

Levantando Su Empresa Durante el Coronavirus

1

Presented by:
Nader Acevedo
Alberto Calvo

April 23, 2020 (9AM to 10AM)

Hispanic-American Institute

Hispanic-American Institute

126 Washington St. - Boston – Massachusetts 02136

Tel: 617.637.6403

www.hainst.org





LEVANTANDO SU EMPRESA DURANTE EL CORONAVIRUS

Jueves, 23 de Abril de 9 a 10 AM Via ZOOM

El Instituto Hispano-Americano (Hispanic-American Institute, www.hainst.org) ha reunido un grupo selecto de oficiales del Gobierno, Asociación bancaria, líderes de asociaciones y dueños de pequeños negocios que han sido afectados por el Corona Virus para discutir la reciente ley federal CARES y el impacto a la comunidad latina empresarial. **Nader Acevedo y Alberto Calvo** del Instituto Hispano-Americano han organizado este evento para darle una oportunidad a los pequeños comerciantes latinos de presentar sus preguntas y recibir información directa de estos representantes. Expertos de la Administración de Pequeños Negocios (Small Business Administration), de Massachusetts Growth Capital Corporation, asociaciones empresariales y algunos comercios pequeños participaran en la discusión. Se discutirán los resultados de una encuesta de 400 negocios pequeños tomada recientemente. Le invitamos a que asista a este foro y comparta sus preguntas e inquietudes. Se va a celebrar en español.

Fecha: 23 de abril de 2020 (9:00 AM a 10:00 AM) vía Zoom (abajo esta el enlace):

RESERVE LA FECHA EN SU CALENDARIO

<https://bit.ly/3bc8Q77>

Meeting ID: 942 4987 5192



Carlos Hernández,
Especialista de Prestamos
Administración de
Negocios Pequeños /
Small Business
Administration (SBA)

Alison Moronta,
Loan Officer / Grant
Program Manager,
Massachusetts Growth
Capital Corporation (MGCC)

Miriam Sánchez,
Fundadora y Presidente,
Asociación de Empresarios
y Emprendedores (AEE)

Agenda

Featured Speakers

- ▶ **Carlos Hernandez**, Especialista de Prestamos, Small Business Administration
- ▶ **Alison Moronta**, Loan Officer / Grant Program manager, *Massachusetts Growth Capital Corporation*

Guest Speakers – Universidad de Medellin

- ▶ **Cesar Guerra** , Rector Administrador de Empresa, Universidad de Medellin
- ▶ **Juan Guillermo Zapata Uribe** - Abogado Derecho Empresarial, Asesor de Practica Empresarial,
- ▶ **Hernan Aristizabal**: Director de Practica Empresarial con 21 años de antigüedad

Organizaciones Comunitarias

- ▶ **Gregoria Sanchez**, *Presidente Asociacion de Empresarios y Emprendedores, Chelsea*
- ▶ **Alfredo Arias / Franklin Miguel**, *Presidente / Director - Federaci3n Hispana de Comerciantes, Lawrence*

About the Hispanic-American Institute

- Formed in 1995
- Offices in
 - Boston, MA (incorporated)
 - Albuquerque, NM
 - San Juan, PR
- Over \$ 3 million in Grants awarded by Local, State and Federal agencies.
- Initiatives
 - Healthy Food and Wellness
 - Financing and Technical Assistance
 - Puerto Rico Disaster Recovery

Our Mission

The Institute promotes social, educational, and economic development of Hispanic communities in in the continental United States, Puerto Rico, and Latin America. We actively address major issues impacting those populations, including access to sound nutrition and wellness, higher education, and economic opportunity.





SPEAKERS

BIOS



Nader Acevedo

Executive Vice President

Hispanic-American Institute

Hispanic-American Institute,
126 Washington St., Boston, MA 02136
Tel: (617) 637-6403
nacevedo@hainst.org

Nader Acevedo is the Executive Vice President of the Institute, a non-profit corporation engaged with businesses, universities, and institutions in promoting the economic, educational, and social well being of Hispanic communities in the United States, the Caribbean, and Latin America. The Institute is based in Boston, Massachusetts and has offices in Albuquerque, New Mexico and San Juan, Puerto Rico. In this role he is responsible for the operation of the Institute's programs in the Northeast U.S. and Latin America. He manages all administrative functions and staff and supports the activities of the board of directors

Prior to joining Institute, Nader was the President of the *Hispanic-American Chamber of Commerce* for ten years and served as Director of Latino and Latin American Programs at the *Massachusetts College of Pharmacy and Health Sciences*, where he was responsible for local and international relationships with educational, government and financial institutions. He established a weekend and summer institute for Latino students and implemented a pilot Pharmacy Internship Program to recruit and train pharmacists from four countries in South America. Nader is a former Vice President Community Development Manager at *Bank of America* throughout the New England Region. His banking career began in 1990 with *BayBank*, and he also held senior community banking positions with *Shawmut Bank* and *Fleet Bank*.

He earned a bachelor's degree in Finance and Marketing from the School of Sales and Marketing in Colombia. He completed a two-year business program at Bryant and Stratton School of Business in Boston, Massachusetts. He is a graduate of Shawmut Bank's one-year Credit Training Program.

He has been the recipient of numerous awards and recognitions for his contribution to the economic development of the Latino Community in the Massachusetts and South America. He received the 2006 Community Award from the Action for Boston Community Development and the 2006 Hispanic Heritage Month Official Recognition from the President of the Boston City Council. He received a Certificate of Recognition for his contribution to building self-esteem of Latino students by serving as a role model from the Boston Public Schools.

Guest Speakers from Universidad de Medellin, Colombia

Cel: 3104262847, Tel: (574)3405237

Rector . Cesar Guerra :Administrador de Empresa, con especialización en Mercado de Capitales, Catedrático, participo 35 años en el máximo organismo de la Universidad, la Honorable Consiliatura, en su vida profesional ocupó altos cargos directivos en diferentes empresas del sector privado.

Juan Guillermo Zapata Uribe: Abogado con especialización en Derecho Empresarial, asesor de Practica Empresarial, Catedrático,encargado de asuntos legales y Corporativos en Colombia de la Multinacional Italiana MAPEI.

Hernàn Darìo Aristizàbal Gutièrrez, Director General Practica Empresarial: Con estudios de Economía y Administración de Empresas, Especializado en Mercadeo Gerencial, Magister en Gestion de Mercadeo, Catedratico, participo en Consejos directivos en varias Universidades, actualmente Director de Practica Empresarial con 21 años de antigüedad.



Carlos Hernandez

Lender Relations Specialist

Small Business Administration

SBA Boston District Office
10 Causeway St., Room 265
Boston, MA
Tel: 617-565-5590

Carlos Hernandez, Lender Relations Specialist has been with the SBA since December 2011. Mr. Hernandez engages the Massachusetts network of lenders and financial institutions with regular activities, including webinars and conference calls.

His responsibilities include conducting outreach, training, education, development, lender recruitment, and working with assigned lenders in the District.

Hernandez received his Bachelor's in Business Administration from the University of Central Florida in Orlando, FL. Hernandez served as a Staff Sergeant in the U.S. Army Reserves, including two tours of duty under Operation Iraqi Freedom.

Alison Moronta

Loan Officer / Grant Program Manager

Massachusetts Growth Capital Corporation

Schrafft's City Center, 529 Main St., Suite 201, Charlestown, MA 02129

Tel: 617.523.6262 <Amoronta@massgcc.com>

Alison Moronta has been a Loan Officer and Grant Program Manager at Mass Growth Capital Corporation (MGCC) since 2015. She oversees a portfolio of non-profit borrowers and manages the State-funded Small Business Technical Assistance Grant Program. This funding program provides small grants to community and economic development nonprofits to build their operational capacity and skills to provide technical assistance to small businesses in underserved communities across the Commonwealth.

Previously, Mrs. Moronta was a Business Development Director at Jamaica Plain NDC, where she, for over fifteen years, managed one of Boston's top small business development programs. There she advocated for cultural appropriate resources and the rights for the small business communities in Boston. Prior to these roles, Mrs. Moronta served in management and administrative positions in the retail sector and in the health insurance industry. Mrs. Moronta believes in continue professional education and growth. She holds a BA from INTEC and MBM from Cambridge College with two specializations in Business, Entrepreneurship, and Small Business Management. She also holds a Non-Profit Management specialization from the University of San Antonio Texas.

Some of her past honors include the MACDC's Ricanne Hadrian Award "for her exemplary efforts to meaningfully engage local residents as leaders in building economically and racially diverse communities." In 2010, Governor Deval Patrick appointed her to serve at Community Development Financial Corporation (CDFC) representing all Community Development Corporations in the Commonwealth of MA. The Governor also recognized her for "her work serving minority, women owned, and small businesses." In 2013, the Brookside Community Policy Board recognized her "extraordinary commitment to supporting the economic health of small businesses and communities of Egleston Square and Jamaica Plain." In 2015 she received a Community Builder Award from Egleston Square Main Streets, in Boston. In June 2015 Mrs. Moronta was recognized by El Planeta Newspaper as one of the one hundred more influential people in the State representing the Latino communities. In 2018, was recognized for her support to entrepreneurial programs for Southeast Asian refugee and immigrant business owners. In 2019, Mrs. Moronta received the Mel King Institute's Champion award for her dedication to bring educational programs to advance the business technical assistance and consulting field for the practitioners in Massachusetts.

Gregoria Sanchez

*Founder and CEO,
Entrepreneurs Association*

Miriam Travel Agency

Office: 6174661310 Mobile: 8573831456

27A Williams st, Chelsea, MA 02150

www.miriamtravelboston.com

Miriam.travel@Hotmail.com

Gregoria Sanchez is the Founder and CEO of the Entrepreneurs Association in Chelsea. During the past four years, the Association has engaged small business owners and entrepreneurs in Chelsea and elsewhere. The Association runs workshops for aspiring entrepreneurs, given them the necessary tools to run and grow a successful business. An annual entrepreneurship conference “Desarolla Tu Pontencial” is held every March , which attracts 40 to 50 business owners and entrepreneurs. She invites and collaborates with local business professionals to help the community understand what it takes to run a business.

In September 2008, Gregoria established her own business, Miriam’s Travel, She runs this successful business for over 10 years serving the latino and immigrant communities of Chelsea and Everett by providing timely and affordable travel services for business and pleasure. She arranges vacation packages and travel reservations to countries around the world.

Previouly, Ms. Sanchez worked for Global Services as a *Customer Service Agent* at Logan International Airport. From 2005 to 2008 she performed various duties such as clearing international flights through US Customs and assisting with language translation (English-Spanish). From 2000 to 2005, Ms. Sanchez worked at **Broadway National bank**, Chelsea, MA as an Account Services manager balancing the incoming checks received by the tellers and assisting customers with inquiries regarding their accounts

Ms. Sanchez is very active in community service at the **Leon De Judas Church in Boston**. Since 1995 to 2016 she served as a Children’s Bible study teacher and was a lead mentor for women empowerment classes.

Ms Sanchez received her education in her native Dominican Republic, where she received a *Customer Service Representative Certification* from Indobanca College (1988) and a *Bachelor’s Degree in Public Advertising* from Apec University (1987)

Ms. Sanchez is fluent in Spanish and has outstanding communication, interpersonal and organizational skills.



Alberto Calvo

Co-Owner, Stop and Compare Markets

153 Hawthorne St., Chelsea, MA
Tel 617-884-3552
<abcalvo@stopandcompare.net>

Alberto Calvo is an entrepreneur with broad experience in small business management, operations and supply chain management, business development and strategic planning. He co-founded Stop and Compare Supermarkets with his wife Bertha in 1996 and assumed the role of President in 2010 after he retired from a successful 35-year engineering career in the aerospace industry. Alberto retired as President of Stop and Compare in 2019 and became Chair of the Board of Advisors.

Alberto has served as an advisor and recently joined the Board of Directors of the Hispanic-American Institute. He currently serves as Treasurer and in this role, he provides strategic planning and management advice to HAI. He has been instrumental in securing contracts from the Massachusetts Growth Capital Corporation, the Massachusetts Gaming Commission, Encore Boston Harbor and other Boston organizations.

Prior to joining the family business, Alberto held several engineering and management positions over a 35-year span at companies such as TASC, Northrop Grumman, SAIC, Jacobs Engineering and MCA Federal. He held positions in systems engineering, cost estimation and analysis, logistics, reliability, quality assurance, process improvements and data analytics.

Alberto has been active on several boards of non-profit / community organizations: such as the Chelsea Chamber of Commerce, the North Shore Latino Business Association (NSLBA), English for New Bostonians (ENB), and La Vida Scholars Program.

After immigrating from Cuba in the early 1960's, Alberto completed his education at Northeastern University earning a BS degree in industrial engineering (1970), a Master of Science degree from MIT (1972), and an MBA from Boston University (1977). He lives in Newton with his wife Bertha.