

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

**TECHNICAL ASSISTANCE TO SMALL AND
LATINO BUSINESSES DURING COVID-19**
*ASISTENCIA TECNICA A PEQUENOS
NEGOCIOS LATINOS DURANTE EL COVID-19*

Dialogue #8 / *Dialogo #8*

Presented by:
Nader Acevedo
Alberto Calvo

Julio 2, 2020 (9AM to 10:15AM)

Hispanic-American Institute

Hispanic-American Institute

126 Washington St. - Boston – MA, 02136

Tel: 617.637.6403

www.hainst.org





Nader Acevedo

Vicepresidente Ejecutivo

Instituto Hispano-Americano

www.hainst.org

SPEAKERS / ORADORES

Alberto Vasallo III

President

El Mundo Newspaper

Boston, MA

Yvonne Garcia

Chief of Staff to the

Chairman and CEO

State Street Bank

Boston, MA

Marcela Aldaz-Matos

Small Business Executive

Boston, MA

Frances Martinez

President/CEO and Founder

North Shore Latino Business Association

Lynn MA

Alberto Calvo

Treasurer

Hispanic-American Institute and

Business Owner

**Gregoria Sanchez - Asociacion de Empresarios
y Emprendedores**

Deise Paraguay – Chelsea Business Foundation

**Daniela Mercedes- Federacion Hispana de
Comerciantes**

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AGENDA



➤ **Nader Acevedo**

Welcome Remarks / *Palabras de Bienvenida*

➤ **Alberto Vasallo III - President El Mundo**

Moderator / *Moderador*

➤ **Yvonne Garcia / Marcela Aldaz Matos**

Boston Strong Program / *Pequeña Empresa Fuerte*
<www.smallbstrong.com>

➤ **Frances Martinez**

Latino Business Concerns and Challenges / *North Shore Latino Business*
Association

➤ **Alberto Calvo**

Small Business Technical Assistance Program / *Massachusetts Growth*
Capital Corporation (MGCC)

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/>

BOSTON BUSINESS STRONG

< <https://www.smallbstrong.com/> >

Yvonne Garcia

*Chief of Staff to the Chairman and CEO
State Street Bank*

Marcela Aldaz-Matos

*Small Business Executive
Managing Director at MCBI Advisors*



PEQUENA EMPRESA **FUERTE** / *BOSTON BUSINESS* **STRONG**



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SMALL BUSINESS STRONG

Preguntas y Respuestas / FAQ



SBS.Q-A.Espanol.pdf



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 / Business Advisor

Hispanic-American Institute

<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

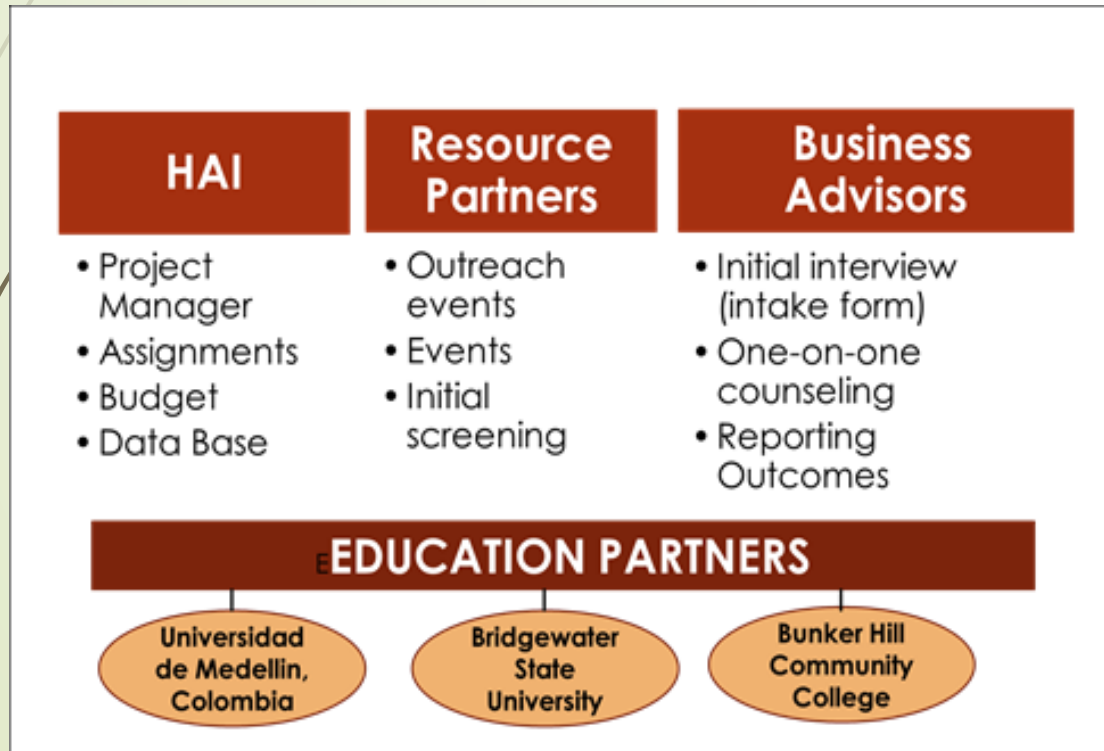
Outcomes

- 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..

SMALL BUSINESS TECHNICAL ASSISTANCE SERVICES / *Massachusetts Growth Capital Corporation*

Methodology



Services Provided

- Small Business Plan preparation
- Cash Flow Projections
- Access to capital
- Operational analysis
- Marketing (digital and conventional)
- Risk Assessment
- One-to-one counseling and advice

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*

ASISTENCIA PRESTADA POR EL INSTITUTO

- Mas de 200 pequeños negocios han recibido ayuda técnica del Instituto desde el 2017 (primer año del grant)
- Durante el Covid-19 hemos ayudado a mas de 20 empresarios solicitar y recibir prestamos del U.S. Small Business Administration (SBA)
 - PPP : Payroll Protection Program / *Programa de Protección de Pago*
 - EIDL: Economic Injury Disaster Loans and Advance Grants / *Prestamos sobre Desastre Económico y Avances de Dinero*
- Hemos dado asistencia técnica a Organizaciones Comunitarias a solicitar ayudas financieras del Gobierno Federal y Estatal
- Hemos proveído consulta personal a empresarios en áreas como análisis de flujo de caja, plan de trabajo, mercadeo, comunicación y gerencia de empresas pequeñas.

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Dialogo #8

Q&A



Bios

Speakers / Presentadores



Yvonne Garcia

*Chief of Staff to State Street's Chairman and Chief Executive Officer and
Chairwoman of The Greater Boston Chamber's Women's Network*

YGarcia@statestreet.com

Yvonne Garcia, serves as Chief of Staff to State Street's Chairman and Chief Executive Officer, Ron O'Hanley and as Global Head of Internal Communications. Prior to State Street, Yvonne served as Director in Marketing and Distribution Strategy for Liberty Mutual and as Vice-president for Bank of America's China Construction Bank Strategic Assistance Program. In that role, Yvonne and her team created and implemented over five new Wealth Management Centers throughout China which resulted in over 80 centers currently throughout the country. Yvonne is a fully certified Six Sigma Black Belt, and applies that discipline, rigor, and process to every project on which she deploys.

As an active leader of local and national communities, Yvonne served as the Chairwoman for the largest Latino Professional Organization in the country, ALPFA. Yvonne is also the co-founding Chair of Milagros para Niños, a board at Children's Hospital in Boston, which has raised more than \$10 million in funds for Hispanic children who can't afford medical care. In addition, Yvonne was appointed by Massachusetts Governor Charlie Baker to serve on the state's Latino Advisory Commission Board and was also appointed as the Chairwoman for the Greater Boston Chamber's Women's Network. Yvonne has been featured in Fortune magazine in partnership with ALPFA as one of the Top 50 Most Powerful Latinas in the United States three years in a row and just last year was named Boston Business Journal's Power 50.

Yvonne holds an MBA from Boston University in Finance and Marketing and a BA from SUNY Albany and is a Six Sigma Black Belt. Last year Yvonne was awarded an honorary degree in Doctor of Humane Letters from Cambridge College in Boston, Massachusetts and most recently an honorary degree in Doctor of Commerce from New England School of Business.



Marcela Aldaz Matos, MBA

Small Business Executive

Managing Director at MCBI Advisors

marcela.aldaz@gmail.com

Marcela Aldaz-Matos is a business executive with more than 20 years of experience in strategy, talent management, and leadership with a proven track record of delivering substantial growth in highly competitive business organizations. Working collaboratively with C-suite leaders or their direct reports, her main focus is on harnessing the business value of organizational development and talent management to yield high business impact. As a partner at Surfside Capital Advisors LLC, and Managing Director at MCBI Advisors, she is focused on helping business leaders address strategic business and operational issues to achieve sustainable advantage and success. Her work is anchored on implementing transformative human capital initiatives that directly impact core business strategies. Marcela's expertise includes organizational design, values-based performance management and diversity, equity and inclusion. Previously, Marcela was the Inaugural Director of Diversity & Inclusion for Partners Healthcare, Massachusetts. Marcela is a dedicated advocate for women and minorities. Currently, she is a member of ALPFA's National Board of Directors, a professional association with more than 90 thousand members and 150 chapters across the country. She is the Co-chair of the Hispanic Scholarship Fund Advisory Committee, an organization that manages the Melinda and Bill Gates Scholarship, and most recently, she was appointed by Massachusetts' Governor Charlie Baker to serve on the State's first Latino Advisory Commission. In 2018, Marcela was recognized as one of the Top 100 Executive & Emerging Leaders in the USA by Diversity MBA Magazine. In 2015 she received the Women Leadership Achievement Award by the WorldWomen Leadership Congress in India. In 2013 she was given the Most Powerful & Influential Woman Award by the National Diversity Council. Marcela has appeared in various TV shows and publications including: Fortune Magazine, Hispanic Executive Magazine and the Boston Business Journal. Marcela earned an MBA and post MBA from Simmons College School of Management in Boston. She is a certified scuba diver and speaks two languages

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 the Executive Board and Board of the Directors in order to provide programs, generate resources and revenues for the association, advocate for its members and the Latino business community of Lynn and neighboring communities. She serves as mentor to Latino business owners, helping them with licenses and regulations with the City of Lynn and providing advice for business startups and how to run and grow their businesses. She represents the association in front of legislative sessions, committee meetings, and at formal functions. 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 Scholars and as Latino Business Coordinator for the Lynn Chamber of Commerce. Frances has received numerous awards and recognition including: "*Commonwealth Heroines of 2020*" from the Massachusetts Commission on the Status of Women, "*2019 Latinx Amplifier*" from *Amplify Latinx*, "*Mujeres Poderosas*" from LULAC Boston, and many others.



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 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

59 Wilde Road, Newton, MA 02468

Tel; 781-808-7621

<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.