

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: September 19, 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



Upcoming Events

Sep 30 - Buying & Selling Businesses Hosted By Business Intermediaries: Edward Gilliard & Norman Pearce

Oct 7 - District 9 Debate 2008

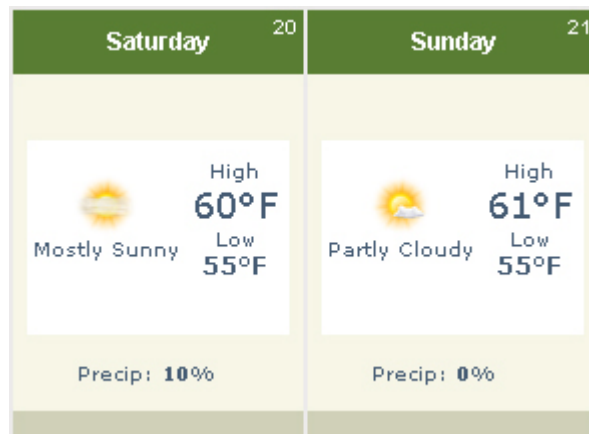
Oct 17 - Latino Business Leadership Awards

Oct 22 - Diversity Business Mixer

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

WEATHER

San Francisco Weekend Weather



NEWS

Californians Reap Financial and Environmental Benefits as Beverage Container Recycling Rate Jumps in 2007 -- Higher California Refund Value Leads To Record Recycling Volume

SACRAMENTO

Californians recycled a record 14.7 billion beverage containers in 2007, 1.5 billion more bottles and cans than in 2006, according to the state Department of Conservation. As a result, the annual recycling rate for California Refund Value aluminum, glass and plastic containers rose to 67 percent, up 7 percentage points from 2006.

"This is tremendous news for California and the environment," DOC Director Bridgett Luther said. "By recycling a remarkable number of containers in 2007, it's clear that Californians are doing more than ever to conserve natural resources, provide valuable raw materials for new products, and reduce energy use and greenhouse gas emissions."

State Assemblymember Loni Hancock (D-Berkeley), author of legislation that increased California Refund Value to a nickel for containers less than 24 ounces and a dime for containers 24 ounces and larger, called the added incentive a catalyst in giving California its highest beverage container recycling volume ever. "It's great to see so many Californians responding positively to the new bottle bill. Recycling is a win-win for consumers and the environment," Hancock said. "Recycling your bottles and cans saves money, reduces litter, and cuts pollution, including greenhouse gases. I'm proud to be part of such a successful policy."

Recycling rates were up for all material types - aluminum rose to 79 percent in 2007 from 72 the previous year; glass to 67 percent from 59; and plastic to 54 percent from 47. Sales of CRV beverages remained flat at 21.9 billion units in 2007, meaning the significant increase in recycling volume was achieved despite no increase in the number of containers available to recycle.

Most recycled aluminum and glass is used to manufacture new cans and bottles, Department of Conservation ? Recycling Rates resulting in significant energy savings when compared to the mining, transportation and processing required to make the products out of raw materials. Plastic bottles, petroleum products, are turned into fiber for clothing and carpet, or pellets that can be manufactured into items such as packaging or landscape materials, often at significant energy savings.

The energy saved by recycling can be translated into equivalent reductions in greenhouse gas emissions thought to contribute to climate change. The 14.7 billion containers recycled in 2007 is equivalent to removing 563,000 cars from the road for one year. To determine the amount of emission reductions achieved through recycling beverage containers, the DOC uses the Waste Reduction Model developed by the U.S. Environmental Protection Agency.

"We face significant environmental challenges today in California and the world," Director Luther said. "Recycling is one way we can create a more sustainable future and is easy for each of us to do every day. Whether people take their empties to a recycling center for a refund, put them in a curbside recycling bin, or remember to recycle when they're at work or out and about, the environment wins."

To find nearby recycling centers, consumers can visit www.bottlesandcans.com and enter their zip code, or call the Department of Conservation toll-free hotline, 1-800-RECYCLE.

Most beverages packaged in glass, aluminum and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

All aspects of the state's beverage container recycling program are paid for with unclaimed refunds from discarded CRV beverage containers, at no cost to the state's general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

For more information about DOC programs, visit www.conservation.ca.gov.

Supplier Diversity Leaders Headline Speakers at NMSDC Conference

NEW YORK, Sept. 17 /PRNewswire-HISPANIC PR WIRE/

The National Minority Supplier Development Council (NMSDC) today announced the headline speakers for its 2008 Annual Conference and Business Opportunity Fair in Las Vegas, Nevada. The four-day event will take place at the Las Vegas Convention Center beginning Sunday, October 26th, with more than 7,000 people expected to attend. The theme of the Conference is "Minority Businesses and Corporations: Playing to Win."

"Our roster of speakers represents a broad cross-section of industries, and we are pleased to have them join us to offer their insights and perspective on minority supplier development," said NMSDC President Harriet R. Michel. "The business arena is global, and minority business owners continue to grow more competitive in the global marketplace. This year's speakers will share their experience and proven strategies to help them succeed."

The conference program opens on Monday, October 27th, with a Power Breakfast featuring Craig B. Clayton, Sr., director and diversity strategist at the International Institute for Diversity and Cross-Cultural Management at the University of Houston's C.T. Bauer College of Business. He is also the founder of the Greater Houston Diversity Coalition and the Center for Diversity and Cultural Competency.

The one-day Business Opportunity Fair follows the Power Breakfast. After a short ribbon-cutting ceremony, the doors open to the exhibit hall featuring more than 860 booths -- the perfect venue for a day of deal making with Asian, Black, Hispanic and Native American businesses. The conference program resumes with Monica C. Lozano as the featured luncheon speaker. Ms. Lozano is the publisher and chief executive officer of La Opinion, the nation's largest Spanish-language daily newspaper.

On Tuesday, Peter Berezin, vice president and global economist at Goldman Sachs, is the speaker at the International Power Breakfast. He is an expert on global macroeconomic trends, emerging market prospects and equity market developments.

Constance Mitchell-Ford, real estate bureau chief at The Wall Street Journal, will moderate a plenary session titled "Real World Supply Chain Management." Session speakers John Campi, executive vice president of procurement

at Chrysler LLC; Paul Novak, chief executive officer of the Institute for Supply Management; and Quentin L. Roach, senior vice president and chief procurement officer at Bristol-Myers Squibb Company, will discuss how buying organizations work closely with their suppliers as they evolve into efficient supply webs of intricately-linked companies.

Linda Johnson Rice is the featured speaker at the Tuesday Luncheon. Ms. Johnson is the president and chief executive officer of Johnson Publishing Company, the world's No. 1 African-American publishing company.

Wednesday opens with a Power Breakfast featuring Shahid Khan, president of Flex-N-Gate Corporation, a leading global auto parts manufacturer with more than 48 manufacturing plants in Argentina, Brazil, Canada, Mexico, Spain and the U.S. Terry J. Lundgren, chairman of NMSDC and chairman, president and chief executive officer of Macy's, Inc., will moderate a plenary session titled "The View from the Top: The Future of Minority Business Development." The featured speakers are George C. Halvorson, chairman and chief executive officer of Kaiser Foundation Health Plan, and Terrence Lanni, chairman and chief executive officer of MGM Mirage. They will discuss global business trends and how minority businesses add value for corporate America.

Sergio Sotolongo, founder, chairman and chief executive officer of Student Funding Group, LLC, is the featured speaker at Wednesday's Business Consortium Fund Luncheon. The firm is a full-service student loan origination company and the first such minority business enterprise.

The Business Consortium Fund, Inc. (BCF) is a minority business development company created by NMSDC to provide contract financing to NMSDC-certified minority businesses through a network of local participating banks and NMSDC affiliates.

The conference also includes 28 workshops covering such topics as How Minority Supplier Development Fits into the Strategic Planning Process; International Growth and Competitiveness; More Value from Supply-Chain Planning; and Going Green: Factoring in the Corporate Goal. Panelists represent more than 55 corporations such as AT&T, BP, Bank of America, Boeing, Chevron, Chrysler LLC, Cisco Systems, Coca-Cola, ConocoPhillips, Dell, Exxon Mobil, Ford, General Motors, Home Depot, IBM, Johnson & Johnson, Kraft Foods, Kroger, PepsiCo, Pfizer, Procter & Gamble, Raytheon, Shell, Sprint Nextel, Toyota, UPS, Verizon and Wal-Mart.

The conference is co-hosted by the Nevada Minority Business Council, one of NMSDC's 39 local affiliates around the country. For additional information on the conference or minority business development, call the National Minority Supplier Development Council at (212) 944-2430 or visit the Web site at <http://www.nmsdc.org>.

Are you an Entrepreneur Who Feels You're "Swimming Alone"?

AUSTIN, Texas, September 17 /PRNewswire-HISPANIC PR WIRE/

Latin American entrepreneurs already turn to Capitalemprendedor.com as an important online source of information and support.

The www.CapitalEmprendedor.com site is a Spanish blog that serves as an invaluable information tool for Spanish-speaking business people.

The purpose of the blog is to provide all kinds of information useful to the Latin American businessman, who at times may feel he is "swimming alone, against the current", due to the lack of available sources of information and support to help his business succeed.

Capitalemprendedor.com offers a wealth of information for problem-solving and creating your own strategies in the areas of marketing, human resources, sales, operations, etc. A variety of successful case studies are also available for review and invaluable information may also be gleaned from interviews with renowned experts in various fields.

Capitalemprendedor.com is the brainchild of Mexican businessman Daniel Marcos, who explained: "When I started my first company, I faced different unexpected situations that often left me wondering what direction to follow. Since then, I've constantly sought information support. Now that I've created two successful companies, I have the necessary experience and resources to be able to share with other entrepreneurs the information that's helped me, in addition to other useful things I come across day to day. I really want to help others in some way as they find their road to success, to make their journey less difficult than mine."

Southwest Airlines and Latino Art Beat Partner to Honor Hispanic Heritage Month -- Southwest Airlines and Latino Art Beat will display award winning pieces in tribute to Latino youth talent

DALLAS, Sept. 15 /PRNewswire-FirstCall/

With three art expositions placed in Chicago's Midway Airport, Dallas Love Field, and at its corporate Headquarters, Southwest Airlines kicks off Hispanic Heritage month today, celebrating Latino art, youth, and their future. The art exhibition will consist of ten award winning pieces from Hispanic high school students from Chicago, Houston, Los Angeles, Miami, and Washington D.C. Since 1998, Latino Art Beat has awarded its competition winners more than \$1 million in college scholarships, monetary prizes, college credit courses, and Spanish language courses.

"As one of the top 60 diversity elite companies in the United States, Southwest Airlines has consistently shown it supports the Hispanic community," said Jena Atchison, Segment Marketing Manager for Southwest Airlines. "Hispanic Heritage month celebrates talent and perseverance, and we are delighted to be part of a program that honors these extraordinary Latinos."

The display will run from today until October 15, 2008, when the local Southwest Employees will gift the artwork to different non-profit organizations like the Ronald McDonald House.

"Through our national initiatives, Latino Art Beat helps shape our children's future today by offering them alternatives, encouraging higher education through scholarship awards, celebrating heritage through their artistic talents, and better preparing them for their future job opportunities," said Don Rossi Nuccio, President of Latino Art Beat. "By profiling these talented young artists through Southwest Airlines airport displays in Chicago and Dallas, we are not only celebrating their wonderful artwork but encouraging their future success."

Latino Art Beat's annual art competition for high school students is held in May of each year. The theme is "What Hispanic Heritage & Culture Means to Me." The competition categories are: Drawing & Painting, 3-D Artwork, 3-D Sculpture, Photography, Computer Generated Art, Film, and Animation. Five talented winners are selected each year and participate in exhibitions all across the country.

Southwest Airlines shares its passion for Hispanic Heritage Month with our internal and external Customers by hosting celebrations in our Hispanic focus markets. Local Employees kick off the festivities by partnering with local organizations, and at airports, with gate games, Mariachi music, authentic foods, and distributing commemorative T-shirts and lapel pins emblazoned with our Hispanic Heritage Month message "Celebremos Tu Herencia." "We Celebrate Your Heritage." Hispanic Heritage month posters also are on display during this month-long celebration. Finally, be on the lookout for Southwest's Hispanic Heritage Month specialty packaged peanuts!

With 37 years of service, Southwest Airlines continues to offer the best value in airline travel, allowing Customers the opportunity to travel nonstop throughout the country at a very low fare. Southwest charges no fees for first or second checked bags, or for pillows, blankets, or snacks. Since 1987, the airline has maintained the lowest ratio of Customer complaints to enplanements as published in the Department of Transportation's Air Travel Consumer Report. 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.

