

Lift Your Business During the Coronavirus – Series of Dialogues
Levante Su Empresa Durante el Coronavirus – Serie de Dialogos

A Three Zoom Meeting Series

**THE WAY FORWARD FOR SMALL AND
LATINO BUSINESSES**
EL CAMINO A SEGUIR

Dialogue #10 / *Dialogo #10*

1

Presented by:
Nader Acevedo
Alberto Calvo

July 30, 2020 (9AM to 10:15AM)

Hispanic-American Institute

Hispanic-American Institute

126 Washington St. - Boston – MA, 02136

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Vicepresidente Ejecutivo

Instituto Hispano-Americano

www.hainst.org

SPEAKERS / ORADORES

Alberto Vasallo III

President

El Mundo Newspaper

Boston, MA

Frances Martinez

President / CEO

North Shore Latino Business Association

Lynn, MA

Vivian Iannotti

CEO

Stop and Compare Markets

Chelsea and Lynn, MA

Yuban Taborda

Founder

Business Fitness Consulting, Inc.

Revere, MA

Sergio Espinoza

President & Founder

We Serve Safely, Inc.

Lynn, M

Alberto Calvo

Treasurer

Hispanic-American Institute and

Business Owner

Newton, MA

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AGENDA

➤ **Nader Acevedo**

Welcome Remarks / *Palabras de Bienvenida*

➤ **Alberto Vasallo III**

Moderator / *Moderador*

➤ **Frances Martinez**

Small Latino Business Outlook / *Panorama de Pequeños Negocios*

➤ **Vivian A. Iannotti**

Perspectives : Food Retail / *Perspectiva de una tienda de comestibles*

➤ **Yuban Taborda**

Digital Transformation / *Transformación Digital*

➤ **Sergio Espinoza**

Safety Requirements – Restaurants / *Requerimientos para Restaurantes*

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.





Alberto Vasallo III

President

El Mundo Newspaper

<https://elmundoboston.com/>



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Alberto Calvo

Co-Owner

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Mass. small business recovery survey of 1,868 small business leaders across the State (MassINC Polling Group - July 25,2020)

- ▶ Just one in three small businesses report being fully open, with smaller businesses least likely to be fully open.
- ▶ Business size makes a major difference. The smallest businesses in Massachusetts are hurting the most and have the most difficult road to recovery.
- ▶ Sectors that rely more on customers coming onsite have been hurt the most (>50% loss in sales)
 - ▶ Beauty / Personal Care (70%)
 - ▶ Restaurants / Bars (67%)
 - ▶ Health Care (dental, chiropractors, etc.) (57%)
 - ▶ Retail (50%)
- ▶ Assistance sought by businesses is just cash: loans, grants, new sources of revenue.
- ▶ The smallest businesses are the most vulnerable: no formal banking, no insurance and have not applied to PPP.



Mass. small business recovery survey of 1,868 small business leaders across the State (MassINC Polling Group - July 25,2020) (cont.)

► CHALLENGES

- Uncertainty and fear
- Financial Problems
- Lack of Revenue
- Cash Flow Trouble
- Inability to pay bills

► WHAT BUSINESSES NEED MOST

- Grants and finding additional sources of revenue
- Digital marketing, on-line ordering, using social media
- Revising financial plans
- Low interest loans / PPP forgiveness
- Keeping up with regulations and guidance for re-opening



LATEST
GUIDANCE
FROM THE
STATE

REOPENING : PROTOCOLS AND BEST PRACTICES - BY SECTOR

- ▶ <https://www.mass.gov/resource/reopening-sector-specific-protocols-and-best-practices>
- ▶ <https://www.mass.gov/info-details/reopening-mandatory-safety-standards-for-workplaces>

Corona Virus Toolkit / Caja de Herramientas para el Corona Virus

<https://www.hainst.org/corona-virus-toolkit.html>

La Caja de Herramientas o “Covid-19 Toolbox” ha sido diseñada para los dueños de negocios pequeños que han sido afectados por el Coronavirus. Es un compendio de guías, reglas, informes haciendo referencia a documentos en español e inglés organizados por categorías de Ayuda: Laboral, Finanzas, Legales, de Salud y de Reapertura y notificaciones recientes.

Planeamos actualizar esta Caja de Herramientas como ayuda a los pequeños dueños de negocios durante estos tiempos difíciles para todos. Toda información aquí publicada viene de órganos oficiales del gobierno y otras fuentes confiables.

*Nader Acevedo y Alberto Calvo
Oficina de Boston, MA*

17

Dialogo #10

Q&A

Moderator – Alberto Calvo





Bios

Speakers / Presentadores



Nader Acevedo

Executive Vice President

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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 the 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.

Alberto Calvo

Treasurer and Business Advisor

Hispanic-American Institute

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Alberto is an engineer and business entrepreneur. He co-founded Stop and Compare Supermarkets with his wife Bertha in 1996 and assumed the role of President in 2010 . Previously he had a successful 35-year engineering career in the aerospace industry, holding various engineering and management positions. Alberto joined the family business after retiring from his engineering career. In 2019, Alberto and his wife Bertha retired from the business, naming their daughter Vivian as CEO of the Company, who along with Marc her husband are in charge of all company operations.

Alberto recently joined the Board of Directors of the Hispanic-American Institute and named Treasurer. In this role, he has been instrumental in securing contracts from the Massachusetts Growth Capital Corporation, and other organizations. He also serves on several non-profit Boards, the North Shore Latino Business Association (NSLBA), English for New Bostonians (ENB), La Vida Scholars, Inc., and the Chelsea Chamber of Commerce.

Prior to joining the family business, Alberto held several engineering and management positions over a 35-year span in the aerospace industry. 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.

Sergio M. Espinoza

We Serve Safely Inc.

Food Service Consultant



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Sergio studied at Johnson and Wales University receiving a degree in culinary arts and food service management. He worked in the food service industry for 16 years at all levels from dishwasher to cook, to server, host, bartender, and manager. Sergio has 10 years of restaurant management experience ranging from *fast and casual dining to fine dining*. Sergio opened **We Serve Safely Inc.** as a food safety consulting company in November 2017 and has grown the company into a *full-service food safety and design-to-build food service company*. We provide essential advisory services for our clients who are in the start up process of their food service establishment. We help you navigate the process as well as create a plan for success. We offer food safety courses, ServSafe, in Spanish and English. You have the option of completing the MA Allergen, ServSafe manager and/or ServSafe alcohol certifications. Group and private classes are available.

For restaurant owners, we provide the following services:

- Startup restaurant consulting
- ServSafe certification
- Floor plan & restaurant design
- Restaurant & Food service equipment sales
- Commercial kitchen, restaurant, & market construction
- Food permit and food plan review preparation
- Food safety inspections

Vivian Iannotti

CEO

Stop and Compare Markets

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Vivian is the CEO of Stop and Compare Markets; a family-owned and operated business founded in 1996 by the Calvo and Dominguez families, both natives of Cuba. With stores in Chelsea and Lynn Massachusetts, S&C caters to the growing Latino community of Boston and its North Shore. The company's mission centers around supporting the Latino family by providing provisions for a taste of their native homelands.

Vivian along with her husband Marc joined the family business in 2004 with the intent of growing the business her parents had started. The company had one location then. After successfully adding a second location the company reached over \$18 million in annual sales (2017); growing seven-fold over its 20+ year history. Since stepping up as CEO in March 2019, Vivian along with her husband Marc (COO) and Guillermo Fernandez (CFO), the company has reached new heights in sales, customer count, and profitability.

Before joining the family business, Vivian spent a decade working as an orthopedic physical therapist. She graduated from Williams College with a BA in Biology and Honors in Neuroscience and received a master's degree in Physical Therapy at the MGH Institute of Health Professions. Vivian continues to have an interest in fitness, health, and wellness. She has integrated healthy eating initiatives and collaborated with researchers to conduct studies to this end specifically with the Latino population in the stores.

Despite her busy professional life, Vivian's priority continues to be her family. She lives in Swampscott, with her husband Marc and mother to a 13-year-old daughter, Mia, and 10-year-old twin s, Mathew and Connor.

Frances Martinez

CEO / President and Founder

North Shore Latino Business Association

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Frances founded the North Shore Latino Business Association in 2012 along with several Latino business owners in Lynn. After 8 years at the helm, Frances has been able to build up an Association with close to 500 members and a strong Executive Board and Board of Directors, who are committed and passionate to the Association's mission of advancing the Latino businesses. Among her many duties, Frances has developed a strategic plan to advance the association mission, objectives, profitability, and growth. She executes this plan in close collaboration with Plan, develop, and implement strategies with the Executive Board and Board of the Directors for generating resources and revenues for the association and its members. She mentors existing and new business owners, offering technical assistance, and recommendations on how to run and grow their businesses. She represents the association in front of legislative sessions, committee meetings, and at formal functions. She administers the office functions, coordinates general meetings, social events, and other activities.

Frances has served in the Lynn Public School system as Parent Liaison for the Special Education Department. Previously, she served as Executive Director of La Vida and as Latino Business Coordinator for the Lynn Chamber of Commerce. Frances is a long time resident of the City of Lynn.

Yuban Taborda

Founder at Business Fitness Digital Marketing

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I'm passionate about helping business to find and develop a unique and bright Identity, put their best foot forward and **INCREASING SALES**, yes **SALES**, in the end, in the business world is everything about **SALES** and **GROWTH**.



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