

## This Week's Friday Report

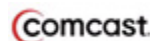


### San Francisco Hispanic Chamber of Commerce

703 Market Street, Suite 609  
San Francisco, CA 94103  
P: 415-278-9611  
<http://www.sfhcc.com/>



Abriendo Caminos®



## FRIDAY REPORT: December 07, 2007

Sponsors


### Upcoming Events

**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 <sup>8</sup>	Sunday <sup>9</sup>
 Sunny High 55°F Low 42°F Precip: 0%	 Sunny High 54°F Low 42°F Precip: 10%

## FEATURED CORPORATE MEMBER

### Citibank



## 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](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](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.

## 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."

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.

## 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.

## Jobs Added But Consumers Gloomy

By Glenn Somerville  
WASHINGTON (Reuters)

Employers added 94,000 jobs in November, the Labor Department said on Friday in a report showing a slowdown in job creation in recent months that raises chances for a modest cut in interest rates next week. Analysts said continued gains in hiring showed the economy was not at immediate risk of crumbling onto recession despite strains from a weak housing sector and credit tightness. But a later report showed consumers' moods grew darker in December. "Current employment gains are not robust, but sufficient to keep the consumer out of serious trouble," said Stephen Gallagher, chief U.S. economist for Societe Generale in New York, though they are battling with slumping home prices and soaring energy costs. Stock prices were little changed in early trading. But U.S. Treasury debt prices fell as investors bet the jobs numbers meant Federal Reserve policy-makers were more likely to cut interest rates by a quarter than by a half percentage point when they meet next Tuesday.

The Labor Department said the national unemployment rate was unchanged at 4.7 percent in November, but it substantially revised its estimates for job growth in the two prior months to show a less vigorous pace of hiring. The department said 170,000 jobs were added in October instead of 166,000 it reported a month ago and slashed its estimate for September new jobs to 44,000 from 96,000 - a net decrease of 48,000 over the two months. A report issued at mid-morning by Reuters/University of Michigan showed its index of confidence fell to 74.5 so far this month, slightly below analyst forecasts and down from 76.1 in November. Excluding a reading in October 2005, shortly after Hurricane Katrina devastated the gulf coast region, it was the worst level in 15 years. It was a third straight monthly fall in confidence and analysts said it contained worrying signs that consumers fear gasoline and other costs are going to keep rising. "The Fed is going to keep cutting rates to save the economy, but inflation still remains an issue, at least for the consumer," said Peter Boockvar, an equity strategist with Miller Tabak & Co. in New York, who said conditions were becoming "stagflationary" - with growth slowing and prices rising.

The revised September job-creation figure was the weakest monthly gain in more than 3-1/2 years, since 31,000 jobs were added in February 2004, department officials said. Nonetheless, the November new jobs total came in slightly ahead of forecasts by Wall Street economists for 90,000 jobs. "Not too hot, not too cold," said Hank Smith, chief investment officer for equity management with Haverford Investment in Radnor, Pennsylvania. "This assures a rate cut for next week," Smith added, but it may be aimed less at stimulating economic activity and more at breathing confidence into battered credit markets. The jobs report showed a loss of 33,000 jobs in goods-producing industries during November while 127,000 jobs were created in service-providing businesses. Manufacturing industries continued to shed employees, cutting 11,000 jobs last month on top of the 15,000 that were dropped in October. The average workweek was unchanged at 33.8 hours and overtime hours were steady in

both October and November at 4.1 hours.

## MARK YOUR CALENDARS

### 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**

## 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://ncsd.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

### 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 podra 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](mailto: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](mailto: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](mailto:sfrjobs@univisionradio.com)

### Patelco Internal Auditor

The Internal Auditor is responsible for performing internal audit reviews of branch operations and other departments, develops and monitors internal controls, ensures adherence to credit union policies and procedures, and effectively communicates evaluations and recommendations orally and in writing at management level.

A degree in accounting, finance, or business is preferred. Prior experience in credit union internal auditing is highly desirable, IIA Certification is a plus. The applicant should be familiar with accounting principles, data processing systems, credit union operations, consumer and real estate lending, banking and IRS regulations, and financial processing systems (i.e. Federal Reserve Bank System, wire transfers, ACH, check processing, credit card processing, ATM transaction processing, etc.). To apply, please submit resume to [jobs@patelco.org](mailto:jobs@patelco.org) for review.

Patelco is an ADA/EEO Employer

## Patelco Training Specialist

The Training Specialist will assist in the development and maintenance of new and existing training programs for staff of all levels. Conduct training in areas of product knowledge, processing, technical and operating policies and procedures, internal systems and member service for new and existing employees.

The successful candidate will have a Bachelor's degree preferably in Instructional Design or equivalent working experience. One to two years related business experience is required. Previous experience in the application of adult learning principles & methods. Excellent oral/written communication and strong interpersonal skills. Demonstrated proficiency in computer skills especially in Microsoft Powerpoint, Word, Excel. Dreamweaver experience preferred but not required. Excellent presentation skills with strong abilities to facilitate successful presentations to individuals and/or large groups at all levels of an organization. To apply, please submit resume to [jobs@patelco.org](mailto:jobs@patelco.org) for review. Patelco is an ADA/EEO Employer

## Patelco Treasury Investments Manager

The Treasury Investments Manager will report to the SVP/CFO regarding investment transactions, to insure compliance with Investment Policy guidelines. In addition this position will oversee the Investment portfolio of the Credit Union and monitor the daily liquidity position of the organization, and conduct daily settlements with the Federal Reserve Bank.

The successful candidate will have Bachelor's degree in Accounting, Business Management, or Finance, plus thorough knowledge of the financial markets, generally accepted accounting principles and computer skills, minimum of 5 years of supervisory and management skills, and have well-developed verbal and written communications skills to assist in communications with senior management and other financial institutions. To apply, please submit resume to [jobs@patelco.org](mailto:jobs@patelco.org) for review. Patelco is an ADA/EEO Employer

## FEATURED MEMBERS

### Military Recruiting

#### U.S. Army

670 Davis Street, Suite 111

San Francisco CA, 94111

P: (415) 433-4512

P: (415) 433-4727

[www.goarmy.com](http://www.goarmy.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/>

**Richard Nuñez**

557 Duncan Street  
San Francisco, CA 94131  
Individual Membership

**Alison Healy**

420 Donahue St  
Sausalito, CA 94965  
Individual Membership

P: (415) 203-6305

**Marcela Gray**

849 Marvin Way  
Hayward, CA 94541  
Individual 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](http://www.acteva.com/go/sfscore)

**12/10 - 10:30 AM - 12:00 PM - Doing Business with Chevron**

Landing a large corporation as a customer can be extremely beneficial to a small business. Learn the procurement process and opportunities for doing business specifically with Chevron in this informative presentation by a representative of the company.

**12/10 - 2:00 PM - 3:30 PM - Doing Business with Cisco Systems**

This seminar will focus on how to be successful in offering your products and services to Cisco Systems. We'll discuss Cisco's Supplier Diversity program and look at technologies for small growing businesses.

**12/10 - 6:00 PM - 9:00 PM - Boost Your Sales - Accept Credit Cards Online!**

Accepting credit cards on your website can boost your sales by 20-30%! In this class, you will learn how to find and implement the right solution for your business in as little as 15 minutes with a \$50 setup. This class will cover: How on-line card processing works, finding the right providers, understanding the security aspects and avoiding pitfalls. This class complements "Get Top Positions on Google / Yahoo - Increase your sales, but is not a pre-requisite.

**12/11 - 1:00 PM - 4:00 PM - Basic Bookkeeping, Part Three**

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$25 registration fee. Presented by the SF Small Business Development Center.

**12/12 - 9:00 AM - 12:00 PM - Employee or Independent Contractor?**

EDD representatives will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes.

**12/12 - 6:00 PM - 8:30 PM - Establishing a Web Presence for Your Business**

With the proliferation of the web, having a website is a necessity for any small business. A website can serve the purposes of being informational to existing customers and promotional to attract new customers. Information websites reduce support and service costs; Promotional websites generate revenue growth. Learn the basics of having a web presence for your business - domain name registration, website hosting, website design, search engines (like Google, Yahoo) and promoting your business on the internet.

**12/13 - 10:00 AM - 12:00 PM - SBA Certification Workshop**

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program. The program's goal is to promote the firm's competitiveness in the American economy through business development. Other certifications are discussed. Contact (415) 744-6808 for more information.

**12/13 - 1:00 PM - 5:30 PM - QuickBooks Introduction**

Discover the basics of this useful and flexible bookkeeping application. This overview will discuss setting up a file, creating invoices, running reports and managing lists. Participants should have completed Basic Bookkeeping or be familiar with the concepts covered in that seminar. \$50 Registration fee. Presented by the SF Small Business Development Center. For more information call: 415-841-4050.