

Developing Our Workforce for the Post Covid Economy

Desarrollando nuestra fuerza laboral para la
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, tómesese el tiempo para responder las preguntas de la encuesta a medida que surjan durante la reunión.

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AMERICAN
INSTITUTE**



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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*

- **Mary Sarris - Executive Director for MassHire / North Shore Workforce Board**
- **Beth Butterfoss - Senior Director of Business Services / JVS**
- **Kristen Rayne - Outreach Manager for the Workforce Training Fund Program (WTFP) / Commonwealth Corporation**

- **Frances Martinez - President CEO / North Shore Latino Business Association**
- **John D. Perez – Principal / Consilium Opus, LLC**
- **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.



PANELISTS / *PANELISTAS*

Mary Sarris
Executive Director
MassHire
North Shore
Workforce Board



Beth Butterfoss
Senior Director of
Business Services
JVS



Kristen Rayne
Outreach Manager for the Workforce
Training Fund Program (WTFP)
Commonwealth Corporation



SPECIAL GUESTS/ *INVITADOS ESPECIALES*

Frances Martinez

**President CEO
North Shore Latino
Business Association**



John D. Perez
**Principal
Consilium Opus, LLC**



Franklin Peralta
**Campaign Organizer
English for New Bostonians**



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Mary Sarris
Executive Director MassHire
North Shore
Workforce Board

<https://masshire-northshorewb.com/>



BIO

Mary Sarris is the Executive Director for the MassHire North Shore Workforce Board. The NSWB, one of 16 across the state of Massachusetts, is charged with developing and supporting our workforce development system so that individuals and employers needing labor market services, (i.e., education, training, job placement, etc.) can access them quickly and successfully.

Previous to this, Mary has spent over 20 years in the workforce development and education reform arenas, managing various public and private initiatives including school to career, job training, professional and curriculum development projects, and public information campaigns. Before coming to the WIB, she was the executive director of the Lynn Business/Education Foundation, a private, non-profit local education fund designed to be a vehicle for business involvement in the Lynn schools.

Currently Mary is on the Board of the North Shore Community College Foundation, the Advisory Board of the Bertillon School of Business at Salem State University, and the North Shore Technology Council.





Beth Butterfoss
Senior Director of
Business Services
JVS

<https://www.jvs-boston.org/>



BIO

Beth Butterfoss has been working in the ESOL field for more than 20 years, and has taught and designed classes for many different levels. Her favorite classes have always been for incumbent workers. She has worked with many employers in Boston and the surrounding areas to design and deliver effective ESOL and basic computer classes to help employees at work and in their daily lives. She has worked with Legal Sea Foods, Mass General Hospital, Boston Children's Hospital, Boloco, Aceituna Grill, Stavis Seafoods and more, and understands the challenges and benefits of providing these professional development opportunities to staff for employers.





Kristen Rayne
Outreach Manager
for the Workforce
Training Fund Program (WTFP)
Commonwealth Corporation

<http://commcorp.org/>



BIO

Kristen Rayne has led Outreach efforts for the Workforce Training Fund since 2015. Her mission is to increase awareness of the fund, and applications across the Commonwealth's 351 cities and towns. Her previous career was in the world of media advertising where Kristen represented such brands as The Boston Globe, The New York Times and Conde Nast. Kristen holds a BA in Communications from the University of Massachusetts, Amherst and a Masters in Urban and Regional Policy from Northeastern University. She lives in Quincy with her husband and daughter where she is grateful to both smell the ocean, and hear the Red Line.



Workforce Training Fund Program

Training Grant Opportunities for Massachusetts Businesses

Kristen Rayne

**Outreach Manager, Workforce Training Fund
Program**

Commonwealth Corporation

2 Oliver Street - 5th Floor

Boston, Massachusetts 02109

www.commcorp.org



THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT

WORKFORCE
TRAINING FUND

Knowledge is Power

Whether you need the Workforce Training Fund *now, or in the future*, just knowing about the program gives you a competitive advantage...



Workforce Training Fund Program (WTFP)

- WTFP awards grants to employers to **improve** employee skills, and **strengthen businesses**
- Last year WTFP awarded **\$20+ million** to over **700+** businesses to train more than **16,000+** workers



How is the WTFP Funded?

- Applicants **must** contribute to the fund via Unemployment Insurance.
 - For profits pay automatically
 - Non-profits may or may not be eligible
- You can train W2 workers only
- Employees must be paid during training

WTFP Programs

Express Program

- **Business of any size** (*used to be just for small businesses*)
- **50%** reimbursement for training listed in Express Directory

Small Business Direct Access Program

- **Small businesses *only*** (w/ 100 or fewer MA employees)
- **Free** training in list of courses from 23 providers

General Program

- **Business of any size**
- Up to \$250,000 for two-year, customized training plans
- 1:1 matching Funds (except ESOL)

Home Market Foods



Home Market Foods makes frozen entrees, appetizers and snacks for retail and food service customers.

The company needed to **improve efficiencies** and **outputs**, **decrease downtimes on machines**

Objective: Needed to train a large number of employees w/ limited English skills on the new production processes.

ESOL for 58 employees, Process Improvement, Supervisory skills, Total Productive Maintenance (TPM), Team problem solving


Workplace ESOL: Employee perspective



Elisio is originally from Cape Verde & his first language is Portuguese. He has worked at Home Market Foods for 17 yrs. and is a Lead Production Supervisor.

“...The **ESOL** helped me the most with **email**. I send and receive about 50 emails a day and now **I am more confident**. When I get an email about a production order or scheduling, I can **understand and communicate better in writing.**”

Consortiums

- **General** grants may be awarded to a *consortium* of multiple companies w/ similar training needs.
- Consortiums may be led by:
 - individual companies
 - labor organizations (e.g. 1199SEIU)
 - MassHire workforce boards 
 - community colleges
 - chambers of commerce
 - industry associations

..or some qualified convening body to handle administration of the grant

Contact Information

www.WorkforceTrainingFund.org

Kristen Rayne

Outreach Manager, Workforce Training Fund Program

(617) 717-6915

krayne@commcorp.org



wtfp@commcorp.org

[@MassWTFP](https://twitter.com/MassWTFP)

THANK YOU

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TRAINING FUND



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”

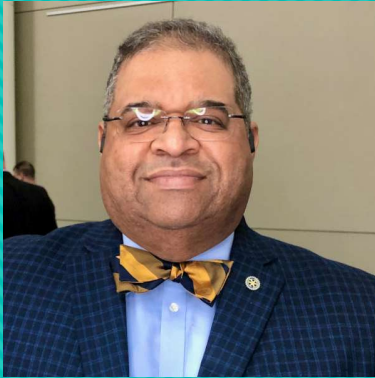
She is the president founder of the North Shore Latino Business Association is a private non-profit organization established 2011, one of the most active association on the basis of active membership and overall, to its member. The NSLBA serves as the voice for the Latin businesses and professionals, 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.





John D. Perez
Principal
Consilium Opus, LLC

<http://consiliumopus.com/>



Consilium Opus
STRATEGY FOR WEALTH

BIO

John was born in San Juan, Puerto Rico, of Dominican parents. He grew on an entrepreneurial family as both his parents were small business owners. Since very early, John learned the value of being his boss, working hard, and delivering outstanding service. John started his first business when he was eight years old, selling cakes door to door. With this experience, John learned to be resilient, accept rejections gracefully, and earn money selling for a profit.

After finishing high school, John transferred to the Polytechnic University of Puerto Rico in San Juan PR. for the electrical engineering program. Later in life, he completed three executive education programs at Wharton School at UPENN, including the Marketing of High-Tech Products and Services Program, '99, the Executive Negotiation Program '99, and the Executive Development Program (EDP'01). Also, he completed the Restaurant Revenue Management Certificate Program from the Hospitality Department of Cornell University.

John had been a serial entrepreneur and had founded several companies during his life. John appreciated personal relations with his prospects and customers and had done business in Puerto Rico, the Dominican Republic, in many states of the U.S. as well as with many international customers, including Haitians, Russians, Greeks, and Chinese. Currently, he is the Principal of Consilium Opus, LLC, a small business management consulting firm in Springfield, MA.

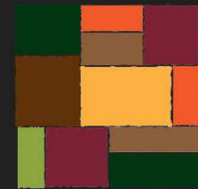
John is the President of the Board of Directors of the World Affairs Council of Western MA, member of the Board of Directors of the Springfield Regional Chamber of Commerce, and President of the Rotary Club of Springfield, the first Latino President of the 105 years club's history.

John is being married with his wife Nancy for 34 years, and have two sons John Jr., and Giovanni. John Jr. is a U.S. Naval Academy Alumni, a Captain with U.S. Marine Corps, and currently a supply chain consultant in Washington, DC. Giovanni has a bachelor's degree in business administration from Boston University and currently a Registered Representative with Mass Mutual.

John is an avid reader, enjoys shooting skeet, trap, and sporting clays, likes conversations with smart people, enjoys good coffee, and a good cigar, and is an enthusiastic foodie; he likes to try new foods flavors from all ethnicities as often as possible.



Franklin Peralta Campaign Organizer English for New Bostonians



english for **NEW**
BOSTONIANS

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

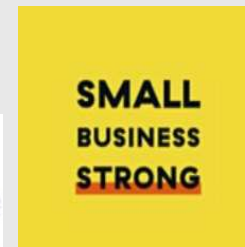


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*GRACIAS A NUESTROS
PATROCINADORES*



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 Post Covid Economy

*Desarrollando nuestra
fuerza laboral para la
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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.

