

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

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

A Three Zoom Meeting Series

Dialogue #11/ *Dialogo #11*

Presented by:
Nader Acevedo
Alberto Calvo

August 13, 2020 (9AM to 10:15AM)

Hispanic-American Institute

Hispanic-American Institute

126 Washington St. - Boston – MA, 02136

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www.hainst.org





Nader Acevedo

Vicepresidente Ejecutivo

Instituto Hispano-Americano

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SPEAKERS / ORADORES

Alberto Vasallo III
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Michelle DeFronzo
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AGENDA

- **Nader Acevedo - Executive Vice-President of HAI**
Welcome Remarks / Palabras de Bienvenida
- **Alberto Vasallo III - President El Mundo**
Moderator / Moderador
- **Larry D. Andrews - President / CEO of MGCC**
 - *Technical Assistance for small Latino businesses / Ayuda Tecnica para las Pequeñas Empresas*
- **Julia De Los Santos – Owner JDLS Couture**
 - *How to pivot your business during Covid-19 / Como pivotar su negocio durante el Covid-19*
- **Michelle DeFronzo – President / CEO of IMEX CARGO, Inc.**
 - *New Normal in International Cargo Shipping / La nueva normal en Envíos de Carga Internacional*
- **Michael White – Chief Operating Officer / ACP Facilities Services**
 - *Commercial Cleaning Services – the new reality / Servicios de limpieza a comercios – la nueva realidad*
- **Alberto Calvo – Treasurer / Advisor to HAI**
 - *Discussion / Dialogo*

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.





Taking a Respite / *Tomando un Descanso*

- ▶ **We are resuming the Dialogues in September**
 - ▶ *Estaremos resumiendo los dialogos en Septiembre*
- ▶ **We need your opinion / feedback**
 - ▶ *Necesitamos sus opiniones y comentarios*
- ▶ **What types of speakers and topics would you like**
 - ▶ *Que tipo de presentadores y temas quisieran*
- ▶ **Please e-mail your comments and ideas to**
 - ▶ *<nacevedo@hainst.org>*



Alberto Vasallo III

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El Mundo Newspaper

<https://elmundoboston.com/>



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Charlestown, MA

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Alberto Calvo

Co-Owner

Stop and Compare Supermarkets

www.stopandcompare.net

Treasurer / Business Advisor

Hispanic-American Institute

[<www.hainst.org>](http://www.hainst.org)



Small Business Technical Assistance

Services Provided

- Connect small business owners with culturally and linguistically appropriate resources, education and individualized technical assistance (TA) services.
- Customized TA to meet the business owners where they are so they can launch, stabilize, and grow their business, including:
 - Business and Financial Planning
 - Loan Packaging
 - Legal
 - Licensing and Permitting
 - Access to Resources and Referrals to Other Service Providers

Outcomes

- Builds operational capacity and skills of organizations that are providing technical assistance, education and access to capital to small businesses with less than 20 employees (include many owned by women, minorities, immigrants, and veterans)
- State-wide coverage
- 88% of business clients from underserved targeted demographic*

Current focus is on assisting Minorities, immigrants, low to moderate income business owners, most affected by the Covid-19 crisis..

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*

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Dialogo #11

Q&A



Bios

Speakers / Presentadores



Michael White

Chief Operating Officer
ACP Facility Services
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► As Chief Operating Office for ACP Facility Services, Michael is responsible for strategic decisions regarding logistics, employment practice, administrative and operational aspects of the business. Through frequent collaboration with ownership, Michael assesses the overall condition of the company, including customer service development, purchasing, accounting, information systems, sales, HR, staffing and quality control. Michael currently serves as the President/Chairman of the [Maintenance](#) Contractors of New England, on the Board of Directors for Greater New England Minority Supply Development Council, and previously held roles on the Board of the Woburn Business Association and the Co-Chair of BOMA special events. In his [free](#) time, Michael serves as the Head Coach of the Lowell High School Girls' Varsity Soccer Team. Michael is an avid golfer and when he is not working, he enjoys spending his time with his wife, and their two sons at their Tewksbury [home](#).



Michelle DeFronzo

President/CEO

IMEXCARGO, Inc.

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Past President Air Cargo Club of New England (ACCNE)

January 2011 to 2018—. The Air Cargo Club of New England is a nonprofit organization established in 1965 to discuss and organize industry events / related industry functions that keep our community abreast of the current economic and global challenges our airline/ aviation industry faces in the changing global market.

Board Participation

Michelle is the Executive Secretary on the Board of the [Caribbean American Carnival Association of Boston](#) (CACAB) since 2013. T

Education

Michelle studied International Business Management at Newbury College.

Other Achievements

- NAPW 2015-2016 VIP Woman of the Year
- 2015 Recipient of the East Boston Chamber Prosperity Awards
- SBA Recipient of the Emerging Leaders Program 2016
- 10,000 Small Business Entrepreneurs Program hosted by Goldman Sachs at Babson College 2017
- Certified WBE/ DBE / WOSB/ EDWOSB/ SBE/ WBENC

Michelle DeFronzo is the President & CEO of IMEX Cargo LLC .

ImEx Cargo will be celebrating 20 years this November in the cargo business as a GSA for many large freighter airlines and has been in logistics/ supply chain management for nearly 30 years.

IMEX Cargo located in East Boston, MA provides GSA & 3PL services for both air & ocean transportation, shipping & supply chain solutions/ logistics transportation & management / 3PL Provider.



Julia De Los Santos

JDLS COUTURE

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Julia de los Santos was born in Santiago, Dominican Republic. Julia arrived in Boston very young, here she studied her fashion design studies at Bay College in 1994 where she graduated with honors. She has been an entrepreneur all her life (since she was 9 years old) who made clothes for dolls and she sold them to her friends at school.

Julia is the 4th of 6 siblings. Julia was educated only by her mother who was widowed 'when Julia was 5 years old. She has inherited from her mother, the determination and ambition to get ahead.

Julia has lived in Dorchester since she arrived in Boston. and two years ago, she opened her own business where, with the professionalism that characterizes her, she offers her clients more than service, solving the needs of them.

Julia has been a fashion designer and experienced seamstresses and reputable in the Boston area for over 30 years.

She gained experience while working at prestigious companies like Neiman Marcus, Saks, Nordstrom and David's bridal. Due to the quality with which she does her work, Julia has become highly sought after by her clients.

This is her passion providing a touch of quality in every stitch making and tailoring Clothing for men, women and children.

Everyone is invited to visit her at. JDLS Couture, 923 Washington St., Dorchester, MA



Nader Acevedo

Executive Vice President

Hispanic-American Institute

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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

Co-Owner,

Stop and Compare Markets

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<abcalvo@alum.mit.edu>

Alberto Calvo 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. After retiring in 2010, Alberto joined the family business as President. He retired in 2019, along with his wife Bertha, leaving Vivian and Marc Iannotti, his daughter and her husband, in charge of company operations.

Alberto has served as a business 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 financial advice to HAI.'s Board. In this role, he has been instrumental in securing contracts from the Massachusetts Growth Capital Corporation, the Massachusetts Gaming Commission, Encore Boston Harbor and other Boston-based foundations. He advises small Latino and minority businesses in financial management, strategic planning, operational analysis, and other business areas.

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, / supply chain management, equipment reliability, quality assurance, process improvements and data analytics.

Alberto has been active on several non-profit Boards, such as the North Shore Latino Business Association (NSLBA), English for New Bostonians (ENB), La Vida Scholars, Inc., and the Chelsea Chamber of Commerce. In these roles, he has gained knowledge and experience on the small minority and Latino businesses in Chelsea, Lynn and other north shore communities. He has assisted many small business owners in business planning, securing financing, and business development and marketing.

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.