

This Week's Friday Report

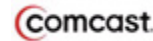


San Francisco Hispanic Chamber of Commerce

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FRIDAY REPORT: February 29, 2008

Sponsors

Upcoming Events



Mar 21 - 13th Annual Telemundo Hispanic Business Salute 2008

April 4-6 - Business Bootcamp

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

Weather

San Francisco Weekend Weather

Saturday ¹	Sunday ²
 AM Clouds / PM Sun High 57°F Low 46°F	 Sunny High 60°F Low 48°F
Precip: 10%	Precip: 20%

NEWS

Hispanic Generational Crossover is Critical for Market Segmentation

The Hispanic market is experiencing its most important socio-demographic and cultural shift since its emergence as a powerful and distinct U.S. market segment. A new book by M. Isabel Valdés, "Hispanic Customers for Life: A Fresh Look at Acculturation," explores the present "Hispanic generational crossover," providing insights, data and tools to manage the generational and acculturation differences among U.S. Hispanics, immigrants and their U.S. born offspring.

Ms. Valdés, a marketing expert, is recognized as the creator of the "In-culture" marketing approach. A lecturer and

public speaker, Ms. Valdés has been studying and writing about the Hispanic market for more than 20 years. Her earlier books, *Marketing to American Latinos, A Guide to the In-Culture Approach, Parts I and II*, are classics used in many universities around the country and on the bookshelves of most multicultural marketers.

"Hispanic Customers for Life, A Fresh Look at Acculturation," by M. Isabel Valdés (February 2008, \$44.95 plus shipping; full retail price is \$49.95) is available from www.isabelvaldes.com or Paramount Market Publishing, Inc., 888-787-8100.

Although most news media speak of Hispanic consumers as only or mostly immigrants, in fact, in 2006 only 19.9 million Hispanics living in the U.S. were "first generation" or foreign born, whereas 24.8 million or 55 percent of the total were second, third or more generations and born in the United States. Add the 3.9 million Puerto Rican Islanders-- also American citizens--and the true size of the U.S.-born Hispanic market today is nearly 29 million.

This is further underscored in the chart, *Hispanic Generational Segmentation by Age*, which can be viewed at <http://www.paramountbooks.com/productimages/FIGURE8.6.pdf>. The growing segment of U.S. born Latinos poses unique business, marketing and communications challenges and opportunities. Ms. Valdés describes in her new book how to target them successfully for marketers of all kinds of products and services.

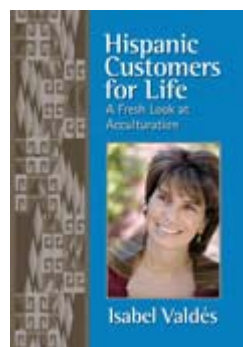
She notes that there are two basic marketing platforms for Hispanics born in the United States: The "young millennial Latinos,"--the second generation youth market--children, teens, and young adults born to foreign-born parents and the "traditional Latinos"--those born to Latino families that have been U.S. citizens for two or more generations. By 2016, it will be a different Hispanic market altogether; the vast majority of Hispanics aged 20 to 29 will have been born in the United States. These Hispanic "Twentysomethings" will constitute a significant market segment - well acquainted with U.S. culture, however, as Ms. Valdés emphasizes, "often born to at least one parent who was foreign born." Thus, straddling two cultures.

In an important departure from the usual ways of viewing this market Ms. Valdés segments it by age and generation, highlighting the waves of acculturation per segment, simplifying a complex marketing landscape by helping marketers understand how different levels of acculturation change Hispanic consumer expectations and hence their responses to marketing messages.

The growing relevance of "emotional marketing" to build HeartShares, the "how to's" and new gold standards are described and illustrated with business case studies.

An additional value of the book is a comprehensive list of Hispanic-related websites, including marketing and advertising companies, trade organizations, non-profits, media, researchers, and so forth.

For more information on the book, Ms. Valdés' speaking schedule and consulting services, visit www.isabelvaldes.com or email her at ivc@isabelvaldes.com.



'Diversity' Defined in Less Than a Third of Workplaces -- Report

Illustrates Challenges in Unlocking the Strengths of Diversity

Alexandria, VA.--(HISPANIC PR WIRE - BUSINESS WIRE)--February 26, 2008

Organizations believe workplace diversity is important--but only 30 percent have an official definition of it. And, there is no common language to guide companies in managing their diversity efforts. Those findings are detailed in a research report released today by the Society for Human Resource Management (SHRM). It partnered with the American Institute for Managing Diversity Inc. in conducting a year-long study on the status of diversity in the workplace.

"Our research confirms that most organizations currently have diversity policies and practices in place," said SHRM President and CEO Susan R. Meisinger. "But, while policies mark a significant step forward, challenges remain." The good news from the 2007 State of Workplace Diversity Management Report, say HR professionals and diversity practitioners, is evidence of greater awareness of diversity in a general sense. That makes this a good time for organizations to focus more on how diversity can have a positive impact on the bottom line.

A survey that was part of the project asked more than 1,400 HR professionals and diversity practitioners to gauge the extent to which diversity practices accomplish specific business objectives:

- 52 percent said that to a "large extent," diversity practices created a work environment or culture that allows everyone to contribute all that they can to the organization.
- To that same extent, 49 percent said the practices achieved appropriate representation of racial and ethnic groups.
- Similarly, 48 percent said that to a large extent, the practices enhanced the ability of people from different backgrounds to work together effectively.

Also within the "large extent" category, respondents said diversity practices leveraged differences and similarities in the workforce (39 percent) and among customers and markets (36 percent) for the strategic advantage of the organization, and that they eliminated or minimized prejudice (38 percent). Still, diversity management remains a challenge. Respondents said that, among other hurdles to diversity management, the field is not well-defined or understood, focuses too much on compliance, and places too much emphasis on ethnicity and/or gender.

"The field is stuck, with little innovation in how we are tracking diversity," said Frank McCloskey, survey contributor and vice president of diversity at Georgia Power. "There is lack of discipline and understanding of what diversity means beyond race and gender or how success is being defined, or not being defined, by most corporate diversity and inclusion initiatives."

Other notable findings of the survey conducted with 993 HR professionals and 330 diversity practitioners representing publicly and privately owned companies, non-profits, and the education sector:

- Small companies--99 or fewer employees--are the least likely to have an official definition of diversity
- Public/government organizations are more likely than private non-profit and for-profit organizations to define diversity.
- Some 75 percent of HR professionals said that, from a strategic perspective, leveraging the diverse talents of the workforce was extremely important to their organization; they would like to see greater emphasis made on the positive relationship between diversity and business results.

For more information visit: <http://www.shrm.org/surveys>.

U.S. Border "Virtual Fence" To Be Delayed: Report

WASHINGTON (Reuters)

Technical problems have forced the Bush administration to retool a high-tech "virtual fence" along the U.S.-Mexico border and will delay the first phase for at least three years, the Washington Post reported on Thursday. There are an estimated 12 million illegal immigrants in the United States, many from Mexico. Immigration is a highly charged topic and a major issue in the campaign for November's presidential election. Department of Homeland Security officials and congressional auditors told lawmakers on Wednesday that problems found in the 28-mile pilot project built near Nogales, Arizona, by Boeing Co. will require a change in plans, the Post reported.

Homeland Security Secretary Michael Chertoff had announced on Friday, during a review of border-control efforts, that the so-called Project 28 was finally ready for service in efforts to stop illegal crossings. The \$20 million project of sensor towers and advanced mobile communications was supposed to be completed in mid-2007 but had been delayed by software problems. The surveillance system was designed to complement a planned 700-mile (1,130-km) border fence that has drawn opposition along its route.

While the Department of Homeland Security took over the high-tech project from Boeing last week, authorities confirmed the initial deployment did not work as planned or meet the needs of the U.S. Border Patrol, the Post said. The newspaper quoted the department official responsible for border security, Gregory Giddens, as saying: "we ... have delayed our deployment as we work through the issues on Project 28. While there is clear urgency of the mission, we also want to make sure we do this right." The Post report cited congressional investigators saying that, because of the new troubles, the first phase will not be completed until near the end of the next president's first term.

Republican presidential front-runner Sen. John McCain of Arizona is fighting conservative criticism that he has been too soft on illegal immigration. The Democratic candidates, New York Sen. Hillary Clinton and Illinois Sen. Barack Obama, accuse the Bush administration of heavy-handed tactics. Giddens told the Post construction of the physical fence was costing about \$4 million per mile but that the Department of Homeland Security hoped to cut the average cost to \$3 million per mile.

President George W. Bush's 2009 budget contains no funds to add fencing beyond the 700 miles meant to be completed this year, the paper said. "The total cost is not known," the Post said Richard Stana, the Government Accountability Office's director of homeland security and justice issues, told the lawmakers. Stana said this was because Department of Homeland Security officials "do not yet know the type of terrain where the fencing is to be constructed, the materials to be used or the cost to acquire the land."

Treat Your Customers Like Family: The Hispanic Way -- It's in the Hispanic DNA.

By Mark Stevens

Hispanic salespeople, driven by their culture, have always impressed me as having a natural inclination to connect more warmly and personally with customers and prospects than the broader range of salespeople. Often they view their business relationships as part of an extended family. When working with a Hispanic Chamber of Commerce in Miami, I met a real estate agent who agreed to look for a second home for me in Florida. As part of the search process, he asked me to visit a Web site with dozens of listings - virtually all reflecting the caliber of home I was seeking. When I asked him to set appointments to see four of the properties, he advised me that one of the listings, which happened to be the most expensive, would not be right for me because of a growing crime problem in a nearby community.

"There's no immediate threat but I don't like what is happening in the vicinity," he counseled. "I wouldn't let my own brother, who is also house hunting, spend that much money there, so I won't let you do so either." He was eliminating from consideration the home that would bring him the largest commission, because he wanted to treat me like family. I have also found that Hispanic salespeople are slower to trust people they don't know but faster to build trust in themselves. Seems like a paradox, but upon reflection it all connects.

In working with my firm's client, a major insurance company, I watched a top producer, a Hispanic woman, work

with clients and prospects many times. She always approached prospects with a skeptical attitude, which I have observed with many Hispanic salespeople, as if she wanted the person to prove they were truly interested and not wasting her time at the outset. At the same time, she would make it clear she was a highly knowledgeable professional, trained as a CPA and a certified financial planner, and that she approached life insurance from a total financial planning perspective.

Making a prospect feel they have to be on the defensive is not a good way to initiate a relationship, but demonstrating early on that you are an expert is very powerful. This duality appears to me to extend from the Hispanic focus on family: I don't trust you until I have reason to bring you into my circle. The best salespeople are a friend and an expert. Hispanics are often better than most at achieving this fusion, but need to temper cynicism at the outset.

Interestingly, this "Customer As Family DNA" runs across the board in the Hispanic business world, from small companies of 10 or fewer employees to businesses with hundreds and thousands of team members. That's because it is a cultural dynamic that is part of the Hispanic way of life. Not all of the companies are exceptional or even well managed, but the tendency to treat people with the kind of warmth, the extra dimension usually reserved for family members, is the prevailing signature of Hispanic-owned companies.

One may jump to the conclusion, and I think it is erroneous, that ethnic companies have a predilection for this kind of familial outlook and execution. I say erroneous because I don't experience it, on a large scale, in any other community. It is a Hispanic original. And if it is fully leveraged, it can be an extraordinary competitive advantage. The great religions of the world have applied five key principles to attract five billion "customers" and retain them for life. Treating people we do business with as family members, is one of these powerful principles. Hispanic businesses do it naturally, organically, while others ignore it or try to simulate it.

Consumers know the difference. Even when the business becomes global, Hispanic companies I have observed send their team into the world with a family view. This is unusual and exceptional. A major law firm with global reach views itself not simply as a legal counsel, but more important as an ambassador for the Hispanic way to doing business. I recall a day in Miami, talking with a senior partner, overlooking the expansive waterfront that he called the "gateway to Latin America."

"Yes we are a law firm, but not in the traditional sense. We see the need to guide mainstream U.S. and European companies in the understanding of how to do business with the Hispanic community. The law in a jurisdiction may be the same for all people, as it should be, but how one views the law is cultural. And we have to explain our view to our family. And we view everyone we serve as family." This family vision is not a game, gimmick or a trend. It is the way Hispanics do business better than anyone else. And it is a ticket to exceptional success when it is understood and implemented as an intentional advantage.

Mark Stevens is CEO of the global sales, marketing and management consulting firm, MSCO, based in Rye Brook, NY. He is the author of 23 books, including the just published "God is a Salesman: Learn From The Master." He can be reached through www.godisasalesman

MARK YOUR CALENDARS

Mar 21 - 13th Annual Telemundo Hispanic Business Salute 2008

Fri. Mar. 21, 6pm
Fairmont Hotel
170 S Market St, San Jose

In Celebration of the Contribution of Hispanic Business in Northern California, Telemundo KSTS Channel 48 proudly presents the 13th Annual Hispanic Business Salute 2008 awards gala! This year's dinner awards ceremony honors top business leaders in the Bay Area, and grants scholarships to outstanding high school/college students.

Hispanic Business Salute 2008 will be co-hosted by eighteen Hispanic Chambers of Commerce from the Greater Bay Area and the California Hispanic Chamber of Commerce, Northern Region Chapter. Over 500 influential businesses, civic and community leaders attended last year's signature event.

Tickets:

Purchase your ticket through the SFHCC for an instant \$50 discount from the \$200 ticket price.

[Register](#)

For more information contact David Martinez at (415) 278-9611



April 4-6 - 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](#)

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30 Years of Advocacy, Empowerment, & Education



Save the Date

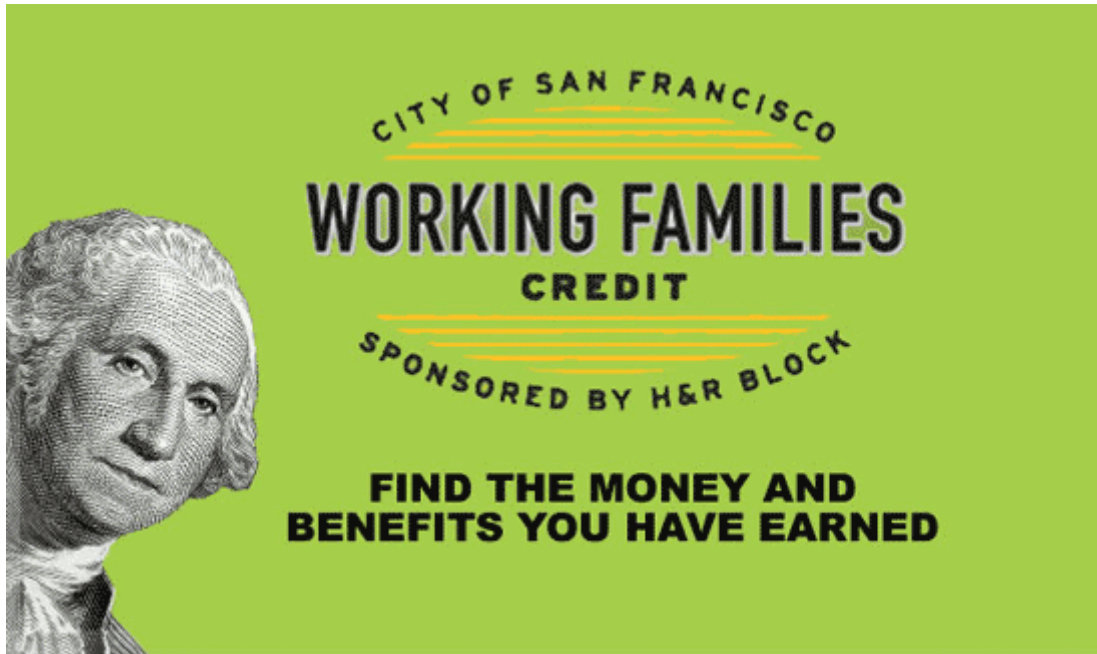


California Hispanic
Chambers of Commerce

**29th Annual
Convention
& Business Expo**

August 13 - 16, 2008
San Francisco, CA
Mark Hopkins Hotel
One Nob Hill

The complex block is a promotional graphic for a convention. It features a dark blue background on the right side with white text and a circular logo for the California Hispanic Chambers of Commerce. On the left, there is a photograph of the Mark Hopkins Hotel at night, illuminated with warm lights. A vertical red banner on the far left contains the text "Save the Date". At the top left, there is a white banner with the text "Decades of Distinction" and "30 Years of Advocacy, Empowerment, & Education".



Money, benefits and resources for working families in San Francisco.

You work hard to provide for your family?and the City and County of San Francisco want to make sure you get all the money and benefits you?ve earned.

This website tells you how to claim tax credits, benefits and other services for low-income working families in our city. You?ve earned it!

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.

Apr 13 - A Taste of Tamales by the Bay

Love tamales? Join us at A Taste of Tamales by the Bay, San Francisco's second annual tamale tasting, **Sunday, April 13th from noon to 4p at Ft. Mason.**

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. 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 prizes- 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

Office Furniture

Corporate Express

235 Pine Street
San Francisco CA, 94104
Phone: 415-273-5007
F:415-273-5000

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/>

Alchemy Search Partners

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Steve Hernandez

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Sheila Machado - State Farm Insurance Agent

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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

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

3/3 - 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

3/4 - 6:00 PM - 8:30 PM - Buying and Selling a Business

Stock purchase? Sale of assets? Merger? How you structure the purchase or sale of your business will depend on a number of factors with significant consequences, including how much tax will be paid and who will be liable for the debts of the acquired company. Learn more about three principal ways to sell or acquire a business interest and how to choose the right one for you.

3/5 - 9:00 AM - 3:00 PM - Federal and State Basics of Payroll Tax

Correct payroll preparation is crucial to a small business's survival. This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

3/5 - 3:30 PM - 4:30 PM - San Francisco Paid Sick Leave Ordinance

San Francisco's Paid Sick Leave Ordinance requires all employers to provide paid sick leave to each employee who performs work in San Francisco. Learn about this groundbreaking law, the first of its kind in the United States, and how to successfully implement its requirements.

3/5 - 6:00 PM - 8:00 PM - Smart Hiring, Build Your Business by Hiring Right

What do you do when you've got a successful business, but you have reached your limit? Time to start building capacity - and that means hiring people. Learn how building the right team can boost your bottom line, and catapult your business to new heights. Even if you have already started building your team, you can discover the secrets of successfully moving from a do'er to a leader. During this interactive presentation, you will uncover the 3 most common hiring mistakes and how to avoid them; learn how to create a sense of loyalty in an increasingly promiscuous workforce; discover your natural leadership style and how to leverage it. Whether you're looking to hire a contractor, a part-time employee or grow your staff of full-time employees, this information-packed evening will help you figure out next steps. Join us for an evening of good conversation, thought-provoking exercises and concepts that will help you make the most of your time and money.

3/6 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.

3/6 - 6:00 PM - 8:30 PM - Introduction to Microsoft Excel

Learn the basics of this useful and flexible spreadsheet & database application. We will demonstrate setting-up, updating and maintaining spreadsheets, outlining and bordering, creating mathematical equations & functions, generating graphs & charts, and more. Exercises include budgeting, financial modeling and data sorting. This is a

hands-on workshop. Participants should be familiar with basic computer functions. \$25 registration fee. Presented by the SF Small Business Development Center.