

Hispanic American Institute  
Small Business Strong  
Webinar

Important Year-  
End Activities  
for Small  
Business Owners

Actividades importantes de fin de año para propietarios de  
pequeñas empresas

**Brought to you by...**



# Welcome to Our Webinar

- ▶ Thanks for joining today's event! If you have any questions about Small Business Strong or ideas about the program, leave a comment and we'll respond live!

*¡Gracias por unirse al evento de hoy! Si tiene alguna pregunta sobre Small Business Strong o ideas sobre el programa, deje un comentario y le responderemos en vivo.*

- ▶ You can also register to speak with one of our business advisors, FREE to get the help you need. Fill out the easy form at <https://www.smallbstrong.com/consult-an-advisor/>

*También puede registrarse para hablar con uno de nuestros asesores comerciales, GRATIS para obtener la ayuda que necesita. Complete el formulario fácil en <https://www.smallbstrong.com/consult-an-advisor/>*





Your opinion is important to us, please take the time to answer the poll questions as they come up during the meeting.

*Su opinión es importante para nosotros, tómese el tiempo para responder las preguntas de la encuesta a medida que surjan durante la reunión.*



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# HOSTS

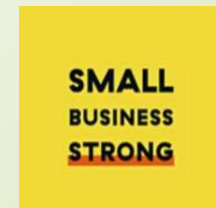
## **Alberto Vasallo III**

**President  
El Mundo Newspaper  
Boston, MA**



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

**Alberto Calvo**  
**Treasurer  
Hispanic-American Institute  
Boston, MA**





**Nader Acevedo**  
*Vicepresidente Ejecutivo*  
*Instituto Hispano-*  
*Americano*

<https://www.hainst.org/>

## **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 Calvo**  
*Treasurer*  
*Hispanic-American Institute*  
*Boston, MA*

<https://www.hainst.org/>

## **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.

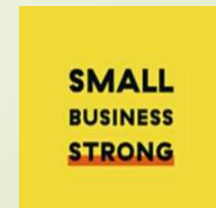


**Alberto Vasallo III**  
*President*  
*El Mundo Newspaper*

<https://elmundoboston.com/>

## **BIO**

**Alberto Vasallo, III** is President and CEO of El Mundo Boston, an iconic Latino multimedia company that has been in the publishing, broadcasting and large-scale event business for the past 47 years in Boston, Massachusetts. His background in finance and business has helped him monetize these unique platforms by converting El Mundo Boston into a multi-cultural marketing entity, as well as an exclusive content and event creator. Alberto has managed day to day operations of the family-run business for over 25 years and has accumulated unparalleled expertise and relationships that have made association to his personal and professional brands a sought-after commodity. He, along with his family, is considered by many in the region to be the face of the Latino community.



# WHAT IS SMALL BUSINESS STRONG?

**Small Business Strong** is a non-profit organization aimed to help Massachusetts small businesses survive, rebuild and rebound, with a particular focus on women and minority owned small businesses, and it:

- Provides an **integrated solution that provides pr-bono resources and advice**
- Is supported by a **cross-sector coalition of local community leaders**
- Has access to a **large network of professionals with experience** in business, finance and banking, law, and other fields, to help support businesses



**SMALL BUSINESS STRONG**

# HOW CAN SMALL BUSINESS STRONG HELP MA SMALL BUSINESSES?

- 1 An **easily navigable online portal** with curated content and resources for small businesses
- 2 Access to **Business Advisors** that will initially consult with small businesses to understand the impact of COVID-19 and provide general guidance and resources
- 3 Subsequent support of **Functional Specialists**, as needed, within the following areas:
  - Finance and Accounting
  - Marketing and Digital
  - Human Resources
  - Operations
  - Law



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# OUR PROCESS



**Business Owner**



**Business Advisor**



**Functional Specialist**  
(Operations)

# SUPPORTING ORGANIZATIONS

- Bain Capital Double Impact
- Bank of America
- Berkshire Bank
- Eastern Bank
- El Mundo
- Federal Reserve Bank of Boston
- Flowetik
- Foundation for Business Equity
- Greater Boston Chamber of Commerce
- JP Morgan
- MassMutual
- McKinsey
- National Grid
- Nutter
- PwC
- State Street
- Suffolk Construction Company
- The Boston Foundation
- Weber Shandwick

# SPEAKERS / *ORADORES*

**Alex Mercedes**

Vice President/Co-Founder  
JBS Corporation



**Jared Nicholson**

Associate Clinical Professor &  
Director of Northeastern University  
Community Business Clinic



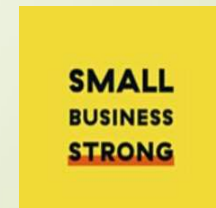


**Alex Mercedes**  
*Vice President/  
Co-Founder  
JBS Corporation*

<https://jbscorp.net/>

## BIO

**Alex Mercedes**, at just 20 years old, Alex co-founded JBS in 2005 with his stepfather and is currently serving as the company's Vice President and Director of Sales. Over the years, Alex has diligently worked to build the reputation of JBS. His charisma, work ethic, and passion for seeing those around him succeed has built his legacy here at JBS. Currently, Alex is working on expanding the services offered by JBS with the help of his brother Robinson. Together they are creating a plan to bring practical financial education to the community. Outside of work, Alex is the same charismatic individual his clients love and appreciate; he enjoys time with his friends and family and discussing business ventures with anyone looking for advice.





## Jared Nicholson

*Associate Clinical  
Professor & Director of  
Northeastern University  
Community Business Clinic*

<https://www.northeastern.edu/law/>

## BIO

**Jared Nicholson** is an Associate Clinical Professor and Director of Northeastern's Community Business Clinic, which provides free legal services to startups, entrepreneurs and small businesses in economically disadvantaged neighborhoods. Professor Nicholson's clinical supervision, teaching and writing focus on community economic development and transactional skills.



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U.S. Small Business  
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Where Each Relationship Matters®



# 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.

# Important Year-End Activities for Small Business Owners

*Actividades importantes de fin de año para propietarios de pequeñas empresas*

**Questions & Answers**



# AGENDA

- **Nader Acevedo - Executive Vice-President / Hispanic-American Institute (HAI)**
  - **Welcome Remarks / *Palabras de Bienvenida***
- **Alberto Vasallo III - President / El Mundo Boston**
  - **Moderator / *Moderador***
- **Alex Mercedes - Vice President / Co-Founder / JBS Corporation**
- **Jared Nicholson - Associate Clinical Professor / Director of Northeastern University Community Business Clinic**
- **Alberto Vasallo III**
  - **Q & A**
- **Nader Acevedo and Alberto Calvo**
  - **Closing**

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