

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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FRIDAY REPORT: September 05, 2008

Latino
Business Leadership Awards

San Francisco Hispanic Chamber of Commerce

THE 4th ANNUAL LATINO BUSINESS LEADERSHIP AWARDS
Friday, October 17, 2008

Master of Ceremonies
CBS-5's Joe Vazquez

Intercontinental San Francisco
888 Howard Street

A headshot of Joe Vazquez, a man with dark hair, wearing a suit and tie, smiling.

Upcoming Events

Sept 11 - Financial Literacy Workshop

Oct 7 - District 9 Debate 2008

Oct 17 - Latino Business Leadership Awards

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

WEATHER

San Francisco Weekend Weather



NEWS

How to Help Minority-owned Small Businesses Expand Their Businesses Globally

By Jovita Carranza, SBA Deputy Administrator

It has been 25 years since then-President Ronald Reagan proclaimed the very first Minority Enterprise Development Week, or MED Week. Since then, every President has issued a Proclamation designating a week for minority business owners to gather, speak with government officials, be honored for their achievements, and perhaps most importantly share ideas and innovations with each other.

At the time, minority-owned small businesses were among the fastest growing sectors in the American economy, despite the significant challenges they faced, among them gaining access to capital and federal contracting opportunities.

This year's MED Week conference, the largest federally sponsored event held for minority businesses each year, will be held on Sept. 3-5 in Washington, D.C. at the Omni Shoreham Hotel. The event is co-hosted by the U.S. Small Business Administration and the Minority Business Development Agency of the U.S. Department of Commerce. To learn more information about the details for the event, visit www.medweek.gov or to attend one of SBA's local MED Week events around the country.

The focus this year is on helping minority-owned businesses turn today's economic challenges into opportunities by forming partnerships with enterprises domestically and overseas. The theme "The Power of Strategic Alliances and the Global Economy" is timely because of the opportunities international commerce offers to form partnerships and alliances, combine resources, tap into new markets, share financial risks and increase business capacity.

When minority businesses join forces with entities in Africa, Asia, Latin America and the Caribbean, they gain access to a larger pool of human resources and raw materials and expose their companies to new export markets, creating a larger base of customers and more room for innovation, competitiveness and growth.

Med Week provides a critical opportunity for the public and private sectors to have a continuing dialogue about the strength of our economy and the vital role of minority entrepreneurs and their firms in keeping America strong and competitive. MED Week also offers minority entrepreneurs and business owners an opportunity to showcase their strength and to network with some of the nation's foremost business strategists, investors, contracting officers and policy makers.

In the last 25 years, the number of minority-owned businesses in this country has nearly tripled. With more than

four million minority firms contributing creating jobs and opportunity, with 4.7 million employees and \$661 billion in annual revenues, minority-owned businesses are still among the fastest growing sectors.

Why is that? It is largely because of their spirit of entrepreneurship, the combination of hard work and calculated risks people take to keep their businesses successful. It is also because we are all privileged to live in a nation where that kind of drive and dedication can take you anywhere, where the only thing limiting us is ourselves.

I am so proud to work for a President who understands small business. President Bush gets it. He knows that small businesses create jobs and create wealth. He understands that helping small businesses leads to a strong economy and a strong nation.

The President understands that the demographics of entrepreneurship are changing. It's no accident that this administration has accomplished historic results for all small businesses, especially emerging market small businesses. Encouraging and helping minority-owned businesses isn't just the right thing to do. It's the smart thing to do for today's economy and for the future.

Caltrans Small Business Council taking baby steps toward growing small business

By Cheryl Hentz

It's been a little over a year in coming, but at press time the California Department of Transportation (Caltrans) was expecting to very shortly receive a letter of approval from the United States Department of Transportation and the Federal Highway Administration regarding its 2009 Disadvantaged Business Enterprise (DBE) Overall Annual Goal and Methodology. That goal and methodology includes an overall annual DBE goal of 13.5 percent to be achieved using a combination of both race-neutral and race-conscious measures, to be achieved in equal proportion. As part of its application Caltrans had also requested a waiver to implement race-conscious goals of limited application to four identified groups: African Americans, Asian Pacific Americans, Women, and Native American businesses. Between August 18 and 20, pending formal approval from the federal government, Caltrans held eight public information meetings throughout the state of California, the purpose of which was to present the Caltrans plan to implement race-conscious contract goals of limited application to those four groups.

"At least with some part being race-conscious it will help the community, especially to help make the large firms in Caltrans public sector areas aware that the program does exist, and it'll give small business a little extra help. Under a race-neutral program some large firms think the Caltrans DBE program no longer exists," says Johnathan Hou, past president and member of the Asian Business Association, and a member of the Caltrans Small Business Council. "In the Asian business community, unfortunately a lot of our small businesses are not very active in public works contracts, especially Caltrans. Most of their work is within the community and amongst themselves. But in public works contracts, I think the Asian community businesses suffer quite a bit without race-conscious goals."

Even with a race-conscious component being approved for the program in the coming year, Hou says a higher goal percentage would be even better.

"If you look at the Los Angeles area, for example, more than 50 percent of the residents and small businesses are minority. So even with a goal of 13.5 percent, it doesn't really cover the mass that we're facing within the community," Hou says. "We'd like to see Caltrans bring the goal even higher. The state has a 25 percent small business goal, so that's a target we'd like to shoot for - something around the 20, 25 percent range, or higher."

Diana Borroel, president and CEO of the Sacramento Hispanic Chamber of Commerce and Caltrans Small Business Council member, says even with a race-conscious component, the Caltrans program has a long way to go.

"But you have to remember that small business in Caltrans' definition is a lot different than the definition of small

business for a Hispanic Chamber of Commerce or most of the Asian or Black chambers or ethnic chambers. We don't have a lot of huge businesses. We don't even have a lot of mid-sized businesses," she says. "So we have the smaller contractors and the only way they're going to be able to get work with Caltrans is probably if they work with one of the contractors as a sub-contractor. And our goal really is to get them connected with a contractor so that they can at least get their foot in the door and be able to have some kind of work so they can build up their businesses and maybe someday grow up to be a prime contractor themselves."

Jeffrey "J.L." Jackson with the American Indian Apprenticeship Initiative, also serves on the Small Business Council representing the Southern California Native American Tribes, and is the executive director of the BRIDGE - Building Relationships in Indian Developments with Good Enterprises.

He's very happy to see some race-conscious goals restored to the Caltrans DBE program, calling the way so many small and minority-owned business have not been getting work "disgraceful".

"The bigger contractors want to do as much as they can between themselves and companies they know and not waste their time with someone they don't. They have a good old boy system they feel comfortable with," Jackson says. "When you have race-conscious goals, you've got some leverage, and when you have race-neutral, there really is no leverage on holding the hammer down on contractors to really do what is right and actually do the DBE program."

When the program switched to a race-neutral program two years ago, it hurt a lot of businesses. Rebecca Llewellyn, president/CEO of Payco Specialties - a road striping company - and a member of the council representing Women Construction Owners and Executives, says it created a significant change in her business.

"My fax machine stopped, I stopped getting phone inquiries and it was just amazing. I had been getting faxes that were maybe an inch thick within a two or three week period before hand, asking me to bid on jobs," she says. "But after, there was nothing. Fortunately I'd been in business long enough that they finally figured out that I did the best job and was faster, so I was able to continue on, but a lot of businesses that were not as well known went out of business."

The biggest weakness the Caltrans DBE program has had in the last couple years has been its race-neutrality because it has allowed bigotry and greed to control where the contracts and work go, says Jackson.

"I think another weakness is the connection with the prime contractors, the AGC. They say one thing and do another. And they don't like it when you raise issues," Jackson says. "But you have the good and the bad at the same time. I've seen it with the unions, too, where there's some who are really good and understand the problems we're facing; then there's some who are so racist, so bad and so prejudice that it's unbelievable."

While members of the Caltrans Small Business Council are looking forward to being able to have a mixed component program in 2009, Bernard Johnson, president of Bernard Johnson Group, Inc. and the Caltrans Small Business Council representative for the Black Contractors Association, Inc, says he's not sure it will make a difference in the longrun.

"We're hoping that the mixed component works, but the problem is you have to then test it to see if the changes are really working," he says. "And you may not find out if it really works until 10 years later when another disparity study might get done."

Johnson has seen two disparity studies relating to the Civil Rights program during his 20 years in the San Diego area, and says that to him, the results really don't mean that much.

"In terms of contracting it hasn't meant that much and it may not mean that much even once we get the findings, mainly because the disparity is still there in terms of the number of minority businesses getting work, for whatever reason. I don't know if that's a human thing or that's the way the numbers pencil out or if there's just still total neglect of how the program should be inclusive of the opportunities for everybody," he says, though he adds that

black contractors are not getting any work under a race neutral program within the Caltrans Civil Rights program, or at least, not much of it.

"Our goal by being on the Small Business Advisory council is that we are the voice of the small business owners and that we hope to be able to make some changes over time," says Borroel. "But more importantly, we need to make sure that those prime contractors at least talk to the smaller business owners. And I think that's starting to happen more and more."

Despite having to operate under a race-neutral program for the last two years, Caltrans' DBE program has some strengths and has realized some successes. One strength and success that many of the small business council members believe exists is the Calmentor program, which pairs up prime contractors who've been doing business with Caltrans with smaller, disadvantaged businesses.

"It has been very helpful in bringing small businesses into contracting opportunities," says Hou. "Without the Calmentor program I think small business would suffer even more."

Johnson agrees that the Calmentor program has been a big success for Caltrans.

"I think it's a great idea to expose contractors to each other. It allows the ability for these contractors to network and form relationships - which is very essential and crucial in making a successful program work," he says. "The minority contractors have to be exposed to the prime contractors who are used to getting the business and have experience with Caltrans. And those prime contractors have to get exposed to those existing businesses that are still out there and still want to do business with Caltrans and to pull them in and mentor them in terms of how to do business with Caltrans ? how to go about getting the business, and then actually performing the work."

"I think the issue in most cases may come down to exposure to the opportunities and to trust that the opportunities are real opportunities. But by merely becoming a DBE firm is not necessarily guaranteeing you're going to get a contract with Caltrans," Johnson continues. "The real strength of the program is that it exists and there's money being thrown toward the program to keep it operating in order to continue providing opportunities for Black contractors, the women in construction and all these other disadvantaged business owners to participate and continue to have that forum. It also provides training and those kinds of things. So I think the benefit is Caltrans is doing its part in trying to put the resources out there."

Caltrans and its Small Business Council are always looking for ways to make the program even stronger. One of the ways they're trying to make doing business with Caltrans easier is by unbundling a lot of the larger contracts, something Johnson says is very important.

"A small business does not have the capacity to handle a \$50 million or a \$100 million project. So by unbundling them we can start offering more specific type projects that a general contractor would normally hire his team to perform," he explains. "Maybe it's street striping, or trash hauling, or what have you. But smaller pieces of the bigger contract allow a smaller business who may have the capacity to perform a certain piece of that to get Caltrans work whereas they might not have been able to before."

They're also trying to work on insurance issues because Caltrans requires a \$5 million umbrella policy when doing work for Caltrans and that's very large for a small contractor to carry, says Llewellyn.

"Plus, we're working on partnering, we're working on bringing large businesses along with small businesses together, we're continuing to work on mentoring, we're really trying a lot of different things to make a difference," she says. "But everything takes time to try to change. I think the small business council is the only voice that small businesses had with a lot of these agencies and I think Caltrans has tried to set that example. So even though we work on a lot of issues and it takes time, we are gaining some ground and making it better for small business. Until then, it's still an illusion of inclusion. We haven't arrived yet. We have to keep working, even if it's just a little bit at a time."

Read more Supplier Diversity news at <http://www.sbeinc.com/index.cfm>

LEGISLATIVE ALERT FROM SF OFFICE OF SMALL BUSINESS: Citywide Smoking Ban Ordinance

Supervisor Chris Daly has pulled his Prohibiting Smoking Legislation out of the City Operations and Neighborhood Services Committee (CONS) and requested that it be heard before the full Board of Supervisors on Sept. 9, 2008, 2:00 pm and is item #19 Supervisors, Ammiano, Mirkarimi and Sandoval signed to support Daly in "calling" his legislation from committee. The version of the legislation that will be heard is the amend version heard at CONS on August 7, 2008. http://www.sfgov.org/site/sbc_page.asp?id=84878

Because public testimony was held on both July 17 and August 7, it is my understanding the public testimony will not be heard on Tuesday. If this legislation is of concern to you, then I suggest you contact the Supervisor of your district right away. If you have the time to come in and speak with the Supervisor or Aide between now and Tuesday at 1:00 pm that can be effective as well. Your presence in the Board Chambers will speak volumes as well. The Board of Supervisors meeting starts at 2:00 pm, the agenda is posted, http://sfgov.org/site/bdsupvrs_index.asp?id=4383.

A reminder of some of the key points as it relates to small business. The amendments have reduced the private enforcement component (see page 21 of the Amended Legislation): http://www.sfgov.org/site/sbc_page.asp?id=84878 The Small Business Commission is still advocating that private enforcement toward business be completely removed. Oakland is not considering private enforcement nor is it in their current law and Berkeley is in the beginning stage of considering private enforcement ONLY for tenant to tenant. There is enforcement with the Dept. of Public Health and this is satisfactory. In fact DPH said that there are only a couple of business who are not complying, which really speaks to the fact that private enforcement is not needed.

The legislation will prohibit smoking for restaurants in the outdoor patio area and sidewalk table and chairs, but there will be a delayed implementation to July 2009.

For bars and restaurants that have sunk good money into providing a separate area to smoke this legislation will no longer allow you to allow smoking in that space. If you have your business in an area where the neighbors are sensitive to the noise on street and you are NOW able to keep your patrons off the sidewalk this will no longer be the case.

Smoking is prohibited with 20 ft of entrances, exits and operable window and vents of commercial buildings where smoking is prohibited. The legislative sponsor still say that business will not be responsible for activity in front of their business other than posting a sign in the window. Should you be a business where people naturally gather and/or gather near and people smoke, the Small Business Commission's concern is that it will be too easy under private enforcement to sue business.

If you are business who has lines that form outside your business you will be required to stop people from smoking. Do you have staff time to make sure that smoking does not take place? Are you comfortable in placing your staff in the situation where people are likely to get upset?

The definition of enclosed space will be redefined as: any covered or partially covered space having more than 50 percent of its perimeter area walled in or otherwise closed; any uncovered area (less than 3000 feet) having more than 75 percent of its perimeter area walled in or otherwise closed to the outside.

The amendments does allow for tobacco shops and bars that currently have a permit to smoke (as long as it is in a commercial building/ not mix-use) to continue to operate under specific conditions.

The Office of Small Business and the Small Business Commission will continue to advocate as we have over the past couple months. Though, apart from the CONS committee member many of the other Supervisors this is now

just coming onto their radar screen.

Again, email or your District Supervisor and cc Supervisor Daly and the remaining Supervisors and let them know the direction you want them to take regarding this legislation.

MARK YOUR CALENDARS

Sept 11 - Financial Literacy Workshop

Time: 6:00 - 8:30 sign in begins at 5:30

Location: Latino Issues Forum
160 Pine Street, Suite 700
San Francisco 94111

No charge.
emphasis on individual/personal finances

[Register Now](#)

Oct 7 - District 9 Supervisor Debate

District 9 Debate 2008

Tuesday, October 7

Victoria Theater

2961 Sixteenth Street @ Capp

7:30p-10:00p

Oct 17 - Latino Business Leadership Awards

Early Bird pricing ends this Sunday, September 7th. Individuals can register now for only \$100.

The Latino Business Leadership Awards highlight increasingly powerful achievements in corporate America, entrepreneurship, professional positions, and emerging leadership under 40. SFHCC has demonstrated its leadership in connecting the Latino community throughout the Bay Area while focusing on business development, education, and home ownership.

Friday, October 17, 2008

6:00 PM - 9:30 PM

Intercontinental Hotel - San Francisco
888 Howard St
San Francisco, CA 94103

Tickets

Individual - Early Bird thru Sep 7, 2008	\$ 100
Individual (after Sep 7)	\$ 150
SFHCC Member Price	\$ 100
Nonprofit Individual**	\$ 125
Table Sponsor of 10***	\$2000
Nonprofit table of 10**	\$1250

[Details and Registration](#)

PROCUREMENT

Diversity Outreach & Subcontracting Opportunities



<http://www.sbeinc.com>

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

Sep 8 - Go Green, Save Green

Monday, September 8, 2008 - 2:30 pm to 5:30 pm / Temple 540 Howard Street (between 1st and 2nd), San Francisco, CA 94105. The first in a series of workshops designed to help San Francisco's bars, restaurants and nightclubs save money while helping the environment. Learn easy steps to reduce energy, waste and water use and get free money (rebates). Hear testimonials from leading restaurants and nightclubs about how they saved big money by going green. Talk to utility representative and see if you can save money on the spot. Come ask the hard questions and get the green answers! Free prizes and raffle for participating businesses! To RSVP, please contact Patricia Aleman at paleman@sfchamber.com

Is Your Company Ready For Exporting or Importing

Is Your Company Ready for Exporting or Importing?

Is your company ready for exporting or importing? The Bay Area Center for International Trade Development hosted by Skyline College in collaboration with the United States Commercial Service, is hosting this international trade seminar series. Attend one or all of the following seminars and gain valuable information on the export/import business. This program is funded by the Economic and Workforce Development Department of California Community Colleges. Seminar dates, topics and times are as follows:

09/17/08	Basics of Exporting	9 a.m. - 1 p.m.
09/24/08	Introduction to Logistics	9 a.m. - 1 p.m.
10/15/08	Legal Issues in International Trade	9 a.m. - 1p.m.
10/22/08	How to enhance your business with Free Trade Agreements	9 a.m. - 1p.m.
11/05/08	Importing Requirements (Basic and Advanced)	9 a.m. - 1p.m.

Please join us at 250 Montgomery Street, 14th Floor (corner of Pine and Montgomery), San Francisco, CA 94104. The admission is \$30.00 per seminar. To register, www.acteva.com/go/bayareacitd. For inquiries or additional information, please call 650-738-7098 or email feunee@smccd.edu

Oct 8 - Legislative Breakfast for National Disability Employment Awareness Month

CVE, inc. a proud San Francisco Hispanic Chamber of Commerce member and a San Francisco non profit social enterprise is hosting its annual Legislative Breakfast on October 8, 2008.

In 2002 President Bush issued a proclamation designating October as National Disability Employment Awareness Month. The Legislative Breakfast will be an educational opportunity; creating a forum for the business community, political community, and the community at large to discuss workforce development for people with disabilities. The keynote speaker is Steve Falk, President and CEO of SF Chamber of Commerce and the Honorary Committee includes Speaker Nancy Pelosi, Senator Barbara Boxer, and the Honorable Mayor Gavin Newsom.

To purchase tickets or sponsor the event please visit: <http://www.cve.org/legislative-breakfast> or contact Patrick Regan at pregan@cve.org or 415-544-0424 ext. 101 with any questions.

FEATURED MEMBERS

Tourism/Travel

Pier 39 Market Development

PO Box 193730
 San Francisco CA, 94119
 P: 415-705-5568
 F: 415-956-2911
www.pier39.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/>

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