

This Week's Friday Report

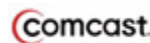


San Francisco Hispanic Chamber of Commerce

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<http://www.sfhcc.com/>



Abriendo Caminos®



FRIDAY REPORT: January 25, 2008

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.



Feb 7 - Business Mixer with American Jewish Committee

Mar 28-30 - Small Business and Micro Business Bootcamp

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

Weather

San Francisco Weekend Weather

Saturday 26	Sunday 27
 Rain High 53°F Low 50°F	 Rain High 51°F Low 46°F
Precip: 90%	Precip: 90%

NEWS

Hispanic Business Magazine Call for Nomination of the 500 Largest U.S. Hispanic-Owned Companies

Santa Barbara, CA--(HISPANIC PR WIRE ? PR NEWSWIRE)--January 23, 2008

The June 2008 issue of Hispanic Business magazine will feature the 26th annual Hispanic Business 500(R), the 500 largest Hispanic-owned companies in the United States . The annual Hispanic Business 500 directory is widely

recognized as the barometer of the U.S. Hispanic Economy. We would like to include you for consideration in not only the HB500 but also for the publication of the 100 Fastest Growing and the Top 50 Exporters lists. Previous companies, ranging from \$1 million to over \$3 billion have been included.

In order to make participation as convenient as possible, here is the link for nomination directions along with a direct electronic link to the 2008 survey form:

- <http://www.hispanicbusiness.com/research/500/nomination.asp>
- http://www.hispanicbusiness.com/client/pdf/500_Survey_2008.pdf

The deadline for submission is Friday, March 14th, 2008

Creating an Office of Small Business and Small Business Assistance Center for San Francisco -- San Francisco Mayor's Office of Economic and Workforce Development

In November 2007 San Francisco voters approved Proposition I, which called for the creation of an Office of Small Business to focus on the needs of San Francisco businesses with fewer than 100 employees. The Proposition outlined the following responsibilities for the new Office:

1. Centralize and coordinate the information and advice services to small businesses managed by other City departments.
2. Operate a Small Business Assistance Center, which shall support the full diversity of San Francisco's small businesses with information concerning:
 - A. business structure and formation, obtaining necessary licenses, accessing financial resources, and finding appropriate real estate;
 - B. obtaining City permits;
 - C. bidding on government contracts and participating in the City purchasing process;
 - D. complying with government laws and regulations; and
 - E. adopting "green" and sustainable business practices.

The Mayor has directed the Mayor's Office of Economic and Workforce Development (MOEWD) to set up the Office of Small Business and create the Small Business Assistance Center. MOEWD committed to hiring staff and opening the office quickly and commissioned this report to lay the groundwork for its implementation.

[View Report](#)

Welcome to an Exciting 2008! - Jan 11, 2008 Copy of Blog by State of California Small Business Advocate

I was interviewed by Los Angeles Times business page writer Cyndia Zwahlen this week. She pointed out that I hadn't blogged on these pages since October, and?by golly!?she's right.

2008 promises to be a very busy year. As the economy goes through its turmoil and the state copes with the downturn in revenues, the role of small businesses as generators of wealth and innovation becomes more important than ever.

The Office of Small Business Advocate will do its part to help small businesses engage your state government. We will continue to assist state agencies to meet the Governor's 25% small business participation in state purchasing. Although the numbers for the last fiscal year (July 2007?June 2007) haven't been released officially yet, it looks like the state did a good job in responding to the Governor's challenge. On the other hand, we are already half-way through the current fiscal year, so last year's achievements are already ancient history.

On the regulatory flexibility front, we have been surveying state agencies to determine just how they meet their

requirements to analyze the potential impact on businesses that any proposed regulation might have. What we have discovered so far is that there doesn't seem to be a uniform methodology that everyone applies to their analyses. This means that small businesses cannot always rely on the information that the agencies present. We will be working with a number of officials to streamline and codify the analytical processes and tools to increase the dependability of these regulatory analyses in the coming months.

As of this writing, we are still awaiting final approval from the legal office of the Department of General Services for our contract with Varshney & Associates of Folsom to conduct our study of the cost to small businesses of complying with state regulations. We expect this any day now, and Dean Sanjay Varshney and Professor Dennis Tootelian can't wait to get cracking on this landmark project.

Economic development is a third area of OSBA involvement. Last year the Governor signed AB 1721 (Assembly Committee on Jobs, Economic Development, and the Economy) designating the Business, Transportation and Housing Agency (BTH) as the lead agency in economic development activities. The Governor recently appointed Brian McGowan to be the deputy secretary for economic development and commerce at BTH, which also hosts the state Small Business Board. Brian is leaving a very successful tenure as San Bernardino County's Economic Development Administrator. I look forward to working with all these officials on economic growth policies that can benefit small business success.

Finally, we also welcome the appointment of another Brian? Brian McMahon as Executive Director of the Employment Training Panel. Prior to his appointment, this Brian served as Director of Strategic Initiatives in the Office of Regional Innovation and Transformation for the U.S. Department of Labor Employment and Training Administration in Washington D.C. At one time in his distinguished career he also ran the state's Workforce Investment Board, now led by the very capable and innovative Barbara Halsey.

We are committed, as always, to working with our bosses?the 3.6 million small businesses across this great state of California?to create a strong and productive relationship between government and those who actually create the jobs and wealth that make our high standard of living possible. Please let us know how we can be serving you better.

Additional blogs and information available at <http://www.sba.ca.gov/index.php>

2008-2009 Governor's Budget

By Assemblywoman Fiona Ma

After declaring a fiscal emergency during his State of the State Address, Governor Arnold Schwarzenegger released his 2008-2009 budget proposal on Thursday, January 10, calling for across-the-board 10% cuts.

The Governor's budget proposal includes cutting funds for public schools and universities, healthcare, services for the poor and law enforcement. Schwarzenegger's proposal includes across-the-board permanent cuts to services that target children, the poor, the elderly, and the middle class.

"As a Certified Public Accountant, I know that the revenues and expenditures must add up. The California State Assembly is leading by example by reducing our expenditures by ten percent, but the Governor's call for across the board 10% cuts defies common sense.

The Governor's approach ignores the fact that some programs are more wasteful or less important than others. It turns a blind eye to loopholes that could be closed, misses efficiencies that could be achieved, and lacks new commitments that would grow the economy in our state, such as reforming our outdated corporate tax apportionment system.

It is also crucial to remember that for every tax dollar California sends to Washington , DC , this Republican White

House returns just 79 cents. No long-term budget solution can avoid this federal funding disparity.

Today begins a difficult yet important discussion about our values and California's future. Let's get it right this time."

For more information, visit www.fionama.com

Testify about Excessive Federal Regulatory Enforcement - SBA Hosts Hearing for Small Business Owners

SBA National Ombudsman Nicholas Owens, members of the Region IX Regulatory Fairness Board and representatives of Federal regulatory agencies will hear concerns, comments and complaints about federal regulatory enforcement and compliance. Small business owners, representatives of community organizations and trade associations, and business leaders are invited to testify about compliance and enforcement of regulations by any Federal agency.

To create a more cooperative regulatory environment among federal agencies and small businesses, Congress has directed the SBA National Ombudsman to hold Regulatory Fairness Hearings across the United States . Concerns and complaints aired at this hearing will be directed to the appropriate Federal regulatory agency for a high-level review. If any small business, non-profit organization, or small government entity believe they have experienced unfair Federal regulatory enforcement or compliance actions they may submit their comments to our office and at hearing. The National Ombudsman requests the particular Federal agency to conduct a high-level review of the specific issues and respond to our office within a specified time period. In many instances the Federal agency has reduced or waived particular penalties and/or compliance actions. At a minimum, the agencies conduct a review of the enforcement action to ensure fairness.

February 5, 2008, 9:00 AM - 12:00 PM
San Francisco Chamber of Commerce Board Room
235 Montgomery St., 12th Floor, San Francisco , CA 94104

To register to testify, contact Gary Marshall at (415) 744 6771 or gary.marshall@sba.gov

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

Feb 7 - Business Mixer with American Jewish Committee

Join us at our FIRST business mixer of 2008 from 6:00pm-8:30pm at Senses Restaurant located at 1152 Valencia Street between 22nd and 23rd Streets, San Francisco !!

Come network with other Latino professionals and members of the American Jewish Committee while enjoying delicious appetizers and no host bar at Senes Restaurant.

Fees

Pre-Registration (ends Feb. 4)

SFHCC and AJC Members - FREE

Non Members - \$10

Door Rate

SFHCC and AJC Members - \$5

Non Members - \$15

[Register online](#)



About Senses Head chef Liang has been cooking at some of San Francisco 's finest restaurants for years. The voice of Frank Sinatra croons in the background. Polished, dark wood tables perfectly match the butternut-yellow walls. The atmosphere is absolutely elegant. Among the Mission taquerias and dime stores this restaurant is slightly out of place. However, as Mission residents will attest, the restaurant is a welcome alternative, being one of the few upscale restaurants in the area. The inventive French-Asian cuisine results in some spicy and tasty dishes

Mar 28-30 - Small Business and Micro Business Bootcamp

The Business Bootcamps were established to provide a step-by-step process to help diverse firms enhance their

competitive advantages and build capacity. This is done by providing general business and company-specific knowledge to qualified minority-, women-, and service-disabled vet -owned business enterprises through education and instruction by specialists and subject matter experts.

The Procurement Bootcamp includes a 3-day program for business owners who employ fewer than 10 employees and have annual revenues under \$1 million and another 3-day program for business owners who employ greater than 10 employees and have annual revenues above \$1 million and another program.

The 3-day Micro Business and Small Business Procurement Bootcamp programs will be presented three times in 2008 for a total of four programs. Both Bootcamps will occur simultaneously at the same location in two separate meeting rooms. The four programs will impact a minimum of 24 micro business owners and a minimum of 24 small business owners by providing the skill set to compete in contracting and building relationships to market their products and services.

The expected outcome of such participation will be increased revenues, increasing capacity while creating more jobs for the local economy, encourage small business development, and strengthening local entrepreneurship. Each session will have a minimum of 12 and a maximum of 30 participants to ensure the individual attention.

Program Cost: \$2500 / Scholarships Available for Applicants

Deadline for Applications: Feb 15, 2008

[VIEW PROGRAM DETAILS](#)

EVENTS BY OTHER ORGANIZATIONS

Jan 26 - Awareness for Autism Concert

Fundraiser for a school in the bay area dealing with autism now diagnosed in 1 in 150 children. This disorder is reaching epidemic proportions and is on the rise.

Presented by Dr Rock and Latin Rock, Inc.

Saturday January, 26, 2008
Fox Theater
2215 Broadway
Redwood City, Ca

The return of Malo featuring Jorge Santana and Arcelio Garcia (www.malomusic.com)
From the East Bay, La Ventana (www.laventanaband.com)
From San Antonio, Sister Morales (www.sistersmorales.com)

Price: \$25 adv / \$27 Door

Times: Doors 7pm / Show 8pm

For credit card orders (or for more info) please call:
(415) 285-7719, (510) 755-1883 & (650) 369-4119
or go to www.foxdream.com to order online.

Jan 31 - Opening Reception: Consulate General of Mexico in San Francisco

Join us from 7:00pm-9:00pm at 532 Folsom Street to view works by Sculptor Irene Feiks.

As a result of the opportunity of intense traveling throughout the country with her family while growing up, she was exposed to many different cultures and their unique artistic characteristics, their intrinsic diversities and the colorful approaches when interpreting their vivid imagination. This connection remained embedded in her subconscious surfacing later on resulting in strong influences on her work.

Working with a crowd full of spontaneity and not being afraid of experimentation, made her aware of the importance of these elements when approaching a project, therefore contributing to establishing her strategy when planning projects. She moved to the US in 1989. There, she would discover sculpting with clay, something that she would be eternally passionate about. After one year of experimentation at Saddleback College, she found her ecstasy, sculpting was something that she truly felt gave her the ability to express her creativity. Still, 11 years later, she is more prolific than ever, focusing mainly on sculpting, although she has ventured in jewelry.

Please RSVP by calling (415) 354-1721 or by email at mfelix@consulmexsf.com

FEATURED MEMBERS

Multimedia Production

InterCultura Bilingual Media

440-A 9th Street
San Francisco CA, 94103
P: (415) 934-1966
F: (415) 642-4689
www.multilingualmedia.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/>

Affinity Bank

101 S. Chestnut Street
Ventura, CA 93001
Small Business Membership

Hermes J Aleman

P: (650) 343-8577
F: (650) 375-1762
www.affinitybank.com

ConocoPhillips

600 N. Dairy Ashford Rd.
Houston, TX 77079
Corporate Membership

P: (281) 293-1000
F: (281) 293-2819
www.conocophillips.com

Luis Martinez

920 Donahue St.
Sausalito, CA 77079
Associate Membership

P: (915) 332-6305

Yulissa Zulaica

1 Bush Street, Suite 1150
San Francisco, CA 94104
Student Membership

Western State Petroleum Association

4933 Norma Way, Suite 1150
1415 L Street, Suite 600
Non-Profit Membership

P: (916) 444-9981

wspa.org

Esteban Ortiz

4933 Norma Way, Suite 1150
Keyes, CA 95328

P: (614) 620-0698

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

Double Your Income: It's Not What You Do, But How You Do It!

1/28 - 6:00 PM - 8:30 PM

Working hard but not getting the results you want? Feeling overwhelmed or frustrated? Is time managing you rather than you managing time? In this workshop we will look at techniques to help you get more focused and on target to your goals. Tools about learning how to eliminate overwhelm, mastering your time and making your schedule work for your bottom line will be covered. This workshop is all about giving you the tools to be the most productive and confident you can be to lead your business to ultimate success.

How to Start and Manage A Small Business

1/28 - 8:30 AM - 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Maintaining Tax Records for Your Business

1/29 - 1:30 PM - 4:00 PM

Learn how to effectively create the income tax records for a small business that are necessary for IRS tax reporting. Topics will include the use of technology to better manage your business; the most effective way to use online banking, QuickBooks and a PDA; how to use incorporation or LLC as a tax planning tool; how to account for your

home office and car. \$10 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

How to Work with the Press

1/29 - 6:00 PM - 8:30 PM

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.

Choice of Entity from an Income Tax Perspective

1/30 - 2:00 PM - 4:00 PM

Choose the right entity for your business from an income tax perspective. Join us for a one and a half hour seminar discussing Corporation, SCorporation, LLC, LLP, and Sole Proprietorships and what these entities mean to your business for tax purposes. Topics covered will include income tax, payroll tax, self-employment tax, start - up, exit strategy, employee ownership, and investor issues.

Restaurant Series: The Art of the Table-The Real Power Behind the Buzz

1/30 - 3:00 PM - 5:30 PM

Learn to bring clarity to your restaurant and its mission. Every person working in your restaurant is an extension of your brand. Engage your staff in the mission and promotion of your business. Create a "we", not "me" attitude. Your staff can become your customer evangelists by working as a team and by understanding the collective energy that is created. Also learn to develop PR strategies that build upon personal relationships. \$25 registration fee. Presented by the SF Small Business Development Center.

Getting the Most PR Bang for Your Buck

1/30 - 6:00 PM - 8:30 PM

What makes a good press release? Can you do your own marketing? What is viral or guerilla marketing? When is it time to hire a PR agency? And finally, how do publicists, marketing firms and branding consultants work? Register for this essential marketing seminar and find out how top PR firms create valuable buzz for their clients. You'll leave with a clear understanding of how to get the most PR for your buck. Presented by the Renaissance Entrepreneurship Center's Fashion Industry Network. Cost is \$30 per workshop (\$15 for Fashion Industry Network or FBI, Inc. members) register at www.acteva.com/go/rec.

State Wage, Hour and Payroll Tax Seminar

1/30 - 9:00 AM - 1:00 PM

Jointly conducted by the Employment Development Department and the California state Department of Labor Standards Enforcement, this class will cover California recordkeeping and reporting requirements including employer obligations and payment requirements; common wage and hour laws; employer and employee rights and responsibilities; and the basics of how to distinguish between an employee and an independent contractor. More information at (866) 873-6083, register at www.edd.ca.gov/taxsem

HIV Positive Entrepreneurs

1/31 - 10:00 AM - 4:00 PM

If you're living with HIV/AIDS and exploring new career directions, you may have thought about starting your own business. This seminar will help you consider that option by breaking down into basic steps the process of a business "startup". Topics covered will include marketing, management, financing and resources.

Building and Marketing Effective Web Sites

1/31 - 6:00 PM - 9:00 PM

There are many tools on the market for building Web sites. This class gets behind what makes a business Web site successful in drawing repeat visitors and converting visits into sales. Learn the key aspects of good business Web design: what makes sites appealing; how to architect a site to allow easy navigation; technical requirements for proper search engine recognition and placement; what to look for in a Web host; how much you should expect to pay; information on enabling your site for ecommerce; and tips on how to build a site that encourages multiple purchases from your clients. Presented by the SF Small Business Development Center. \$25 pre-registration, \$30 at

the door.