

# RESTORING OUR BUSINESSES: PPP VERSION 2



Restaurando Nuestros Negocios:

PPP Version 2

Dialogue #21  
March 11, 2021



**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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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*
  
- **Robert H. Nelson - MA State Director / U.S. Small Business Administration**
- **Jorge Andrade - Vice President of Business Banking / Eastern Bank**
- **Dahiana Duarte - Vice President, Product Development Manager for Eastern Labs / Eastern Bank**
- **Monica Quintal - Assistant Vice President, Personal and Commercial Sales Executive / Eastern Insurance**
- **Carlos Hernandez - Lender Relations Specialist Massachusetts District Office / U.S. Small Business Administration**
  
- **Frances Martinez - President CEO / North Shore Latino Business Association**
  
- **Alberto Calvo**
  - *Q & A*
- **Nader Acevedo**
  - *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



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## Nader Acevedo Executive Vice President Hispanic-American Institute

<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**

<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*

## **Robert H. Nelson**

**MA State Director  
U.S. Small Business  
Administration**



## **Jorge Andrade**

**Vice President  
Business Banking  
Eastern Bank**

## **Dahiana Duarte**

**Vice President, Product  
Development Manager  
Eastern Labs  
at Eastern Bank**



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# PANELISTS / *PANELISTAS*

## **Monica Quintal**

**Assistant Vice President,  
Personal and  
Commercial Sales  
Executive  
Eastern Insurance**



## **Carlos Hernandez**

**Lender Relations Specialist  
Massachusetts  
District Office  
U.S. Small Business  
Administration**

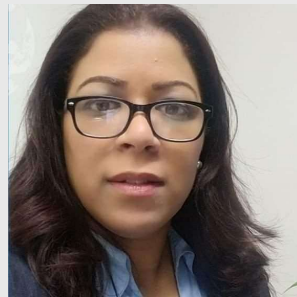


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INSTITUTE**  


# SPECIAL GUEST/ *INVITADO ESPECIAL*

**Frances Martinez**  
President CEO  
North Shore Latino  
Business Association







## Robert H. Nelson MA State Director U.S. Small Business Administration

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



## BIO

**Bob Nelson** was appointed district director of SBA's Massachusetts District Office on November 26, 2007. The district office is located in Boston with a branch office in Springfield, Massachusetts.

As district director, Mr. Nelson is responsible for the effective delivery of SBA's financial and business development programs with a mission to counsel, assist and protect the interest of small business statewide in order to maintain and strengthen the economy. He has 25 years of federal service, 19 of which have been with the SBA.

Bob and the Massachusetts District Office staff work to help entrepreneurs to start, grow and build their businesses through access to capital, government contracting and technical assistance. On the financial side, Bob is responsible for increasing delivery of the popular 7(a) and 504 loan programs which help small businesses obtain debt capital. During his tenure as district director, Massachusetts has seen tremendous increases in the use of SBA loan programs statewide. Massachusetts consistently ranks as one of the most productive district offices in terms of access to capital for small businesses. Nelson is also responsible for SBA oversight of the Massachusetts Small Business Development Center's (MSBDC) statewide network, the six Massachusetts chapters of SCORE: Counselors to America's Small Business and the Massachusetts Women's Business Center – the Center for Women & Enterprise.

Before joining the SBA, Bob spent several years with the Federal Deposit Insurance Corporation (FDIC). He also has several years of banking experience having been a commercial lender for several New England area banks. He was a Vice President at Shawmut Bank, R.I.

In 2011, Mr. Nelson successfully completed the Excellence in Government Fellows program offered through the Partnership for Public Service. During his SBA career, he has also served in the following capacities: Acting Deputy Associate Administrator of Capital Access – Washington, DC; Acting New England Regional Administrator; Boston, MA and Acting District Director – Lubbock, TX and Hartford, CT.

Mr. Nelson holds a BA degree in Economics from Hobart College in Geneva, New York.



**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!







**Dahiana Duarte**  
**Vice President, Product**  
**Development Manager**  
**Eastern Labs**  
**at Eastern Bank**

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



**BIO**

**Dahiana Duarte Pena** is a Vice President and Product Development Manager on the FinTech innovation or ‘Labs’ team at Eastern Bank. She is passionate about developing services that help people and businesses reach their goals / dreams, and has launched products that do just that for consumers and business owners. She earned her Bachelor’s degrees from Tufts University and is working towards her MBA at Boston University. A proud Latina and South American, Dahiana also serves as co-chair of the Latinos in Action network at Eastern Bank. She was recently inducted as a board advisor for nonprofit Invest in Girls (a program of the Council on Economic Education), and in her spare time volunteers to expand opportunities for Latinas and coach young women on financial literacy.



# Monit

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

Overview



# 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.

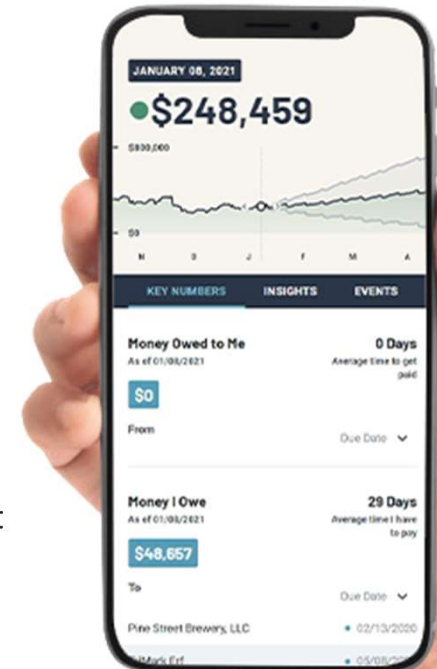
- Revenue gains & losses
- Staffing changes
- Large purchase / investment
- Expense increase & decrease



## Personalized insights

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

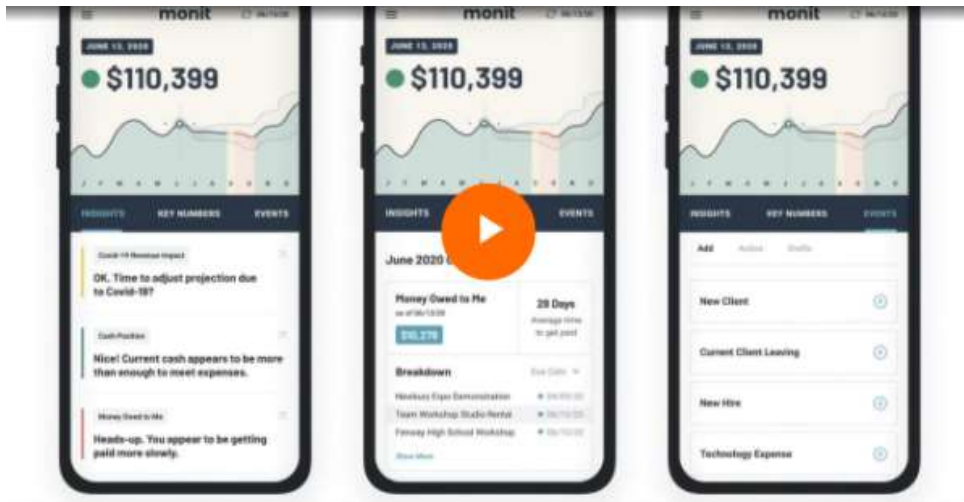
- Profit enhancements
- Expense optimization
- Investment & line of credit timing



Includes real-time PPP calculator to help project, optimize forgiveness (also tracks round 2 eligibility).

# What it is and how it works (hit control + click image to view video)

## What it is (1 min)

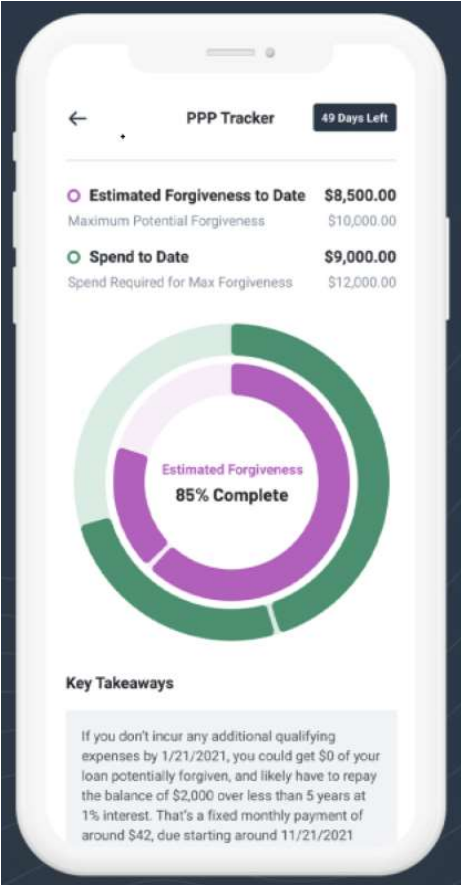


## How it works (3 mins)





# Features real-time PPP calculator to help you track, project and optimize forgiveness. It can also notify you if you're eligible for PPP Round 2.



- ← Indicates days left until forgiveness.
- ← Calculates estimated forgiveness-to-date and maximum potential forgiveness.
- ← Tracks your spend to date and informs you of spend required for maximum forgiveness.
- ← Simplifies with clear visuals and key take-aways so you know what you need to do.

# Next steps – try it in less than 5 minutes...

Free in 2021 Hispanic Institute members. Free to Eastern Bank customers.

1. Visit [easternbank.com/monit](https://easternbank.com/monit), click ‘**Get started**’
2. Replace EBWebsite with **HispanicInstitute** if not a customer and create account
3. Log in, 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 Eastern Bank customers. If not a customer but learned about Monit through the Hispanic American Institute, use code HispanicInstitute to access free in 2021.*





**Monica Quintal**  
**Assistant Vice President,**  
**Personal and Commercial Sales**  
**Executive**  
**Eastern Insurance**

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



**BIO**

**Monica** is an insurance sales professional with over 15 years of insurance and financial industry experience. She is a graduate from Northeastern University with a Bachelor of Science degree, majored in Economics with HR and Business minors. She was born in Boston and raised in Allston, MA. Her parents are from Manta, Ecuador. She currently resides in Tewksbury, MA.

Her work experience started at John Hancock Financial Services, Putnam Investments and Liberty Mutual. She currently works at Eastern Insurance where she specializes in providing her clients with solutions to meet their needs, with business insurance, personal insurance and Life insurance. She is the top producer on her team. She works closely with her bank partners at Eastern Bank to promote a team approach.

Monica prides herself on giving back to the community by volunteering at first time home buyers seminars, working at local community events with Eastern Bank and is a member of ALPFA and Conexion of Boston. She is a mother of four Children and enjoys her family time with them and her two grandchildren.



# Eastern Insurance Group LLC

Who We Are

Quienes somos



# Eastern Insurance Divisions



## Personal Lines

- Homeowners Insurance
- Auto Insurance
- Flood Insurance
- Personal Umbrella
- Personal Liability
- Personal Cyber



## Commercial Lines

- Commercial Property
- Professional Liability
- Workers Compensation
- OSHA Compliance
- Consultative Risk Management
- Relationship with all Major Carriers



## Benefits

- Employee Health Plans
- Retirement and 401k Plans
- Multi-Specialty Practice  
Focusing on: Cost Management, Compliance, HR Support, Employee Engagement

# Contact Us

TO LEARN MORE, CONTACT:

**Monica Quintal**

**Phone: 978-434-7138**

**Email: [mquintal@easterninsurance.com](mailto:mquintal@easterninsurance.com)**

# Thank you!



Eastern Insurance Group LLC is a wholly owned subsidiary of Eastern Bank. Eastern Benefits Group is a division of Eastern Insurance Group LLC. Insurance products are not insured by the FDIC or by any federal government agency and are not deposits of or guaranteed by Eastern Bank. Insurance products may be subject to investment risk, including possible loss of principal or amounts invested. Insurance products from independent insurance carriers described herein are provided through Eastern Insurance Group LLC. All data as of October 2020.





**Carlos Hernandez**  
**Lender Relations Specialist**  
**Massachusetts District Office**  
**U.S. Small Business**  
**Administration**

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



## BIO

**Carlos Hernandez**, Lender Relations Specialist has been with the SBA since December 2011. Mr. Hernandez engages the Massachusetts network of lenders and financial institutions with regular activities, including webinars and conference calls.

His responsibilities include conducting outreach, training, education, development, lender recruitment, and working with assigned lenders in the District.

Hernandez received his Bachelor's in Business Administration from the University of Central Florida in Orlando, FL. Hernandez served as a Staff Sergeant in the U.S. Army Reserves, including two tours of duty under Operation Iraqi Freedom.





## 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](http://www.lavida.org).

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





# Massachusetts Equitable PPP Access Initiative



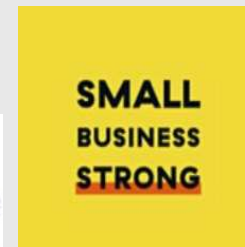


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PATROCINADORES*



# 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.



# Equitable PPP Access Initiative Members & Supporters





# RESTORING OUR BUSINESSES: PPP VERSION 2

*Restaurando Nuestros  
Negocios:  
PPP Version 2*

## 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.*

