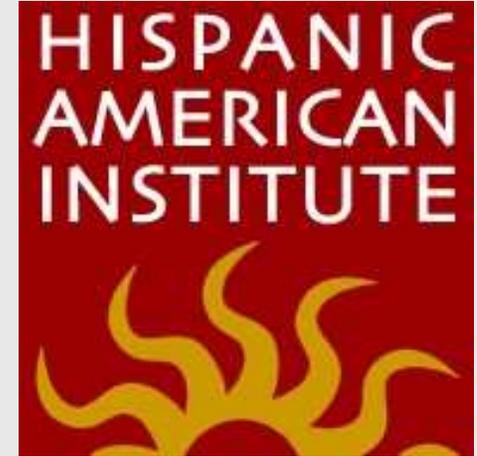


Developing Our Workforce for the New Economy (Post Covid)

Desarrollando Nuestros Empleados para la
Nueva Economía (Post Covid)



**COMMONWEALTH
CORPORATION**
Building skills for a strong economy.



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.

**HISPANIC
AMERICAN
INSTITUTE**



**COMMONWEALTH
CORPORATION**

Building skills for a strong economy.

AGENDA

- **Nader Acevedo - Executive Vice-President / Hispanic-American Institute (HAI)**
 - Welcome Remarks / *Palabras de Bienvenida*
- **Alberto Vasallo III - President / El Mundo Boston**
 - Moderator / *Moderador*
- **Rosalin Acosta - Secretary of Labor & Workforce Development / Commonwealth of Massachusetts**
- **Christine Abrams - President and CEO / Commonwealth Corporation**
- **Vivian Iannotti – CEO / Stop and Compare Markets**

- **Jorge Andrade - Vice President of Business Banking / Eastern Bank**
- **Frances Martinez - President CEO / North Shore Latino Business Association**
- **Franklin Peralta - Campaign Organizer / English for New Bostonians**

- **Alberto Vasallo III**
 - Q & A
- **Nader Acevedo and Alberto Calvo**
 - Closing



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.



SPEAKERS / ORADORES

Rosalin Acosta
Secretary of Labor &
Workforce Development
Commonwealth of
Massachusetts



Christine Abrams
President and CEO
Commonwealth Corporation



Vivian Iannotti
CEO
Stop and Compare Markets



SPECIAL GUESTS/ *INVITADOS ESPECIALES*

Jorge Andrade

Vice President
Business Banking
Eastern Bank



Frances Martinez

President CEO
North Shore Latino
Business Association



Franklin Peralta

Campaign Organizer
English for New Bostonians



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Building skills for a strong economy.





Rosalin Acosta
Secretary of Labor &
Workforce Development
Commonwealth of
Massachusetts

<https://www.mass.gov/>



BIO

Rosalin Acosta is the Secretary of Labor and Workforce Development for the Commonwealth of Massachusetts. In her role, Secretary Acosta manages the Commonwealth's workforce development and labor departments to ensure that workers, employers, and the unemployed have the tools, training, and safety resources needed to succeed in the Massachusetts economy. Secretary Acosta also Chairs the Workforce Skills Cabinet alongside the Secretary of Education and the Secretary of Housing and Economic Development.

Prior to joining the Baker-Polito Administration, she was a widely respected financial and banking service professional with over thirty years of experience in Greater Boston financial institutions. Secretary Acosta was a Director and Planning Committee Member of the Merrimack Valley Workforce Investment Board and was appointed a Northern Essex Community College Trustee by Governor Baker. She has been named one of Boston's Most Influential Women by the Women of Harvard Club and El Planeta's Top 100 Most Influential Hispanics in Massachusetts. She has also been awarded the Lifetime Achievement Award from the Association for Latino Professionals for America (ALPFA). Born in Cuba, she earned a Bachelor of Arts from Wesleyan University in Connecticut where she was a member of the Women's Varsity Ice Hockey Team. She is the proud mother of five children. For more information on Secretary Acosta's role overseeing the Executive Office of Labor and Workforce Development in Massachusetts visit [mass.gov/lwd](https://www.mass.gov/lwd)





Christine Abrams President and CEO Commonwealth Corporation

<http://commcorp.org/>



BIO

Christine serves as the President and CEO of Commonwealth Corporation. She has more than thirty years of progressive financial and organizational leadership experience with Fortune 100 companies, startups and non-profit organizations. Previously, Christine was Senior Director of Sales, Americas and Australia for Instant Services at IGT. In this role, she helped build key partnerships and worked collaboratively with manufacturing, operations, R&D, finance and IGT corporate to achieve profit and market share goals significantly outpacing the industry averages.

Prior to that, Christine served as the SVP of Sales and Marketing Chelsea based Signature Bread and as Director of Sales at General Mills Inc where she was named a Women of Influence in the Consumer Foods Industry. Christine was elected by her peers as the Chair of the Northeast Network of Executive Women. She served on the board for the Garden of Peace and was recently elected to the Garden's Advisory Committee. Christine also serves as Vice President of DOVE's Board of Directors.





Vivian Iannotti
CEO
Stop and Compare
Markets

<http://www.stopandcompare.net/>



BIO

Vivian is the CEO of Stop and Compare Markets; a family-owned and operated business founded in 1996 by the Calvo and Dominguez families, both natives of Cuba. With stores in Chelsea and Lynn Massachusetts, S&C caters to the growing Latino community of Boston and its North Shore. The company's mission centers around supporting the Latino family by providing provisions for a taste of their native homelands.

Vivian along with her husband Marc joined the family business in 2004 with the intent of growing the business her parents had started. The company had one location then. After successfully adding a second location the company reached over \$18 million in annual sales (2017); growing seven-fold over its 20+ year history. Since stepping up as CEO in March 2019, Vivian along with her husband Marc (COO) and Guillermo Fernandez (CFO), the company has reached new heights in sales, customer count, and profitability.

Before joining the family business, Vivian spent a decade working as an orthopedic physical therapist. She graduated from Williams College with a BA in Biology and Honors in Neuroscience and received a master's degree in Physical Therapy at the MGH Institute of Health Professions. Vivian continues to have an interest in fitness, health, and wellness. She has integrated healthy eating initiatives and collaborated with researchers to conduct studies to this end specifically with the Latino population in the stores.

Despite her busy professional life, Vivian's priority continues to be her family. She lives in Swampscott, with her husband Marc and mother to a 13-year-old daughter, Mia, and 10-year-old twins, Mathew and Connor.





Jorge Andrade
Vice President
Business Banking
Eastern Bank

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



BIO

Jorge A. Andrade is a Commercial Lender/ Business Banker with over 15 years in the financial industry. With experience in residential mortgages, retail banking, Managing a sales team and being a board member for a few nonprofits, my experience and knowledge can assist you on maximizing your cash flow, acquire your new investment property or change the way you do your banking in today's technology driving economy.

I was born in Peru, but raised in Everett, MA. Proud Alumni of Malden Catholic and Umass-Lowell with an economics degree. I currently live in Burlington with my wife, 3 daughters(Isabel, Gabby and Ava) and my dog Sophie. As an elected official in Burlington, I am looking to make our Latino voice heard in this community!



PPP Updates 2021/ Monit

Mobile-friendly financial assistant built for (and by)
business owners like you

Overview

What is this New Round About?

-New Funds available For Payroll-
60% must be USED For payroll

-NAICS code starting in 72 eligible
or x3.5 of Payroll expenses

-501c6 Non Profits eligible!

 **Eastern Bank**

ÚNETE PARA BIEN®



A. First-Time Business Borrowers What applies to first-time business borrowers?

- a. First-time borrowers may be eligible to apply for a first draw loan.
- b. The business should:
 - i. Have 500 or less employees
 - ii. Be in operation as of February 15, 2020
 - iii. Have never received a PPP loan

B. Second-Time Business Borrowers What applies to second-time business borrowers?

- a. Second-time borrowers may be eligible to apply for a second draw loan.
- b. The business should:
 - i. Already have received a PPP loan and fully used it
 - ii. Have 300 or less employees
 - iii. Demonstrate at least a 25% revenue decline in any quarter in 2020 vs. the same quarter in 2019
- c. \$2 million is the maximum amount of a second loan.

C. Modification First Draw Borrower What applies to modification first draw borrowers?

- a. Same guidelines as first-time business borrower
- b. Program officially opens on 01/25/2021, we will take inquiries and not push applications until 1/25/2021

Borrower has not received forgiveness

Eastern Bank and SBA

- #1 SBA Lender in Massachusetts for the 12th consecutive year
- #1 SBA Lender in New England for the 11th consecutive year
- #1 504 Lender in Massachusetts
- #3 PPP Lender in Massachusetts



Meet Monit

monit

Offered
through

Eastern Bank
JOIN US FOR GOOD

A mobile-friendly financial assistant built for (and by) business owners like you.



Today's Key Metrics

View your current business financials. Anytime, anywhere.

- Cash on hand
- Revenue & profit
- Accounts receivable & payable



A Clear Path Forward

Get smart projections and model the future impact of key events (examples below) and trends on your business.

- Revenue gains & losses
- Staffing changes
- Large purchase / investment
- Expense increase & decrease



Personalized insights

Make more informed decisions based on insights from your own data.

- Profit enhancements
- Expense optimization
- Investment & line of credit timing



Includes a real-time PPP calculator to help you project and optimize forgiveness.

Eastern Bank
JOIN US FOR GOOD

Confidential

Next steps – **free for YOU** for 6 months

monit

Offered
through

Eastern Bank
JOIN US FOR GOOD

How to enroll and test in 5 minutes...

1. Visit easternbank.com/monit, click 'Get started'
2. enter code **HISPANICINSTITUTE** (uppercase)
3. Create account, open confirmation email
4. Sync accounting software...and you're good!*

* Monit is compatible with Xero and QuickBooks Online, and we are connecting to other packages in the near-future based on YOUR needs!

* If you use a different accounting package, please enroll and we will email you when it is compatible!



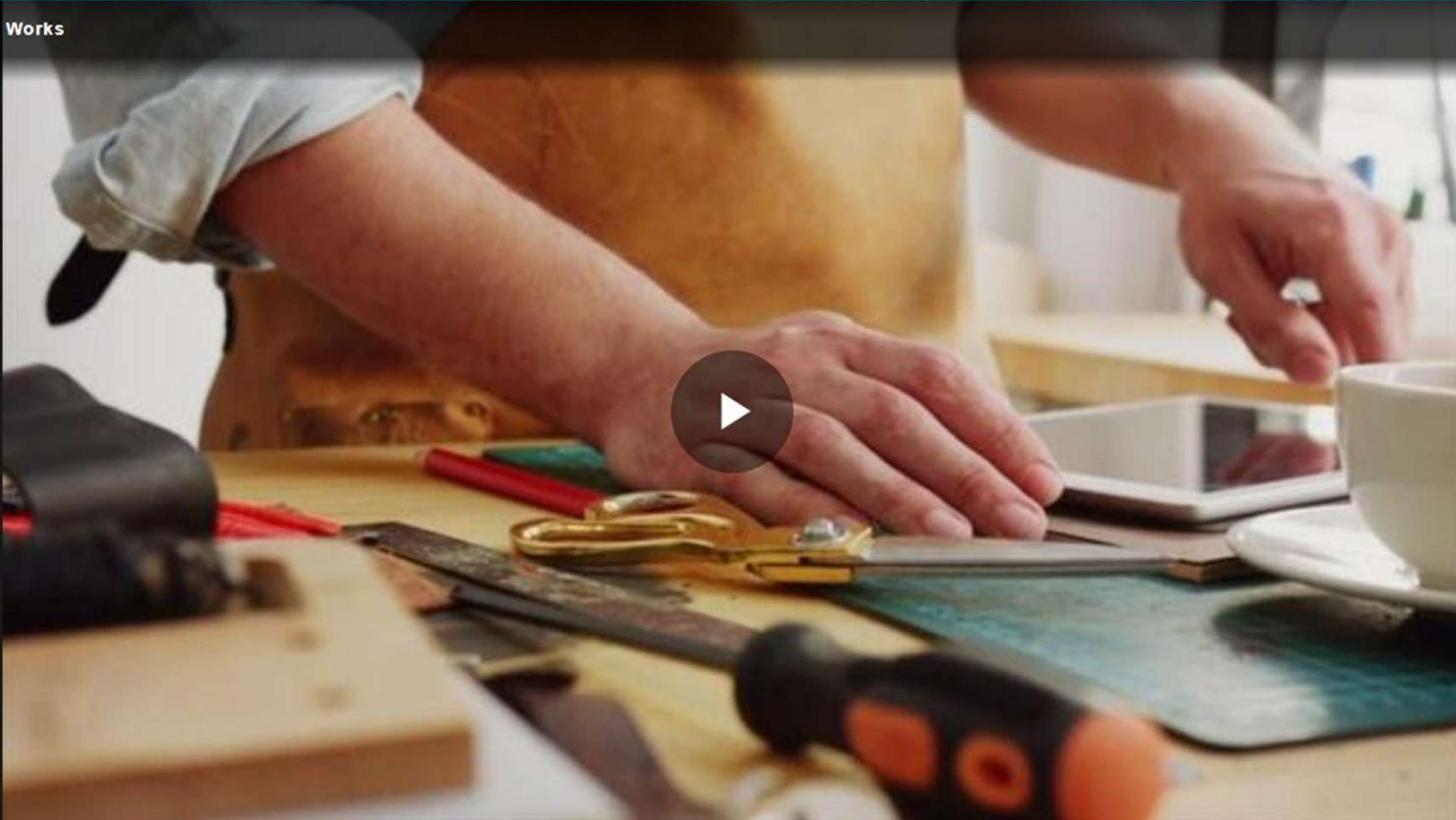
Free for you as members of the Hispanic Institute, for 6 months, using code HISPANICINSTITUTE (uppercase).

Conclusion

- Every Business is different.
 - Call me/email me to discuss your business and what we can do to help!
- Please utilize the resource around you!
We are here to help
- We are Open to normal lending. Let's talk!

Video about How Monit Works

How Monit Works





Frances Martinez President CEO of the North Shore Latino Business Association

<https://mynslba.com/>



BIO

Frances Martinez born in New York NY from Dominican parents, President CEO of the North Shore Latino Business Association. “A Charismatic Leader as her Boston University professors identified her”

She is the president founder of the North Shore Latino Business Association is a private non-profit organization established 2011, one of the most active association on the basis of active membership and overall, to its member. The NSLBA serves as the voice for the Latin businesses and professionals, advocating for opportunities that set them at a higher level. Providing quality workshops, high top events, innovative programs and services and useful and tangible resources that enhance business growth.

Since early 1990’s she dedicated herself on assisting the needs of the immigrant community specifically Latinos families. A natural visionary with grass root ideas to secure wisely and guidance youths and their families to the right route to involve and engage to a better future.

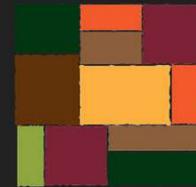
Year 2000 she became the Co-founder of La Vida Scholars the first Latino college prep program design for honors students in the City of Lynn and now expanded to other cities and wider ethnic groups www.lavida.org.

Mother, Wife, Proud Professional Latina with an optimistic spirit that overcomes barriers without limitations, Equality is Deserve to every human being.





Franklin Peralta Campaign Organizer English for New Bostonians



english for **NEW**
BOSTONIANS

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



HISPANIC
AMERICAN
INSTITUTE



THANKS TO
OUR
SPONSORS

*GRACIAS A NUESTROS
PATROCINADORES*



U.S. Small Business
Administration



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.

Developing Our Workforce for the New Economy (Post Covid)

Desarrollando Nuestros Empleados para la Nueva Economía (Post Covid)

Questions & Answers



Please write your e-mail address and telephone number in the Chat notes if you would like to receive invites to future Zoom meetings

Escriba su dirección de correo electrónico y número de teléfono en las notas del chat si desea recibir invitaciones para futuras reuniones de Zoom.

