

**This newspaper article was written in 2005 to profile a professional conference.**

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## **Eastern Bank Sponsors Day-Long Money Conference**

Despite a massive rainstorm on a recent Saturday, nearly 150 members of the Latino community in Greater Boston turned out to learn about money matters at a conference sponsored by Eastern Bank. The event focus was financial literacy.

The Money Conference, held from 8 to 4 on April 23<sup>rd</sup> at the Williams School Building in Chelsea, was free for all attendees. Eastern Bank provided all materials as well as breakfast and lunch, on-site day care, and goodie bags for every attendee.

Ive Gonzalez, Eastern's Human Resource Representative/Diversity, was the bank's point person for the event. "Money Smart is a financial literacy workshop developed by The Federal Deposit Insurance Corporation (FDIC) and administrated in collaboration with Eastern Bank. We have over 50 certified trainers who volunteer their time and services to community organizations and diversity organizations with the goal of building financial knowledge and creating the groundwork towards financial stability."

Also integral to this conference were State Treasurer Timothy P. Cahill and State Senator Jarrett T. Barrios, ALPFA (the Association of Latino Professionals in Finance and Accounting), and the Chelsea Human Services Collaborative.

Nancy Stager, Eastern's Senior Vice President, Human Resources, added that "Eastern Bank has a deep commitment to the well being of the different communities where we live and work. We were thrilled to collaborate with ALPFA to deliver a successful financial literacy program, as we have with several other community-based organizations throughout the Boston area."

Six workshops were held concurrently in Spanish and in English. The majority of the presenters were Eastern Bank employees. Three ALPFA members were also presenters. In addition, financial consultants were on hand to meet with attendees during the day.

Dalie Jimenez, Director of Special Projects in Senator Barrios' office, was the event's overall coordinator. One of her major roles is that of liaison with the Latino community. The Money Conference was significant, said Jimenez, because it was the first bilingual conference of its kind in Greater Boston. Jimenez also serves as Chair of ALPFA's Community Outreach Committee. ALPFA-Boston President, Rene Jarquin, noted that one of ALPFA's missions is to give back to members of the Latino community with more modest means.