zamorano-Ochoa:** Certainly. Um. So, we are open to all both of those groups. It is our daily bread to help people adjust um to help interpret, translate. But with the Hispanic Chamber of Commerce our main goal is to go ahead and help those that are starting up their business already have their business. Our thinking of starting up their business. Um, because that's where their lives are going to become more much better. So then um, I guess we do help more of the people that are in the business area. But again, we are always doing so many things through the Chamber of Commerce to facilitate um a better, leaving a better life for Latinos here in South Dakota, whether it would be through a business, through employment or education.

**Kara Harders:** Are there any uh specific businesses? Do you feel, or have really been a success story that you might want to share? Is there a story about a business owner or business story that really hits home or is inspirational you've worked with?

**Selene Zamorano-Ochoa:** Oh, my! There's so many, and I would hate to leave one of them out.

**Jose Arreola:** Selene has helped open so many businesses. A lot of them have been in her specialty, construction businesses within Hispanic community. So yeah, uh, I got to meet a few of those owners as well, but to like. Keep daily track, so that that's um more of a Selene um, you know, through her business prior to the South Dakota Hispanic Chamber of the commerce.

**Selene Zamorano-Ochoa:** So, I would say that um from the new businesses I mean all of them. I'm so proud of them I could not just pick one to talk about. But if I may talk about a business that had has already been established for over ten years now, and um have recently become members of the Hispanic Chamber of Commerce would be uh Salon Mia, and their owner, Ivan Romero. Uh. So, they are a beauty salon, and they are so engaged with the Latino community and the LGBTQ as well, and they um are always finding ways to give back to the community. And recently, um you know they are opening their little salon school, and they are helping in many ways. So now with the Chamber of Commerce, they're able to get recognition that they've never had, and they've been up in business and helping the community for over ten years. So, through the Chamber of Commerce, we are wanting to recognize those businesses that we're already succeeding on their own struggling on their own. And they've made so far. So, we've been able to have um. You know events where we've invited them. Um Salon Mia and their owner Ivan Romero were actually um voted entrepreneur, Latino entrepreneur of the year, which is our first awards that we started this year, and they've come back to us and say, thank you so much for acknowledging our existence. You know we've been a part of so far for so many years and working in our business and giving back. But it's like nobody knows that we're here, or nobody cares. So, I think that's what really um really um help us see that, hey? We are making a difference. And in all of the businesses even the ones that have been in business for many years.

**Kara Harders**: And I’m sorry for making you pick favorites That wasn't a kind thing to do, and um, but that's a that's an amazing story, and the award program sounds very cool, too. So how, as you're talking about all these things you're doing, and the people that you're working with, and all these positive outcomes. How do you feel that your roles in in the community in general has changed since becoming founders on this Chamber?

**Selene Zamorano-Ochoa:** I personally would say that the work is the same, the same work that I’m doing through the Chamber of Commerce. I've done through my own business and through a separate nonprofit that I had started with my mother called Women of Faith a couple of years ago. Um! So, it's a little bit of both, you know, from coming from the nonprofit world and coming from my own business world. Um! I believe that we're able to do so much. Um, I believe it's the same work, but people are like Oh, I didn’t know you existed? And things like that, and it's like really like. We've been hustling on here for a community for many, many years now. So actually, giving it the name is what I think caught everybody's attention. Um! So, I’m glad we actually were able to finally put a name to the work that we do. And um we've been on a daily basis people reach out either to congratulate us or to ask us things like, hey? I'm new in the area. Do you know where I can find some good Tacos or anything like that, or right now. During um legislation a lot of senators reached out and said, do you know where um where I can reach? The Latino population are on my own district, and we're able to provide, you know, the zoning for Latino businesses, so we feel like It's the same work. But we exist for some people. Now, I don't know how to explain it.

**Jose Arreola:** Yeah, because I feel like our roles to the communities haven't changed at all. We just put a name to it of what we're doing. So, it's really hasn't been much of a difference, besides now getting recognition from other communities. But the work we're doing and stuff that we've been doing has not changed one bit um as our role, I mean, we're still working eight to five jobs, or sometimes later, or you know kind of depending, and we're including our roles in the chamber into that timeframe as well. It's not a little bit more hours. So besides that, just besides putting a name, nothing really else has changed on what we're doing.

**Joshua Hofer:** Yeah, it sounds like in some ways it's almost just been a natural kind of something of a natural progression. Um! And they found you found a way to articulate to the outside world to like external parties. Um, your story, and the story of the businesses that the Hispanic chamber represents. I think that's great, a really organic way to start something. Honestly. Okay. So, I'm curious. Uh, let's talk a little bit about the radio station. Um in this, in this discussion. We've talked about communication a couple of times, and Selene, I think you hit on it early on um the difficulty or time it takes to translate something. Um. And to yeah, the challenges to communicate an idea could take a long time. What made you realize within the spectrum of a recently formed chamber that a radio station as a concept was the next step. Was there an aha moment, or is it something that developed over time?

**Selene Zamorano-Ochoa:** Is what was more of hey? This could actually work, now it's like the Chamber of Covers. So, um being interpreters in our community, I think, uh, we've noticed so many years ago, probably since we moved here to South Dakota that the people coming from Central America and Mexico not everybody, has an educational background. Some people didn't even go to kindergarten first grade. And so, they've been working since they were little little kids. So, when they come here, they come here to work and um, and they're amazing people, hardworking people, very nice people. Uh, the problem is that they don't because they lack education. They do not know how to read Spanish. So, where I'm going with this is that for many years, we have translated all the Spanish news, and on our Facebook pages and websites into Spanish, so everything that would come in from KELO Land, and Argus leader, with their permission, of course we would translate it and place it in our media so that people could read it. But then we would find out that, okay, not everybody

can read it, and people will reach out and say well, that that I think that's something of an emergency, or that something important. Can you tell me what you just posted? And we would have to tell people what we had translated. So, then I get to the point where it's like, you know, Minnesota, Nebraska. They have their own Tv stations in Spanish, their own radio stations in Spanish. Why can we have our own thing, you know, and it was through the Um. Through Covid, like I mentioned previously. A lot of misinformation was going on. A lot of people were misinformed or not informed at all, you know. Sometimes we say, oh, yeah, you know this organization, that funding, you know they're able to translate, which is wonderful, but unfortunately does not reach every home because they cannot read, but they can understand if they hear it. So, then it was a no brainer that South Dakota, and Sioux Falls needed radio station, so that we can give out the news. All of important information, and that they're able to understand, and they can engage and feel like home, a lot of uh community members for the Latinos. They work sometimes up to three jobs a day. When they get home, they don't have time to see. Oh, what's on the news? So, if there was a way that they can listen to radio on while they're driving to point A to Point B, or depending on where they work. If they're able to listen to radio, they would be more engaged to what's going on in the community. They would not feel left out, which is, most of the times is our people feel left out. But it's nobody's fault, it’s because we don't all understand English, and even if there are, you know, in English classes, it's going to take a while for them to start understanding the language. So then, during Covid I had a lot of people were homesick, you know. Again, A lot of people were just here on a temporary visa. Temporary work, visa, or educational visa. Um! They were stuck here. They cannot, they cannot go back home. They didn’t know the language They didn't know people, you know. They're renting from a stranger a room. So, they were um inside their rooms, and not even knowing what was going on. They didn't know what was going on because the news they couldn't understand it. The radio station they could not understand it. They were only going by what we were translating, which was not enough, and if they would have had a radio station, they would have been more engaged. There would have been conversations. They would have felt more of home like they were not alone. So, we did a survey, and a lot of people that were in that situation feel like, hey? Suicidal thoughts like I I I don't belong here. I don't understand. I miss home. I miss my parents. I miss my kids, my wife, you know they were missing home, and they couldn't go anywhere, and they couldn't qualify for benefits. They were. Um it. It was a real nightmare for them, and I think nobody wants anybody to feel so bad that they want to think about suicide. And I think that was like, okay. Something has to change like we don't want to go through this again. Um. Walking into Latino stores on the conversation after Covid was like, hey, the economy is going to collapse, and they're like, am I going to have to close my store again like? What are we going to do? I don't want to go through this again, and in my heart. I was like, I don't think, as the interpreters translators of the languages. We I don't think we can take another hit again like it was so rough on us as well and like, if we only have a radio station that would have made a big difference, a huge difference in a lot of lives uh during Covid, and even in this time having a radio station. Um, we can be more engaged. We can have conversations. Um! Instead of just them going to work, not talking to anybody because they don't understand each other. Um going back home and then not going anywhere from there, and just somewhere in between, you know. If they could hear a conversation in Spanish of what's going on in the news, or what they need to do? I think they would make their lives less stressful and a lot more um better for them.

**Jose Arreola:** Yeah, thanks to Selene touch on all those points. And Celine uh reminded me with the whole entire language barrier. When we're both working the Consulate of uh Guatemala. I know one of the biggest things there when you're talking about how some of these people, you know, probably weren't educated, probably don't speak the same language um, or can't read or write.

Do you remember how many different dialects or languages there was just for Guatemala alone?

**Selene Zamorano-Ochoa:** During the visitations or overall, in Guatemala?

**Jose Arreola:** During the visit visitations. Do you remember that number or in general?

**Selene Zamorano-Ochoa:** Eighteen! Eighteen dialects. Eighteen dialects we’ve encountered.

**Jose Arreola:** And that was just during our first visits that we had from the Consulate of Guatemala. So, we had to find people who spoke that language too help us translate that stuff. So, it wasn't just for going from Spanish to Spanish. It was going from Spanish to this other language. Um, that's only native to their country. So that’s another piece of it, too, with the language, barriers, and difficulties with the communication that has been going on Um, since we're highly populated in South Dakota I want to say by Guatemala people, Guatemalan people in general. We saw about three thousand that first weekend Guatemalans from all over South Dakota, and maybe from some neighboring States. So, what the radio station would really help broadcast that even further, I think

**Kara Harders:** Eighteen dialects is an incredible number. I would have never thought that a single country could have so many different variants on one language. I probably speak my lack of culture than anything else.

**Selene Zamorano-Ochoa:** They have way more

**Jose Arreola:** That was just here in Sioux Falls, In the country itself they have way much more than that

**Selene Zamorano-Ochoa:** up to thirty somewhere around um from twenty-five to thirty that likes in Guatemala.

**Kara Harders:** So, when you're translating things or when you're um talking about something on the radio is there, how do you? How do you select which dialect, or which version of the language to try to put the information out in? Or do you try? Or is the plan to um run kind of back-to-back series in a slightly different dialect for people?

**Selene Zamorano-Ochoa:** Um, our main language would be Spanish and um. We are trying to, we would be Excuse me trying to help them with our segments of hey uh English word of the day is this and use it through all the day in different um broadcasting for them to start learning English. But again, they don't know how to read Spanish, but they can. If they listen to it, they understand it. But if there was um a very important situation, and then we're like, okay, this needs to go out to the community, we would definitely try and invite it like open invitation. Hey, would you like to come in? Talk about this topic? Um! To like to give this announcement in your own dial like, please come here, and uh, we'll help you reach your own community, and um that way we're all in the same page, but that would be in like very, very emergency situations just because there's just so many dialects, we would not have the time.

**Kara Harders:** That makes sense. That makes a lot of sense. Um, I understand that process. So, you talked some about how um being able to hear information in a person's, you know, native or home language is, it makes them feel a little bit less alone, and maybe more at home, if you had to. Um, I guess dream about the ideal, envision the perfect future for the radio, would you like to have a station that reaches all South Dakota? Or would you like to keep it fairly local to local relevant things within the Sioux Falls area?

**Selene Zamorano-Ochoa:** Oh, my! I think the dream, if we could dream as far would be to get the whole state. But I know that um. We gotta start somewhere, and it would start in Sioux falls um again if we wanted to do a live radio station. Fm, Am, it's down the road. Um, we are going to start with online radio station just so that we can start getting the word out um getting the programming situated and trying to get funds, because at the end of the day we can do so much. And sometimes funding is not available. I mean, look at all the things that we can do with no funding because we have not received any funding yet, and I imagine what we could do. If we actually had funding. We'll start. We'll start with the online radio station. For now

**Kara Harders:** it is incredible what you've done so far without more funding. I think that's an amazing testament to how…

**Selene Zamorano-Ochoa:** It’s because we do it with our hearts. I know that maybe some instances, if there is payment involved, and unfortunately some people just see the payments, and they don't go above and beyond. But what we do is we do it with all our hearts, and we've been doing it since we were little. So, it's something that comes natural to us. We're just as we grow older and we're maturing. We're able to do it in different areas. Now, we're you know from interpreters in in schools and interpreting your family. Um, doctor appointments. Now, hey? We're interpreting for candidates of the US Government, and you know we're as we grow, we're expanding our reach, and I just love it, and it comes naturally, and we do with our hearts.

**Joshua Hofer:** It strikes me as you're breaking down the barriers to place and breaking down the barriers to home, and you've been doing it. You both been doing it for a long time, and I think that's It's really interesting in that one of the barriers to to even just having a sense of place, and you've talked about the desperation or the frustration that you can feel, and you know it's almost like it. It needs to be a livable place before you can embrace it, and even call at home. And we're talking about like, yeah, like the frustrations uh that you're that you're both taking a role in addressing. And I think that's It's really special.

**Selene Zamorano-Ochoa:** Thank you. And um. One thing that I would like to clarify um just in case is that um! When we help our Latino communities, we don't just focus on them. Oh, what's best for them, what they need. No, we look at overall what's what is good and what is um needed for the whole state. Our whole community as a whole, not just separate, and um it, and it's a no brainer that what we needed was better communication, and that's where we come in helping both sides communicate. And um Oh, it's been a joyful ride, being able to do that.

**Joshua Hofer:** Well, thank you so much. I am just wondering if there are any. If someone wants to get involved. If someone hears this and appreciates what you're doing for place and for home in the Sioux Falls area, and even in South Dakota, as this emerges, how can folks find you? How can? What's the best way for someone to get involved at this iteration at this moment of the Chamber and of the radio station project?

**Selene Zamorano-Ochoa:** Well, we do have our website. Uh. The South Dakota Hispanic Chamber of Commerce Um, Our best way of communication with our Latino communities through Facebook. So that's where we do most of our engagement. Um. So, if anybody wants to also reach all through our Facebook page the South Dakota Chamber of Commerce you’re more than welcome, or just stopping by at our office, you know, and I appreciate again even the good thoughts that go towards us um, even just um, you know a high five, or you guys are doing great, or you know anything. Just it's wonderful. It's a blessing for us to receive.

**Kara Harders:** That's a wonderful way of looking at it, Selene, and Jose. I uh, I've appreciated everything you guys have said, and I feel like I've learned a lot more about some of some problems that people face, that never cross your mind until you experience them. So, this has been a really eye opening conversation for me as well. But if, is there anything else either of you guys would like to share before we before we go?

**Jose Arreola:** No, just thank you for this opportunity to visit with you guys. Um, you know, especially of helping us get the name out there to better assist the community. I mean more ways than one. So, we greatly appreciate you guys, for what you guys have done for us today.

**Joshua Hofer:** Yeah, thank you so much. Thank you so much for joining us. And um, yeah, we wish you the best in your work, and uh, we hope everyone can help you break down continue breaking down those barriers. So, thank you so much Jose and Selene.

**Kara Harders:** Absolutely thank you guys.

**Selene Zamorano-Ochoa:** Thank you, Josh, Kara, and all the listeners.

**Joshua Hofer:** Home starts here is a podcast production by the South Dakota State University Extension Community Vitality Team. We look forward to releasing future episodes for you, and if you would like to learn more about our programs focusing on creating vibrant places energizing leaders, and strengthening businesses, visit our website today at extension.sdstate.edu/community.

[Outro music]