The Tacos A Go-Go restaurant is a mainstay of Midtown Houston, with award-winning tacos and a warm and funky atmosphere. Founded in 2006, Tacos A Go-Go is known for its authentic Tex-Mex food, thanks to head cook, Marivel Gomez, a native of Hidalgo, Texas. Learning from previous restaurant-owning experience, owner Sharon Haynes realized Houston can never get enough Tex-Mex food, so she found Tacos A Go-Go to fill that need. Sharon and her brother, and co-owner Jeff Roeske, are also artists and it’s their artwork that covers the interior of Tacos A Go-Go. They have filled the restaurant with their own Mexican inspired artwork, as well as a wonderful explosion of decorations of old Mexican movie posters; creating a unique Taqueria with a warm, welcoming atmosphere, and a great sense of history. Relying entirely on word-of-mouth they feed a steady stream of regulars. The business is expanding, with a second location opened in 2010 and another opening sometime this year. Before becoming a manager at the original Tacos A Go-Go restaurant, Juanita Williams worked at a substance-abuse facility. She began working for Tacos A Go-Go as a part timer but owner Sharon Haynes saw something in her that she didn't see in herself and Juanita was soon promoted to manager. Juanita loves her work as manager, finding the challenge she was yearning from previous jobs. The most difficult thing about the job for her is when she has to fire someone though she has not had any deeply negative reactions, with one former employee even thanking her because it resulted in him finding a better job soon thereafter. Managing about 20 employees is teaching her patience. Whether it is business-skills or people-skills, “I am still learning,” she says, “the more I make mistakes the more I understand I need to be patient.”
Juanita loves making people feel at home when they come in the door, chatting with regulars, known as “taco geniuses” at the restaurant, sometimes even giving them hugs. She takes pride in the authenticity of the Tex-Mex food, and when her Latino customers say how much they love the food, she knows it's a great compliment. Despite being the most challenging job she has ever had, she says she loves coming to work every day. With just one and a half years at Tacos A Go-Go, Juanita now sees her future there, planning to grow long with the company until she eventually retires.

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Source: Tacos A Go-Go Personal Interview, November 11, 2015, Houston, Texas.