

HISPANIC
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INSTITUTE



Experience of Emblematic Latino Businesses

Experiencia de Empresas Emblematicas



HOSTS

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SPEAKERS / *ORADORES*

Damaris Pimentel

**Owner
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Jenny Cepeda

**Owner
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AGENDA

- **Nader Acevedo - Executive Vice-President / Hispanic-American Institute (HAI)**
 - **Welcome Remarks / *Palabras de Bienvenida***
- **Alberto Vasallo III - President / El Mundo Boston**
 - **Moderator / *Moderador***
- **Damaris Pimentel - Owner / Ultra Beauty Salon**
- **Sarah Perez – Principal / Perez Insurance & Financial Services**
- **Jenny Cepeda – Owner / Cafe el Dorado**
- **Alberto B. Calvo – Treasurer / Hispanic-American Institute**
 - **Q&A**

About Us...

➤ Offices in

- Boston, MA (incorporated)
 - Albuquerque, NM
 - San Juan, PR
- Over \$ 2 million in Grants awarded by Local, State and Federal agencies.

➤ Initiatives

- Healthy Food and Wellness
- Financing and Technical Assistance
- Puerto Rico Initiatives



Formed in 1997

Our Mission

The Institute promotes social, educational, and economic development of Hispanic communities 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.



Nader Acevedo

*Vicepresidente Ejecutivo
Instituto Hispano-
Americano*

www.hainst.org





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BIO

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 Vasallo III
 President
 El Mundo Newspaper

<https://elmundoboston.com/>

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Histórica celebración de la Independencia Centroamericana

Por primera vez en la historia de Massachusetts cinco países que una vez fueron una sola región se unen para celebrar juntos en el City Hall de Boston su efeméride patria.

U na nueva fecha realidad. Por una ceremonia para la historia, para el recuerdo de cientos de salvadoreños, nicaragüenses, guatemaltecos, costarricenses y hondureños que llegaron hasta el City Hall de Boston para celebrar por primera vez

El 15 de septiembre de 1911 se celebró el aniversario de la Independencia. "Hay días que hemos logrado hacer realidad el sueño de Francisco Morazán de una Centroamérica Unida" dijo María Elena Letona, presidenta de la Alianza Cívica Cultural Centroamericana.

Los Cónsules de El Salvador, José Alemán, de Honduras, Etha López de Iglesias, y de Guatemala, Patricia Lavagnino tuvieron una destacada participación en la histórica celebración que tuvo también al alcalde Menino representado por Eusebio "Tony" Barro, uno de sus asistentes principales con las minorías, y por Miguel Chávez, su enlace con la comunidad latina.

En nuestra próxima edición lesharemos un suplemento especial dedicado a Centroamérica con notas, fotos y muchas fotos. ¡Nos Centramos!

EVENTOS ▶ **Suplemento especial de Centroamérica** ▶ Próxima Semana

Comerciantes
 Celebrando su Primer Aniversario en Grande **Pág. 15**

Locales
 Nobel García se recupera de accidente **Pág. 5**

Asociación de Comerciantes Latinos del North Shore Juramenta Nueva Directiva **Pág. 9**

Obituario
 Recordando a Minina **Pág. 6**



El Mundo Boston's first Hispanic Marketing Forum



<https://www.youtube.com/watch?v=0xxt0UecOk0&feature=youtu.be>



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BIO



- Damaris is an immigrant entrepreneur from the Dominican Republic. She came to the United States from the Dominican Republic in 1975 with her parents and 7 siblings seeking opportunity. She became a business owner when she recognized the need of Hispanic people in Boston's Latin Quarter to have a Hispanic hairdresser, and as a result opened Ultra Beauty Salon located at 401 Centre St, Jamaica Plain in 1982.
- She's held multiple leadership roles advocating for her community since, including serving as the business development director at Jamaica Plain Neighborhood Development Corporation and on the board of directors of the anti-gentrification and youth empowerment nonprofit Hyde Square Task Force. She also serves on the Board of the Mt. Pleasant Home & Spring House Senior Centers.
- In 2015, the Immigrant Learning Center named Damaris their immigrant entrepreneur of the year. As a small business owner, Damaris is on the front lines of dealing with loss of revenue from COVID-19.



Sarah Perez
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LOS HISPANOS, SOMOS LOS QUE MENOS
SEGUROS DE VIDA COMPRAN EN
ESTADOS UNIDOS
¿POR QUÉ?

A photograph of a young Hispanic couple standing together. The woman is on the left, wearing a striped shirt, and the man is on the right, wearing a checkered shirt. They are both looking off to the side with thoughtful expressions. The background is a large yellow heart shape.

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Questions & Answers





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BIO

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.