

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/>

FRIDAY REPORT: April 18, 2008

Sponsors

Looking for the tools you need
to grow your business?

Use our complimentary service to build your business. →

SME Toolkit
Build Your Business

www.us.smetoolkit.org



Upcoming Events

May 12-17 - Small Business Week San Francisco 2008

May 13 - 360 Degrees of Financial Literacy

Jun 3 - Primary Elections - SAVE THE DATE

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

Weather

San Francisco Weekend Weather

Saturday 19	Sunday 20
<p><i>WINDY</i></p> <p>Partly Cloudy / Wind</p> <p>High 53°F Low 43°F</p> <p>Precip: 10%</p>	<p></p> <p>Sunny</p> <p>High 51°F Low 43°F</p> <p>Precip: 10%</p>

NEWS

Have Administrative Experience? The SFHCC Seeks an Administrative Assistance

The SFHCC is recruiting for an Administrative Assistant Position who is mature, responsible & organized who can easily multi-task. This position is a Temporary to Permanent Placement.

Job Requirements Include:

- Eligible candidates MUST have functional knowledge of Microsoft Office, particularly Excel and Word, no exceptions.
- Must be organized & detail orientated
- Support Client Requests
- Comfortable working in a fast-paced environment, can easily multi-task
- Have Strong Customer Service Skills
- Manage mass emails & merging
- Have proven Time Management & Organizational Skills
- General filing, faxing & telephone skills

This is an excellent position for someone who thrives in a fast-paced & challenging environment. Please contact Richard Ventura at 415-308-5206 or submit resume via email to richard@sfhcc.com.

Wells Fargo Launches Multi-Faceted Homebuyers Program to Assist Diverse Segments -- Nation's Leading Retail Mortgage Lender Joins with Real Estate Professionals to Help Consumers through Pre- and Post-Closing Education and Guaranteed Closings

DES MOINES, Iowa, April 17 /PRNewswire-HISPANIC PR WIRE/

Wells Fargo Home Mortgage held a live simulcast today for thousands of real estate professionals to launch the company's 2008 outreach efforts to all consumers and focused its first forum on serving the needs of first-time homebuyers, low- to moderate- income and multi-cultural consumers. The company also announced further improvements in its credit education and closing guarantee programs. Wells Fargo beamed the free simulcast -- "Meeting the Market Challenge in 2008: Helping Homebuyers Make Informed Decisions" -- to 50 multiplex theaters across the nation. The National Association of Hispanic Real Estate Professionals (NAHREP), National Association of Real Estate Brokers (REALTISTS), and the Asian Real Estate Association of America (AREAA) joined the effort.

"Our company has a long history of being there for our customers by responsibly making homeownership possible in any market cycle," said Cara Heiden, co-president of Wells Fargo Home Mortgage. "The current market requires that we further boost our efforts and that includes a focus on outreach to the diverse segments of our customer base." "AREAA is proud to team up with Wells Fargo and our real estate partners to expand homeownership opportunities for all those who seek the American Dream," said Jim Park, AREAA president and CEO. "In this time of uncertainty and turmoil in the mortgage market, we believe it is more important than ever to demonstrate this type of leadership and lending innovation."

"NAREB welcomes Wells Fargo's leadership in its efforts to equip real estate professionals with information that better prepares them to help achieve sustainable homeownership for all consumers. We are particularly proud to join with Wells Fargo to ensure that the African American homebuyer is being serviced at the highest of ethical and credible levels," said Maria Kong, NAREB's president. "Wells Fargo recognizes that Latinos are the largest ethnic segment in the U.S. , and has responded by providing bilingual and culturally-specific materials to consumers, as well as important informational programs such as today's forum," said Rebecca Gallardo-Serrano, NAHREP's chairman.

At the forum, Wells Fargo spoke with real estate professionals about the state of the current market and how customers can best be helped. The company also announced its groundbreaking Wells Fargo Closing Guarantee (SM) and Steps to Success(SM) programs would be expanded to be more inclusive. The Wells Fargo Closing Guarantee(SM) -- formerly offered to customers financing the purchase of existing real estate using standard products, has been expanded to include all qualified purchase products including those for new construction. The guarantee states that Wells Fargo will close a customer's loan on or before the closing date stated in the original purchase contract or will refund the borrower an amount equal to the first month's principal and interest payment. In the current environment, it is important for buyers, sellers, and their real estate agents to know that the loan will close and will close on time.

Steps To Success(SM) -- is a free, bilingual credit management program that will be expanded in early summer to include all first-time homebuyers and FHA customers. The program provides financial education, access to automatic mortgage payment options, and information about banking products that can help make money management routine and effective. For all program participants, our goal is to be proactive in helping them improve or maintain their own financial situation.

Wells Fargo Home Mortgage is the nation's No. 1 retail mortgage lender and servicer of home mortgages. As a division of Wells Fargo Bank, N.A., it has a local presence in more than 2,300 mortgage stores and banking stores, and serves customers nationwide through its call centers, Internet presence and wholesale lending operations. Wells Fargo Home Mortgage services loans for 7.9 million customers.

The 2008 DiversityInc Top 50 Companies for Diversity: Media Coverage

The 2008 DiversityInc Top 50 Companies for Diversity has received widespread media attention in broadcast, print and online.

The announcement of the 2008 Top 50 list was broadcast on CNBC with DiversityInc Partner and Cofounder Luke Visconti and Verizon Communications (No. 1 - 2008 Top 50) Vice President, Workplace Culture, Diversity and Compliance Magda Yrizarry.

The coverage has so far resulted in approximately 440 media hits reaching an estimated audience of nearly 150,000,000 people. Additional coverage will continue as the specialty lists are announced.

"We were honored to be a part of the 2008 Top 50 Companies for Diversity getting the attention it deserves," said Cathy Renna, managing partner of Renna Communications, the P.R. firm hired by DiversityInc for the Top 50 publicity.

"Consumers increasingly want more information on the values and practices of the businesses they support. We are primarily an LGBT-focused firm, but our community is one of those highly loyal demographics, so we understood DiversityInc's goals well and executed our strategy accordingly," said Renna. "Having the opportunity to reach millions of people with a 'who's who' of business that are committed to diversity in all its forms felt more like a public service than public relations, and we are thrilled with the results."

See the 2008 list (link - <http://www.diversityinc.com/public/3272.cfm>)

See the Corporate Profiles of the Top 50 Companies for Diversity (link - <http://www.diversityinc.com/public/department213.cfm>)

What's your company's true profit?

By Patricia B. Gray

You've invested plenty of capital in your business. Use this calculator (link - <http://cgi.money.cnn.com/tools/companyprofit/index.html>) to estimate how hard it's working for you.

MARK YOUR CALENDARS

May 12-17 - Small Business Week San Francisco 2008



Join us in celebrating Small Business Week! Small business represents more than 95% of all companies and is the city's economic growth engine creating the vast majority of all new jobs here in San Francisco and across the nation. The SFHCC joins several partnering business organizations including the Small Business Commission and the Small Business Administration to acknowledge the achievements and the significant impact of this sector during San Francisco's Small Business Week, May 12-17.

To tap into this vital market, whether you buy from or sell to small businesses, you support the many contributions they make to the fabric and diversity of the Bay Area. The following are just a few of the partners the Chamber is collaborating with for this year's Small Business Week:

- City & County of San Francisco
- Small Business Administration (SBA)
- Small Business Commission (SBC)
- Small Business Development Center (SBDC)
- San Francisco Chamber of Commerce
- Golden Gate Restaurant Association

Enjoy Small Business Week 2008 with San Francisco merchants! Presented by Wells Fargo, the Small Business

Administration, the Small Business Commission, the Small Business Development Center , and many others.

The highlight of Small Business Week will be Flavors of San Francisco, a reception and awards ceremony in the Rotunda of City Hall, hosted by Mayor Gavin Newsom and the Small Business Commission.

Other events include an Expo hosted by the Chamber of Commerce, a Green Business Celebration, and seminars hosted by sponsors and others. You can also celebrate your local small business owners by coming out for the 2008 sidewalk sales!

And stay tuned for news about I Am Small Business, a program to connect businesses with resources, customers and the community, launching in 2008 at www.iamsmallbusiness.com.

May 13 - 360 Degrees of Financial Literacy

Want to know some of the fundamental steps that can help make your small business a successful enterprise? Then join us from 6-830p at the Cartwright Hotel for a presentation by Reynaldo E. Arellano, CPA. You will get insights and tips that you can use to put your business on a sound financial footing. Join the San Francisco Hispanic Chamber of Commerce (SFHCC), the California Society of Certified Public Accountants, and the Latino Business Professionals (LBP) at a special workshop that will cover the following points:

- Tips for Getting Started
- Tax Tips for Small Businesses
- How to Finance Your Business
- Insurance for Small Businesses
- Small Business Retirement Plans
- Things to Think About When Selling Your Business
- Succession Planning
- Effective Websites

This workshop will include a dynamic question and answer session so that participants can walk away with valuable information that meets their specific financial needs and helps them to build financial security.

Fee: [Free / Registration](#)

Jun 3 - Primary Elections - SAVE THE DATE

Come out and show your support by voting for the candidates of your choice. Remember to watch for those individuals who have been supportive of the small and Hispanic business community!

If you've moved since the last election or have never voted before, be sure to fill out a new voter registration form by clicking [here](#).

San Francisco residents can click [here](#) to find their local polling place

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

Save the Date

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

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.

May 14 - Small Business Week's Grand Expo



Wednesday, May 14, 5:30-8:30 pm
Hilton San Francisco
333 O'Farrell St.

Join the Chamber and our sponsors in celebrating Small Business Week at our largest networking event of the year - Business After Hours Grand Expo. This grand-scale, high energy event features over 150 exhibitors including companies of all sizes, small business resource partners, as well as live music, catered hors d'oeuvres from Bay Area top restaurants and complimentary wine from California premier wineries. For businesses large and small, the Grand Expo is a must-attend networking event!

Registration: Member \$20, Non Member \$30 before May 13 [register online](#)

For more information about the 2008 Grand Expo, contact Nadia Chan at 415-352-8803.

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

Plastic Surgeon

Scott W. Mosser, MD

450 Sutter St., Suite 1400

San Francisco CA, 94108

P: (415) 398-7778

F: (415) 398-7784

www.drmosser.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/>

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

Sandra Acevedo

P:(415) 517-0818

P:(415) 398-8256

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

Restaurant Series: Creating a Buzz - Inside and Outside Your Restaurant

April 21 - 1:00 PM - 3:00 PM

Learn to bring clarity to your restaurant and its mission. Every person working in your restaurant is an extension of your brand. Engage your staff in the mission and promotion of your business. Create a "we", not "me" attitude. Your staff can become your customer evangelists by working as a team and by understanding the collective energy that is created. Also learn to develop PR strategies that build upon personal relationships. \$30 registration fee. Presented by the SF Small Business Development Center.

Build Massive Internet Traffic

April 21 - 6:00 PM - 8:30 PM

Over 98% of websites get fewer than 5 visitors each day. Attracting high-quality website visitors doesn't have to cost a fortune. With a little direction, you can accumulate strategic one-way inbound links and watch the targeted traffic pour in!

Secrets to Buying a Business or Franchise

April 22 - 6:00 PM - 8:30 PM

Jump-start your self-employment dream. Get the advantage of owning a franchise or existing business. Learn how to begin, how much they cost and when you have found the right business for you! \$20 registration fee. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Upwardly Global

4/23 - 5:00 PM - 8:30 PM

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

SBA Certification Workshop

April 24 - 10:00 AM - 12:00 PM

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.

QuickBooks Introduction

April 24 - 1:00 PM - 5:30 PM

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. \$60 Registration fee. Presented by the SF Small Business Development Center. For more information call: 415-841-4050.

Becoming a Certified Green Business

April 24 -6:00 PM - 8:30 PM

We will discuss the roadmap to having your business designated as green and learn the steps in getting there. We will further talk about the many benefits of being green over and above just saving money and have you understand the Green Business Program and how to become recognized as a green business. Presented by the SF Small Business Development Center.