

This Week's Friday Report

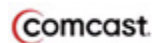


San Francisco Hispanic Chamber of Commerce

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P: 415-278-9611
<http://www.sfhcc.com/>



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FRIDAY REPORT: November 30, 2007

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Upcoming Events



Dec 05 - Holiday Business Mixer at Medjool

Jan 31- Feb 3 - SFHCC Supports Management Development for Entrepreneurs UCLA Anderson School of Management by San Francisco Institute at Mission Language and Vocational School, Inc.

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

Weather

San Francisco Weekend Weather

Saturday ¹	Sunday ²
 High 54°F Low 46°F Mostly Sunny	 High 60°F Low 50°F Cloudy
Precip: 10%	Precip: 10%

FEATURED CORPORATE MEMBER

Sonnenschein Nath & Rosenthal LLP



NEWS

Did You Miss The Latino Business Leadership Awards? Photos Are Now Posted Online

If you missed the Latino Business Leadership Awards or if you attended and wanted to see photos, they have been posted at http://sfhcc.com/leadership/2007/photos2007_1.html.

The supplement can also be downloaded online at http://sfhcc.com/download/leadership/Latino_Biz_Publication2007.pdf.

Interviews of the honorees can be viewed on Comcast "On Demand" at channel 1, then click "BAY ON DEMAND" folder, then "LOCAL EVENTS" folder to view the Leadership Awards.

San Francisco's Minimum Wage To Increase To \$9.36 Per Hour -- City To Boost Wages For San Francisco's Lowest Paid Workers Starting January 1

SAN FRANCISCO, CA

Starting January 1, 2008, San Francisco's lowest paid workers will receive a 2.4% raise. The San Francisco Office of Labor Standards Enforcement announced today that the city's minimum wage of \$9.14 per hour will be adjusted to \$9.36 effective January 1, 2008. The Minimum Wage Ordinance, passed by the voters in November 2003, calls for annual rate adjustments based on the previous year's Consumer Price Index for urban wage earners in the San Francisco-Oakland-San Jose metropolitan area.

"This wage increase ensures that the purchasing power of San Francisco's workers will keep pace with inflation," said Mayor Gavin Newsom. "By linking the city's minimum wage to the Consumer Price Index, San Francisco is responding to the needs of its workers, while also establishing a national model for minimum wage laws."

The City is preparing updated multilingual posters announcing the new rates, and will mail the posters to 90,000 registered businesses. Employers are required to post the notice in their workplace. Additional information regarding San Francisco's Minimum Wage Ordinance can be found at www.sfgov.org/olse/mwo or by calling (415) 554-6292. The national minimum wage, raised this past July, now stands at \$5.85 per hour. The State of California's minimum wage, which is currently \$7.50 per hour, will be raised to \$8.00 per hour on January 1, 2008.

Mayor Newsom's Statement On Legislation Merging The Taxi Commission Into The San Francisco Municipal Transportation Authority (SFMTA)

Today I introduced legislation merging the Taxi Commission into the SFMTA to ensure that all transportation planning and operations are housed in one department. Taxis are an extension of city services, and I am establishing a Mayor's Taxi Working Group to work with industry representatives, city departments, hospitality representatives, and constituents of taxi service, particularly paratransit.

The focus of the 120 day working group will include but will not be limited to: regulatory and permit issues, governance, economics, fleet requirements, healthcare, and communications infrastructure.

The passage of Prop A earlier this month showed that the public continues to want their transportation all under one department and not under a fractured system.

Facing Looming Deficit, Mayor Newsom Asks Departments For Thirteen Percent Across The Board Cuts -- Mayor Also Asks For An Immediate Hiring Freeze

SAN FRANCISCO, CA

Faced with a serious budget deficit, Mayor Newsom today asked all departments for thirteen percent across the board cuts - five of which are contingency cuts - and an immediate hiring freeze. The Mayor's Office is currently projecting a \$229 million General Fund shortfall for fiscal year 2008-2009, with continuing deficits into FY 2009-2010. "Today's announcement of a projected deficit simply means that the City is going to have to tighten its belt in terms of spending," said Mayor Gavin Newsom. "Our revenue continues to be strong and our local economy is still in very good shape."

The City is experiencing an imbalance of sources and uses in the upcoming budget year for a variety of reasons:

- Voter-Approved mandated spending requirements, including the recent passage of Proposition A, improved the revenue sources for MUNI, but cost the overall general fund almost \$28 million, directly affecting the funding available to address all uses. That amounts to increases to mandated spending totaling \$72 million.
- Loss of one-time sources, totaling \$110 million.
- Previously anticipated MOU cost increases and position annualizations totaling \$133 million. This includes investment in new frontline service positions such as additional Police, Nurses and Park maintenance staff.

General revenues for fiscal year 2008-2009 are projected to grow from 2007-2008 budgeted levels by approximately 5%. However, any growth over the 5% would require deposits to the Rainy Day Reserve and very little would be available for general fund spending. In addition, the Mayor's Office is expecting additional shortfalls that may add to the deficit at the beginning of next year when the Governor's budget is announced, since the State is addressing an estimated \$10 billion shortfall for next year.

USHCC Calls on Presidential Candidates to Address Small Business Needs -- Hispanic Business Leaders Vow To Prioritize Small Business Agenda For 2008 Presidential Elections

Washington, DC--(HISPANIC PR WIRE)--November 27, 2007

The United States Hispanic Chamber of Commerce (USHCC), the nation's largest advocate for over 2.5 million Hispanic-owned businesses, is calling on all Presidential candidates to address the needs of small business owners. USHCC is particularly interested in each candidate's agenda for the growth of minority- and women-owned enterprises. USHCC Board Chair David C. Lizárraga said, "To date, the candidates have focused more on issues that will hurt small business than on those that will grow small business. We hear more about tax hikes, limiting trade policies and the imposition of draconian immigration laws rather than plans and policies that will strengthen the nation's entrepreneurial spirit. The 2008 Presidential candidates cannot continue to ignore the small business community, particularly the Hispanic business community. As a major generator of jobs, small business is the backbone of America and a strong factor in the economic growth and stability of the U.S. The presidential candidates and their respective political parties are committing a disservice to all Americans by failing to outline their agendas for entrepreneurs."

It is projected that, in 2008, there will be 2.7 million Hispanic-owned businesses in the U.S. generating more than \$388 billion in annual revenue. U.S. Census data shows that there are 26.8 million businesses in the United States.

It is projected that, in 2008, there will be 2.7 million Hispanic-owned businesses in the U.S. generating more than \$388 billion in annual revenue. By 2010, Hispanic-owned firms will represent 1 out of 10 businesses in the U.S. and generate over \$465 billion a year in revenue.

"Small businesses employ 51% of all Americans and, over the past decade, small businesses created 60 to 80 percent of the net new jobs," said Michael L. Barrera, USHCC President and CEO. "Small business is the engine that keeps jobs in the U.S. and helps the U.S. compete in a global economy. Ninety-seven percent of all small businesses have under 20 employees and are family-owned or self-employed. As such, the failure to recognize the contributions that small businesses make to the U.S. ignores a vital segment of our economy. As the fastest growing business segment in the U.S., Hispanic business owners are going to hold candidates accountable for their small business agenda." In 2004, Presidential front-runners courted small business owners through targeted campaigns in battleground and swing states. Business-focused agenda items during the last Presidential campaign included less regulation, tax relief, lower health care costs, and litigation reform.

MARK YOUR CALENDARS

Dec 05 - Holiday Business Mixer at Medjool

Join us for our last event of the year at **Medjool Restaurant located at 2522 Mission Street from 6:00 PM - 8:30 PM**. Network with Latino professionals at one of the city's hottest restaurants, enjoy great appetizers, and a no-host bar. We will also release a sneak preview of 2008 programming for the Chamber.

This is the best time to begin thinking about your holiday shopping with our silent auction which will include hotel stays, restaurant gift certificates, airline tickets, and much more.

Fees:

- Members - With pre-registration (before December 1st): free / Without pre-registration at the door: \$5
- Non-Members - With pre-registration (before December 1st): \$5 / Without pre-registration at the door: \$10

[Register Online](#)

Jan 31- Feb 3 - SFHCC Supports Management Development for Entrepreneurs UCLA Anderson School of Management by San Francisco Institute at Mission Language and Vocational School, Inc.

To succeed in today's turbulent economy, entrepreneurs must be able to seize opportunities and meet critical challenges. Even the savviest entrepreneur needs to redefine business goals and create innovative strategies to excel at new levels. MDE is an executive training program for entrepreneurs offered by the Harold and Pauline Price Center for Entrepreneurial Studies at UCLA Anderson School of Management. Since 1990 MDE has met the rising need in small, growing businesses for education and training.

MDE enables entrepreneurs and executives to develop essential management skills, strengthen their ability to build effective and profitable organizations, and access the greater UCLA Anderson alumni network. A partnership with AT&T, the Greenlining Institute, and Mission Language and Vocational School, Inc. (MLVS) brings MDE to local entrepreneurs and non-profit organizations. This MDE Program is for entrepreneurs who have been in business for a minimum of 3 years with approximately \$500,000 in revenue. Your participation would be fully sponsored-a value of \$3,500. We want you to apply!

Apply online and if accepted...

- Complete 3 short online surveys about you and your company. Confirm enrollment with \$250 deposit. Deposit refunded with successful completion of the program.
- Complete 20-30 hours of homework distributed by mail the week of December 17th. All work must be

completed prior to the course on January 31, 2008.

- Attend all lectures and events at MLVS from January 31st at 3:30 pm until February 3rd at 4:00 pm.
- Work with MBA consultant to write a personalized strategic initiative designed to add significant value to your enterprise in the 2 months after course completion.
- Books, materials, and meals
- 20+ hours of lecture with top UCLA Anderson faculty
- MBA consultation
- Executable business improvement project
- Graduation ceremony and banquet
- Invitation to join the UCLA Anderson Alumni

For an application, more information or help deciding if you are a candidate for this program, please contact:
Rosario Anaya at (415) 647-3651

Applications Due by December 17, 2007

EVENTS BY OTHER ORGANIZATIONS

Dec 3 - BOOK RELEASE Wings of Cherubs DOCUMENTS THE HISTORY AND SECRETS OF OLD SAN FRANCISCO'S PISCO PUNCH

Author Guillermo Toro-Lira will read from his new release, Wings of Cherubs - The Saga of the Rediscovery of Pisco Punch Old San Francisco's Mystery Drink.

The book unravels the secrets of Pisco Punch, the magic and mysterious concoction of San Francisco of the early 1900s. The narrative describes the saga of a protagonist obsessed with discovering the recipe of the secret beverage, lost since the death of its creator in 1926. While being able to transport himself in time, he reveals little known historical anecdotes of San Francisco. The book climaxes presenting the recipe of the famous Pisco Punch for all those who love history and Pisco brandy.

Guillermo Toro-Lira is a native of Lima, Peru who has lived in the Bay Area for over two decades. The Spanish edition of Wings of Cherubs won a Gourmand World Cookbook Award 2007 as the Best Wine Literature Book of the World.

Date/Time:

Monday December 3, 2007
7:00 p.m.- 9:00 p.m.

Location:

Cantina Bar
580 Sutter Street
San Francisco

Appetizers and Pisco Punch will be served
Signed copies available for purchase.

www.wingsofcherubs.com

Dec 7 - Wellness & Prosperity Gathering /Conferencia Sobre Salud & Prosperidad

- **Learn how to better support your immune system** Aprenda como mantener y proteger su sistema

inmunológico

- **Have more energy** Tenga más energía
- **Lose weight naturally with chocolate** Baje de peso en forma natural consumiendo chocolate
- **Become more prosperous while improving your health** Manteniendo buena salud podrá obtener excelente prosperidad
- **Testimonials and free samples** Testimonios y muestras gratis
- **Learn about health while earning extra income dedicating part time or full time** Aprenda acerca de salud mientras gana dinero extra dedicando medio tiempo o tiempo completo

Location:

Marriott Hotel
55 4th. St.
San Francisco, CA 94103

Date/Time:

December 7th 2007
6:30 pm. To 8:30 pm.

For more information please call
Mariela Alfaro (925) 705-2485 or Lucia Simon (925) 458-8739

JOB ANNOUNCEMENT

Univision Radio Is Seeking A Sales Assistant For Our San Francisco Office.

We are looking for someone who has office experience and who are motivated, creative, problem-solving, multi-taskers to join our successful team! Annual compensation starts at \$30,000.

We offer a professional and stable work environment with lots of benefits. Univision Communications Inc. ("Univision") is the leading Spanish-language media company in the United States.

Our powerhouse portfolio includes Television, Radio, Music and Internet offerings that entertain and inform more Hispanics each day than any other media company in the country.

To apply, please email your resume and cover letter to: sfrjobs@univisionradio.com

Traffic-Continuity position for Univision Radio.

Seeking highly motivated team player capable of working in a fast-paced environment.

Job requires entering copy for all commercial orders, filling out production forms, and filing. Bilingual Spanish-English, a plus. This is a full-time position Mon-Fri.

To apply, please email your resume and cover letter to: sfrjobs@univisionradio.com

Board Operator, part-time, as needed, for Univision Radio.

Responsibilities include the following: maintain studio equipment, logs, run commercials, answer hot-line (phone), Assist with coordination of on-air events, and can follows instructions and well defined procedures, as well as take steps necessary to prevent mistakes.

\$10/hour.

To apply, please email your resume and cover letter to: sfrjobs@univisionradio.com

FEATURED MEMBERS

Metal Fabrication

Nueva Castilla Co.

895 Innes Ave
San Francisco CA, 94124
P: (415) 282-6767
P: (415) 282-3442
www.nuevacatilla.com

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/>

Alison Healy

420 Donahue St
Sausalito, CA 94965
Individual Membership

P: (415) 203-6305

Marcela Gray

849 Marvin Way
Hayward, CA 94541
Individual Membership

Grupo Entrada

917 Cole Street #3
San Francisco, CA 94117
Small Business Membership

Mitch Posada

P: (415) 420-1518
www.grupoentrada.com

Libio Latimer

1050 Masonic Ave
Albany, CA 94706
Student Membership

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

12/3 - 10:00 AM - 12:30 PM - Build Your Business without Busting Your Budget

Major Corporations learned long ago that public relations is a lower cost alternative to advertising that can stretch marketing dollars and get results. Learn how to tailor this secret weapon to your small business to attract new customers and keep them coming back.

12/3 - 6:00 PM - 9:00 PM - Get Top Positions on Google / Yahoo - Increase Your Sales!

Some people pay \$4K+/year on Yellow pages ads, but there are better deals in town! You can drive huge business to your website by having it show up in top positions on Google/Yahoo. In this class, you will learn how to get those top positions; how to avoid pitfalls that could get you banned from search engines; alternative E-marketing campaigns such as E-mail and sponsored search engines listings (Pay Per Click). This class complements "Boost your sales - Accepting Credit Cards Online", but is not a pre-requisite.

12/4 - 1:00 PM - 4:00 PM - Restaurant Series: Customer Service - Good is Minimum

So you've got a neat concept, great food and a prime location. To make your restaurant a success you need employees who deliver great customer service. Learn how to hire, motivate and train your employees to meet the service demands of the industry. Also learn how to define and share responsibilities between owners, managers and employees to achieve your service objectives and run a successful restaurant. Presented by the SF Small Business Development Center. \$25 registration fee.

12/4 - 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.

12/4 - 6:00 PM - 8:30 PM - What No Salesman Will Tell You: How to Choose the Right IT Vendor

As your small business grows, choosing the right IT vendor becomes a matter of business life or death-literally. This class will show you what you should look for in a IT vendor, be it an IT support co. or an enterprise software vendor, how much you should pay for services, what level of customer support you should expect, how to make sense of support contracts, how to assess technical competence in a vendor, what to do when things go wrong and how to measure and achieve a proper return on your IT investment. Presented by the Small Business Development Center Technology Advisory Program and SF Small Business Development Center. \$25 registration fee.

12/4 - 6:00 PM - 8:30 PM - Introduction to Microsoft Excel

Learn the basics of this useful and flexible spreadsheet & database application. We will demonstrate setting-up, updating and maintaining spreadsheets, outlining and bordering, creating mathematical equations & functions, generating graphs & charts, and more. Exercises include budgeting, financial modeling and data sorting. This is a hands-on workshop. Participants should be familiar with basic computer functions. \$25 registration fee. Presented by the SF Small Business Development Center.

12/5 - 9:00 AM - 12:00 PM - How to Manage Unemployment Insurance Costs

The Unemployment Insurance tax works like any other insurance premium. The purpose of this seminar is to explain how the UI system works and how you as the employer can manage UI costs. Jointly conducted by the Employment Development Department and the California state Department of Labor Standards Enforcement, this class will cover. More information at (866) 873-6083, register at www.edd.ca.gov/taxsem

12/5 - 12:30 PM - 2:00 PM - Financing Your Business

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. Presented in conjunction with the Bay Area Association of Government Guaranteed Lenders.

12/5 - 4:00 PM - 5:30 PM - Legal Structures for Your Business

Is sole proprietorship, corporation or limited liability company the right structure for your business? During this comprehensive overview, an experienced business lawyer will consider the various forms in which your business can be organized. While this class does not constitute legal advice, it will provide you with a basic understanding of business structures.

12/5 - 6:00 PM - 8:30 PM - Blogging 101 for Small Business Owners

While personal blogs take up much of the blogosphere, blogs are quickly gaining popularity in business as an inexpensive and amazingly effective marketing tool. In this class you will learn: simple steps to setup your business blog; how to drive traffic to your blog (with \$0 expense); how to develop your customer database by using your blog.

12/6 - 9:00 AM - 12:00 PM - Getting Started With Government Contracting

This class will deal with certification qualifications for both Federal and State of CA certifications. It includes information on SBA programs of Small Disadvantage Business (SDB), 8(a) Business Development, and Historically Underutilized Business Zone (HUBzone). Also with the State of CA's Small Business Certification we will discuss Disabled Veteran Business Enterprise (DVBE), CA Transportation (Caltrans), and Disadvantage Business Enterprise (DBE). Sponsored by the Federal Technology Center and the SF Small Business Development Center.

12/6 - 1:00 PM - 4:00 PM - Basic Bookkeeping, Part Two

Designed for entrepreneurs intimidated by financial records, this course will cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$25 registration fee. Presented by the SF Small Business Development Center.

12/6 - 6:00 PM - 9:00 PM - The Website: Your Digital Portfolio for Artists

What constitutes a successful art website? How can you keep visitors on-site once they get there? We'll cover working with developers, search engines, ISP's, website marketing; selling your art online; and avoiding the most common art website mistakes. \$25 registration fee. Presented by the SF Small Business Development Center.