

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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San Francisco, CA 94103
P: 415-278-9611
<http://www.sfhcc.com/>



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FRIDAY REPORT: February 22, 2008

Sponsors

Upcoming Events

Mar 28-30 - Small Business and Micro Business Bootcamp

Apr 24 - 360 Degrees of Financial Literacy

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

Weather

San Francisco Weekend Weather

Saturday 23	Sunday 24
 High 53°F Low 52°F Precip: 80%	 High 56°F Low 48°F Precip: 100%

NEWS

American Jewish Committee Appeals to Cable TV Executives to End Airing of Anti-Immigrant Hate

February 15, 2008 - New York

The American Jewish Committee is urging the heads of major cable television networks to ensure that the background of certain so-called immigration experts appearing on news shows is revealed to the viewing audience.

"It is inappropriate and offensive for major television programs to provide a microphone to individuals and organizations that promote hate, espouse vigilantism, white supremacy, or even violence in the immigration

debate," AJC General Counsel Jeffrey Sinensky wrote in a letter to the heads of CNN, FOX and MSNBC.

"There is no excuse for television talk show hosts and commentators failing to investigate the backgrounds of the people they invite on their shows to speak on the issue of immigration."

The AJC letter was delivered today to Jim Walton, president of CNN Worldwide; Roger Ailes, chairman and CEO of FOX News Corporation; and Phil Griffin, executive-in-charge of MSNBC. AJC has partnered with the National Council of La Raza and its "We Can Stop the Hate" campaign launched recently to counter the increasing rhetoric on the airwaves that already has caused a rise in hate crimes against Latinos.

AJC pointed out specifically that Lou Dobbs Tonight, The O'Reilly Factor, and MSNBC News Live offer national platforms to spokespeople who represent known vigilante or hate-promoting groups, including Jim Gilchrist and Chris Simcox of the Minuteman Project and Dan Stein of the Federation for American Immigration Reform (FAIR).

They regularly appear on news programs as anti-immigration "expert commentators" and pundits. "Rarely is their status as a representative of a vigilante group or one that promotes hate acknowledged or challenged. Rarely do they face anyone with an opposing viewpoint," said Sinensky.

In addition, the AJC letter noted that spokespeople espousing vigilantism and fear regularly appear on nightly news programs. They often speak in code, calling immigrants "criminals," "an army of invaders," and "diseased"; and children born to immigrants are referred to as "anchor babies." Many talk show hosts and commentators parrot this hate speech on their broadcasts.

"Hate speech has no legitimate role in the media. History has shown repeatedly that it can be the precursor to violence," said Sinensky. "Issues such as immigration can be explored legitimately and thoroughly without demonizing an entire group of people."

AJC, the oldest human relations organization in the U.S. , has been a longstanding advocate for fair and open immigration, and a strong supporter of comprehensive immigration reform.

Mayor Newsom Unveils Proposed Central Subway Route to Chinatown ; SFMTA Board of Directors adopts final plan for Phase 2 of Third Street Light Rail Project

February 19, 2008

Today, Mayor Gavin Newsom was joined by San Francisco Municipal Transit Agency Director/CEO Nathaniel P. Ford to unveil the Locally Preferred Alternative (LPA) for the Central Subway, Phase 2 of the Third Street Light Rail Project. The LPA is the actual route alignment the T-Third Line will follow when it is extended from 4th and King to Chinatown . The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors unanimously voted later this afternoon to adopt the route alignment. "The impressive progress of the Central Subway Project stems from the strong community support for the project from the southeast sector of the City to Chinatown ," said Mayor Newsom. "This project is vital to connecting The City's civic, business and cultural centers with the diverse communities along the corridor." The Central Subway Project is Phase 2 of the Third Street Light Rail Project that will link Little Hollywood and Visitacion Valley with Union Square and Chinatown . Once complete, the project will improve service reliability and travel times, enhance transit connections, and provide economic opportunities and access to jobs for local residents. The project is supported by a financial plan that includes significant contributions at the federal, state and local levels.

Based on extensive public outreach beginning in June 2005, the SFMTA adopted a 1.7-mile Fourth/Stockton alignment with three subway stations as the LPA. Subsequently, after additional public input, a modified LPA option was developed that adds a surface station at Fourth and Brannan Streets and extends the tunnels to North

Beach . "The project has received tremendous financial commitment and support at the federal, state, and local levels because it will serve a large number of transit customers in a highly congested corridor," said Ford. "The Central Subway project will provide convenient subway service to jobs, medical care, educational opportunities and entertainment for residents and visitors from Visitacion Valley to Chinatown ." A key milestone in the Draft Supplemental Environmental Impact Statement/Environmental Impact Report (Draft SEIS/SEIR) process, the adoption of the LPA comes after months of review and public comment, which began when the Draft SEIS/SEIR was released for public review on October 17, 2007. The LPA was selected from three alternatives evaluated in the Draft SEIS/SEIR.

The projected number of future daily boardings for the T-Third Line, including the Central Subway, is 78,000. The Central Subway segment will reduce travel time between the Caltrain station at Fourth Street and King Street to Chinatown from 20 minutes to 7 minutes. It will serve regional transit connections, major tourist destinations, convention facilities and the large number of residents in the corridor who do not have cars. The Central Subway has been favorably evaluated by the Federal Transportation Administration (FTA) as a "New Starts" project and is receiving federal funding from Congress. The Central Subway received a medium-high to high rating in the latest round of FTA evaluations announced earlier this month.

Your Vote Is Your Voice' - Inside the latest effort to mobilize Latino turnout.

By Jamie Reno, Newsweek Web Exclusive

Enrique Morones, founder and president of the Border Angels humanitarian group, is the organizer of Marcha Migrante, the catalyst for the massive nationwide immigration demonstrations in the spring of 2006. This week in San Diego , Morones kicks off Marcha Migrante III, an effort to increase Latino registration and turnout in the 2008 election. Morones, who was born and raised in San Diego and in 1998 became the first American to be granted dual citizenship with Mexico , is a frequent subject of verbal assaults from anti-immigration groups and pundits. He has worked for corporate America , including a stint as a marketing executive for the San Diego Padres, and has strong opinions on all the 2008 presidential candidates and their outreach to Hispanics. He spoke to NEWSWEEK'S Jamie Reno about the campaign and the increasingly influential Latino vote. Excerpts:

NEWSWEEK: Your Marcha Migrante III will take you to more than 30 cities over 17 days from the Mexican border to the Canadian border. What do you hope to accomplish?

Enrique Morones: This time we are stressing the importance of voting. Su voto, es su voz: your vote is your voice. We'll be holding rallies, community forums, vigils, interacting with migrants, and just talking about the importance of participating in the democratic process. Like any other American community, the Latino community is concerned with issues like education, health care, economic issues, and the war, and we are more sensitive to the immigration issue. With the first Marcha Migrante in 2006 we visited 40 cities in 20 states in 28 days, and you saw what happened. They did what we asked and took to the streets. This time we're telling people to vote, and that those who cannot vote can still participate?they can call people who are registered to vote; they can still get involved with causes and candidates.

How big an impact do you think Latino voters will have on this election?

Latinos will be the difference in this election. I believe we'll see some record turnouts from the Latino community on Super Tuesday, for example, especially in California and New York , which have such large Hispanic populations. I've never seen this community so galvanized.

Let's talk about the specific candidates and their outreach to Latino voters, starting with John McCain. How much support do you think McCain will get from Hispanics?

He will get some. I know his Latino outreach director, Juan Hernandez, and I've met John McCain and spoken to him. He has an immigration policy most Latinos can agree with. But he's has been disappointing with his switch back in recent months to an enforcement-first message, as opposed to his bill with [Massachusetts Sen.] Ted Kennedy, which is more comprehensive and humane. I understand we have to protect the border, but McCain should be more outspoken about the need for humane and comprehensive immigration reform.

Hillary Clinton has the early lead in terms of endorsements and support from the Latino community. Why does she seem to enjoy so much support from Hispanics?

First of all, she's a Democrat. Second, she has strong ties to leadership like the United Farm Workers and Los Angeles Mayor Antonio Villaraigosa. But the Clintons in general are perceived positively by Latinos. Yesterday I was with Maria Echeveste, a senior adviser to Hillary Clinton, at a forum in San Diego at a largely Hispanic high school. She's one of Hillary's many Latino supporters. Hillary has another advantage with her star power. If you walk down any street and ask any Latino if they know who Hillary Clinton is; most will say yes. If you ask them who Barack Obama is, a lot of them will say no. It's not a good or bad thing; it's just reality, and it's an advantage.

Speaking of Obama, he's ascending in the polls, especially in California, and is getting more endorsements from Latino leaders. But some say cultural rivalries between Hispanics and African-Americans will keep some Latinos from voting for Obama. Do you think that's true?

I think there is some of that in every community. There are Anglos who refuse to vote for an African-American and men who refuse to vote for a woman. But the Latino and African-American thing is overplayed a bit. Obama's endorsement from Ted Kennedy is a huge coup. Many Latinos who don't know Obama know who John Kennedy is. That name still has a lot of resonance in the Latino community.

Mitt Romney spoke recently in San Diego about the need for the nation to clamp down on illegal immigrants and not provide amnesty. What's your take on Romney?

His hypocrisy is astonishing. The reason Mitt Romney is alive today is that his father, who was born in Mexico, was supported by the sanctuary movement when Mormons were being persecuted. And now he's turning his back on those principles. Romney never brings that up. The person who introduced Romney yesterday at his San Diego rally was Congressman Brian Bilbray, who was a lobbyist for the extreme right-wing Federation for American Immigration Reform (FAIR), founded by John Tanton. That tells it all right there. Romney is going after the Tom Tancredo, Duncan Hunter, Minutemen crowd. He's using the politics of fear and deception. He switches like the wind, but he's been firm on his anti-immigrant position.

How important is the endorsement of New Mexico Gov. Bill Richardson?

Very. It doesn't quite compare to Ted Kennedy's, but Richardson's support carries weight. Not so much his endorsement, but his campaigning. He speaks Spanish, he's part Mexican, he's one of us. Of all the candidates, Richardson was the most qualified to be president, with his experience with the United Nations, as secretary of energy, governor, congressman, ambassador, his negotiating the release of hostages, etc. He's a worldly person with a great reputation, but he's not the kind of person who fires you up when he speaks. I know him personally: he has charisma and is sharp, but he loses a lot of that on television. But he'll have a key cabinet position. That's why he's not endorsing yet.

How would you describe the tone of the illegal immigration discussion?

There are, understandably, more important issues to many voters, so the candidates aren't talking as much talk about immigration as they are about the economy, the situation in Iraq, the housing crisis? things that are important to all communities, including Latinos. But we are hearing more as the campaign moves to the Southwest. Most people in this country believe in diversity and human rights. The polls show that two-thirds of Americans want humane and comprehensive immigration reform.

What aspects of the immigration debate are the presidential candidates not talking about?

They need to do a better job of telling the truth and keeping hate out of the debate. They need to stop perpetrating the myth that there is some sort of line that poor folks from Mexico and Latin America can stand in to come here. There is no such line for the poor. And they need to stop talking about undocumented workers as if they're all criminals. The candidates also need to be reminded that more than 10,000 people have died at the border since Operation Gatekeeper was put into effect in 1994.

What else do you think the candidates need to be reminded of?

That there really are two Americas. John Edwards was right, and I'm sorry he's out of this race. I took a lead role in the recent devastating wildfires here in San Diego, and I saw how the wealthy Anglo communities were well taken care of but the poorer Latino communities did not receive the reverse 911 calls, etc. We all must be included in America's successes as well as our challenges, and we face strong challenges. The Latino community is

patriotic, but we demand to be treated with respect.

Hispanic Business Community Dismayed With Mainstream News's Obsession with Immigration

The Business Journal of Phoenix - by James Kindle Phoenix Business Journal

Jane Mancini, owner of C.M. Trucking Inc., thinks the media has a 100 percent negative focus on Hispanics. View Larger Hispanics don't do much more than sneak into the U.S. to drain the health care system and commit vicious crimes -- at least, that's the impression you might get if you look only at mainstream news coverage, some media insiders say. Many industry professionals and Hispanic businesspeople say coverage of Hispanic issues is lacking in the popular press. What little coverage there is, they claim, is dedicated almost entirely to the illegal immigration issue.

"Too much of the Hispanic community is now being defined solely on one topic: immigration," said Gilbert Bailón, editor and publisher of *Al Día*, a Spanish-language subsidiary of *The Dallas Morning News*.

Bailón discussed the issue at a September Town Hall event at Arizona State University called "Media Coverage of Latino Issues -- It's Not Only Immigration." "There is an increasing cultural and language gap between parts of the Hispanic community and the mainstream that's being aggravated by either poor coverage or lack of coverage of certain subjects," he said. "The gulf is widening." Bailón said the effects of immigration and of the growing Hispanic community are legitimate stories, but the "depth of the conversation" is lacking. "When you have Spanish-dominant Hispanics, they are often talked about and not talked to in coverage," he said.

Bailón's visit came a year after ASU conducted a study showing 1.2 percent of the stories in the U.S. ' three major news magazines in 2005 covered Hispanic issues, and the majority of those articles were about immigration. Sharon Bramlett-Solomon, a professor of race, gender and media at ASU's Walter Cronkite School of Journalism and Mass Communication, said Bailón's concerns speak to a larger media issue of turning minorities into "problem people."

"Their portrayal is negative," Bramlett-Solomon said. "It shows ... primarily a unidimensional perspective." This perspective ignores the diversity of the Hispanic community, she said, with no distinctions being made among Cubans, Panamanians, Puerto Ricans, Brazilians, Mexicans and others. "It's really an unfair painting with a broad brush," she said. Although business journalism is less prone "to go to the hottest flame" of protest and controversy over immigration, Bailón said, Hispanic and immigrant perspectives often are overlooked there as well.

What he sees specifically missing in the business pages are the voices of the workers who support the companies. "There are a lot of major businesses in this country that couldn't be productive without immigrants," he said. So, what's the answer to balancing news content? Bailón said hiring more bilingual reporters would be a good first step, and having a diverse set of newsroom employees who can connect with the different communities within a news outlet's circulation area.

Anita Luera, treasurer of the Arizona Latino Media Association and a Cronkite School program director, said she was able to see firsthand the lack of diversity in newsrooms when she worked as a local television news producer. Counting Hispanics, blacks, Asian Americans and American Indians, about 13.6 percent of newspaper staffers nationwide are minorities -- a slight drop from last year's 13.9 percent, according to the American Society of Newspaper Editors. However, minorities account for about 33 percent of the U.S. population, according to U.S. Census Bureau data released in May. Hispanics alone represent 14 percent.

Luera said newsrooms need a greater consciousness to cover a variety of Hispanic issues, and should employ reporters to cover beats focused specifically on diverse community groups. All other Hispanic issues are taking a back seat to immigration, she said. "The immigration issue basically sucks the air out of the room, and that seems to be the only issue that is covered," she said. "All Latinos in the U.S. are not immigrants." Harry Garewal, president and chief executive of the Phoenix-based Arizona Hispanic Chamber of Commerce, said he thinks

Arizona's employer sanctions law, set to go into effect in January, is pushing even more business news coverage toward immigration. Garewal said he realizes editors want to cover the most dramatic news, but he thinks the media focus on immigration is "fueling the hysteria" over the issue.

"I do understand the adage 'If it doesn't bleed, it doesn't lead,' but I see a lot of negative press coming out," he said. "It's always highlighted by pictures of people climbing fences or (with) weapons or drugs around them, when the reality is that's a very, very, very small percentage of the population." Despite representing such a small portion of the state's Hispanic population, illegal immigrants get the most press coverage, and it's overwhelmingly negative, Garewal said. That's especially bothersome because there are so many examples of Hispanic leadership in the business community, he said. "The media could certainly do a lot better job in spotlighting them," he said.

One such leader, Ray Arvizu, president and chief executive of Arvizu Advertising & Promotions, said he's especially frustrated by all the negative press. "We're almost finishing Hispanic Heritage Month, and it was downplayed by immigration," he said. "We had successful events that no one wants to talk about." It's not just newspapers, either. Immigration news is all over television, and it's a hot talk-radio topic. Jane Mancini, owner of Mesa-based C.M. Trucking Inc., said the media's "100 percent" negative focus on immigration detracts from more important issues affecting her and all business owners.

"The construction is almost none. Real estate is going down. We need to know why," she said. "I have a trucking company, so it really affects me." Bailón said the media needs to do better. "There's so much rhetoric. People are angry," Bailón said. "We have to get past that and look more deeply, because there are 12 million people who are undocumented here. So I think we, as journalists, have to look at what are the challenges we have to integrating these people."

Business and Trade Association Leaders to Participate in Second National Regulatory Fairness Hearing

WASHINGTON

The Office of the National Ombudsman at the U.S. Small Business Administration will host its second national regulatory fairness hearing in Washington D.C. on March 12, at 10 a.m. This event, which will be held at the Environmental Protection Agency's East Building, will give leaders from business organizations and trade associations an opportunity to comment on unfair or excessive federal regulatory enforcement that impacts their members and small businesses nationwide. "The first national hearing was a great success, as groups explained the challenges their small business members face when trying to comply with regulations within their respective industries," said SBA National Ombudsman Nicholas Owens.

"We would like to build upon last year's hearing, and continue to successfully identify those federal regulatory enforcement actions that are excessive - rather than effective - for small businesses across the nation," Owens said. The national hearing will also function as an information session on how SBA's Office of the National Ombudsman serves as troubleshooter for the nation's small businesses. "We'd like the representatives, on behalf of their associations' members, to come away with a better understanding of how the National Ombudsman is a vital resource for America's small business owners," Owens said.

The Small Business Regulatory Enforcement Fairness Act of 1996 created the Office of the National Ombudsman within the SBA and established 10 regional regulatory fairness boards nationwide. Each year a series of public regulatory fairness hearings are held around the country. These hearings are usually chaired by the National Ombudsman and regional board members and attended by officials from various federal regulatory agencies. During the hearings, small business owners have an opportunity to testify in person, presenting their concerns about unfair practices or burdensome policies imposed on them by federal agencies, without fear of retaliatory action. Business owners also have the option of submitting their comments in writing to the National Ombudsman.

The upcoming national hearing will follow a similar format. During a typical regional hearing, comments from business owners are forwarded to the appropriate federal agency for their review. The National Ombudsman asks

the federal agency to respond 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 direct a high-level review of the enforcement action to ensure fairness. Comments from the national hearing will also be included in the National Ombudsman's annual report to Congress, which rates federal agencies on responsiveness to small business concerns.

For more information on the national hearing, contact Christina Marinos in the Office of the National Ombudsman at christina.marinos@sba.gov, or by phone at (202) 401-8254. To learn more about the Office of the National Ombudsman, visit the Web site at www.sba.gov/ombudsman.

MARK YOUR CALENDARS

Mar 28-30 - Business Bootcamp

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. Each component will be one day with lecture, role play, wrap-up for each topic and close with a discussion about what strategy will be implemented into the company.

Each component will be facilitated by a business owner to create an interactive program while helping micro business owners establish a relationship with small to medium sized business owners which can later lead to business-to-business relationships in contracting.

The program will include a 30 day follow up with lunch to discuss learning's, implementations, and results.

[VIEW PROGRAM DETAILS](#)

[Online Registration](#)

Sponsored by:

Invest in you™



Apr 24 - 360 Degrees of Financial Literacy

Summary:

When you get down to it, achieving your financial goals is all about creating a plan and sticking to it. Without goals and a specific plan to meet them, we drift along and leave our future to chance. As the saying goes, "Most people don't plan to fail; they just fail to plan." For this reason, the San Francisco Hispanic Chamber of Commerce (SFHCC), the California Society of Certified Public Accountants, and the Latino Business Professionals will conduct a special seminar to help improve Californians' financial literacy. This workshop is not a sales seminar but an educational seminar to provide individuals with new life skills. This workshop will provide tips on how to better manage your money, improve savings and investment strategies and save on taxes. This program will serve as the overview program and will also include a presentation and dynamic Q&A that participants walk away from with valuable information that meets their specific financial needs and helps them to build financial security. Each Overview Program will be followed by 3 monthly workshops at the Beginner, Intermediate, and Advanced levels.

Agenda:

5:30 PM Registration

5:50 PM Welcome

6:00 PM Presentation

- Set Goals, Use a Budget
- Control Credit Cards
- Tips for Saving and Investing
- Understanding Retirement Accounts
- Preparing for College Funding
- Protecting Your Family with Life Insurance
- Understanding Health Insurance
- Property Insurance
- Disaster Preparedness
- Tax Planning

7:00 PM Q&A Session

7:30 PM Program End

Free to Community - [Register](#)

EVENTS BY OTHER ORGANIZATIONS

Feb 27 - Seminario Importacion /Exportación y Marketing

Me da muchísimo gusto poder invitarlos al primer seminario de Importación y Exportación de este año, el cual se llevará a cabo el próximo **miércoles 27 de Febrero a las 6:00 pm. En las instalaciones del Consulado General de México en San Francisco (532 Folsom Street, San Francisco).**

Gracias a su presencia e interés, el seminario anterior fue un éxito ya que varias personas han quedado interesadas en ellos. En esta ocasión el seminario se dividirá en: Importación y Exportación durante la primera hora, mientras que la segunda se dedicará a Marketing. En ese sentido el apoyo de las cámaras es primordial para difundir educación de negocios en español y apoyar a nuestra comunidad por lo que esperamos contar con su asistencia, y con la de aquellos miembros de las cámaras que estén interesados en dichos temas y conocer a los expositores.

Para obtener más información, póngase en contacto con Andrea Paniagua Borrego, (415) 354-1723.

Feb 28 - 2008 H-1B Work Visa Lottery: Strategy for Success; Alternative Visas

This seminar will begin at 5:30pm with a half hour reception, followed by approximately 1.5 hours of discussion on the following topics:

- Brief Overview of April 1 Lottery
- Foreign Students Receiving Degrees before / after April 1, 2008
- OPT Expiring before 1st Oct 2008: Gap Issues
- Alternatives to H1B: J-1 Trainee
- O1 Outstanding
- E-3 Treaty

Location

America California Bank
417 Montgomery Street
San Francisco, CA 94104
(Located between Sacramento & California St)

Parking: Chinatown / Portsmouth Garage: Sacramento & Kearny St.

For registration please [click here](#)

Apr 13 - A Taste of Tamales by the Bay



Sunday April 13, 2008

Noon to 4:00 p.m.

Fort Mason Center

An A-Maize-ing Benefit Event for Benchmark Institute

Love tamales? Join us at *A Taste of Tamales by the Bay*, San Francisco's second annual tamale tasting, Sunday, April 13th. Sample many tamale styles from some of the finest tamale makers in Northern California, including Veronica Salazar of El Huarache Loco, winner of the Best Traditional Tamale 2007; Maria Martinez ("The Tamale Queen"); and other up-and-coming food artists supported by La Cocina Community Kitchen. Plan to buy your favorites to take home.

See how to make and serve tamales, sample and buy Rancho Gordo's new world heirloom beans and Mrs. A's Famous Salsa Buena. Watch the Bay Area's hottest margarita gladiators battle to make the best margarita, share stories of your celebratory food traditions, and enter the Grand Raffle for unique and exciting prizes-all the while listening to live Latin/Tropical jazz.

This event benefits Benchmark Institute, a nonprofit organization that teaches advocates in nonprofits how to use the law to help low-income communities. Tickets: \$35 in advance, \$40 at door; children under 12 \$20. Buy your tickets online by visiting us at <http://www.tamalesbythebay.org> or by calling 415/ 695-9296.

JOB ANNOUNCEMENT

Roadway Human Resource Department.

Job Title: **Senior Supervisor (San Francisco)**

Location: **United States/California/San Francisco**

Description:

JOB SUMMARY

Supervise and coordinate all activities of dockworkers and other support personnel. Provide planning, direction and control of all available resources for insuring timely, damage-free, safe loading/unloading of freight on assigned shifts. Provide dockworker training and performance feedback including recommending discipline when necessary. Recommend or carry out personnel actions including hiring, disciplining, discharging, laying off, and recalling of employees. Cooperate with Linehaul, City Dispatch and OS&D.

MINIMUM REQUIREMENTS:

1. 2 years supervisory experience; High school education or equivalent.

2. Knowledge of proper freight handling/loading techniques; Ability to communicate effectively with all levels of operations. Strong interpersonal skills to create conditions for cooperation and high standards of performance from subordinates.
3. Strong organizational skills; Ability to work long hours including weekends and in inclement weather conditions.

PREFERRED QUALIFICATIONS:

1. Bachelor's degree in Transportation, Business or equivalent work experience.
2. 3-5 years supervisory experience; demonstrated leadership abilities.
3. Previous experience with a LTL motor freight carrier with knowledge of hazardous materials; familiarity with mainframe computers and/or PC applications.

Qualified candidates are encouraged to apply online at <http://www.roadway.com/crc> Roadway Express is an Affirmative Action / Equal Opportunity Employer. Qualified female, minority, veteran, and disabled persons are encouraged to apply.

FEATURED MEMBERS

Non-Profit Health Organizations

AARP

200 Pine Street
San Francisco CA, 94104
P: 415-624-9671
F: 415-837-1074

American Cancer Society

1885 Oak Park Blvd.
Pleasant Hill CA, 94523
P: 925-934-7640
F: 925-934-5372
www.cancer.org

American Heart Association

120 Montgomery Street, Suite 1650
San Francisco CA, 94104
Phone: 415-228-8423
Fax: 415-228-8402
www.heart.org

Benchmark Institute

421 Alvarado St
San Francisco CA, 94114
Phone: 415-695-9296
Fax: 415-695-9695
www.benchmarkinstitute.org

NamasteDirect

1860 Lombard St.
San Francisco CA, 94147
Phone: 415-440-2228
Fax: 415-440-2229

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/>

Teresa Goad

918 Avalon Ave
San Francisco, Ca 94112
Student Membership

Christina Lai

1080 Saint Francis Blvd. # 1008
Daly City, CA 94105
Student Membership

P: (408) 667-7676

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

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

2/25 - 8:30 AM - 4:00 PM - How to Start and Manage a Small Business

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

2/25 - 6:00 PM - 8:30 PM - Taxes and Your Business, How to Prepare Schedule C

Prepare your business taxes for '07 and get ready for '08. Review what the IRS wants to know from you and how to report it on the Schedule C for your business. This is a class for business owners who need a basic understanding of their 1040 Schedule C tax forms. We'll also talk about what to do with the numbers once you have them. We don't guarantee you won't get audited, but this class will make it less likely.

2/26 - 9:00 AM - 1:00 PM - Export/Import for Profit

An absolute must for anyone considering entry into the business. Subjects covered: essentials of how to succeed in both exporting and importing; restricted merchandise; role of a freight forwarder or customs house broker; and bank assistance in international trade. \$35 registration fee in advance; or \$40 day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

2/27 - 1:30 PM - 4:00 PM - Maintaining Tax Records for Your Business

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

2/27 - 6:00 PM - 8:30 PM - Think Like a Buyer!

This workshop is designed to give manufactures of apparel and accessory products insight into the minds of potential retail buyers. We will explore what a buyer looks for, how a buyer responds to new vendor solicitation, how to get your line presented to a buyer, and how to maintain a fruitful vendor/buyer relationship. Improve your chances of selling your product to buyers while establishing a solid and ongoing relationship. 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.

2/28 - 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.

2/28 - 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.

2/28 - 6:00 PM - 9:00 PM - Maximizing Your Web Site Traffic and Sales: Search Engine Optimization and Web Analytics

Getting customers to your Web site involves much more than merely designing an interesting site for them to visit. In this class you will learn how to optimize your Web site to ensure the highest possible placing on the key search engines, and thus ensure more traffic. By learning how to use Web analytics you will also learn how to keep your customers on your site once they are there, and how to ensure the maximum conversion rates for site visitors into paying customers. Presented by the SF Small Business Development Center. Fee-\$35 pre-registration, \$40 at the door.