

Proud to Be a Mamacita

Karla Adorno built Mamacitas with the strength of a true mamacita. Balancing motherhood and entrepreneurship, she created a welcoming restaurant in West Boylston and, with the support of a Term Loan through Ascendus, stabilized her early operations and continues building her dream.



For **Karla Adorno**, building a business was never just about opening a restaurant. At a defining point in her life, she chose to move forward and build something of her own while balancing the many roles she carries in life.

Growing up around her father's small family business, she learned early what it meant to work hard and take pride in serving people well. Those early experiences sparked a love for business and hospitality that would stay with her.

Through **Mamacitas**, her restaurant in West Boylston, Massachusetts, Karla has created a place where people can relax, share a meal, and enjoy time together.

"I wanted to fulfill that dream and say that I can do it."

Learning the Craft

Karla's journey in the restaurant industry started from the ground up. She began bussing tables and helping wherever she was needed. Over time she moved into serving and eventually found her place behind the bar.

"I fell in love with the bar."

What she enjoyed most was the connection with people. Talking with customers, hearing their stories, and seeing them unwind after a long day made the work feel meaningful.

"I like seeing people come in to relax and leave happy."

Those experiences shaped the kind of restaurant she later wanted to create herself.

Building Mamacitas

After years working in restaurants and learning the industry firsthand, Karla decided to take the leap and open a place of her own. She intentionally designed Mamacitas as a smaller, manageable restaurant with a lean team.

Opening the restaurant meant stepping into the unknown. Karla took on much of the work herself, from preparing the space to decorating it.

“We painted everything ourselves. We decorated it with a lot of love.”

For Karla, Mamacitas represents more than a restaurant. It reflects the determination required to build something meaningful while caring for family, managing responsibilities, and pushing forward through uncertainty.

She hopes her story can inspire other women who are navigating the same path.

“I hope to inspire someone else, another mamacita.”

Finding the Right Support

Like many entrepreneurs, Karla started with savings to launch the business. But the unexpected costs of opening quickly added up. Equipment repairs, new purchases, and operating expenses created pressure during the early stages.

“I had money saved, but then I saw there were too many expenses I was not counting.”

After asking her accountant for advice, Karla was referred to Ascendus and connected with loan consultant **Dayanne Bohorquez**. Through Ascendus, she secured a Term Loan that helped cover payroll and address equipment needs during the early stages of the business.

“It was very easy. Very fast too.”

The support helped Karla keep Mamacitas moving forward while continuing to strengthen the foundation of her restaurant.



Looking Ahead

Today, Karla remains focused on growing Mamacitas while continuing to create a welcoming space for customers and employees alike.

“I like seeing people sitting with their families, creating beautiful moments.”

Looking ahead, she hopes to keep expanding what she has built and create opportunities for more people in her community.

“I would love to open another location one day and give more people jobs.”

For Karla, the meaning behind Mamacitas goes beyond the restaurant itself. It celebrates women who care for their families, support their communities, and still find the courage to build something of their own.

Karla Adorno is proud to be a mamacita.

The Impact of Her Journey

- **Business Impact:** The Term Loan helped stabilize early operations at Mamacitas by supporting payroll and equipment needs, allowing the restaurant to continue growing and serving customers in West Boylston.
- **Household Impact:** Building Mamacitas allowed Karla to pursue her dream of running her own business while balancing the responsibilities of family and motherhood.
- **Community Impact:** Mamacitas provides jobs for local students and young workers gaining their first work experience. Karla also supports nearby schools through fundraising efforts and takes pride in guiding young employees as they begin their journey in the workforce.

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