

## Magalie Yacinthe Timestamps

- 00:00- Information about interviewer and interviewee
- 1:05- What were your concerns for your business at the beginning of COVID-19?
  - Owns Yacinthe Event Services (?): event planning/consulting company, So-in Forsyth: Oil Aggregation company (very new, collection waste oil from restaurants and use vendor to turn it into biodiesel), Hustle Winston-Salem: one of the 6 founders, executive director, non-profit
  - Concerns vary for each business- no events for Events
  - So-in: a lot of what they were doing was sales to get restaurants to do business with them → this put on pause because restaurants weren't open
  - Hustle → not a lot of early concerns, with the exception of small virtual adjustments, was able to maintain/ get busier
- 5:30- How have those concerns evolved to where we are now?
  - Event → level 5 to level 10 of concern- not comfortable to put anyone in a social environment soon but that's what she needs to work
    - No passion for doing the online events
  - Oil → feel especially determined because so new, but also possibility of just throwing in the towel (she doesn't want to do this though)
  - nonprofit → never much concern, one of their programs though for women entrepreneurs never really worked out online
    - A lot of people have been thinking about entrepreneurship during quarantine and have been reaching out - busier than ever
    - But don't have enough funding (esp. From grants) to do what they want
- 11:58- Can you discuss what aspects of your business you're working to highlight during this time?
  - Being able to see the magic of an event happen is important to her, but working on some virtual because she doesn't want to disappoint → the passion is gone though, doesn't want to do it long term
  - If this is the trend for a while- should she fully immerse virtually even though she doesn't enjoy it?

- Have had a lot of time to look at internal operations of the oil business and change them - second year to start planning/ restart
- Exciting time for the nonprofit→ core audience is women, POC, people in marginalized business districts- social environment has given Hustle the opportunity to remind the community what their main purpose is
- 18:39- How do you feel about the government's efforts to help local businesses, especially through funding?
  - Hustle→ many people came seeking help with PPP loans, originally not well done because lots of confusion
    - During that time, the people that did know what was going on/had friends applied and got the money and the banks ran out
  - Didn't apply for PPP loan for any of her businesses personally- confusion then it wasn't worth it for staff numbers and debt
  - Applied for the EIDL for all three- thankful for immediate relief from SBA for some
  - So-in - pretty easy/ Events- haven't heard a word/ Hustle- has talked to the SBA every day that week about their EIDL for info she needs to send in
  - Overall- not much security when asked to send in information
- 27:01- Do you think that the recent events have brought you or your businesses closer to the community?
  - Nonprofit-yes, others-no
  - Originally got a grant from the Winston-Salem foundation for nonprofit- to retain programming virtually
    - Second grant from them- entrepreneurs looking for access to resources in quarantine (esp laptops and tablets) - "Small Budget, Big Heart Giveaway" - masks, tablets
    - After everything- was able to give every application a tablet (30), purchased a zoom that's open to the community, giving entrepreneurs websites
- 34:54- Looking back, is there anything you would have done differently with your businesses with the outbreak began?

- oil→ yes, would have tried to talk to more restaurants earlier
  - She's the only company that does this service locally
- event→ nothing she could have done differently
- Hustle→ happy that she didn't stop a program that she thought about cancelling it, but people are really enjoying it virtually/need it
- 38:40- Is there anything else you would like to discuss or share?
  - Encourage people to follow hustle ws on social media