

## This Week's Friday Report

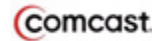


### San Francisco Hispanic Chamber of Commerce

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



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**FRIDAY REPORT: March 28, 2008**

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## Weather

### San Francisco Weekend Weather

Saturday <sup>29</sup>	Sunday <sup>30</sup>
 Partly Cloudy High 58°F Low 45°F	 Sunny High 58°F Low 43°F
Precip: 10%	Precip: 10%

## NEWS

### BART Welcomes Comments from Local Businesses -- BART to Study Contractual Equity and Accessibility

OAKLAND, CA

BART is hosting a community meeting on April 2, 2008, to inform local businesses about the Availability and Utilization Study (Study) that BART is conducting to evaluate whether minority, woman-owned, and disadvantaged businesses have equal access to its contracts. BART will hold the meeting from 6:00 PM to 8:00 PM at the Metropolitan Transportation Commission (MTC) headquarters at the Joseph P. Bort Metro Center, 101-8th Street, Oakland.

BART invites businesses to share their experiences about contracting with BART and to learn about upcoming contract opportunities. In addition to the discussion, representatives from various chambers of commerce and trade associations, governmental organizations, and corporations will provide literature and information of interest to local businesses.

For more information please e-mail [bartmeeting@mtaltd.com](mailto:bartmeeting@mtaltd.com), visit [www.bartmeeting.com](http://www.bartmeeting.com), or call (510) 291-9682.

**WHAT:** BART Availability and Utilization Study Community Meeting

**WHEN:** 6:00 to 8:00 PM Wednesday, April 2, 2008

**WHERE:** Joseph P. Bort Metro Center (MTC Headquarters)  
Lawrence D. Dahms Auditorium  
101-8th Street Oakland , California

**Refreshments will be served.**

## **PRSA Hosts April 3 Teleseminar on Targeting Hispanic Media -- President of Multicultural Markets & Hispanic PR Wire for PR Newswire to lead panel of Hispanic broadcast journalists**

*NEW YORK, March 27 /HISPANIC PR WIRE-PRNewswire/*

By 2011, nearly one person out of every six living in the United States will be of Hispanic origin and will account for 9.5 percent of all U.S. buying power, up from only 5 percent in 1990. In sheer dollar power, Hispanics' economic clout will rise to almost \$1.2 trillion in 2011, according to the Selig Center for Economic Growth. One of the best ways to reach this influential community is through the Hispanic/Spanish-language media. Engaging these channels requires a very targeted media strategy and a keen understanding of how these media -- and their audiences -- work.

The Public Relations Society of America (PRSA) will host a national teleseminar Thursday, April 3 from 3-4pm EDT, titled "Targeting Hispanic Media -- It's not one size fits all!" Join an influential panel of Hispanic broadcast journalists for an informative session where you will learn:

- Tips to help you ensure the best chance of message pickup by Hispanic media outlets
- The types of stories that Hispanic media cover
- The best time to issue a news release; press release do's and don'ts; ways to pitch specific types of media; and if including a Spanish version of your release is important
- Why pitching to Hispanic/Spanish-language media is not the same as pitching to traditional English-language media

Moderated by Manny Ruiz, president of Multicultural Markets & Hispanic PR Wire for PR Newswire, the panel will feature Hugo Balta, News Director, WNJU/Telemundo 47; Jesus Salas, Senior Program Director, Latin Music Channels, XM Satellite Radio; and Chu Diaz, Information Coordinator, SBS Miami Radio Group.

Access rates per teleconference call-in site are:

- PRSA Member \$150 / Non-Member \$250
- Multicultural Communications Section Member \$85

To register for the teleseminar, click here: <https://www.prsa.org/PDseminars/DisplayEvent.cfm?semID=333>

**HOW YOU CAN JOIN THE CALL**

Only one registration per site is required. Registration deadline for the live teleseminar is 24 hours prior to the call. Your registration for either the live teleseminar or Play-Back entitles you to one telephone connection. Invite as many people as you wish to listen to the teleseminar or Play-Back on your speakerphone. You must register and receive a confirmation in order to join the call. Please be advised: The registrant only will receive an e-mail confirmation that gives instructions for joining the call. If you do not receive your confirmation within 5 days, please call 800-350-0111. Register online or fax your completed form to 212-460-5460, or mail to PRSA Registration, 411 Lafayette Street, Suite 201 , New York , NY 10003 .

APR Accreditation Maintenance Credits Approved: 1.0

Participants earn 1.0 APR Accreditation Maintenance Credits for a teleseminar. For more information on APR Accreditation Maintenance Credits, visit <http://www.prsa.org/PD/apr/index.html>.

### **PLAYBACK REGISTRATION**

PRSA has added a teleseminar Play-Back feature. You can register in advance for a PRSA teleseminar and access it at your convenience starting at midnight the day of the live teleseminar for up to two weeks following the live teleseminar. Your registration confirmation, sent via e-mail, includes one-time access to the Play-Back teleseminar and handouts.

The Play-Back for this event starts at midnight April 4, 2008 and runs through April 17, 2008. Please note: access information for the live event is different from access information to the Play-Back. Your registration confirmation will state that the access information is for the Play-Back only. There are no registration refunds available for the Play-Back registration once you've received your confirmation.

### **CANCELLATION POLICY**

Cancellations must be in writing and sent by mail or fax. Cancellations are subject to a \$10 cancellation fee; there are no refunds or credits for cancellations received less than 24 hours before the teleseminar date.

About the Public Relations Society of America (PRSA)

The Public Relations Society of America ([www.prsa.org](http://www.prsa.org)), headquartered in New York City, is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters nationwide and 19 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 295 Chapters at colleges and universities throughout the United States , and one Chapter in Argentina .

## **US-Mexico Border Helping Luxury Homebuilders Thrive**

*MISSION, Texas , March 27 /PRNewswire/*

Despite a housing industry slump across much of the U.S. , luxury homebuilders are discovering open arms of demand along the US-Mexico border in South Texas . The city of Mission is one of the border communities in South Texas that continues to benefit from the current boom in investment and population along the international border -- so much that the Mission area was ranked the 5th best place to buy real estate by [CNNMoney.com](http://CNNMoney.com). One developer experiencing this success first hand is Infinity Global Development Group, a luxury condominium developer in South Texas . Infinity's first project in Mission is Vantage Luxury Condos, a mid-rise condominium tower that will bring a fresh contemporary style of living to the area. Just three months after breaking ground, Vantage has already sold 91% and has announced the development of two more luxury condominium communities in Mission .

"Prices are just too high throughout the rest of the country," said Fernando Rivera Garcia, CEO of Infinity Global Development Group, LLC. "There is a tremendous demand for quality housing construction here in South Texas because land prices and construction are still reasonably priced. We're selling units much faster than we can build them." Many of the Vantage buyers are successful Mexican national business owners, with another significant portion selling to retirees who find the year-round tropical weather and border lifestyle in Mission to their liking. Mission and neighboring communities McAllen, Edinburg, Weslaco, Harlingen and Brownsville make up what locals call the Rio Grande Valley of South Texas. "Valley" population has doubled to more than one million residents in the last decade. The population influx, driven by international trade and border security, has kept retail and housing markets strong in Mission/McAllen and population is projected to double again by 2025 on the American side.

"This is a very unique International area," explains Pat Townsend, CEO of the Mission Economic Development Authority. "Communities on both sides of the border have been very cooperative in recent years in helping to make the area economy strong and secure for all of us who live here." Eight international bridges now connect South Texas with the industrial border communities of Reynosa, Matamoros and Monterrey, Mexico. Together, regional population totals more than 5 million with the Mission/McAllen area being their nearest U.S. retail market. A new International Bridge (Anzalduas International Bridge) is on track to open in 2009 linking Reynosa, Mexico to Mission, and yet another international crossing has just been announced 15 miles to the east. "More companies are finding out about us and relocating here every day," said Townsend. "These little border towns have transformed into a real American city."

<http://www.missioneda.org>

## Spanish-language Newspapers Defy Industry Slump -- Special Report Cites Circulation And Advertising Growth

*CORAL GABLES, Fla., March 26 /PRNewswire/*

According to a special report released this week by Hispanic Market Weekly, the leading authority on U.S. Hispanic marketing and media, Spanish-language titles in large Latino centers across the nation continue to see revenue gains and circulation jumps, bucking downward trends seen across the newspaper industry. "From emerging markets such as Orlando to long-established print markets including Los Angeles, the future looks bright for the Spanish-language newspaper," reads *Against the Wind: A Special Report on the Hispanic Newspaper Industry*.

"Even where Spanish-language titles have not fared well as dailies, long-term growth with weekly distribution has kept management and ownership more than satisfied with weeklies showing a 26.4 percent jump in ad revenue between 2005 and 2007," said Hispanic Market Weekly's Associate Editor Adam Jacobson, who authored the report. Among the anecdotal reasons offered: Hispanic's long-standing use of print, the growing popularity of weeklies, and the use of community-oriented content largely absent in mainstream media and Spanish-language television. According to the report, at the end of 2007, there were 33 daily newspapers and 417 weekly newspapers targeting Spanish-language readers in the U.S.

The entire Special Report can be found at <http://hispanicmarketweekly.com/article.cms?id=9968>.

### About Hispanic Market Weekly

Coral Gables, Florida-based Hispanic Market Weekly ([www.hispanicmarketweekly.com](http://www.hispanicmarketweekly.com)) is the leading authority on news and events shaping Hispanic marketing, providing in-depth coverage of the media, companies and trends that impact the U.S. Latino market. Founded in 1997, Hispanic Market Weekly is the publication of choice for corporate marketers, agencies and media professionals seeking breaking news, research, insight and analysis.

## Does San Francisco Need More Taxicabs?

This year, in response to public comment, the San Francisco Taxi Commission voted to authorize 69 new alternative-fuel taxicabs. Three individual members of the industry appealed that decision. On April 2, 2008 at 5 p.m., the City's Board of Appeals (City Hall, Room 416) will hear the appeal from the Commission's decision.

Should 69 more alternative fuel taxicabs operate in San Francisco ? Please let the Board of Appeals know your position. You can:

- TESTIFY at the Board of Appeals hearing on April 2, 2008 at 5 PM, Room 416, fourth floor of City Hall.
- FAX a letter to the Taxi Commission office at (415) 503-2186 by 4 PM tomorrow, March 27, 2008. Letters must be addressed to the Board of Appeals. Please do not respond to this email.

Contact the Taxi Commission for more information, call (415) 503-2180

## MARK YOUR CALENDARS


*Decades of Distinction*  
*30 Years of Advocacy, Empowerment, & Education*

Save the Date

California Hispanic  
Chambers of Commerce

**29th Annual  
Convention  
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August 13 - 16, 2008  
San Francisco, CA  
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*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!*

## PROCUREMENT

### Contracting Newsletter

The Business Outreach Committee has introduced a Contracting Newsletter to assist DBE and SBE firms in doing business with Bay Area Transportation Agencies. It will provide one document that offers links to agency procurement information, information on upcoming DBE and SBE events, and agency contact information for AC Transit; BART; Central Contra Costa Transit Authority; Golden Gate Bridge, Highway and Transportation District; Metropolitan Transportation Commission; San Francisco Municipal Transportation Agency; SamTans; and VTA.

[Newsletter](#)

## 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

### Univision Radio is seeking a strong On-Air Personality for our Estereo Sol radio station.

We are looking for an experienced radio on-air talent, who is motivated, creative, a real people person, to join our successful team! Previous on-air work and production experience in a similar field is highly desirable. Bilingual (Spanish/English) is a must.

Univision Communications Inc. ("Univision") is the leading Spanish-language media company in the United States . Our powerhouse portfolio includes Television, Radio, Music and Internet offerings that entertain and inform more Hispanics each day than any other media company in the country.

To apply, please email your resume and cover letter to: [sfrjobs@univisionradio.com](mailto:sfrjobs@univisionradio.com)

### 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.

## FEATURED MEMBERS

### Payroll Services

Heartland Payment Systems

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[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/>

**Marie Louise Zervos**

2420 Sand Creek Road, C-1, Suite 322

Brentwood, 94513

Small Business

**Angel Chavez**

15187 Orion Road

San Francisco, CA 94579

Individual Membership

P:(415) 955-3813

**Sandra Hanns**

24 Mount Diablo Circle

San Rafael, CA 94903

Individual Membership

**Lilia Santiago**

180 Montgomery St.

San Francisco CA 94104

Individual Membership

P: (415) 399-8294

**Herman Ramirez**

2405 15th Ave # 10

P: (949) 690-3883

San Francisco CA 94116  
Student Membership

**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

## 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)

#### **3/31 - 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](http://www.acteva.com/go/sfscore)

#### **3/31 - 6:00 PM - 9:00 PM - Get Top Positions on Google / Yahoo - Increase Your Sales!**

Some people pay \$4K+/year on Yellow pages ads, but there are better deals in town! You can drive huge business to your website by having it show up in top positions on Google/Yahoo. In this class, you will learn how to get those top positions; how to avoid pitfalls that could get you banned from search engines; alternative E-marketing campaigns such as E-mail and sponsored search engines listings (Pay Per Click).