

## SEMINAR

# Representing Minority & Woman-Owned Businesses

*Help your small business clients equitably access credit and hear lessons learned from SBA pandemic relief programs that are being integrated into SBA's traditional loan products*

Equitable access to capital has never been more important than now. Minority and woman-owned businesses have disproportionately been affected by the economic disruption caused by the pandemic. Drawing from experienced practitioners in the field, this seminar teaches you how to help your clients navigate these challenging times. A senior official from the U.S. Small Business Administration (SBA) speaks about the variety of resources and programs geared towards starting and growing a successful minority and woman-owned small business. By knowing where and how to access key resources, you can give your clients a leg-up on succeeding in this competitive business landscape.

Learn about key SBA pandemic programs from Therese Meers, Deputy Associate Administrator for the Office of Capital Access at the SBA. She assists the SBA in delivering capital resources with a focus on equity and accessibility to those businesses that are unable to access traditional credit. Hear her explain the effects of the COVID-19 pandemic on minority and woman-owned small businesses in Massachusetts. In outlining the federal government's response, she describes the emergency COVID-19 relief programs administered by the SBA including: the Paycheck Protection Program (PPP), COVID-19 Economic Injury Disaster Loans (EIDL), and the Restaurant Revitalization Fund (RRF). In looking to the future, Ms. Meers analyzes the lessons learned from these pandemic relief programs. She explains how those lessons are now being integrated into SBA's traditional loan products, such as the agency's flagship 7(a) lending program, Community Advantage pilot, and Lender Match tool, to continue to reach underserved minority and woman-owned small businesses and improve the SBA user experience. Learn how these SBA programs can help your clients.

## Agenda

- The Narrative the Statistics Tell: How Historic and Implicit Bias Can Create Unique Hurdles for Minority and Woman-Owned Businesses
- Meeting Your Banking Needs: Keys to a Successful Business Banking Relationship from the Nation's Largest Black-Owned Bank
- SBA Funding: Lessons Learned from the Pandemic and Looking Ahead at Traditional Loan Products
- A Practitioner's Guide to Best Practices and Avoiding Pitfalls
- Real-Life Success Stories from Minority and Woman-Owned Small Businesses

## Faculty

Robert Patrick Cooper, Esq., *OneUnited Bank, Boston*, Cochair; Ingrid C. Schroffner, Esq., *University of Massachusetts Chan Medical School Office of Management, Shrewsbury*, Cochair; Sterling Clinton-Spellman, *POLISHED by Sterling, East Greenwich, RI*; Therese Meers, Esq., *Acting General Counsel, Office of the General Counsel, U.S. Small Business Administration, Washington, DC*; Terrence L. Parker, Esq., *Parker Law Offices, Cambridge*



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## Dates & Location

Register at [www.mcle.org](http://www.mcle.org)

### LIVE WEBCAST

Monday, June 27, 2022  
12:00 noon–2:00 pm  
Program Number: 2220213WBC

### REBROADCAST

Tuesday, July 12, 2022  
3:00 pm–5:00 pm  
Program Number: 2220213RBC

### REBROADCAST

Wednesday, July 20, 2022  
9:30 am–11:30 am  
Program Number: 2220213RB1

### ON DEMAND WEBCAST

View after Wednesday, July 20, 2022  
Program Number: 2220213WBA

## Tuition *(includes written materials)*

- \$145
- \$130.50 MCLE Sponsor Members
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## Materials

The materials for this program are available *online only* and can be downloaded via the link emailed to you upon registration.

Also, there is no need to take extensive notes. Two weeks after the live webcast, all registrants receive a link to a verbatim transcript of this program.

## CLE Credits

Earn up to 2 CLE credits

## About MCLE

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For course agendas, hours, fees, and discounts, please refer to the respective seminar pages. The fee includes program instruction and all electronic written materials unless otherwise noted.

To gain early access to online materials, please register in advance of the program.


Upon registration, MCLE will e-mail a confirmation.

Day-of-the-program registrations are welcome, with the exception of limited enrollment programs, or as otherwise noted.

We accept cash, checks, MasterCard, Visa, American Express, and Discover.

## Need special assistance?

If you are a person with a disability or special needs, please let us know in advance so that we can make your experience as convenient and comfortable as possible. Call Customer Service at 800-966-6253 to make arrangements.

For your convenience, MCLE also offers closed captioning  and verbatim transcripts of all recorded webcast programs, available to you online two weeks after the original program date.

## Mandatory CLE credits

Individual attorneys are responsible for checking with their particular state CLE accreditation authority about whether and how much credit will be granted. Although MCLE does not pursue state-based credit, MCLE programs are regularly approved in many jurisdictions. It is the responsibility of the individual attorney to submit the information and certifications required under the respective state rule to the appropriate authorities in the jurisdictions in which they seek credit.

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## If your plans change

If you're unable to participate in a program on the date for which you registered, you will receive an email about how to access the program on demand via webcast and/or downloadable mp3 file, including the written materials in electronic form, in full satisfaction of the tuition paid. If you prefer a refund, let us know by the end of the business day prior to the program and we'll refund your tuition after deducting a \$35 processing fee. Note that limited enrollment programs are an exception, cancellation of which require two weeks notice and are subject to a \$55 processing fee.

## New lawyer discounts— always the lowest price

For the first three years of practice, MCLE offers new lawyers a 25% discount on all of its products, including programs, books, audio CDs and mp3 recordings. If you were admitted to the bar after 2018, take advantage of the new lawyer prices listed throughout the catalog.

Pending admittees, law students and paralegals are also eligible for a 25% discount on most MCLE programs.

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corporate law department, or agency membership is calculated based on the number of Massachusetts admittees within the organization. Benefits of membership extend to all lawyers and non-lawyer professionals associated with the organization.

- Solo Practitioners ..... \$95
- Firms by number of Massachusetts attorneys:
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  - 6-10 .... 250    ■ 151-250 .. 3,500
  - 11-25 ... 500    ■ 251+ ..... 4,500
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REFERENCE # 22-022

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- ▶ **WALK UP** on the day of the program or **DROP IN** to MCLE's bookstore, Monday - Friday, 8:30 am-5:00 pm

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