

## This Week's Friday Report

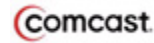


### San Francisco Hispanic Chamber of Commerce

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



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## FRIDAY REPORT: March 21, 2008

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[www.us.smetoolkit.org](http://www.us.smetoolkit.org)



### Upcoming Events

April 4-6 - Business Bootcamp

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

### Weather

#### San Francisco Weekend Weather

| Saturday <sup>22</sup>             | Sunday <sup>23</sup>               |
|------------------------------------|------------------------------------|
| <br>Sunny<br>High 65°F<br>Low 48°F | <br>Sunny<br>High 65°F<br>Low 52°F |
| Precip: 10%                        | Precip: 10%                        |

### FEATURED CORPORATE MEMBER

IMB



## NEWS

### SFHCC Joins IBM's Small Business Toolkit

The SFHCC is proud to announce its participation with IBM's Small Business Toolkit to promote the SFHCC and its members. New, complimentary online assistance is now available for small businesses that want to start or grow their business. The site ([us.smetoolkit.org](http://us.smetoolkit.org)) provides small businesses with advice on typical business practices and the tools to help, such as online calculators for financial readiness, complimentary software to build a Web site, business forms for human resources, exporting guidelines, online forums, and multilingual business directories.

Small businesses can also receive business training delivered via classroom workshops and partnerships with local support providers, such as the San Francisco Hispanic Chamber of Commerce. The international site, originally developed by the IFC, the private sector arm of the World Bank, was recently given a \$1.6 million transformation by IBM, and has been expanded in the United States to target woman, Black, Hispanic, Asian and Native American entrepreneurs and small businesses. The international site is available in 28 markets and translated into 14 languages.

We can be found at [http://us.smetoolkit.org/us/en/directory/show\\_listing/49](http://us.smetoolkit.org/us/en/directory/show_listing/49). The SFHCC will also announce events and programs on the SME Toolkit at [http://us.smetoolkit.org/us/en/search?query=san+francisco+hispanic+chamber+of+commerce&search\\_focus=1](http://us.smetoolkit.org/us/en/search?query=san+francisco+hispanic+chamber+of+commerce&search_focus=1).

We encourage our members to become part of the online community by registering at <http://us.smetoolkit.org/us/en/account/register> and utilizing free resources available at <http://us.smetoolkit.org/us/en/>.

### IBM and IFC Launch a Small Business Toolkit to Create Jobs and Fuel Growth in Underserved and Emerging Markets

IBM (NYSE: IBM) and IFC, the private sector arm of the World Bank, launched a new version of a free small business toolkit specifically for small business owners in emerging markets as well as women, Black, Hispanic, Native American, and Asian entrepreneurs in the U.S., to receive highly developed business information, tools, and training services usually reserved for Fortune 1000 companies.

While small businesses generated between 60 to 80 percent of the new jobs annually in the U.S. over the past decade, they are often hurt by the lack of skills, knowledge and access to the information that larger businesses routinely use to grow and succeed. The same applies to small and medium enterprises (SMEs) in the developing world who also find that access to best practice and business management tools is a significant barrier to their growth and sustainability.

The SME Toolkit is a free program that enables entrepreneurs and small businesses to learn how to implement the sustainable business management practices needed for growth in areas such as finance, accounting, international business, marketing, human resources or legal.

"Small businesses are the growth engines of the world's economies; yet their success rate is not as good as it could be simply because of a lack of access to good business management practices," said IFC Executive Vice President and CEO Lars Thunell. "Giving small businesses the information and new collaborative technologies they need, will help them grow and prosper."

In the U.S. , the SME Toolkit will focus largely on women and constituent-owned businesses. Globally, the IFC has joined with local partners to launch the Toolkit in more than 13 languages in 24 countries, all of which can now take advantage of the new enhanced version.

Among the specially designed free tools are:

- an online calculator that helps small businesses determine their readiness for financing,
- free software to build a web site,
- free business forms used for employee performance evaluations
- community tools such as online conferencing, blog capability, group calendars,
- survey and quiz builders to help small businesses make decisions, and
- a multilingual business directory to help small businesses link locally, regionally and globally
- Small businesses can also receive business training delivered via classroom workshops and partnerships with local support providers. The Toolkit can also help small businesses go global by providing detailed market access, investment and trade information for the 64 countries most exported to countries.

Fletcher White, an entrepreneur who is opening up a Little Gym for young children in Clinton , Maryland , recently used the toolkit to help build his employee handbook, offer letters and customer service manuals. "I have found the Toolkit to be virtual treasure chest for business management, planning and human resources. I really appreciate the effort and technology IBM and the IFC have invested in the Toolkit to help freshmen entrepreneurs build and expand their businesses."

Local partners in each of the countries hosting the Toolkit, such as Elite in Nepal , Dunn & Bradstreet in Singapore , and FUNDES in Latin America , are responsible for making sure the more than 500 pieces of content, tools and resources are customized, localized and available in the language of their respective markets. These partnerships provide small businesses with local support, thus nurturing their businesses to improve their chance of survival and to generate more jobs. In the U.S., an Advisory Group will serve this same role to review existing content and identify new tools specifically for Black, Hispanic, Native American, Asian, and women-owned businesses.

"This truly is one stop shopping for small businesses and it levels the playing field. We know the tools that large businesses use and we know the role technology can play in leading to growth. Now, every business can have the same chance to succeed. It's vitally important that we help small businesses who are the major employers and growth engines in developing markets," said Stanley Litow, Vice President of Corporate Citizenship and Corporate Affairs. "These are just the kind of tools that can help underserved markets be successful."

The Toolkit was launched by IFC in 2002. IBM has dedicated more than \$1.6 million to transform the Toolkit and rebuild it on an innovative open source platform using top talent in IBM research. The Toolkit now includes new Web 2.0 features such as live chat, online forums, business directories and survey capabilities to create a community where small and medium sized business can collaborate - anywhere around the world. For example, a group of small businesses could gather in an online forum to devise a strategy to bid on a large supply contract rather than as separate bids. The community tools also create an opportunity for peer learning.

In the future the Toolkit will add new partners, markets and languages and is planned to allow users to connect to it using wireless devices, such as cell phones. In developing markets, mobile devices are increasingly becoming the way users connect to the Internet, and sometimes the only way.

The Toolkit is expanding to reach the massive small business market in India , South Africa and Brazil . The Toolkit is available in English and Spanish and translated in 14 other languages including, Nepali, Vietnamese and

## SBA Releases Modernized Lender SOP -- Sixty Percent Shorter, New Document Updates And Consolidates Policies And Procedures, Is Searchable

WASHINGTON

As part of its reform agenda to become easier for lenders to work with, the U.S. Small Business Administration today released its modernized Standard Operating Procedure for lender and development company loan programs. The revised document, SOP 50 10, has been cut in length from 1,000 pages to 400 and is more logically organized. The SOP is directed to SBA's Lenders and Certified Development Companies and is streamlined and more user-friendly. In addition, the SOP has been updated to be an electronic document using Internet hyperlinks to take the user to the most recent editions of relevant regulations and forms. SOP 50 10 will be available in PDF format at the SBA website and will be more easily updated. A version of the SOP with enhanced search capabilities will be released as soon as possible. Additional technical improvements are in process such as an improved search engine.

"Re-writing an SOP doesn't sound glamorous, but it is one of the most important tasks we have undertaken to improve our relationship with lenders and enhance delivery of our loan products," SBA Administrator Steve Preston said. "The previous SOP was long, complicated, and out dated, and lenders cited it as a major impediment to working with SBA. We hope the new document will make it easier for lenders to understand our programs and use our product." The modernized SOP reflects significant input by program participants including lenders, certified development companies, and SBA employees. SBA actively sought public input on the rewrite and established an electronic mailbox so that all interested parties could submit comments and suggestions. Hundreds of emails were received. SBA also consulted with the National Association of Government Guaranteed Lenders and the National Association of Development Companies in developing the revised SOP. SBA considered the many comments and suggestions received when developing the final product.

Although there were substantial structural changes made to the SOP, SBA made only limited policy changes or clarifications in the document. SBA will work with lenders and their representatives to incorporate further policy improvements in future iterations of SOP 50 10. The new SOP is divided in three sections: Lender and Certified Development Company Participation criteria, 7(a) Business Loan Program and 504 Certified Development Company Loan Program. For media who may want any of the following to provide additional information about the SOP 50 10, please contact Bob Borden at [robert.borden@sba.gov](mailto:robert.borden@sba.gov):

- SOP Frequently Asked Questions
- Key Features of SBA's Revised Loan Processing SOP 50 10
- Timeline for SBA's Revised Loan Processing SOP 50 10

For more information about all of the SBA's programs for small businesses, call the SBA Answer Desk at 1-800 U ASK SBA or TDD 704-344-6640, or visit the SBA's Web site at <http://www.sba.gov>.

## Instant Analysis of the FOMC Decision

*By Scott A. Anderson, Ph.D., Senior Economist, Wells Fargo Economics*

The Fed threw in a change-up today, instead of its usual fastball. While the Fed funds futures market was pricing in a 94 percent probability of a 100 basis point cut today, the FOMC instead settled on a less aggressive 75 basis point cut in the Fed funds rate. Today's action brings the Fed Funds target rate down to 2.25 percent, three percentage points lower than where it was last August. The real Fed funds rate, which adjusts for current inflation, is at a negative 1.75 percent -- a highly accommodative monetary policy stance. The Fed concurrently cut the discount rate 75 basis points, bringing that borrowing rate down to 2.5 percent.

The Fed wanted to remind the market today that they are in charge of monetary policy and not the Fed funds futures market. The Fed is subtly trying to reassert itself and disabuse the markets that whatever it asks for it gets.

It is also clear that there is increasing concern among some on the FOMC that free-wheeling rate cuts are creating a significant problem with the Fed goal of anchoring inflation expectations. There were two votes against. Both Plosser and Fisher wanted less aggressive action. Every time the Fed cuts rates the U.S. dollar takes it on the chin, threatening higher import and price inflation. Moreover, record oil and gold prices seem at odds with a deflationary spiral scenario that would warrant a one-percentage point or lower Fed funds rate.

The Fed is hoping that its efforts to restore market liquidity and ease the credit crunch through more direct measures such as the TAF, TSLF and Discount window will mitigate the need for the Fed to continue to pull its most powerful, but bluntest monetary policy lever, the Fed funds target rate.

Bottom-line: the Fed is still open to further rate cuts if the economic and credit outlook continues to deteriorate, but we are much closer to an end point on Fed easing than we were at the start of the year. We expect the Fed to cut again in April, bringing the Fed funds target rate to 2.0 percent, though beyond that there will need to be more signs that the economic and financial downturn is still intensifying and that unemployment is rising rapidly.

## Latino Community Foundation Gala

Join the Latino Community Foundation at our Third Annual Gala:

### **Celebrating Philanthropy con Sabor Latino**

Thursday, April 3, 2008

The Westin St. Francis

355 Powell Street , San Francisco

6:00 p.m. Reception - 7:00 p.m. Dinner and Program

This is an exciting opportunity to network with over 450 philanthropic, corporate, business, and community leaders from throughout the greater Bay Area. We will honor the 2008 LCF Children and Youth Initiative grantees and enjoy delicious tastings by premier Bay Area Latino chefs, restaurants and wineries.

This year our restaurants include Colibri Mexican Bistro, Destino Nuevo Latino Bistro, Paladar Café Cubano, Sabores del Sur, Sol Food Puerto Rican Cuisine, Tamarindo Antojeria Mexicana and Zazil Coastal Mexican Cuisine.

Wineries include Alex Sotelo Cellars, Ceja Vineyards, Frias Family Vineyards, Reynoso Vineyards and Robledo Family Winery.

**Tickets are \$150/each with table sponsorships beginning at \$2,500.** For more information please contact the Latino Community Foundation at (415) 733-8591 or email [lcf@sff.org](mailto:lcf@sff.org).

To purchase tickets online, visit [www.latinocf.org](http://www.latinocf.org).



## MARK YOUR CALENDARS

### 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](#)

[Register Online](#)

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California Hispanic  
Chambers of Commerce

## **29th Annual Convention & Business Expo**

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

Save the Date



CITY OF SAN FRANCISCO

**WORKING FAMILIES  
CREDIT**

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**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**

## Apr 3- Celebrating Philanthropy con Sabor Latino with Latino Community Foundation Gala

Join the Latino Community Foundation at our Third Annual Gala beginning at 6p at the Westin St. Francis, 355 Powell Street , San Francisco . This is an exciting opportunity to network with over 450 philanthropic, corporate, business, and community leaders from throughout the greater Bay Area. We will honor the 2008 LCF Children and Youth Initiative grantees and enjoy delicious tastings by premier Bay Area Latino chefs, restaurants and wineries. This year our restaurants include Colibri Mexican Bistro, Destino Nuevo Latino Bistro, Paladar Caf茅 Ubano, Sabores del Sur, Sol Food Puerto Rican Cuisine, Tamarindo Antojeria Mexicana and Zazil Coastal Mexican Cuisine. Wineries include Alex Sotelo Cellars, Ceja Vineyards, Frias Family Vineyards, Reynoso Vineyards and Robledo Family Winery. Tickets are \$150/each with table sponsorships beginning at \$2,500. For more information please contact the Latino Community Foundation at (415) 733-8591 or email [lcf@sff.org](mailto:lcf@sff.org). To purchase tickets online, visit [www.latinocf.org](http://www.latinocf.org).

## 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

### Renaissance Entrepreneurship Center

Renaissance Entrepreneurship Center - one of the Chamber's Strategic Partners - is pleased to have two exciting positions open. Can we post these 2 positions thru SFHCC? Brief info on both positions follows; here is a link to full information on both positions: <http://www.rencenter.org/help.htm>

#### **Start Up Program Manager (Fulltime), East Palo Alto**

Start Up is an East Palo Alto-based program that became part of Renaissance through a merger on January 1, 2008. We're seeking a new colleague - with experience in entrepreneurship, passion for local economic development and fluency in Spanish and English - for our growing programs. The Program Manager will lead efforts to create and manage advanced training programs in English and Spanish for growing enterprises, provide direct support to clients, and oversee community marketing and outreach efforts.

#### **Finance Manager (Permanent, Part-time)**

Renaissance is seeking a Finance Manager who wishes to actively engage in a dynamic organization for 24-28 hours per week with time to pursue other passions and interests. Responsibilities will include overseeing and implementing all financial activities - preparation of financial statements, billing of government contracts, overseeing AR/AP transactions, management of \$2.7M organization and program budgets. Experience with nonprofit accounting and accounting software, and great skills communicating with financial and non-financial staff will make a great fit!

Renaissance Entrepreneurship Center is a 501(c)3 organization working to create lasting economic development through small business ownership.

Renaissance is an equal opportunity employer committed to diversity with respect to race, ethnicity, culture,

gender, age, sexual orientation and physical abilities.

## 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

### Payroll Services

Heartland Payment Systems  
1310 Norton Street  
San Mateo CA, 94401  
P: 650-520-5965  
F: 650-458-8078  
[www.e-hps.com](http://www.e-hps.com)

## NEW MEMBERS

Chamber members have access to exclusive benefits that build relationships, increase visibility, and generate business leads. They're the first to learn about economic trends and developments that shape the City's business

environment and their own companies' growth. And they influence decision makers in San Francisco and beyond, helping ensure that San Francisco means business-in every sense. Welcome additions to the San Francisco Hispanic Chamber of Commerce. Memberships can be purchased online using the following link:

<https://sfhccregistration.chamberbusinesssuite.com/>

**Lilia Santiago**

180 Montgomery St.  
San Francisco CA 94104  
Individual Membership

P: (415) 399-8294

**Herman Ramirez**

2405 15th Ave # 10  
San Francisco CA 94116  
Student Membership

P: (949) 690-3883

**Jessie Gonzalez**

2110 Santa Clara Ave. # 207  
Alameda, Ca 94501  
Individual Membership

P: (415) 277-2203

**Alchemy Search Partners**

120 Montgomery Street Suite 1390  
San Francisco, CA 94104  
Small Business

**Steve Hernandez**

P: (415)296-9696

**Sheila Machado - State Farm Insurance Agent**

87 Graham St Suite 160  
San Francisco, CA 94129  
Small Business Membership

P: (415) 440-9984

**YCMNET ADVISORS**

2100 N. Main Street, Suite 270  
Walnut Creek, CA 94596  
Business Membership

**Elaine Lugo**

P: (925) 935-2900  
F: (925) 935-1808

**Teresa Goad**

918 Avalon Ave  
San Francisco, CA 94112  
Student Membership

P: (415) 939-6060

**Christina Lai**

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

P: (408) 667-7676

## SBA Programs

### Small Business Administration Workshops

The Small Business Administration offers a variety of classes for business owners in their Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco. To register for classes, go to <http://www.acteva.com/go/sba>.

SCORE classes are available at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

#### **3/24 - 6:00 PM - 9:00 PM - Boost Your Sales - Accept Credit Cards Online!**

Accepting credit cards on your website can boost your sales by 20-30%! In this class, you will learn how to find and implement the right solution for your business in as little as 15 minutes with a \$50 setup. This class will cover: How on-line card processing works, finding the right providers, understanding the security aspects and avoiding pitfalls.

#### **3/25 - 6:00 PM - 8:30 PM - Build a Fearless Brand**

Learn what "brand" really means. Apply principles used by top companies to leverage brand to connect with consumers and beat the competition. Find out how to create a more effective message for your business.

#### **3/26 - 6:00 PM - 8:30 PM - Starting an Apparel Business: From Design Concept to Manufacturing**

While creativity is essential, it takes a lot more than that to begin an apparel business. This seminar provides a roadmap that clearly marks each step and covers all the important topics that are necessary when planning on starting your own apparel company. Come learn about licenses, compliance issues, funding and a host of other issues that will help get your creative idea into stores! 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](http://www.acteva.com/go/rec)

#### **3/26 - 8:30 AM - 4:30 PM - Step-By-Step Business Planning**

Understand the process of developing a functioning plan to grow your business and which can also be used to support a request for financing. Operational and strategic planning is covered with emphasis on finance and marketing. \$40 registration fee. Presented by the SF Small Business Development Center.

#### **3/27 - 6:00 PM - 8:30 PM - Buying a Restaurant and Negotiating a Lease**

Buying a restaurant is a daunting challenge. This class will help you save money and avoid costly mistakes as you look to purchase a restaurant and negotiate a lease. Taught by professional restaurant consultants who are also former successful restaurant operators, this class seeks to educate you on specific strategies in maximizing and leveraging your negotiation skills. You will learn how professionals calculate the selling price of a restaurant as well as learn the advantages of purchasing an existing restaurant vs building out a space. You will receive valuable tips on negotiating with the landlord and negotiating for less rent. \$25 registration fee. Presented by the SF Small Business Development Center.

#### **3/27 - 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.

#### **3/27 - 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.