TACOS, TEQUILA & TANGO

LATINX IDENTITY, DIVERSITY & INCLUSION
BRIDGET ESPINOSA
CROSS-CULTURAL BUSINESS CONSULTANT
WHY IS THIS WOMAN NAMED BRIDGET TALKING ABOUT HISPANIC DIVERSITY?
BRIDGET B. ESPINOSA

- Owner Puente Cultural Integration
- Educator 20+ yrs
- Bilingual Mama
- Wife of Mexican Engineer
- Translator / Interpreter
- SWD Portfolio Manager for TechTown
- Executive Director/Founder - Nonprofit Org.
- Bilingual Consultant
- Entrepreneur
WHO ARE YOU?

& WHY ARE YOU HERE?
WOULD YOU LIKE TO...

a. expand into Hispanic markets?

b. hire from the Hispanic community?

c. communicate better with Hispanic clients, customers, employees?

d. be located in Southwest Detroit where 73% of Detroit Hispanic population is located?

e. SAMPLE TEQUILA CABRESTO AND EAT A TACO? (Be honest!)

Vote #DetroitTequila or #DetroitTacos
SOUTHWEST SPOTLIGHT

JUAN CARLOS PEREZ
FEATHERSTONE MOMENTS
SOUTHWEST SPOTLIGHT
TIRES TO TEQUILA HOUR MAGAZINE ARTICLE
a. Identity in the Spanish-speaking world
b. Defining terms vs. Individual Identity
c. US vs. Latin America
SPANISH? HISPANIC? LATINO? AY, DIOS MIO!
SPOTLIGHT COLOMBIANA

LALY AYHLLO
EUROPEAN PERFUMES

LILIANA OSPINA HERBSTREITH
LATINOS EN MICHIGAN
"noun. North American. A person of Latin American origin or descent (used as a gender-neutral or non-binary alternative to Latino or Latina)"

Latinx - definition of Latinx in English | Oxford Dictionaries
https://en.oxforddictionaries.com/definition/Latinx

*2004 Inclusive to Queer, 2015 more common*
*Controversial term*
SPOTLIGHT ARGENTINO

MARTIN CHAPARRO
GUITARIST / COMPOSER / SINGER / PERFORMER
THURSDAY JUNE 22ND, 2017 7PM-11PM (KARAOKE UNTIL 2AM)

FUNDRAISER

PUENTE DE CONEXION ROCKS WITH

VYBRA

EN EL MEJOR LATIN CLUB DE DETROIT

Salpicon Club

8600 Vernor, Detroit, MI 48209

TICKETS $15

MANA • CAIFANES • SANTANA • HOMBRES G
SODA STEREO • ENANITOS VERDES
FABULOSOS CADILLACS • Y MUCHOS MAS!

MÁS INFORMACIÓN Y TICKETS: (248) 919-8440 • VYBRA.EVENTBRITE.COM
SPOTLIGHT ARGENTINO

PAULA ANDERANIN
CREATIVE OUTLOOK
Tips for face to face & written communication

a. Body language can require translation

b. Personal information and sincere greetings
AUTHENTIC MEXICAN GESTURES

• Yes
• No
• Come here!
• Thank you!
• Un momento
SPOTLIGHT VENEZOLANA

MARIANA RISQUEZ
THE NEW QUEEN OF LATIN SOUL
TIPS TO COMMUNICATE VIA TEXT/EMAIL

• Greetings & manners
• Be sincere
• Ask questions
SOUTHWEST SPOTLIGHT

Lopez Tire
COMPAS
Mama Coo’s Boutique
Lotus Essences
Perla’s Shoes
DMex Printing

Guadalajara
La Posada
El Caribeño
Rincón Tropical
El Salpícón
August - October 2017
Thursdays 5:30pm-6:30pm

10 WEEK SERIES
SIGN-UP NOW!

• Latinx / Hispanic Culture
• Immediate Spanish Language Application

For more info contact:
bridget@puenteisi.com

Register here:
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PUERTO MORELOS, MÉXICO

LA REPÚBLICA DOMINICANA

TRAVEL WITH CONEXION
AUTHENTIC MEXICAN GESTURES

• Do you want something to EAT?
  I’m Hungry!

• Do you want something to DRINK?
  I’m Thirsty!
DON'T ASSUME
Gracias