

This Week's Friday Report

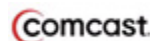


San Francisco Hispanic Chamber of Commerce

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P: 415-278-9611
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Abriendo Caminos®



FRIDAY REPORT: February 01, 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 ²	Sunday ³
 Showers High 49°F Low 48°F	 Rain High 52°F Low 44°F
Precip: 70%	Precip: 70%

NEWS

The SFHCC conducted the 2008 Board Retreat

By Carlos Munoz

The SFHCC conducted the 2008 Board Retreat last weekend and held Executive Committee Elections in addition to completing a two-year strategic plan for the organization. The Executive Committee continues to be lead by Rick Gomez of fiona Systems Integration as Chair of the Board of Directors. The SFHCC also maintains Reynaldo

Arellano of Arellano & Company CPA's as Treasurer and Richard Ventura, SFHCC C.E.O., as President.

The SFHCC has made two additions to the Executive Committee:

- Parliamentarian - Bonnie Wells of Blue Shield of California
- Secretary - Claudia Castillo of Leland, Parachini, Steinberg, Matzger & Melinick

The two-year strategic plan was completed with the support of Citibank who underwrote the use of a consultant through CARAT to facilitate the working session. The strategic plan has been placed into eleven categories:

- Technology
- Membership
- Revenue
- Marketing
- Credibility
- Member Retention & Attraction
- Member Programs
- Volunteers
- Board Leadership Development
- Infrastructure
- Public Policy

The plan is being finalized and formatted and will be made available to members by **March 1, 2008**.

Latino Voters: Beyond Obama and Clinton

By Carlos Munoz

As Latinos move center stage in the Democratic primary campaign, they should get past the race and gender of the candidates and focus on the issues.

If they do so, they will notice Sen. Barack Obama's record closely parallels that of Sen. Hillary Clinton. Obama and Clinton are basically in agreement on the issue of "illegal immigration" as it is framed in the Congress and the media. They have both voted consistently in favor of Senate bills that aim to increase the militarization of the U.S.-Mexico border. They both have supported the raids in the workplaces and in the homes of undocumented workers and their families. These raids have resulted in the tragic break-up of families and have turned innocent children, most of them born in the United States, into homeless orphans when their parents have been arrested and deported.

On the war in Iraq, Obama's record now also closely resembles Clinton's. Though he originally opposed the war, neither he nor Clinton supports an immediate withdrawal of troops. And both have supported increased funding for the war. For Latinos, this is a big issue, since a majority has long opposed the war in Iraq. And, incidentally, the first U.S. soldier to die in Iraq was a Latino immigrant from Guatemala by the name of Jose Antonio Gutierrez. On Pentagon spending, Obama, like Clinton, favors a substantial boost in the military budget and an increase in the size of our armed forces by the thousands. There is also little difference between them on the economy. Both of them focus on the middle class, while the majority of Latinos are working class - many of them in the cheap labor sector.

Former Sen. John Edwards is the only leading Democratic Party candidate who has put poverty on the agenda and the only one who has spoken to the need to improve the economy for the working class. Edwards correctly places the blame on the corporate sector for the growth of poverty and the bad economic conditions faced by workers. Obama and Clinton, on the other hand, prefer not to challenge corporate power head on. The only other Democratic candidate to raise this issue has been Rep. Dennis Kucinich, but the networks have excluded him from the most recent debates. Kucinich, by the way, also challenges the United States to stop being an empire. No one

else goes near that one.

In fact, Obama and Clinton both have advisers who have served previous presidents and are committed to the agenda of maintaining the U.S. empire. Latino voters who are critical of this consensus may not want to choose between the lesser of two evils. They could go to an independent third party candidate that best reflects a true commitment to real progressive change. The Green Party, for example, has attracted more of those critical Latino voters in recent elections.

But whichever candidate they choose, it is crucial that discerning Latino voters and all well-meaning citizens commit themselves to a movement for peace, democracy, and social and economic justice - at home and abroad. That movement is more important than any candidate.

Carlos Munoz Jr. is a longtime activist and Professor Emeritus in the Department of Ethnic Studies, University of California, Berkeley. He served as an advisor to the 1988 Jesse Jackson presidential campaign and is a former member of the Rainbow Coalition.

Health Care Becomes City's Cause

By Jane Meredith Adams, Chicago Tribune

As Democratic presidential candidates unveil proposals for universal or near-universal health care for all Americans, San Franciscans already are signing up for a new program that guarantees free or sliding-scale medical care to all uninsured adults. The program provides a network of care to city residents, regardless of existing medical conditions, immigration status or ability to pay. For Judy Rees, a 45-year-old part-time home health aide, the program, dubbed Healthy San Francisco, will coordinate treatment for her slipped discs, borderline diabetes and anxiety. "I've never had insurance," she said as she read a Healthy San Francisco flier in the waiting room at Glide Health Services, a clinic in the impoverished Tenderloin district. "I'd never go to the doctor unless I was deadly sick." "You never know what's going to happen," said Frederic Tarmis, 38, an uninsured bartender in the Glide waiting room who said he was eager to sign up for the program. "I try not to think about it."

Bill Henry, 63, a part-time gardener, said he'd been navigating the city's free health clinics and San Francisco General Hospital for years and wasn't sure he needed the plan. Then he added, "Once I went to General and didn't know where to ask and I ended up getting bills." The plan began in pilot form in July. Expanding citywide this week, it is the first attempt by an American city to tackle the health-care crisis, with the assistance of state and federal funds. Unlike other universal health-care plans being proposed, Healthy San Francisco is not insurance because health coverage doesn't travel with the individual. Care is provided and paid for only at clinics and hospitals in San Francisco. "What we're seeing here is the absence of real action at the federal level," said Ken Jacobs, chairman of the University of California, Berkeley, Center for Labor Research and Education. "It certainly sends the message that this is possible."

At the root of the program is the concept that each patient has a "medical home" at a specific city clinic so that treatment and referrals can be coordinated. The intent is to shift medical treatment for the uninsured from the emergency room to preventive care.

"It's challenging to get a colonoscopy screening, and the waiting lists for mammography are long," said Dr. David Bangsberg, a researcher at the HIV program at San Francisco General who expects the program to ease those problems.

The other key is the Healthy San Francisco medical identification card, which features a picture of a heart and San Francisco's skyline. The security of having a medical card is "gigantic," said Patricia Dennehy, divisional director of Glide Health Services, adding that the card gives patients information before emergencies about how much they'll owe.

In one instance, a colon cancer patient at the clinic refused to go to General for surgery even after staff assurances that he could receive low-cost care, Dennehy said. "He had a small bank account. He said, 'If I go, they'll find that money.'" The card also may appeal to middle-class patients. "It's not a handout, it's not a free clinic," she said. "It's a plan." By targeting the city's estimated 82,000 uninsured adults age 18 to 64 instead of the entire population of 750,000, the program is able to leverage the existing infrastructure of 22 city and community-based health clinics and the resources of San Francisco General, a teaching hospital affiliated with the University of California, San Francisco . About 1,300 people have enrolled in the program so far. As for replicating the program elsewhere, what's needed is an established public health system, said Stephen Shortell, dean of the School of Public Health at the University of California , Berkeley .

"Chicago is a good example of another city with a strong health department and an infrastructure of city clinics," he said. "It's one of the cities that could do this." San Francisco already has a Cook County-style health-care system for the poor ? with a big public hospital and clinics for the indigent. But Chicago doesn't have anything like San Francisco's attempt to enact universal health care. In Chicago , poor people can go to the Cook County health-care system for care, but there is no guarantee of medical coverage except in life-threatening emergencies. California Gov. Arnold Schwarzenegger's introduction of a statewide health-care plan "clearly" was spurred by Mayor Gavin Newsom's initiative in San Francisco , Jacobs said. The city spends about \$117 million to care for about 50,000 uninsured; the majority are working men under age 40. Healthy San Francisco estimates it will cost \$200 million to fund the program. The city received a \$73 million state/federal grant spread over three years. The remainder is expected to be paid for by patients' fees and contributions from employers.

The Golden Gate Restaurant Association has filed suit to challenge the contributions. A hearing is set for November. Until November, enrollment is limited to adults with incomes at or below the federal poverty level of \$10,210 for a single person and \$20,650 for a family of four, who pay no fees.

After November, enrollment is open to individuals at all income levels with quarterly fees ranging from \$60 to \$675 ? the amount for incomes at 500 percent of the poverty level, or \$51,050 for an individual or \$103,250 for a family of four. Co-payments range from \$10 to \$20 per visit to a clinic and from \$200 to \$350 for a hospital stay.

What the plan pays for:

- Prescriptions, office visits, hospital stays
- Specialists, lab tests, ambulance
- Establishing a primary care provider for each patient

What it doesn't pay for:

- Dental, organ transplants, infertility
- Health care outside San Francisco
- Hospital care other than San Francisco General

Source: www.healthysanfrancisco.org

1/29/08 - Mayor Newsom Puts Out Call For Olympic Torchbearers

San Francisco, CA

Today, joined by the United States National synchronized swimming team and United States Olympic Committee Vice President Bob Ctvrtlik, Mayor Gavin Newsom invited all North Americans to submit an application to become a torchbearer for the San Francisco leg of the Beijing 2008 Olympic Torch Relay. Online applications are currently being accepted through the website www.sustainablejourney.org. "I am thrilled to be able to showcase the best of San Francisco," said Mayor Newsom. "When the Olympic Torch Relay passes through our city, the world will see not only the iconic images of the Golden Gate Bridge and Coit Tower , they will experience the

spirit of innovation that is leading the nation and the world on a journey toward sustainability."

An application to become a torchbearer can be obtained and submitted online at www.sustainablejourney.org. All applications must be received by February 3. Submissions will be reviewed by an esteemed panel of Bay Area leaders, and a list of nominations will be forwarded to the Beijing Olympic Games Organizing Committee (BOCOG) for final selection. "As the only North American stop on the worldwide Olympic Torch Relay, San Francisco is demonstrating its dedication to the values of Olympism and to the promotion of Olympic sport," Ctvrtlik said. "Through our partnership with the City of San Francisco, we are encouraged by the support we have already seen from the Bay Area, and we are certain that April 9 will be a celebration of one of the most significant sporting events of our time."

Predicted by many to win a medal in Beijing this summer, the United States national synchronized swimming team led by head coach Tammy McGregor has made San Francisco an integral part of their Olympic journey. The team trains three days a week at Martin Luther King Jr. pool, a Department of Recreation and Parks facility located in the Bayview neighborhood. "We want to thank the City of San Francisco for making it possible to train here," said team Co-Captains Kim Probst and Kate Hooven. "This opportunity allows us to continue to follow our dreams. Many of us originally hail from the Bay Area so it is enjoyable for us to train so close to home."

The 2008 Olympic Torch Relay, sponsored by the Coca Cola Company, Samsung and Lenovo, will begin with the lighting of the Flame in Olympia, Greece on March 24. After its arrival in Beijing on March 31, the torch will arrive in San Francisco on April 9 before returning to mainland China where it will traverse the country for more than three months. The Flame will enter the Olympic Stadium as part of the Opening Ceremony of the XXIX Olympiad on August 8, 2008.

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-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 employee 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](#)

FEATURED MEMBERS

Museums

The Mexican Museum

Fort Mason Center, Building D

San Francisco CA, 94123

P: 415-202-9715

F: 415-441-7683

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/>

Talamantes/Villegas/Carrera, LLP

One Blackfield Dr., No. 352

Tiburon, CA 94920

Small Business Membership

Karen Carrera

P: (415) 789-9798

F: (415) 789-0904

www.e-licenciados.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

2/4 - 6:00 PM - 8:30 PM - Connect to the Net- How to Launch Your Website Quickly

This course will outline steps to either create the web site yourself, or how to go about selecting a company to create your web site, the average time and cost, how to identify and create content for the web site and how to maintain the site going forward.

2/4 - 8:30 AM - 5:00 PM - Food Safety Certification - Golden Gate Restaurant Association

California Assembly Bill 1978 requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. As of January 1, 2000, certification is mandatory and re-certification is required every three (3) years. Registration and information is available at www.ggra.org

2/5 - 9:00 AM - 1:00 PM - Marketing: Building Awareness and Driving Sales

Understand the fundamentals of marketing strategy (the four Ps; price, product, promotion and physical

distribution) and how good market planning can have a meaningful impact on your business. Learn how to develop a cost effective marketing plan, how to execute the plan, and measure its effectiveness. \$35/\$40 registration fee. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

2/5 - 6:00 PM - 8:30 PM - Negotiating Your Way to Success in the Entertainment Industries

Covers effective negotiation tactics and strategies, with particular emphasis on the music, entertainment and media industries Concepts covered include: preparing in advance for negotiation success, methods for improving your "bargaining position", proper negotiation "etiquette; strategies for overcoming negotiation "obstacles" and "impasses", etc. .Ideal for new and/or self represented artists and entertainment professionals.

2/5 - 2:00 PM - 4:30 PM - Marketing Research - Discover Your Niche

As a startup business owner, you can market your business more effectively the more you know about the customer you are targeting. Topics include finding customer key characteristics, understanding why they would buy, determining your competitive advantage, follow-on products or services, testing your ideas, and common market research mistakes.

2/6 - 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.

2/6 - 9:00 AM - 10:30 AM - Free and Low Cost Resources for Your Business

Representatives from SBA, SCORE, the SF SBDC, the Renaissance Entrepreneurship Center, and the San Francisco Public Library Small Business Center will explain the vast resources available as you start and grow your small business.

2/6 - 6:00 PM - 8:30 PM - Is It Time To Take Your Business Out Of Your Basement?

Have you outgrown your home office? Come explore your options and learn: the top 10 challenges of working at home and how to remedy them, whether having a home office or renting space is best for your business, how to maximize profits no matter where you are located, and the benefits of small business incubation and other alternative office environments that can support your business. Cost is \$15. To register go to www.acteva.com/go/rec

2/6 - 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.

2/6 - 10:30 AM - 11:30 AM - Starting a Business in San Francisco

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

2/7 - 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.

2/7 - 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.

2/7 - 9:00 AM - 12:00 PM - Introduction to Federal Government Contracting

This class will cover where your company fits into the Federal government market, what the Federal government purchasing process is like, how to research government contract opportunities, identifying the certification programs for small businesses and where to go for assistance. Presented by the SF Small Business Development Center and The Federal Technology Center.

2/7 - 6:00 PM - 8:30 PM - Selling Savvy, Sell Smarter Not Harder!

Are you frustrated on where to begin in selling your product or service? Do you want to feel like the pros? Come to this workshop and learn tips and techniques from a seasoned veteran in sales and marketing. Find out how the professional salesperson uses positioning, network, referrals and cold calling for success. - \$25 Registration Fee. Presented by the SF Small Business Development Center.