Working Together to Build Wealth in Lower-Income Communities

Products and Services Panel

December 3, 2007

Cynthia C. Merkle
Senior Vice President- Eastern Bank
Boston Alliance for Economic Inclusion
(formally known as the Boston New Alliance Task Force)

• Products and Services Workgroup
  – Reference guide of products/services.
  – Educational series.
    • Tapping into the Emerging Markets “The Business Case”
    • Staffing: Today and Tomorrow
    • Products for the future: Deposit/Electronic Remittances
    • Products for the future: Residential and Small Credit Lending
Staffing: Today and Tomorrow

• Staffing Assessment
• Recruiting Strategies
• Internships
• Mentoring Programs
• On Boarding Programs