

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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FRIDAY REPORT: Jun 27, 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.

New National Survey of Mayors Highlights Impact of Growing Health Care Crisis on City Budgets and Services: Rising City Health Care Costs Put Squeeze on Spending for Other City Services: New President, Congress Must Act to Reform Health Care, Mayor's Say

06/23/08

A new report released today spotlights the concerns of mayors nationwide, who say that cities are on the front lines of the nation's growing health care crisis. Skyrocketing health care costs for municipal employees and the rising tide of uninsured people provided with safety net services threaten to force cuts in other basic city services, such as police and fire protection, schools, parks, and the repair of city streets and other infrastructure.

Titled "America's Health Care Crisis: Cities on the Front Lines," the report from Families USA, the national organization for health care consumers, is the first report of its kind to document the economic threat to America's cities posed by the growing health care crisis. The report's key conclusion is that mayors and city councils must aggressively deal with health care challenges on a daily basis, while federal officials delay action on meaningful

reform.

Among the survey's findings:

- City budgets are increasingly strained trying to meet increased demands for safety net health services.
- Cities are experiencing new demands for health clinics, hospital emergency departments, mental health services, and problems affecting schools.
- Mayors strongly believe health care reform must be a top priority of the new administration and Congress next year.
- Cities are seeking significant increases in eligibility levels for Medicaid and the state Children's Health Insurance Program.

"Our cities face the dual challenges of assisting a rising number of uninsured Americans and providing increasingly expensive health coverage for their own employees," Ron Pollack, Executive Director of Families USA, said today.

"Cities should be praised for the innovative methods that they have adopted to fill the gaps in health coverage and access, but cities cannot solve the fundamental problems in America's health care system," Pollack said. "This is ultimately a national problem, and leadership and action must come from Washington."

"As mayor of San Francisco, which offered the first universal access program for the uninsured, I know that America's cities can provide compassionate and innovative health care to their residents," Mayor Gavin Newsom said today. "But we can't do this job alone. An overhaul of our nation's health care delivery must be one of the top priorities of a new administration and Congress in Washington in 2009."

"There's no question, the lack of comprehensive health care reform on the national level has a severe impact on America's cities and America's working families," Mayor David Cicilline, Providence, R.I., said today. "Cities, and even states, can't solve this problem alone - this requires real leadership and immediate action on the federal level."

"Today's report makes crystal clear what many of us in cities across America who are faced with the spiraling costs of health care both for our employees and our citizens-understand all too well," said Philadelphia's Mayor Michael A. Nutter. "It's threatening our economies, our families and our futures. It is time for Washington to stop the excuses and fix our broken health care system."

"An overhaul of our nation's health care delivery must be one of the top priorities of a new administration in Washington in 2009," Mayor Martin Chavez of Albuquerque said today. "If Washington wants to assist cities in responding to the health care crisis, it can begin by helping us get more Americans insured."

The Families USA report, "America's Health Care Crisis: Cities on the Front Lines," is available at the Families USA Web site, www.familiesusa.org

Democratic Presidential Candidate Barack Obama to Conduct Dialogue at 79th Annual LULAC National Convention

WASHINGTON, June 26 /PRNewswire/

Change is the name of the game for Barack Obama. As part of his commitment to a real change in Washington, DC and throughout the country, the Democratic presidential nominee will be conducting an open dialogue July 8 at the League of United Latin American Citizens (LULAC) National Convention.

Obama will unite with hundreds of representatives from the U.S. Latino community at the Washington Hilton to not only convey his concerns and platforms to address the most challenging issues to the Hispanics in the new millennium, but to generate discussion and ideas from the country's oldest Latino advocacy group.

The cry of "si se puede" is not new to LULAC, but Obama is taking this expression beyond its battle cry. The Illinois Senator has already addressed crucial challenges identified by LULAC by answering the LULAC Challenge questionnaire on the top 10 issues impacting Latinos which includes the economy.

"Families across America, particularly in Hispanic communities, are feeling the affects of an economy that has not been kind to the middle class. I look forward to meeting the members of LULAC and working with them to change the direction of this country and fight for policies that will put the American Dream within reach of every family in this country."

Given its standing as a non-partisan national organization, LULAC earlier announced that Republican presidential nominee, John McCain, will address conference-goers Tuesday, July 8th at a Diversity Luncheon.

The League of United Latin American Citizens is the largest and oldest Hispanic Organization in the United States with thousands of volunteer members providing community-based programs through more than 700 local LULAC councils nationwide.

For more information or to register for the convention visit, <http://www.lulac.org/convention.html> .

LATINA Style Business Series Celebrates the 10 Year Anniversary Tour in San Francisco, CA

WASHINGTON, June 26 /PRNewswire-HISPANIC PR WIRE/

LATINA Style Magazine, the premier magazine addressing the needs of established Latina & Women entrepreneurs in the U.S., will celebrate the 2008 LATINA Style Business Series (LSBS) 10 Year Anniversary Tour in San Francisco, CA, on Thursday, July 17, 2008, from 8:00am to 4:00pm at the Grand Hyatt San Francisco, On Union Square, 345 Stockton Street, San Francisco, CA 94108.

The LATINA Style Business Series is the most successful ongoing business development program for Latina business owners in the nation. Over 18,000 Latina entrepreneurs and professionals have benefited from participating in this exciting and informative one-day business program since it first launched in 1998. The focus of the 2008 Series will be to provide a platform for women business owners who are looking to position their enterprises to succeed at the next level.

According to the 2002 Economic Census, a report issued by the U.S. Census Bureau, over 13,074,156 Hispanics make their residence in the state of California. Additionally, Hispanic entrepreneurs have over 427,678 businesses in the state that generate over \$57 billion dollars in sales annually. In the tri city area of Oakland, San Jose and San Francisco, Hispanic businesses total over 53,489, generating sales receipts of over \$10.1 billion.

The 2008 LSBS title sponsor is Macy's Inc. National sponsors include AFLAC, Cisco Systems, Principal Financial Group, Sam's Club, State Farm Insurance, UnitedHealthcare and Wal-Mart. The series beverage sponsor is PepsiCo and its brands Aquafina and Propel. The City Host sponsor is Hyatt Hotels.

In addition, LATINA Style has partnered with the Association of Latino Professionals in Finance and Accounting (ALPFA), League of United Latin American Citizens (LULAC), LatinVision, Latinos in Information and Sciences Technology Association (LISTA), National Association of Hispanic Publications (NAHP), National Latina Business Women's Association (NLBWA), National Association of Latino Elected and Appointed Officials (NALEO), PR Newswire, SCORE, the Women's Business Enterprise National Council (WBENC) and Women Impacting Public Policy (WIPP). The U.S. Small Business Administration (SBA) will provide local support and have a presence at the event.

Local Partners include: California SBDC, InfoBayArea.com, Sacramento Hispanic Chamber of Commerce and the San Francisco Hispanic Chamber of Commerce.

The event includes exhibits and expert presenters who will speak on the topics of "Securing Capital to Build Capacity," "Protecting You and Your Investments," "Successful Marketing Strategies to Sell You and Your Business," "Technology Solutions to Increase Business Productivity," and "Latina Entrepreneur Spotlight: Lessons Learned." We will feature local business leaders and hear first-hand how they were able to find true business success! These women will share the obstacles they have overcome, their secret to work-life balance, and how they stay motivated in their business. The audience will have the opportunity to interact with all of our panelists during the luncheon.

Registration fee includes: dynamic panels, high power networking opportunities in the exhibit area, breakfast, lunch, commemorative gift bag, and a two-year subscription to LATINA Style Magazine, for a tremendous value of only \$30! Over 70 cities have been visited since the inception of the Business Series in 1998. Since then, it has received an overwhelmingly positive response from the Latina, Hispanic, and small-business communities. The Series has been featured on Azteca America, NBC News, ABC News, FOX network, Univision, Telemundo, the San Diego Tribune, the Washington Post, the Los Angeles Times, the New York Times, the Dallas Morning News, and SBTU.

LATINA Style Magazine, a lifestyle magazine for the professional Hispanic woman, hosts the LATINA Style Business Series bringing resources to entrepreneurs and aspiring entrepreneurs in the local area.

For more information or to register for the San Francisco Business Series visit <http://www.latinastyle.com> or call 1-800-651-8083.

Southwest Airlines Optimizes Schedule and Adds Service to Select Markets: Carrier Uses New Optimization Model to Grow in Denver and Tweak Flight Schedule

DALLAS, June 26 /PRNewswire-HISPANIC PR WIRE/

Bucking the current industry trend to reduce capacity and flights, Southwest Airlines announced today that the carrier will utilize a brand new optimization model to add service in select markets and tweak its schedule. Through the elimination of 31 existing roundtrip flights from its current flight schedule, Southwest has added 40 new roundtrip flights in key growth cities such as Denver and Ft. Lauderdale/Hollywood. To view a complete chart of the schedule changes in each city, click here:

http://www.swamedia.com/about_swa/press/080626_flight_changes.pdf. To view a blog post from Schedule Development Lead Planner, Bill Owen, explaining the airline's optimization efforts, click here: <http://www.blogsouthwest.com/>. To book flights, click here: <http://www.southwest.com/?src=PRPRPRNDENV000000080626>.

"We are trimming our flight schedule, frequently and continually, of unproductive flights, while we continue to grow in cities like Denver," Southwest Airlines CEO Gary Kelly said. "We have a much different story to tell today than our competitors. We are well prepared financially, we are the nation's Leading Low Fare Airline, we are still growing, and our People provide outstanding Customer Service. Best of all, we don't nickel and dime our Customers with added fees."

The Company will be accommodating this new service with two aircraft that it previously planned to retire, bringing this year's net aircraft growth to 15. The Company's 2008 year-over-year available seat mile (ASM) capacity growth is still expected to be in the four percent range.

Several markets will be gaining new nonstop service, including:

BEGINNING NOV. 2, 2008:

- Three new daily nonstop roundtrips between Denver and Orange County.

- Two new daily nonstop roundtrips between Denver and Tulsa.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Las Vegas.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Kansas City.
- One new daily nonstop roundtrip between Ft. Lauderdale/Hollywood and Albany.
- One new daily nonstop roundtrip between Ft. Myers and St. Louis.

To celebrate the new nonstop service, Southwest is offering a \$69 one-way advance purchase fare between Denver and Tulsa and a \$79 one-way advance purchase fare between Denver and Orange County. Southwest is offering an \$89 one-way advance purchase fare between Ft. Lauderdale/Hollywood and Kansas City and Albany and a \$149 one-way advance purchase fare between Ft. Lauderdale/Hollywood and Las Vegas. The carrier will offer a \$69 one-way advance purchase fare between Ft. Myers and St. Louis. These 14-day advance purchase fares are available for purchase today at <http://southwest.com> for travel beginning on Nov. 2, 2008, through the end of the schedule, currently Jan. 9, 2009.

NEW SERVICE FARE RULES

Fares are available for purchase today through the end of the schedule, currently Jan. 9, 2009. Fares are for nonstop flights only and do not require an overnight stay. All tickets must be purchased 14-days in advance. When combining fares, all ticketing restrictions apply. Seats are limited. Fares may vary by day of travel and will not be available on some flights that operate during very busy travel times and holiday periods. Fares do not include a federal segment tax of \$3.50 per takeoff and landing. Fares do not include airport-assessed passenger facility charges (PFC) of up to \$9.00 one-way and U.S. government-imposed September 11th Security Fees of \$5.00 one-way. Fares are subject to change until ticketed. Tickets are nonrefundable but, if unused, may be applied toward the purchase of future travel on Southwest Airlines. Fares are valid on Southwest-operated published, scheduled service only and are not available through the Group Desk.

Southwest is the only U.S. airline to remain consistently profitable this decade, and enjoys an unprecedented string of 35 consecutive years of profitability. Southwest has among the lowest cost structures, a strong balance sheet, and the most comprehensive fuel hedge of any major U.S. airline. At Southwest Airlines, fees don't fly with us. You can check your first two bags for free, there are no change fees, no fees for a window or aisle seat, and, as always, snacks, sodas, and smiles are all complimentary!

After 37 years of service, Southwest Airlines, the nation's leading low-fare carrier, continues to differentiate itself from other airlines-offering a reliable product with exemplary Customer Service. Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers a very comfortable ride with all premium leather seats and plenty of legroom with a young all Boeing 737 fleet. Southwest recently updated its gate areas and improved its boarding procedure to make flying Southwest even more convenient and simple. Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 34,000 Employees systemwide.

<http://www.southwest.com>

New Spanish-Language Consumer Guide Compares Oral Diabetes Medications

ROCKVILLE, Maryland, June 19 /PRNewswire-HISPANIC PR WIRE/

Pastillas para la diabetes tipo 2, a new consumer guide for Hispanic adults who have type 2 diabetes and need information to help them compare various oral medications for their illness, has been released by the Agency for Healthcare Research and Quality.

Diabetes is one of the most serious health issues facing Hispanics in the United States. AHRQ data show that nearly one in eight Hispanics take a prescription drug for diabetes.

"This guide offers critically important information to help Hispanics who have diabetes control their disease and avoid side effects," said AHRQ Director Carolyn M. Clancy, M.D. She added that providing information in Spanish will help efforts to get Hispanic patients more involved in their own health care and to eliminate racial and ethnic disparities in health care.

The guide organizes comparative research results according to diabetes patients' concerns and questions and assists them in using research results when talking with health care professionals about their diabetes medicines.

The guide compares 10 generic and 13 brand-name diabetes medications and explains how each works to lower blood sugar, which of them may increase body weight, which may cause side effects such as stomach problems or swelling and each pill's potential effect on "bad" and "good" cholesterol.

The guide also warns patients to be alert for problems such as hypoglycemia -- too-low blood sugar -- which can be caused by certain diabetes pills, as well as other potential side effects. In addition, the guide provides an easy-to-understand comparison of the dose and average cost of each generic and brand-name diabetes medication and the appropriate dose when taken in combination.

Information in the guide is based on the recent AHRQ-funded report, Comparative Effectiveness and Safety of Oral Diabetes Medications for Adults with Type 2 Diabetes. That report, based on scientific evidence found in 216 published studies, summarizes the effectiveness, risks and estimated costs for 10 diabetes medications. It was produced by AHRQ's Effective Health Care Program, an ongoing federal initiative that compares alternative treatments for health conditions. The program is intended to help patients, doctors, nurses and others choose the most effective treatments.

Pastillas para la diabetes tipo 2, the English-language version, Pills for Type 2 Diabetes, and other publications from AHRQ's Effective Health Care Program for consumers and clinicians can be found online at <http://effectivehealthcare.ahrq.gov>. The consumer guides can be ordered free of charge by sending an e-mail to ahrqpubs@ahrq.hhs.gov or by calling 1-800-358-9295.

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

[Register Online](#)

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

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/Catering Services

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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

How to Start and Manage a Small Business

June 30 - 8:30 AM - 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Get Top Positions on Google / Yahoo - Increase Your Sales!

June 30 - 6:00 PM - 9:00 PM

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