

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: Jun 20, 2008

Latino
 Business
 Leadership Awards



San Francisco
Business Times



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NOMINATIONS

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SME Toolkit
 Build Your Business

Upcoming Events

Jul 11 - Business Mixer with California Hispanic Chambers of Commerce

Jul 11-12 - Quarterly Board Meeting with California Hispanic Chambers of Commerce

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 Assistant

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.

Hispanics Are More Often Targeted by Phone Fraud: Learn the Steps to Recognize and Report a Scam

WASHINGTON, June 18 /PRNewswire-HISPANIC PR WIRE/

Many types of fraud start with a phone call. Do you know who's calling you? If not, you may be putting your hard-earned money at risk. Fraudulent telemarketing calls affect millions of people every year. On May 20th the Federal Trade Commission (FTC) announced the largest telemarketing fraud case sweep in their history, including 180 law enforcement actions by federal, state, and local agencies. The FTC itself filed federal district court complaints against 13 allegedly deceptive telemarketing operations. The FTC estimates the companies involved in these 13 cases defrauded more than 500,000 consumers, resulting in over \$100 million in losses.

Hispanic consumers may more likely be victims of fraud. FTC's fraud survey report, Consumer Fraud in the United States, showed Hispanics were more likely to have experienced fraud than non-Hispanic whites. Among Hispanics, the three most frequently reported frauds were fraudulent weight-loss products; fraudulent work-at-home

programs; and being billed for a buyers' club membership the consumer had not agreed to purchase.

Through its new Who's Calling? Recognize and Report Phone Fraud campaign and Web site, the FTC provides three R's that Hispanic consumers can use to stop fraud:

1. Recognize. Learn steps to avoid telemarketing fraud, including:
 - Check the clock. Calling times from legitimate telemarketers are restricted to the hours between 8 a.m. and 9 p.m.
 - Ask why they are calling. Telemarketers must tell you it's a sales call, the name of the seller and what they're selling before they make their pitch.
 - Know who you're dealing with. Do business only with companies that clearly provide their name, street address, and phone number.
 - Protect your personal information. Don't give your credit card, checking account, or Social Security number to unknown callers.
 - Don't be pressured to make an immediate decision. Just about any offer that's good today will be good tomorrow, too.
 - Get the offer in writing. Get all information in writing before you pay.
2. Report fraud to the FTC.
3. Register your phone number on the [National Do Not Call Registry](#) at [DoNotCall.gov](#), or by calling 1-888-382-1222 from the number you wish to register.

For more information about specific types of telemarketing scams, and to learn additional signs of fraud, go to [ftc.gov/phonefraud](#). The site has information on common telemarketing scams, including two short videos. The site also is accessible in Spanish at [ftc.gov/fraudetelefonico](#).

To set-up an interview with an FTC spokesperson who can speak on behalf of the campaign and provide more information about telemarketing fraud, call Rosario Mendez at 202-326-3749. Additional print and online campaign resources are at [ftc.gov/phonefraud](#).

Univision Launches Innovative DTV Grassroots Outreach Initiative 'Escuadrón Digital': Univision DTV Campaign Awarded 'Service to America President's Special Award' by the National Association of Broadcasters Education Foundation

NEW YORK, June 10 /PRNewswire-HISPANIC PR WIRE/

Univision Communications Inc. announced today the latest phase of the Company's campaign to raise awareness about the upcoming transition to digital television (DTV) entitled "Escuadrón Digital" (Digital Squad), a grassroots and on-air initiative using a one-on-one approach to ensure viewers are informed and prepared for the DTV transition in February 2009. The company announced the new phase following the National Association of Broadcasters Education Foundation event in Washington, D.C. at which it received the Service to America President's Special Award for its multi-media digital transition awareness campaign.

"Escuadrón Digital" will reach out directly to communities across the country through local events, DTV Town Hall meetings and by deploying street teams that visit community and senior centers and select homes. The "Escuadrones" (Squads) will help viewers determine if television sets are analog or digital, help with coupon applications, as well as assist with the purchase and installation of converter boxes.

"Univision is the champion of Hispanic America. In this role we recognize that it is key to inform and motivate our viewers to take action on DTV as early as possible and ensure a smooth transition," said Cesar Conde, executive vice president and chief strategy officer, Univision Communications Inc. "'Escuadrón Digital' builds on an extremely successful campaign to date, leverages our understanding and connection to our viewers and adds a personal approach to our awareness efforts."

As part of the "Escuadrón Digital" effort, Univision is creating a national group that features Carlos Calderón, host of Galavisión's "Acceso Máximo" (All Access), as the squad captain and analog-to-digital 'geek' who will give viewers a digital analysis of their homes; Tony Dandrades, from Univision's popular newsmagazine show "Primer Impacto" (First Impact), as the converter box tech who will demonstrate how to install converter boxes; digi diva Lilia Rodriguez Luciano from TeleFutura's "Escándalo TV" (ShowBiz TV), who will help a selected viewer purchase an appropriate converter box; and the beloved Martica from "El Gordo y La Flaca" (The Scoop and the Skinny) who will help the squad get ready for their "missions" with her delicious coffee. These efforts will be replicated at the local level by the Univision Television Group.

The footage from the squad's missions and assignments will premiere in July 2008 as part of "TV Digital ... Estás Preparado?" (Digital TV ... Are you ready?), a Univision Network special. Some of the squad's assignments will also be featured in 30-second vignettes that will air on the network through February 2009. The "Escuadrón Digital" initiative also includes in-program education segments in national shows, national radio public service announcements (PSA's) and a dedicated microsite on Univision.com (Uniclave: TV Digital) with comprehensive information and links to the coupon application program.

Univision launched the first and most aggressive multi-media digital transition awareness campaign in October 2007. Since the campaign's launch, Univision has aired DTV specials, covered the issue through local and national news and public affairs programs and has hosted interactive events across the nation to facilitate the DTV transition process for Hispanics. Additionally, Univision worked with the Federal Communications Commission (FCC) and the National Telecommunications and Information Administration (NTIA) on educational efforts that include a toll-free information hotline with Spanish-language capability to handle questions regarding the DTV conversion. In addition, the company has conducted numerous town hall meetings and events in cities including Chicago, San Francisco, Fresno and Dallas, reaching thousands of individuals.

"We are very grateful for the recognition from the National Association of Broadcasters Education Foundation and for the partnership with NAB, NTIA and the FCC," added Conde. "At Univision we remain strongly committed to ensuring that every household in the country is informed and prepared for the DTV transition."

The switch from analog TV to DTV began in 1996, when the U.S. Congress authorized the assignment of an additional broadcast channel to each TV broadcaster in order to introduce DTV service while simultaneously continuing analog TV broadcasts. In addition to improved picture and sound quality, DTV allows broadcasters to transmit multiple program streams. DTV technology also reduces the amount of spectrum needed nationwide for television broadcasting, freeing up broadcast spectrum for public safety and new wireless services. The FCC requires that all full-power television stations cease analog broadcasting on February 17, 2009.

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 97% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 63 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 70 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at <http://www.univision.com> Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit <http://www.univision.net> .

Five Top CEOs Share Hot Tips for Thriving in the Cold Economy

by Neil H. Simon

Wholesalers are rationing rice. Gas prices are higher than ever. Your family vacation is costing you twice what you

planned. In this economic environment you and your business are still expected to turn a profit. It's time for some serious time at the drawing board. We talked with the nation's top Hispanic Business CEOs who have already had those meetings. They've seen local markets dry up, customer tastes change with the wind, and now they share what they're doing to stay strong in the tough times.

Go Abroad Ed Sanchez, President And CEO, Lopez Foods Inc., Oklahoma City, OK

At Oklahoma City-based Lopez Foods Inc., president Ed Sanchez is in the business of keeping pork and beef patties frozen, but as the leader of one of the top ten Hispanic companies in the country Sanchez is always looking for the next hot market.

Now, amid a U.S. economic slump, Sanchez has looked abroad for new sales at the business that brought in approximately \$500 million in 2007.

"If you can't get it here in the U.S., one thing we've done is take it overseas," he said. "With the dollar as weak as it is, you are competitive there."

Sanchez found new customer bases for his company's pork patties in Japan and Hong Kong. Now he is looking to expand in Eastern Europe.

But even as he prepares to expand international sales, he's keeping a closer eye on travel and related expenses.

"You have to go through the budget and tighten, there's no two ways about it," he said.

"Before you just went on trips," he said. Now he thinks twice about each expenditure, asking, "Is this trip relationship building, and if so, can we put it off to next quarter or next year?"

Change, Change, Change Jorge Perez, Chairman And CEO, The Related Group, Miami, FL

Just like the people who occupy his high-rise condos, real estate mogul Jorge Perez is always one the move. And in a challenging market, he says any good CEO should think about physically moving business sales too. In his new book "Powerhouse Principles," Perez, chairman and CEO of the multibillion dollar Miami-based development company the Related Group, advises business leaders to "fear complacency" and to use slowing demand as a clear reminder it's time to look elsewhere for new sales.

"Rather than sitting there and watching your pond dry up, you can find another ocean to swim in," Perez says.

"You can do what we do and embrace change," he says. "You can see the market slowing down in a specific location, like Miami, or in a specific area of real estate ? like offices or apartments ? and you can move into something new."

It's a twist on the old citrus adage ? 'when life gives you lemons . . .' For Perez, if he sees lemons, he doesn't just make lemonade; he seeks a whole different fruit.

For example, when Florida's condo market began to soften, Perez expanded in Latin America and found particular success in Mexico.

"I tell my people all the time, 'The minute we stop changing as a company, we die,'" Perez says.

No 'Hunkering Down' Lloyd G. Chavez Jr., President And CEO, The Burt Automotive Network, Centennial, Colorado

With gas prices hitting \$3.50 per gallon and automakers juggling a slew of new energy efficient technologies, dealers like Lloyd Chavez, Jr., know they're in the middle of another sea change in vehicle buying habits.

As president of the Burt Automotive Network, Chavez says he's been preparing for this economic downturn for five years ? cutting expenses, reducing inventory, and developing a "bench" of personnel to work through new challenges.

"Your business does not have the luxury of standing still or 'hunkering down' until the storm is over, because you will come out of the bomb shelter and find everything moved without you," Chavez said about the need to remain optimistic in a sliding market.

With features like a "dream vehicle" search on Burt.com, the Centennial, Colo.-based company increased online vehicle sales by 50-percent in one year.

Chavez also encourages companies to be more active in their communities during economic downturns to cement customer relationships and name recognition.

Back To Basics Luis Arias, CEO, Blackstone Calling Card Inc., Doral, FL

As the leader of a multi-million dollar pre-paid mobile phone service company, Luis Arias takes a simple approach to the economic downturn.

"This is not the time to do unique things," said Arias, CEO of Blackstone Calling Card, Inc.

"Whatever it is, you are really in a fight for survival and you need to look at your company and see how many bullets you've got and use them sparingly," he said.

Blackstone is now spending less on advertising and moving some marketing efforts into less expensive formats, like online ads.

Arias now looks at ways to make sure he packs more meetings into any business travel and books return flights at night to save the cost of an extra hotel night.

"The mentality has changed," he said. "Before, you used to have meetings on how to grow. Now you have meetings on how to maintain."

Refocusing On Service

Napolean Barragan, CEO, 1-800-MATTRESS, Long Island City, NY

Just because the economy is in a lull, doesn't mean one of the world's leading mattress companies is taking a rest. Napolean Barragan, who founded 1-800-MATTRESS in 1976 as a direct marketing mattress store in Queens, New York, now has a simple strategy to keep his international business strong in the current economic climate ? refocus on customer service.

That means encouraging customers to take 30-minute naps in their retail stores, so potential buyers actually fall asleep and get a true feel for the mattress they are considering purchasing.

"We are constantly introducing new ways to more efficiently present the customer with all they need to make the proper buying decision," Barragan said in an e-mail.

In the often less personal world of online sales, 1-800-MATTRESS is adding a personal touch by connecting customers with live online customer service agents.

The company has shifted its delivery hours too, taking cues from their customers.

"Most people really dislike deliveries coming between 9 a.m. and 5 p.m.," Barragan said, "so we deliver when the customer wants it."

Source: HispanicBusiness.com (c) 2008. All rights reserved.

MARK YOUR CALENDARS

Jul 11 - Business Mixer with California Hispanic Chambers of Commerce

Northern Region Members of the California Hispanic Chambers of Commerce (CHCC) will meet to kick off the agenda for the State Convention scheduled in San Francisco in July.

Join us for this unique Business Mixer to gather convention participants, Chamber hosts of the convention, and all those interested in learning more about the convention activities to enjoy lively conversation, mix and mingle, build new contacts and get re-acquainted with old ones at some of San Francisco's grandest hotels.

Join the CHCC and SFHCC in partnership with the Hispanic Chambers of the Northern Region for a unique opportunity to network with other Latino professionals and learn how the different organizations can make your business grow. Remember, people are more likely to do business with and refer to someone they know and trust!

Hosted by: California Hispanic Chambers of Commerce & San Francisco Hispanic Chamber of Commerce

Time: 6:00 PM - 8:30 PM

Location: Intercontinental Mark Hopkins Hotel

Cost:

With pre-registration (ends Jul 7): FREE

Without pre-registration at the door: \$5

Jul 11-12 - Quarterly Board Meeting with California Hispanic

Chambers of Commerce

The California Hispanic Chambers of Commerce have board meetings scheduled at the legendary Intercontinental Mark Hopkins located at 1 Nob Hill. The Northern Region board meeting is scheduled from 8am-5pm on Friday, July 11th. The state board meeting is scheduled from 8am-5pm on Saturday, July 12th. If you are interested in regional or state activities and discussion items, you are welcome to participate.

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](#)

Business Outreach Committee Contracting Newsletter #2, June 2008

[Click Here to download](#)

EVENTS BY OTHER ORGANIZATIONS

Jun 21 - Free Workshop on Self-Employment Tax Issues, San Rafael & Redwood City

There are still three FREE opportunities for your clients to learn more about how to keep tax records, pay estimated taxes properly and minimize the taxes they owe if they are self-employed. By the way, anyone who only received 1099s last year - is probably considered by the IRS to be self-employed!. Please note that the sessions will be taught in English but handouts will be available both in English and Spanish. We will also have a translator on hand to help with any questions that Spanish speaking attendees may have. If you know of anyone who is interested, please have them send an email to me at kkoberna@kpmg.com with their name and the date and location they will attend or leave the same information (don't forget the email) on our hotline at 415/963-8633.

- 10a-12n - Canal Welcome Center , 141 Alto Street , San Rafael
- 10a-12n - Fair Oaks Community Center , 2600 Middlefield Road , Redwood City

July 12~15 - 2008 NCLR Annual Conference



The National Council of La Raza (NCLR) is thrilled to host the 2008 NCLR Annual Conference in San Diego, a city with Latin flare, rich history, and world-class attractions. Our attendance at Conference will enable you to not only explore the beautiful city of San Diego, but will also give you an opportunity to network with fellow attendees in one of the largest Hispanic communities in the country. Don't miss out on this opportunity to connect with key community leaders, attend cutting-edge workshops, and hear presentations from speakers with national and international prominence! The Annual Conference will be held July 12-15, 2008 at the San Diego Convention Center, 111 West Harbor Drive, San Diego, CA.

For more information, visit <http://www.nclr.org/section/events/conference>

Jul 17 - [Infobayarea.com](http://www.infobayarea.com) Mixer

Business Networking Mixer from 6p-9p at Jillian's at Metreon located at 101 Fourth St #1070. FREE! Enjoy gourmet appetizers and chocolate, music, and win prizes too! Best business is personal business... infoBayArea.com events are unique - Experience the difference! Network and socialize with many business owners and professionals in an upscale, fun, business-casual environment, with a twist of friendly hospitality. Sponsored by Wells Fargo
RSVP is appreciated: <http://jul17jillians.eventbrite.com>

FEATURED MEMBERS

Restaurant

Manga Rosa 1548 Stocton Street
San Francisco CA, 94133
P: (415) 956-3211

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/>

BlueKey Business Brokerage Mergers & Acquisitions
1160 Brickyard Cove Road, Suite 103
Point Richmond, CA 94801
Associate Membership

Abiud Diaz-Amaro
P: (510) 215-5155
F: (510) 295-2847
or (510) 215-5255

www.bluekeybma.com

Mujeres Unidas y Activas

3543 18th Street
San Francisco, CA 94110
Non-Profit Membership

Roxana Damas

P:(415) 621-8140
www.mujeresunidas.net

BlueKey Business Brokerage

1160 Brickyard Cove, Suite 103
Point Richmond, CA 94801
Small Business Membership

P: (510) 215-5155

P: (510) 215-5255
<http://www.bluekeybma>

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

Top Ten Secrets for Launching a Successful Bar Operation

June 23 - 1:00 PM - 3:00 PM

This seminar teaches the attendee how to successfully bring all of the pieces together prior to launching a successful concept in the bar and club industry. Special focus is given to marketing and public relations to create the "buzz" prior to launching. \$30 registration fee. Presented by the SF Small Business Development Center.

Boost Your Sales - Accept Credit Cards Online!

June 23 - 6:00 PM - 9:00 PM

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

Upwardly Global

June 24 - 5:00 PM - 8:30 PM

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

Import / Export

June 24 - 9:00 AM - 1:00 PM

An absolute must for anyone considering entry into the business. Subjects covered: essentials of how to succeed in both exporting and importing; restricted merchandise; role of a freight forwarder or customs house broker; and bank assistance in international trade. \$35 registration fee in advance; or \$40 day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Maintaining Tax Records for Your Business

June 24 - 1:30 PM - 4:00 PM

Learn how to effectively create the income tax records for a small business that are necessary for IRS tax reporting. Topics will include the use of technology to better manage your business; the most effective way to use online banking, QuickBooks and a PDA; how to use incorporation or LLC as a tax planning tool; how to account for your home office and car. \$10 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Learn How to Create a Thriving Lemonade Stand**June 24 - 6:00 PM - 8:30 PM**

If you've ever wanted to learn if you have what it takes to be a successful entrepreneur - in any industry - this workshop will provide you with an overview of the fundamental skills that are necessary to survive and succeed as a self-employed person. Taught as an interactive workshop that's designed for comfort, you will learn concepts and strategies to prosper in your entrepreneurial endeavors which are so simple that even a kid operating a lemonade stand could use them. Highly recommended for those with entertainment industry aspirations.

The Renaissance Center Fashion Industry Network presents: Documentation, a Workshop for Apparel Entrepreneurs**June 25 - 6:00 PM - 8:30 PM**

Learn how to create spec packages and purchase orders, what needs to be included and what the department of labor looks for. Registration \$30 at www.acteva.com/go/rec

SBA Certification Workshop**June 26 - 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**June 26 - 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.

From Kitchen to Market: Selling Your Specialty Foods**June 26 - 6:00 PM - 8:30 PM**

You have a specialty recipe you think the market would crave - BBQ sauce, homemade cookies or jams? How do you transition from your kitchen to the outside world? It pays to understand the huge specialty food industry as you maneuver through it. This class will focus on the planning and production process, contacts to help you get started, capitalization options, marketing strategies, the distribution network and more. You will receive a take home package with worksheets, resource guide and trend analyses. \$30 registration fee. Sponsored by the SF Small Business Development Center.