

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

**PROTECTING YOUR BUSINESS
STAKEHOLDERS UNDER COVID-19**
*PROTEGIENDO A GRUPOS INTERESADOS DE
SU EMPRESA - BAJO COVID-19*

Dialogue #7 / *Dialogo #7*

Presented by:
Nader Acevedo
Alberto Calvo

Junio 18, 2020 (9AM to 10:15AM)

Hispanic-American Institute

Hispanic-American Institute

126 Washington St. - Boston – MA, 02136

Tel: 617.637.6403

www.hainst.org



SPEAKERS / ORADORES

Alberto Vasallo III
President
El Mundo Newspaper
Boston, MA

Robert H. Nelson
MA District Director
Small Business Administration (SBA)
Boston, MA

Juan Lopera
Vice President
Corporate Business Diversity
Tufts Health Plan
Watertown, MA

Frances Martinez
President/CEO and Founder
North Shore Latino Business Association
Lynn MA

Nader Acevedo
Executive Vice-President
Hispanic-American Institute
Boston, MA

Alberto Calvo
Business Owner
Stop and Compare Markets
Chelsea and Lynn

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AGENDA

➤ **Nader Acevedo**

Welcome Remarks / Palabras de Bienvenida

➤ **Alberto Vasallo III -**

Moderator / Moderador

➤ **Robert H. Nelson**

*SBA Financial Assistance Programs – Status Update /
Programas de Asistencia Financiera – Informacion Actual*

➤ **Juan Lopera**

Recovering from the Covid-19 Crisis / Recuperándose De La Crisis De Covid-19

➤ **Frances Martinez**

Latino Business Community – Perspectives / Perspectivas de Comerciantes Latinos

➤ **Alberto Calvo**

Dialogue - Q&A / Dialogo - Preguntas



Nader Acevedo

*Vicepresidente Ejecutivo
Hispanic-American Institute*

www.hainst.org

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/>



Juan Lopera

Vice President

Corporate Business Diversity

Tufts Health Plan

<https://tuftshealthplan.com/>

TUFTS HEALTH PLAN PRESENTATION



PP MA HAI presentation v7 06160 esp LS.pdf



Robert H. Nelson

*Massachusetts District Director
Small Business Administration*

<https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>



Frances Martinez

President / CEO and Founder

North Shore Latino Business Association

<https://mynslba.com/>

nslatinobusinessasso@comcast.net

Alberto Calvo

Co-Owner

Stop and Compare Supermarkets

www.stopandcompare.net

Treasurer

Hispanic-American Institute

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

RECURSOS DISPONIBLES PARA RE-ABRIR

➤ Ayuda Para Comprar equipos de proteccion (PPE)

➤ Lawyers for Civil Rights / Tufts Health Plan

<https://docs.google.com/forms/d/e/1FAIpQLScC7wrluXat4FTFB9RojO-ToDPmuzl048oHpbAX7p5q81BNRw/viewform>

➤ Guias a seguir en espanol para establecimientos

<https://www.mass.gov/doc/plan-de-control-covid-19-covid-19-control-plan-espanol/download>

<https://www.mass.gov/doc/importante-compliance-attestation-poster-espanol/download>

➤ Guias a seguir en espanol para empleados

<https://www.mass.gov/doc/reglas-para-mantenerte-seguroenel-trabajo-worker-poster-espanol/download>

➤ Guias a seguir para Salones de Belleza y Barberias

<https://www.mass.gov/lists/safety-standards-for-hair-salons-and-barbershops>

Q & A



Presenters / *Presentadores*

Bios



Juan Lopera

Marketing & Development Vice President, Public Plans
Corporate Business Diversity Officer
Tufts Health Plan

Juan is responsible for business development, marketing and community relations for all products offered by Tufts Health Plan's public plans division across Massachusetts and Rhode Island. He is also Corporate Business Diversity Officer, responsible for company-wide diversity efforts. Previously, Juan was the company's director of health care services where he led medical cost management and provider contracting strategy and analytics. He also held management roles at Blue Cross Blue Shield and Deloitte Consulting.

He serves on several boards including [Vice-Chair of the Dimock Center Board](#), [The State of Massachusetts Latino Advisory Commission](#), [The Boston Foundation Latino Legacy Fund](#), [Quality Interactions Corporate Advisory Board](#) and [ConsejoSano's Advisory Board](#).

Juan earned a B.S. from the School of Management at Boston College. He is originally from Medellin, Colombia and resides in Waltham, MA.



Robert H. Nelson

Massachusetts District Director

Small Business Administration

Bob Nelson was appointed district director of SBA's Massachusetts District Office on November 26, 2007. The district office is located in Boston with a branch office in Springfield, Massachusetts.

As district director, Mr. Nelson is responsible for the effective delivery of SBA's financial and business development programs with a mission to counsel, assist and protect the interest of small business statewide in order to maintain and strengthen the economy. He has 25 years of federal service, 19 of which have been with the SBA.

Bob and the Massachusetts District Office staff work to help entrepreneurs to start, grow and build their businesses through access to capital, government contracting and technical assistance. On the financial side, Bob is responsible for increasing delivery of the popular 7(a) and 504 loan programs which help small businesses obtain debt capital. During his tenure as district director, Massachusetts has seen tremendous increases in the use of SBA loan programs statewide. Massachusetts consistently ranks as one of the most productive district offices in terms of access to capital for small businesses. Nelson is also responsible for SBA oversight of the Massachusetts Small Business Development Center's (MSBDC) statewide network, the six Massachusetts chapters of SCORE: Counselors to America's Small Business and the Massachusetts Women's Business Center – the Center for Women & Enterprise.

Before joining the SBA, Bob spent several years with the Federal Deposit Insurance Corporation (FDIC). He also has several years of banking experience having been a commercial lender for several New England area banks. He was a Vice President at Shawmut Bank, R.I.

In 2011, Mr. Nelson successfully completed the Excellence in Government Fellows program offered through the Partnership for Public Service. During his SBA career, he has also served in the following capacities: Acting Deputy Associate Administrator of Capital Access – Washington, DC; Acting New England Regional Administrator; Boston, MA and Acting District Director – Lubbock, TX and Hartford, CT.

Mr. Nelson holds a BA degree in Economics from Hobart College in Geneva, New York.

Frances Martinez

CEO / President and Founder

North Shore Latino Business Association

Asociación de Comerciantes
Latinos del North Shore
33 Sutton Street.Lynn MA 01901
Tel: 781-596-8300

www.mynslba.com

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.



Nader Acevedo

Executive Vice President

Hispanic-American Institute

Hispanic-American Institute,
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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.

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.