

## This Week's Friday Report

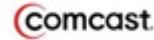


### San Francisco Hispanic Chamber of Commerce

703 Market Street, Suite 611  
San Francisco, CA 94103  
P: 415-278-9611  
<http://www.sfhcc.com/>



Abriendo Caminos®



Pacific Gas and Electric Company

## FRIDAY REPORT: September 28, 2007

Sponsors

**Latino**  
Business  
Leadership Awards



SAN FRANCISCO  
**Business Times**



Abriendo Caminos®

September 28, 2007  
San Francisco Hyatt Regency  
6:00 to 9:30 p.m.

### Upcoming Events

- Sep 28 - Latino Business Leadership Awards
- Oct 11 - Business Mixer with Golden Gate Business Association
- Oct 13 - Dollars & Sense Financial Literacy

Check the "Mark Your Calendars" Section for more information about these events.

### Weather

#### San Francisco Weekend Weather

Saturday 13	Sunday 14
 Sunny High 68°F Low 50°F	 Partly Cloudy High 67°F Low 50°F
Precip: 10%	Precip: 10%

### FEATURED CORPORATE MEMBER

Verizon Wireless



## NEWS

### **San Francisco Hispanic Chamber of Commerce, Wells Fargo, and San Francisco Business Times to Introduce "Most Influential Bay Area Latinos" at the 2007 Latino Business Leadership Awards**

*San Francisco, Calif., September 26, 2007*

A selection committee of community leaders reviewed many nominations and chose 33 individuals to be recognized for their leadership on Friday, September 28th at the Hyatt Regency San Francisco in Embarcadero 5.

The third annual Latino Business Leadership Awards highlight increasingly powerful achievements in corporate America, entrepreneurship, philanthropy, legal, education, nonprofit, arts & entertainment, government, and emerging leadership under 40.

"This recognition program is long overdue and quickly being established as a significant annual awards program in our business community. This vibrant segment of our community is quickly growing in economic, political, and cultural impact. As we build leadership in the Latino community, we strengthen the leadership and quality of life for the Bay Area as a whole," said Mary Huss, Publisher of the San Francisco Business Times.

One can say that leadership is the art of balancing the following of a vision and persuading others to follow you in the act of achieving that vision. A leader is the conduit between the present and our future.

"Life takes many courses and is continually evolving just as a good leader does. A leader can see far into the future and lay out a course of action but a leader also has a grasp on influences that can impact goals and have the ability to adapt the course to ensure the end result is positive." said Richard Ventura, San Francisco Hispanic Chamber of Commerce C.E.O. "This reminds me of the fluidity of water and how water offers us a choice of either jumping in and enjoying the current or choosing to sit on the banks and simply enjoy the views and sounds. Leadership is really like this. We all have the choice to jump in the water and be a part of something or sit on the banks and enjoy the sights and sounds."

Jumping in seems to be much more interesting to us a community since there a 44.6 million Hispanics in the United States as of July 1, 2006, according to the U.S. Census Bureau. About one of every two people added to the nation's population between July 1, 2005 and July 1, 2006 was Hispanic with 1.4 million Hispanics added to the population. The percentage of Hispanics 25 and older with a bachelor's degree or higher in 2006 was 12% or 3.1 million Hispanics; this figure is up from 1.4 million only a decade earlier.

The importance of the demographic changes cannot be overemphasized. The fact is that the United States can no longer afford to ignore Latino citizens. If there ever was a time to emphasize the contributions of the Latinos to life in America, it is now.

The Latino Business Leadership Awards demonstrates the strength of the Hispanic community in the San Francisco Bay Area through the stories of the exemplary leaders in the community. For more information, <http://www.sfhcc.com/leadership/introduction.html>

### **Mayor Newsom and City Officials Outline Expansion of Healthy San Francisco Program - Universal Health Access Program Expands To 22 Health Centers Throughout The City**

*SAN FRANCISCO, CA*

Today, Mayor Gavin Newsom was joined by Supervisor Tom Ammiano to provide an update on the expansion of Healthy San Francisco. Healthy San Francisco is an innovative program designed to make healthcare services accessible and affordable to all uninsured San Francisco residents. The program offers uninsured adults access to quality healthcare regardless of the person's employment status, immigration status, or pre-existing medical condition. "San Francisco continues to lead the nation in health care reform," said Newsom. "The initial success of Healthy San Francisco proves that we can fill the critical gap left unfilled by the broken health insurance system. Ultimately we seek universal health access for everyone, regardless of their income." As of September 17, 2007, 1,850 people were enrolled in Healthy San Francisco. By the end of June 2008, the program anticipates serving approximately 46,000 uninsured residents in San Francisco.

First piloted in two sites in Chinatown, Healthy San Francisco yesterday expanded from two centers to 22 centers at 27 sites throughout the City. Fourteen are public health centers and 13 are non-profit health centers. An example of how the public and non-profit sectors can work in partnership, Healthy San Francisco enables residents to access primary and preventive care. Public Health Director Dr. Mitch Katz said, "Our emergency rooms are overburdened. Through Healthy San Francisco we encourage participants to get primary care early in their illness to avoid emergency care later on." Healthy San Francisco is financed through a combination of employer, individual, the City and County of San Francisco contributions, and other public sources. First year funding for the program includes current City funding and an augmentation of over \$23 million from new federal funds and revenues from participants. Healthy San Francisco did not require additional San Francisco General Fund support.

Supervisor Tom Ammiano added, "I am happy to see that there has been such intense interest so early in the enrollment process, but I am not surprised. When we crafted this plan, we had the health needs of the uninsured in mind, and I am overjoyed that we are no longer inching along in our quest to provide San Franciscans access to universal health care, we are moving forward in leaps and bounds." Healthy San Francisco is to be phased in over an 18-24 month period. The program will target the City's most vulnerable residents who have incomes at or below 100% of the Federal Poverty Level (approximately \$10,000 a year for one person and \$21,000 a year for a family of four). More information is available at <http://www.healthysanfrancisco.org>.

## MARK YOUR CALENDARS

### Sep 28 - Latino Business Leadership Awards

The San Francisco Hispanic Chamber of Commerce, the San Francisco Business Times, and Wells Fargo are proud to introduce a special publication showcasing the Most Influential Latinos in the San Francisco Bay Area.

Join us Friday, **September 28th** at the Latino Business Leadership Awards Gala at the San Francisco Hyatt Regency (Embarcadero 5) from 6:00 to 9:30 p.m. to acknowledge our exceptional leaders.

This year's list highlights increasingly powerful achievements in Corporate America, Entrepreneurship, Philanthropy, Healthcare, Media, and Emerging Leadership. CBS 5's Joe Vazquez and KDTV-Univision's Weekend News Anchor Catalina Garcia will be the Masters of Ceremonies.

Special performance by the Latin Jazz Youth Ensemble of San Francisco

**\*\* Deadline for Pre-registration is Sunday, September 24 at 12:00 p.m.\*\***

#### Fees:

- Individual \$200
- SFHCC member price \$100
- Nonprofit individual (discount available with 501c3 or 501c6 designation letter) \$125
- Partnering Organization individual \$125
- Table of 10 (includes prominent display of company name at registration and gala) \$2000
- Nonprofit table of 10 \$1250

**Registration:** To purchase tickets, please go [here](#)

## Oct 11 - Business Mixer with Golden Gate Business Association

The award winning San Francisco Hispanic Chamber of Commerce (SFHCC) is honored to host the October Business Mixer to celebrate the Golden Gate Business Association.

Networking mixers enable corporate representatives to interact directly with members in an informal setting. Enjoy lively conversation, mix and mingle, build new contacts and get re-acquainted with old ones from 5:30pm-8:00pm at Spectrum Credit Union located at 50 Beale Street (Blue Shield of California Building).

To register, please [CLICK HERE](#).

SFHCC Members in Good Standing - Free. Non-Members - \$10.

## Oct 13 - Dollars & Sense Financial Literacy

Want to know some of the fundamental steps that can help make your small business a successful enterprise? Then join us for a special presentation from 5:30pm-8:00pm at the Cartwright Hotel(<http://cartwrighthotel-px.trvlclick.com/index.html>) located at 524 Sutter Street. Nearest Public Garage - Sutter Stockton Garage. You will get insights and tips that you can use to put you on a sound financial footing.

This workshop will include a dynamic question and answer session so that participants can walk away with valuable information that meets their specific financial needs and helps them to build financial security. Join the San Francisco Hispanic Chamber of Commerce (SFHCC), the California Society of Certified Public Accountants, and the Latino Business Professionals (LBP).

### **Registration:**

This event is FREE to the community. Seating is limited to 45 people.

Registration will begin at 5:30 p.m. Main program will start at 6:00 p.m.

## Procurement

### City & County of San Francisco

Want to know how to do business with the City & County of San Francisco? You can download a manual at <http://www.sfgov.org/site/uploadedfiles/oca/HowToDoBusinessWithCCSF.pdf>.

New Bid Opportunities Listed for the City & County of San Francisco. Search opportunities at <http://sunset.ci.sf.ca.us/pbids.nsf/>.

Details about free workshops for city contractors can be found at <http://www.sfgov.org/site/uploadedfiles/sfhumanrights/2007%20LBE%20Workshop%20Flyer1.DOC>

Get more information about the City's certification at [http://www.sfgov.org/site/sfhumanrights\\_page.asp?id=45141](http://www.sfgov.org/site/sfhumanrights_page.asp?id=45141).

### Northern California Supplier Development Council

The Northern California Supplier Development Council (NCSDC) is an affiliate of NMSDC, Inc., a national organization made up of 39 regional councils with a combined constituency of over 3,600 corporate members and 16,500 certified MBE (Minority Business Enterprise) suppliers. Our mission is to facilitate access to contracting

opportunities between certified MBEs and corporate/public purchasers. NCSDC provides MBE certification, networking opportunities at our events as well as partner organizations and access to corporate and MBE contacts through our local and national databases. NCSDC serves the Northern California region and the state of Hawaii.

Learn how to get certified as a minority supplier at <http://ncsdc.org/Certification.aspx>.

## State of California

In most cases, your California Small Business certification or Non-Profit registration will be completed online in one business day or less when you have at hand the necessary information from your tax returns and business documents to enter into the online system. State law requires that those applying for Disabled Veteran Business Enterprise (DVBE) certification provide to the DGS a current award of entitlement letter from the U.S. Department of Veterans Affairs or the Department of Defense and copies of Federal tax returns. DVBE firms are encouraged to apply online, with the review and approval process to be completed in less than 30 days after all documents are received.

Find out what the State of California buys at <http://www.pd.dgs.ca.gov/sell2state/default.htm#buys>.

Get more information about the State of California's Online Certification at <http://www.pd.dgs.ca.gov/smbus/getcertified.htm>.

## EVENTS BY OTHER ORGANIZATIONS

### Oct 11 - Hispanic-Net presents "Digital Survivor Challenge"

Hispanic-Net presents "Digital Survivor Challenge" on Thursday, Oct 11, 2007, from 6:30pm-9:00pm. The Internet, globalization and Web 2.0 have provided a tremendous opportunity for individuals to compete and thrive in the global marketplace.

We've put together a panel of Web 2.0 experts and entrepreneurs who will demonstrate how an individual entrepreneur can quickly put together a business and web presence on the cheap. Imagine if you only had \$50, your skills and access to sites such as: [CouchSurfing.com](http://CouchSurfing.com), [Paypal.com](http://Paypal.com), [Facebook.com](http://Facebook.com), [Craigslist.com](http://Craigslist.com), [ebay.com](http://ebay.com), and [Flicker.com](http://Flicker.com).

What can you do to survive? The event will be held at Fenwick and West, 801 California Street, Mountain View, CA. The cost for this event is \$15 Members/\$20 non-Members (pre-registration) and \$20 Members/\$25 non-Members (at the door).

For more info please contact Cesar Castro ([ccastro@hispanic-net.org](mailto:ccastro@hispanic-net.org); 415-676-0936).

You can also visit [www.hispanic-net.org](http://www.hispanic-net.org).

### Oct 17 - NAWBO(r)-SF - San Francisco Relationships and Referrals Breakfast Meeting

Get your morning off to a great start with our NAWBO-SF San Francisco Relationships and Referrals Networking Breakfast! This is NAWBO-SF's newest venue for building business connections between local women entrepreneurs. Bring business cards and come prepared to meet other women business owners, make friends, exchange ideas, share leads, lend support and recommend resources.

Join us from 730a-9a at Harvest & Rowe located at 55 2nd Street at Market for our monthly forum for business women to exchange ideas and discuss business challenges is a dynamic, informative and productive way to spend your breakfast! October Meeting Speaker: Susan Shargel, Shargel & Co. Insurance Services.

Pre-registration is required as space is limited and our group has been larger these days than ever! We want to ensure that there is enough wonderful food and beverage to satisfy all. The cost, if you register by the Friday before each meeting, is \$12 for members and \$15 for non-members. After the Friday before each meeting, the price is \$15 for members and \$18 for non-members.

For registration, see <http://www.nawbo-sf.org/index.html>

## FEATURED MEMBERS

### Laundry/Tailor Services

**Santana, Hermelinda**

330 Alemany Blvd.  
San Francisco CA, 94110

## NEW MEMBERS

Chamber members have access to exclusive benefits that build relationships, increase visibility, and generate business leads. They're the first to learn about economic trends and developments that shape the City's business environment and their own companies' growth. And they influence decision makers in San Francisco and beyond, helping ensure that San Francisco means business-in every sense. Welcome additions to the San Francisco Hispanic Chamber of Commerce. Memberships can be purchased online using the following link:

<https://sfhccregistration.chamberbusinesssuite.com/>

**Esther Burciaga**

337 Fulton St #26  
San Francisco, CA 94102  
Student Membership

**James Standfield Catering**

425 Littlefield Ave  
South San Francisco, CA 94080  
Small Business Membership

**Rene Franco**

P: (650) 583-3180  
F: (650) 583-3023  
[www.jamesstandfieldcatering.com](http://www.jamesstandfieldcatering.com)

**The Mechanics Bank**

343 Sansome st, Suite 100  
San Francisco, CA 94104  
Small Business Membership

**Andres Tobar**

P: (415) 249-0321  
F: (415) 249-0318  
[www.mechbank.com](http://www.mechbank.com)

## SBA Programs

### Small Business Administration Workshops

The Small Business Administration offers a variety of classes for business owners in their Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco. To register for classes, go to

<http://www.acteva.com/go/sba>.

SCORE classes are available at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

**10/2 - 6:00 PM - 7:30 PM - Become a Fearless Entrepreneur - Three Keys to Business Success**

Are you tired of thinking small? Does it feel like you take two steps back for every step forward? Are you ready to really dig in and create a dynamic business? Whether this is your first year in business or your tenth, you can radically improve your business and your bottom line by applying these five key principles. Success doesn't happen by accident. In this workshop, you will learn what those three key principles are, how to apply them and what it means to be a fearless entrepreneur. If you are ready to create success beyond your imagination, then join us for an evening of inspiring insight and even more inspiring action.

**10/3 - 6:00 PM - 8:30 PM - How to Work with the Press**

The press are not the enemy. Yet, many small businesses take the defensive approach and do not know how to speak with, manage, and win with press. Come learn from a veteran public relations professional on how-to develop short and long-term successful relationships with the media.

**10/4 - 9:00 AM - 12:00 PM - Small Disadvantaged Business (SDB) Certification & 8(a) Program**

This class will cover the Small Disadvantaged Business (SDB) Certification Program with its eligibility requirements and process for getting certified. We will review the application form and discuss the advantages of SDB certification to the contractor and to prime contractors. Additionally we will discuss the 8(a) Business Development Program eligibility criteria, how the 8(a) contracts operate, the timeline and stages of the program participation and how you exit the program upon completion. Sponsored by the Federal Technology Center and the SF Small Business Development Center.

**10/4 - 1:00 PM - 4:00 PM - Basic Bookkeeping, Part One**

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$25 registration fee. Presented by the SF Small Business Development Center.

**10/4 - 6:00 PM - 8:00 PM - How to Secure Your Small Business Network**

Computer security threats are increasing daily. Small businesses are seeing the biggest proportional increase in attacks and are the most vulnerable to the effects of compromised information security. This class will teach you the true economic impact of a security breach to your business, how to secure your wired and wireless networks, good data security practices, what a good disaster recovery plan contains, how to physically protect your network environment and the importance of security policies and procedures. Presented by the Small Business Development Center Technology Advisory Program and SF Small Business Development Center. \$25 registration fee.