

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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P: 415-278-9611
<http://www.sfhcc.com/>

FRIDAY REPORT: April 04, 2008

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Weather

San Francisco Weekend Weather

Saturday ⁵	Sunday ⁶
 Sunny High 58°F Low 49°F	 Mostly Cloudy High 57°F Low 46°F
Precip: 10%	Precip: 20%

NEWS

Tenacious Trailblazer: Sandra Hernandez, Public Health Pioneer, is Hispanic Business Woman of the Year[®]

In the mid-1990s, when California Governor, Pete Wilson, denied prenatal care to undocumented immigrant women, Dr. Sandra Hernandez said politely, "No thank you, Governor." Believing that the order was misguided policy and morally wrong, she stood up. As the first Hispanic and first woman to serve as public health director for the city and county of San Francisco, she risked her position and her career by sending her staff out into the city's heavily immigrant Mission District to reassure women that local clinics would not turn them away. The doctor's bold actions helped convince city officials to join a coalition that successfully sued to block Gov. Wilson's plan. As public health director, Dr. Hernandez also helped create a public HMO to handle an indigent population and implemented the country's first needle-exchange program with drug users. In another groundbreaking move, Dr.

Hernandez convinced San Francisco City officials to join with philanthropic organizations to provide supervised housing in residential hotels for chronically ill homeless patients

Today, as a medical doctor and relentless supporter of the poor and uninsured, even in the face of great opposition, she not only continues her fight for them ? she continues to win. As chief executive officer of the San Francisco Foundation -- where again she was the first woman and Hispanic in the post -- she is furthering her pioneering work in health care reform. The foundation, which distributes \$60 million yearly, is dedicated to improving access and quality health care for the underserved. The Foundation provides aid to low-income immigrant parents, foster children, nurse educators, ethnic dance choreographers, disaster victims, environmentalists and religious leaders. One of the ten largest nonprofits in the U.S. , it also aids literacy efforts, affordable housing projects, wetland cleanups and voter registration drives. "It is a phenomenal place to do public service," she says. "We have a large endowment and flexible resources that allow us to react quickly to solve problems."

In recognition for her exemplary work, Hispanic Business Magazine has named Dr. Hernandez the 2008 Woman of the Year. Dr. Hernandez's "keen leadership" makes her an ideal winner of the award, says Jesus Chavarria, the publisher and founding editor of Hispanic Business magazine. "She is obviously a very seasoned advocate of health care ideas that will advance the national debate," he says. "She has demonstrated an incredible drive and acquisition of knowledge and skills, not only focused on doing good, but on developing opportunities for producing public good." In typical fashion, Dr. Hernandez, who earned her medical degree at Tufts University School of Medicine, downplays her career accomplishments. This is the right thing to do," she says. But even as she answers, she is involved with yet another high-profile health-care battle.

In 2006, she was tapped by San Francisco Mayor Gavin Newsom to co-chair a council on universal health care. The resulting \$200 million annual plan, called "Healthy San Francisco," will provide comprehensive health care services for 82,000 uninsured adults, more than half of whom have jobs. It is the first program of its kind for an American city. The real challenge came when Mr. Newsom appointed 40 people to the universal health care council, representing city government, local businesses, unions, clinics, hospitals, churches, insurance agencies, and advocacy groups for minimum wage earners and the homeless. It was not, seemingly, a group of people that could agree on much of anything. Mayor Newsom gave them 100 days to come up with a plan.

"I said, 'You're out of your mind,'" Dr. Hernandez recalls. "But we did it. It was pretty extraordinary. Everybody was motivated and contributed something to it." Her skill in bringing people together for a common cause enabled her to steer through controversy and solve big problems, says Fred Naranjo, president of the Scarborough Insurance Agency and a member of the universal health care council. "Sandra is a remarkable woman," Mr. Naranjo observes. "She gets people to buy into things. She knows how to develop trust. People don't see her just as a Latina . They see her as an individual who has great ideas and knows how to get things done. And she has been a champion of people of color and the underserved." In her push for universal health care, Dr. Hernandez came under fire from San Francisco businesses that supported the concept but did not want to pay into the plan. Local employers with 20 or more employees are expected to pay about \$38 million of the \$200 million cost for the first year. The fees range from \$1.17 to \$1.76 per hour per employee, depending on the size of the business.

The Golden Gate Restaurant Association, representing 800 members, filed suit to overturn the mandatory fees, alleging that they were illegal. The association won in U.S. District Court, but the 9th Circuit U.S. Court of Appeals allowed the city to begin enrolling clients and collecting fees in January, pending a final decision. The judges said the city's case showed a "strong likelihood of success on the merits." "We hope this will be a national model," says San Francisco Health Commissioner David Sanchez. "Sandra continues to play a critical, leading role in health policy, not only in San Francisco , but nationally. She's setting the benchmark to be inclusive, find new pathways and protocols, and make long-range changes." Armed with personal conviction and professional data, Dr. Hernandez has successfully confronted more than her share of skeptics on the road to change. "People told us we couldn't get health reform," she says. "They said Nixon tried and failed, and Clinton tried and failed. But if you come from a family of immigrants, you believe in your soul that things can and should be better."

The granddaughter of Mexican immigrants who settled in the Southwest to work on the Southern Pacific Railroad, she grew up in Tucson , Arizona . Her father was a hard-working machinist who believed in civic responsibility and always volunteered to work at the polls on election day. Both he and her mother were strong role models. Her

mother took care of the family, and she also worked at a women's clothing store. Because she earned an income, Dr. Hernandez says, her mother was seen as an independent woman, and her friends sought out her advice on parenting and money management. She taught every woman on the block to drive, believing that only then could they participate in the economy. Her parents believed strongly in the importance of education and worked nights and weekends so their five children could go to college. She and her siblings were taught not only to lift themselves up economically, but that they needed to lift others as well. She attended Yale University, where she discovered that the only Hispanics her roommate knew were the family servants. But, Dr. Hernandez has always viewed her own upbringing as an advantage, not a disadvantage.

Whenever she encountered prejudice, she was undeterred. Sometimes things happened that would never have happened to a man, she says, or perhaps they happened because she was Hispanic. "You get tested by people with biases and preconceptions, and it reflects poorly on them," she remarks. "It's always been clear to me that you have to be a little better and work a little harder. It makes you stronger and sharper. Over time, you get to a place where it doesn't shake you to your core." As the head of the San Francisco Foundation, she is now researching how to help the Presidio of San Francisco issue \$50 million in bonds to renovate its crumbling barracks for public use. The Presidio is a former army base that has since been acquired as part of the Presidio National Park. "My reading material currently is bond financing for public entities," she says with a smile. "They don't teach you that in medical school."

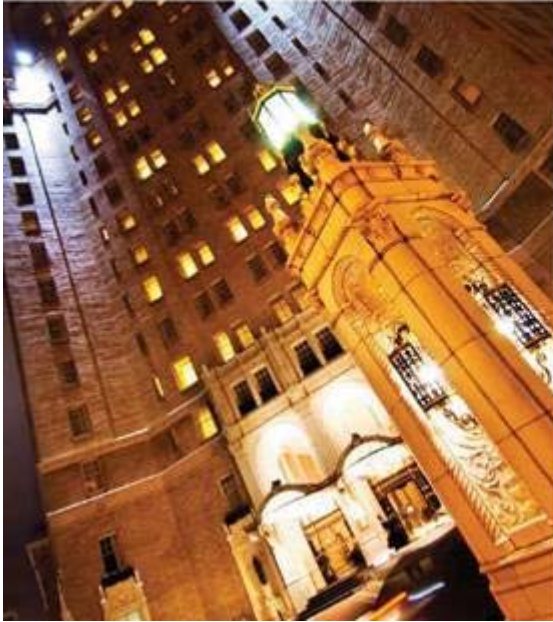
She resides in San Francisco with her seven-year-old daughter, Maya, who has a knack for math. Dr. Hernandez tries to stay fit by running for exercise, mindful that her own brother died at a young age from overwork. She tends the bougainvillea in her garden, just as her mother once did. For her, it is like coming full circle. Today, she lives by the creed of the Hopi Elders' Poem, a work she sometimes reads during her many public presentations. It reads, in part: You must go back and tell the people that this is the hour . . . Banish the word 'struggle' from your attitude and vocabulary. All that we do now must be done in a sacred manner and in celebration. We are the ones we have been waiting for. "Don't wait for somebody else to be the leader," Dr. Hernandez says.

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California Hispanic Chambers of Commerce State Convention Aug. 13-16 Seeks Volunteers for Registration

The SFHCC and California Hispanic Chambers of Commerce (CHCC) will host the State Convention at the Mark Hopkins Intercontinental on Nob Hill and are looking for volunteers to assist with event registration.

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



California Hispanic
Chambers of Commerce

29th Annual Convention & Business Expo

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

This is a great way to network at no cost with small business and corporate members of the CHCC and gain complimentary access to programs. Shifts are 3 to 3.5 hours. Please contact the SFHCC at 415-278-9611 to volunteer for a time slot.

Wed	13-Aug
3p-6p	

Thu	14-Aug
730a-11a	
11a-230p	
230p-6p	

Fri	15-Aug
730a-11a	
11a-230p	
230p-6p	

Sat	16-Aug
9a-12n	

Gov. Schwarzenegger Announces Record Number of Certified Small and Disabled Veteran Businesses are Providing Goods and Services to the State of California

Governor Arnold Schwarzenegger today announced that California's small and disabled veteran businesses are registered at record-breaking numbers to compete for the state's more than \$9 billion a year in contracts, and exceeding goals he put forth two years ago. There are now 16,005 certified small and disabled veteran businesses able to bid on state contracts, up from 12,000 just one year ago. "Small businesses are the backbone of our state's economy," said Governor Schwarzenegger. "Ensuring that small businesses have the tools they need to succeed has

always been a priority of my administration, and I'm pleased that more small businesses and disabled veteran businesses are taking advantage of one of the many tools available by registering and competing for state contracts."

Under State and Consumer Services Agency (SCSA) Secretary Rosario Marin's leadership, the Department of General Services Procurement Division has made simplifying the small business certification process a priority. "In most cases, the new online application process can be completed in twenty minutes-a wonderful accomplishment, compared to the former paper-based system that oftentimes could take months," said SCSA Secretary Marin. "This is a prime example of technology successfully serving our citizens and enabling our government to operate at the speed of business." Last year, more than \$2.7 billion in contracting went to small and disabled veteran businesses. This was more than 28.3 percent of all the state's contract spending and exceeded the goal of 25 percent that Governor Schwarzenegger's Executive Order (S-02-06) requires.

Expanding on these efforts is a high priority for the administration this year. Representatives from the State and Consumer Services Agency sponsored and attended more than 137 small and disabled veteran business outreach events in 2007, and they plan to exceed that amount in 2008. Ninety-eight percent of California businesses are defined as small, which means they have fewer than 100 employees and less than \$12 million in average gross annual receipts.

For more information about how you can register your small or disabled veteran business with the State of California , go to www.getcertified.dgs.ca.gov.

The Governor has made helping small and disabled veteran businesses a priority, including:

- Reforming workers' compensation with historic legislation that cut premiums by 65% - resulting in cumulative savings of more than \$24 billion for all employers.
- Signing Executive Order S-11-06 increasing state assistance to small and disabled veteran businesses, inaugurating a \$40 million fund to help small businesses secure adequate insurance for state projects and creating a Small Enterprise Officer.
- Launching the California Business Portal (www.calbusiness.ca.gov) a one-stop online resource that helps businesses open, relocate or expand in California .
- Inaugurating a new capital program with the Small Business Administration to give California's businesses access to \$111 million in funding.
- Signing Executive Order S-02-06 to increase small business participation in state procurement and contracting processes.
- Vetoing dozens of bills deemed "job killers" by the California Chamber, including measures trying to rollback workers' compensation reforms, create incentives for frivolous litigation, and mandate new employer benefits.
- Extending \$553 million in loan guarantees through the Small Business Loan Guarantee Program to help provide financing to over 4,000 small businesses that were previously denied credit.

Southwest Airlines Accommodates Southwest Ticketed Customers Booked on ATA Service

DALLAS, April 3, 2008 /PRNewswire-FirstCall/

Today, ATA Airlines, Inc. announced its plans to immediately discontinue all scheduled passenger service. Southwest Airlines (NYSE: LUV) and ATA Airlines have had a codeshare agreement since February 2005. This partnership recently allowed the airlines to exchange passengers and their checked baggage at Chicago Midway Airport; Las Vegas McCarran International; Phoenix Sky Harbor International; and Oakland International. The service was available to select ATA destinations with a single ticketing option through either airline. Southwest also marketed and sold ATA-only flights. These arrangements ended with today's announcement from ATA.

"ATA Airlines has been an outstanding partner for Southwest, and we are disappointed to hear this unfortunate news," said Gary Kelly, Southwest Airlines Chief Executive Officer. "We are sad to end our codeshare relationship

with ATA but understand it's extremely difficult for an airline to flourish in today's arduous financial environment that has been plagued by soaring fuel prices."

Upon hearing ATA's decision, Southwest immediately implemented a plan to take care of all Customers who purchased a ticket on Southwest and are scheduled to travel on ATA service by rebooking them on a new itinerary closest to their previous travel plans, or offering a full refund for any unused portion of a ticket. Reaccommodation decisions are based on the best scenario in each Customer situation and contact will be made in the order of the Customer's scheduled travel date. Southwest's immediate focus is those Customers who are scheduled to travel within the next 14 days. Customers with travel scheduled more than 14 days from now also will be contacted and rebooked on alternative flights or offered refunds; Southwest must, however, give immediate priority to those Customers whose scheduled travel dates are most pressing. Southwest reservations agents are in the process of contacting Southwest Customers who have booked future ATA service with travel dates from today to the end of ATA's prior schedule of Aug. 22, 2008. Although Southwest is contacting each Customer regarding upcoming travel, the airline has created a toll free number to answer immediate Customer questions regarding ATA's service: 1-800-308-5037.

"Our intention is to offer a viable option to every Southwest ticketed Customer who is inconvenienced by today's news," said Kelly. "I am confident that we will once again prove that Southwest Employees go above and beyond to deliver outstanding Customer Service even under an unusual set of circumstances."

Southwest Airlines successfully bid and purchased six Chicago Midway gates from ATA in December 2004. The two carriers began a codeshare agreement in February 2005 by exchanging Passengers at Chicago Midway, and the relationship eventually expanded to include codeshare service through Phoenix, Oakland, and Las Vegas . In December 2005, Southwest acquired four additional gates at Chicago Midway from ATA. In March 2006, Southwest Airlines and ATA began a frequent flyer partnership, at which time Southwest started selling "ATA-only service" on southwest.com.

Mayor Newsom Launches Sanctuary City Outreach Campaign - Reaffirms commitment to provide safe access to public services

4/2/08

Today, joined by community groups, faith leaders, and City department heads, Mayor Gavin Newsom and Supervisor Tom Ammiano launched a public awareness campaign to promote San Francisco's "sanctuary" policy for undocumented residents, and assure all residents that accessing city services does not make an individual vulnerable to federal immigration authorities. "The City's public awareness campaign is a reminder that City employees will not report individuals or their immigration status to federal immigration agents," said Mayor Newsom. "San Francisco residents should feel safe when they visit a public health clinic, enroll their children in school, report a crime to the Police Department or seek out other City services."

The awareness campaign will consist of advertisements of the city sanctuary city policy, complete with multi-language brochures and radio and TV public service announcements. In 1989, San Francisco passed the "City of Refuge" Ordinance (Sanctuary Ordinance) which prohibits City employees from helping Immigration and Customs Enforcement (ICE) with immigration investigations or arrests unless such help is required by federal or state law or a warrant. The Ordinance is rooted in the Sanctuary Movement of the 1980's, when churches across the country provided refuge to Central Americans fleeing civil wars in their countries.

In February 2007, Mayor Newsom reaffirmed San Francisco's commitment to immigrant communities by issuing an Executive Order that called on City departments to develop protocol and training on the Sanctuary Ordinance. The Sanctuary Ordinance helps to maintain the stability of San Francisco communities. It keeps communities safe by making sure all residents feel comfortable calling the Police and Fire Departments during emergencies. It keeps families and workforce healthy by providing safe access to schools, clinics and other City services.

"As a Sanctuary City, San Francisco has and will continue to provide compassionate services to all immigrants,

regardless of status," said Supervisor Ammiano. "When certain people are targeted and denied access to vital social services, the health and safety of the entire city is compromised." Campaign funding totals \$83,000 and is supported by the Department of Public Health and Human Services Agency. Materials will be available in the following languages: English, Spanish, Chinese, Vietnamese, Russian.

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 10 - The Implementation of California's Global Warming Solutions Act

You are invited to a workshop on April 10th from 11300a to 130p Geoffrey's Inner Circle located at 410 14th Street in Oakland at regarding the implementation of California's Global Warming Solutions Act and how it may affect your business and your pocket book. Global warming is growing concern. The key question for every California business and family is can we address the problem in a balanced way that both reduces greenhouse gas emissions while also keeping costs down? In California, global warming is being addressed through AB 32 (The Global Warming Solutions Act) which requires our state to reduce greenhouse gas emissions (a major cause of global warming) by 20% in the year 2020. A series of workshops is being presented throughout California. Join our workshop along with other business groups in the East Bay to learn how California's Global Warming Solutions Act may be implemented, what costs you may be expected to incur and how and to whom you may wish to make your preferences heard. This event is free and lunch is provided. Please RSVP by email to the above address your ability to attend. If you are aware of a business or business group in your area that would also benefit from this workshop, please email me back to provide their contact information.

[Download Invitational Flyer](#)

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.

May 2 - National Association of Women Business Owners' The Leaders & Legends Luncheon

Join the San Francisco Chapter of the National Association of Business Owners (NAWBO®-SF) as we celebrate the entrepreneurial spirit at the 24th Annual Women Entrepreneurs of the Year awards from 12pm - 2pm at the Westin St. Francis Hotel in San Francisco. This year's event will celebrate "Leaders & Legends," and will be emceed by TV and radio commentator Jan Wahl. The Leaders & Legends Luncheon will also feature Keynote Speaker Kamala D. Harris, the first woman District Attorney in San Francisco's history and the first African American woman in California's history to hold office. The 2008 honorees include Trailblazer Jesse Ziff Cool of Cooleatz, Inc., Rising Star Laura van Galen of Bleu Marketing Solutions, Inc., and Social Entrepreneur Dr. Mimi Silbert of Delancey Street Foundation. Prior to the LLL event, join us for NAWBO-University, an educational forum providing two concurrent sessions with "Real Women & Real Stores." The featured sessions are Is Bigger Better? What is the Right Size Business For you? and Marketing Mavens Share Their Secrets - Learn Their Unique Marketing Techniques!

8:00AM - 11:15AM NAWBO-University

11:00AM - 12:00PM Exhibits & Networking

12:00PM - 2:00PM Leaders & Legends Luncheon

Tickets are \$125 for NAWBO members and \$150 for guests. Table sales are also available. Call (415)333-2130 for more information or to register. This year's theme is "Hats Off to Women!" so please wear your favorite hat.

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

Renaissance Entrepreneurship Center

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. For more information, see <http://www.rencenter.org/help.htm>

FEATURED MEMBERS

Pharmacies

Farmacia Remedios

2400 Mission Street

San Francisco CA, 94110

P: 415-377-5525

F: 415-643-6663

www.ushv.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.chamberbusinessuite.com/>

Veronica Leiva

33 New Montgomery Street
San Francisco, CA 94105
Student Membership

P:(415) 477-8498

MissionBuy.com

22622 San Vicente Ave
San Jose, CA 95120
Small Business Membership

Alberto Cucalon

P:(408) 600-7443
www.missionbuy.com

One World One Voice

414 Jackson Street
San Francisco, CA 94111
Associate-Member Membership

Sandra Acevedo

P:(415) 517-0818
P:(415) 398-8256
Oneworld-onevoice.org

Herman Ramirez

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

P: (949) 690-3883

Angel Chavez

15187 Orion Road
San Francisco, CA 94579
Individual Membership

P:(415) 955-3813

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

Food Safety Certification - Golden Gate Restaurant Association (en Espanol)**April 7 - 8:30 AM - 5:00 PM**

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 This class will be conducted in Spanish.

Double Your Income: It's Not What You Do, But How You Do It!**April 7 - 6:00 PM - 8:30 PM**

Working hard but not getting the results you want? Feeling overwhelmed or frustrated? Is time managing you rather than you managing time? In this workshop we will look at techniques to help you get more focused and on target to your goals. Tools about learning how to eliminate overwhelm, mastering your time and making your schedule work for your bottom line will be covered. This workshop is all about giving you the tools to be the most

productive and confident you can be to lead your business to ultimate success.

Music Publishing in Plain English

April 8 - 6:00 PM - 8:30 PM

Geared toward musicians, songwriters, and other music industry aspirants, covering basic terms and concepts, key points such as copyright registration, music publishing income streams, publishing contracts, licensing agreements, mechanical royalties, ASCAP/BMI/SESAC, songwriting collaborations, and more.

Taxes and Your Business, How to Prepare Schedule C

April 8 - 6:00 PM - 8:30 PM

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.

Upwardly Global

April 9 - 5:00 PM - 8:30 PM

Training and networking for immigrants who were professionals in the original country.

Basic Bookkeeping, Part Two

April 10 - 1:00 PM - 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF Small Business Development Center.

Building and Marketing Effective Web Sites

April 10 - 6:00 PM - 9:00 PM

There are many tools on the market for building Web sites. This class gets behind what makes a business Web site successful in drawing repeat visitors and converting visits into sales. Learn the key aspects of good business Web design: what makes sites appealing; how to architect a site to allow easy navigation; technical requirements for proper search engine recognition and placement; what to look for in a Web host; how much you should expect to pay; information on enabling your site for ecommerce; and tips on how to build a site that encourages multiple purchases from your clients. Presented by the SF Small Business Development Center. \$30 pre-registration, \$30 at the door.