

## 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: May 16, 2008

### Upcoming Events

**May 12-17 - Small Business Week San Francisco 2008**

**May 12 - Small Business Week Kickoff with Mayor Newsom and Flavors of San Francisco at City Hall**

**May 13 - 360 Degrees of Financial Literacy**

**May 13 - Small Medium Enterprise (SME) Toolkit, Small Business Week Program**

**May 13, 15 - Small Business on the Go, Small Business Week Program**

**May 13, 14, 15 - Business Conference, Small Business Week Program**

**May 16 - Green Business Celebration: Keynote Presentation, Reception and Vendor Expo ? Small Business Week Program**

**May 16 ? Regional Meeting & Business Mixer, California Hispanic Chamber of Commerce Northern Region in San Rafael**

**Jun 3 - Primary Elections - SAVE THE DATE**

**Jun 17 - Legislative Day - SAVE THE DATE**

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

### Weather

### San Francisco Weekend Weather



## 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.

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](mailto:richard@sfhcc.com).

### Jobs for Youth - Creating pathways to employment that enable youth to strengthen their foundation for success.

Jobs for Youth, a community program of the United Way of the Bay Area, is actively seeking San Francisco Hispanic Chamber of Commerce members to provide entry level employment opportunities for the City's youth this summer. Our youth, ages 16-21, are rigorously assessed for entry level readiness and are eager to gain hands-on industry experience. Opportunities can be either part time or full time and our summer employment season runs from June 23rd to August 8th, 2008. Our website is [www.jobsforyouth.net](http://www.jobsforyouth.net) Help develop and train San Francisco's future workforce. For more information, contact Jobs for Youth @ [jobsforyouth@uwba.org](mailto:jobsforyouth@uwba.org) or (415) 861-JOBS.

### Mayor Newsom and Small Business Commission Announce Opening of Small Business Assistance Center -- Announcement Kicks Off Small Business Week In San Francisco

SAN FRANCISCO, CA

Joined by members of the Small Business Commission, Mayor Newsom today announced the opening of the Small Business Assistance Center. The center will be lead by Director Brajah Norris and dedicated to serving the needs of small businesses in San Francisco with fewer than 100 employees. Because of the sometimes tedious steps needed to open or expand a business in San Francisco and the myriad of agencies that must often be contacted when locating here, the Small Business Assistance Center will serve as the City's central point of information and assistance for all city-related small business needs. "In recent months, the City has asked a lot of our local business community," said Mayor Newsom. "Make no mistake about it - as a former small business owner in San Francisco, I can assure you that the Small Business Assistance Center will prove to be a great asset to any up and coming business."

"With small business accounting for over 85% of all San Francisco businesses, the new Small Business Assistance Center is a welcomed resource that directly benefits our small business community," said Director Brajah Norris. "Customer service is a top priority of the Small Business Assistance Center, and we look forward to working with and assisting the small business community." Located on the first floor of City Hall in Room 110 of the Treasurer/Tax Collector's Office, the center will be staffed by highly trained and dedicated case managers responsible for assessing business needs and providing targeted one-on-one assistance in the following 5 key areas:

- Business Start-up/Expansion ? case managers will assist businesses in obtaining necessary licenses and registration, accessing financial resources, and coordinating technical assistance and business advice.
- Permit Assistance ? case managers will assist businesses in navigating the permitting process at DBI, Planning, DPH, etc., will trouble-shoot permit related issues and help coordinate the permit process among multiple agencies.
- Procurement ? case managers will help businesses become certified to do business with the City of San Francisco and provide guidance on how to bid on government contracts.
- Compliance with Government Laws and Regulations ? case managers will provide accurate and detailed information regarding complying with local, state and federal business laws, including the Minimum Wage, Paid Sick Leave and Health Access Program ordinances.
- Resource Referrals ? case managers will connect businesses to City services, merchant associations and trade organizations, as well as nonprofit and private sector resources.

Services will be available by phone, walk-in, or by appointment. Spanish and Chinese language assistance will also be available. After hours appointments will be available by request. For additional information and assistance, the staff of the Small Business Assistance Center can be contacted directly at (415) 554-6134 or by calling 3-1-1. The Opening of the Small Business Assistance Center also coincides with the kickoff of Small Business Week in San Francisco (May 12-17, 2008). Small Business Week is a week-long celebration of the contributions that local, small businesses make to the economy in San Francisco. The Office of Small Business and the Small Business Assistance Center was established by passage of Proposition I on the November 2007 ballot.

## National Latino Museum Bill Signed Into Law

Many groups hailed the enactment today of a bipartisan bill to make the vision of a National Museum of the American Latino a reality. The Commission to Study the Potential Creation of the National Museum of American Latino Act of 2007 (S.500/H.R. 512) will establish a 23-member commission to study the potential creation of a national museum in Washington, D.C. dedicated to the art, culture, and history of the Latino Community in the United States. The Latino museum legislation signed by the President today was a part of the Consolidated Natural Resources Act of 2008.

"The Congress and the President have joined together to acknowledge that America's success would not be possible without the political, cultural and economic contributions of the Latino community," said Senator Robert Menendez (D-NJ). "The National Museum of the American Latino Community is an idea that is overdue -- Latino culture, dreams and advancements are not outside but within the very fabric of American life, and I am delighted that we are working to share these proud traditions with the public."

"If progress is measured in baby steps, I think it's fair to say that the president's pen today has brought this important project into its adolescence. It is my hope that the commission will begin its work soon so that this vision, this dream, will further mature into full reality. It is truly an incredible day," Congressman Xavier Becerra (D-CA), the House author of the Commission to Study the Potential Creation of a National Museum of American Latino Act, said.

Senate Majority Leader Harry Reid said, "By enacting a bill that would bring us a step closer to honoring Latinos with a national museum in Washington, D.C., we helped bring long overdue recognition to the vital place that Latinos have in our national mosaic."

"Today is a big day for the Latino community throughout the United States as we move forward to highlight the rich contributions of the community to American life in a national museum. The end result will be a more complete record of our past and a better experience for the 20 million visitors that come to our nation's capital to learn about our shared culture and history," said Senator Ken Salazar (D-CO).

### **U.S. Small Business Administration San Francisco Office, San Francisco Small Business Commission, San Francisco Human Rights Commission and COMCAST Launch Connecting Businesses**

San Francisco, CA-May 12, 2008-Today, Comcast in partnership with the U.S. Small Business Administration San Francisco District Office, the City and County San Francisco Small Business Commission, and the San Francisco Human Rights Commission announce the launch of Connecting Businesses-educational and informational sessions for the business community on Comcast On Demand.

Connecting Businesses will make it easier for businesses to have access to key information on a myriad of topics ranging from 'How to do Business in San Francisco' to 'How to Obtain a Business License', available 24 hours 7 days a week on Comcast On Demand.

The first video to air on Comcast On Demand is 'How to Do Business in San Francisco' that includes San Francisco Mayor Gavin Newsom speaking about the partnership, "We are excited to be partnering with Comcast to deliver valuable resources and information to the business community through Comcast On Demand."

"To be able to deliver our workshops on Comcast is a remarkable opportunity for the U.S. Small Business Administration to provide more content and convenience to the business community," stated Mark Quinn, District Director, U.S. Small Business Administration San Francisco Office. "Connecting Businesses on Comcast On Demand is a useful and unique service that will benefit anyone who is either considering opening up their own business or an existing business owner who wants to learn new skills."

Each month, Comcast will be adding new content from each of the partner agencies to Comcast On Demand. Entrepreneurs and business owners will have access to content 24 hours, 7 days a week making it convenient to watch on their own schedule and in the comfort of their own home with the capability to pause, rewind and fast forward to be able to capture this important information.

"Our partnership with Comcast compliments all the services we provide for entrepreneurs and business owners," stated Chris Iglesias, Executive Director, San Francisco City and County Human Rights Commission. "It's often difficult for people to attend our workshops, now they will be able to watch it on Comcast On Demand on their own schedule."

"Comcast is committed to connecting businesses by offering valuable resources that will make it easier to do business in California," stated Steve White, Senior Regional Vice President, Comcast California. "We are honored to be partnering with the U.S. Small Business Commission, the City and County of San Francisco Small Business Commission and the Human Rights Commission to better assist individuals to start, build and grow their businesses."

Comcast ON DEMAND-Connecting Businesses available on Comcast at Channel One>Bay On Demand> Connecting Businesses starting May 16, 2008. Comcast's On Demand features a library of nearly 10,000 titles per month on a variety of choices-from movies, music and top TV shows to the most popular kids, sports and lifestyle programs, available anytime consumers want to watch them, with the ability to fast forward, rewind and pause selections. Nearly 95 percent of all On Demand selections from Comcast are available at no additional charge. For more information call 1(800) COMCAST.

U.S. Small Business Administration-The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same. The SBA helps Americans start, build and grow businesses.

S.F. Human Rights Commission-The San Francisco Human Rights Commission is charged with enforcing the City's 14B Local Business Enterprise and Non-Discrimination in Contracting Ordinance. The Ordinance includes the Certification of Local SF and PUC Regional Small and Micro firms. Certified firms receive prime bidder incentives and may also be listed to meet subcontracting goals in City contracts. The Ordinance also requires the City to set aside a certain percentage of contracts for completion by Certified "Micro" businesses. For more information please contact the Human Rights Commission at (415)252-2500.

S.F. Small Business Commission-The mission of the Commission, the Office of Small Business and Small Business Assistance Center is to foster, promote, and retain small businesses in the City and County of San Francisco, and support and enhance an environment where small businesses can succeed and flourish. Visit [www.sfgov.org/sbc](http://www.sfgov.org/sbc).

Comcast -Comcast Corporation (<http://www.comcast.com>) is the nation's leading provider of entertainment, information and communications products and services. With 24.1 million cable customers, 13.2 million high-speed Internet customers, and 4.6 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

## Introducing New Bilingual and Bicultural How-To Video on Demand Web Site -- Saber Hacer Online Developed By Latinos for Latinos Covers Topics of Importance to the Community

*LOS ANGELES, May 15 /PRNewswire-HISPANIC PR WIRE/*

Latino consumers in the U.S. will now find an online resource for topics ranging from personal finance and computers to parenting on the newly launched broadband Web site, Saber Hacer, accessible at <http://www.SaberHacer.com>. The two powerful verbs -- Saber and Hacer -- translate into know-how that engages the consumer in an interactive, educational and fun way. As of today, consumers will have expert-driven content, in both English and Spanish, at their fingertips that provides them with how-to tips and valuable advice on topics of interest to the community.

According to the AOL/Roper Study conducted in 2005, Hispanics' online use of broadband connections is rapidly increasing. The survey found that Hispanics rely heavily on the Internet to learn about products, share opinions and improve their lives overall. However, it also pointed to the greater need for Spanish content and information relevant to the community. Given this trend, Saber Hacer is tapping into a space largely empty of significant, culturally relevant information, in both English and Spanish, for consumers looking for expert advice on various issues affecting their families' lives.

"We recognize that the Internet is becoming a more powerful tool that more Hispanics are utilizing. Through Saber Hacer, we are empowering Latinos hungry for information that is going to help them make important decisions on

topics of relevance to them and to the community as a whole," said Michele Ruiz, president and Co-founder of Saber Hacer.

With more than 20 years of production experience, Saber Hacer is led by Emmy-Award-winning journalist Michele Ruiz, who served as KNBC-TV's 6pm News Anchor from 1998-2005. Michele conceived the idea of Saber Hacer with a keen eye on the importance of providing information, with journalistic standards, in language and relevant to the lives of Hispanics in the U.S. today. "Saber Hacer holds the key to valuable information that is often unavailable to Latino consumers for various reasons. We have partnered with experts in different fields to make culturally relevant information readily accessible at the click of a button," Ruiz adds.

Currently, the Saber Hacer broadband site contains original content -- not translated -- and continues to develop culturally pertinent topics such as health, education and careers among others. The Saber Hacer team has also given a great deal of attention to the many market segments that define the Latino community, which is why content is developed in both English and Spanish. With investment in focus groups, technology and video production, Saber Hacer continues to build its knowledge-based content, creating an intellectually exciting and emotionally engaging bilingual outlet for consumers. In addition, Saber Hacer provides a series of bilingual DVDs obtainable through the online store that offers more resources available to consumers.

## **Problem Solving, Budgeting Qualities Cited: Californians Value Home Warranties at High Level Despite 'Challenging Market,' Trade Group Reports**

*VENTURA, Calif.--(BUSINESS WIRE)*

Californians are steadfast in recognizing the value of protecting their homes even during a challenging market as resale transactions continue to include home warranty coverage in approximately nine out of 10 cases, according to the Home Warranty Association of California (HWAC). Mark Lightfoot, president of HWAC, reports that 266,437 home warranty sales were recorded in California during 2007. Based on sales of resale properties, this represents a market share of 88 percent. Lightfoot noted that home warranty market share has been firmly around 90 percent for over six years. "Realtors and homeowners understand the value of protecting homes with home warranty coverage. The conditions in the current real estate market are challenging, yet consumers continue to invest in home warranties," Lightfoot said. Lightfoot also reported that California homeowners renewed 336,317 home warranties in 2007, underlining a strong trend of satisfaction with the service contracts.

"Renewals represent another sign that homeowners are clearly experiencing the problem-solving and maintenance budgeting benefits of home warranties, a quality that is magnified during difficult economic times," Lightfoot said. He noted that home warranties are renewed at a rate of over 40 percent beginning with year two of home ownership. Significantly, that rate rises to approximately 75 percent in the third, fourth and fifth years. "This trend indicates a substantial level of rising satisfaction among home owners and their desire to retain home warranties once they have them," Lightfoot declared. Typically, a home warranty covers a home's major operating systems and appliances against breakdowns due to normal wear and usage for one year after the close of sale. Items covered include plumbing, heating and electrical systems, most built-in appliances, and water heaters.

## **Mayor Newsom and Small Business Commission Announce Opening of Small Business Assistance Center -- Announcement kicks off Small Business Week in San Francisco**

05/12/08

Joined by members of the Small Business Commission, Mayor Newsom today announced the opening of the Small Business Assistance Center . The center will be lead by Director Brajah Norris and dedicated to serving the needs of small businesses in San Francisco with fewer than 100 employees.

Because of the sometimes tedious steps needed to open or expand a business in San Francisco and the myriad of agencies that must often be contacted when locating here, the Small Business Assistance Center will serve as the City's central point of information and assistance for all city-related small business needs.

"In recent months, the City has asked a lot of our local business community," said Mayor Newsom. "Make no mistake about it - as a former small business owner in San Francisco, I can assure you that the Small Business Assistance Center will prove to be a great asset to any up and coming business."

"With small business accounting for over 85% of all San Francisco businesses, the new Small Business Assistance Center is a welcomed resource that directly benefits our small business community," said Director Brajah Norris. "Customer service is a top priority of the Small Business Assistance Center, and we look forward to working with and assisting the small business community."

Located on the first floor of City Hall in Room 110 of the Treasurer/Tax Collector's Office, the center will be staffed by highly trained and dedicated case managers responsible for assessing business needs and providing targeted one-on-one assistance in the following 5 key areas:

- Business Start-up/Expansion ? case managers will assist businesses in obtaining necessary licenses and registration, accessing financial resources, and coordinating technical assistance and business advice.
- Permit Assistance ? case managers will assist businesses in navigating the permitting process at DBI, Planning, DPH, etc., will trouble-shoot permit related issues and help coordinate the permit process among multiple agencies.
- Procurement ? case managers will help businesses become certified to do business with the City of San Francisco and provide guidance on how to bid on government contracts.
- Compliance with Government Laws and Regulations ? case managers will provide accurate and detailed information regarding complying with local, state and federal business laws, including the Minimum Wage, Paid Sick Leave and Health Access Program ordinances.
- Resource Referrals ? case managers will connect businesses to City services, merchant associations and trade organizations, as well as nonprofit and private sector resources.

Services will be available by phone, walk-in, or by appointment. Spanish and Chinese language assistance will also be available. After hours appointments will be available by request. For additional information and assistance, the staff of the Small Business Assistance Center can be contacted directly at (415) 554-6134 or by calling 3-1-1.

The Opening of the Small Business Assistance Center also coincides with the kickoff of Small Business Week in San Francisco (May 12-17, 2008). Small Business Week is a week-long celebration of the contributions that local, small businesses make to the economy in San Francisco.

The Office of Small Business and the Small Business Assistance Center was established by passage of Proposition I on the November 2007 ballot.



## SFHCC Member, Yerba Buena Engineering & Construction on Tenth Annual ICIC - Inc. Magazine Inner City 100

*Boston, MA, May 1, 2008, 8 pm*

Today, the 2008 ICIC-Inc. Magazine Inner City 100 list was released, and Yerba Buena Engineering & Construction Inc is ranked 3rd on the list of the fastest growing inner-city companies in America. Extraordinary growth is the predominant trait of the 2008 Inner City 100, a ranking created by the Initiative for a Competitive Inner City (ICIC) and Inc. Magazine of the 100 fastest-growing businesses in inner city communities nationwide. Now in its tenth anniversary year, the Inner City 100 list provides unmatched original data on the fastest growing inner-city businesses in the U.S. For the 2008 list, over 6500 new nominations were received, the most in the program's history. The 2008 Inner City 100 winners grew at a compound annual growth rate of 47 percent and an average rate of 472 percent between 2002 and 2006. Collectively, the top 100 inner city businesses have employed nearly 21,500 people and created over 15,000 new jobs over the past five years; both of these employment figures are the highest in the program's history and show signs of continued growth.

Eighty-one percent of companies expect steady growth, 12 percent expect their revenues to double, three percent expect their revenues to triple, and a mere two percent expect their revenues to decline in 2008. Individually, the average Inner City 100 company's revenues were \$23 million. "We are delighted to celebrate businesses like Yerba Buena Engineering & Construction that are playing a critical role in urban communities throughout the country," said David G. Latimore, president and chief executive officer of the Initiative for a Competitive Inner City. "These high-growth businesses help create jobs, income, and wealth for local residents, and they prove our belief that the most effective way to create economic equality in America's inner cities is to focus on sustainable business growth and investment."

Yerba Buena Engineering & Construction, Inc. is based in the Hunter's Point Bayview district in San Francisco, CA. Of the 35 full and part time employees, YBE employs 14 from the local community. Its clients include the City & County of San Francisco, Department of Public Works, Public Utilities Commission, US Army Corp of Engineers,

US Fish & Wildlife Service, National Park Service and Caltrans. The 2008 Inner City 100 winners operate from 58 cities in 31 states. Nineteen companies on the list are based in California, the most ever for a single state; Texas and Massachusetts each have seven, and New York and Maryland each have five. Six states (Pennsylvania, Oregon, Missouri, Michigan, Illinois, and Indiana) have four companies on the list. San Francisco has six winning companies, Boston and Baltimore each have five, and Detroit, Los Angeles, Oakland, and Portland each have four companies listed on the Inner City 100.

The list is proof of concept that doing business in an inner city area holds a distinct competitive advantage. ICIC has been studying the economic condition of the largest 100 American cities for more than a decade and is working to revitalize inner cities across the country. The 2008 Inner City 100 winners are attending the Inner City 100 Summit in Boston for a two-day event featuring seminars for Inner City 100 owners and managers at Harvard Business School, a reception at the Beehive restaurant, and a gala awards dinner at the Boston Convention and Exhibition Center that is expected to draw more than 1,000 guests.

Highlights of the 2008 Inner City 100 list include:

- Inner City 100 companies are 33 percent minority-owned. Nationally, just 8 percent of companies with annual revenues over \$1 million are minority-owned.
- The 2008 Inner City 100 companies are 19 percent owned by immigrants to the United States .
- Twenty-six percent of the 2008 Inner City 100 are women-owned, the highest representation of women on the list to date. Nationally, only 10 percent of companies with over \$1 million in annual revenues are women-owned.
- The 2008 Inner City 100 boasts an average workforce that is 52 percent minority.
- The 2008 Inner City 100 pay an average of over \$15.00 per hour to hourly employees and \$51,000 per year to salaried employees.
- The 2008 Inner City 100 employ inner city residents who held 43 percent of all Inner City 100 jobs. According to ICIC's State of the Inner City Economies project, just 23 percent of all inner city jobs nationwide are held by inner-city residents.

The record number of new nominations received this year was largely due to the Inner City 100 National Program Sponsor Merrill Lynch and Staples and nominating partners such as the SBA and the U.S. Conference of Mayors. For more information about the 2008 Inner City 100 list contact Deirdre Coyle at 617 292-2363 ext.242. The list can be found at [www.icic.org](http://www.icic.org)

## 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!





















