

## 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: October 24, 2008

Learn how easy it is to go international with the U.S. Postal Service.

**YOU'RE INVITED TO AN INTERNATIONAL BUSINESS EVENT.**

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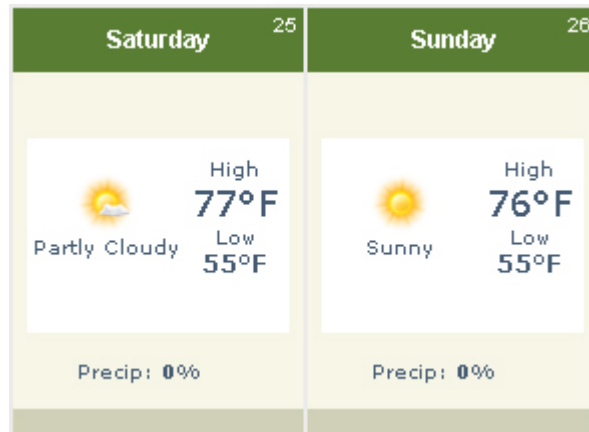
### Upcoming Events

Oct 30 - Small Business Financial Literacy

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

## WEATHER

### San Francisco Weekend Weather



## NEWS

### The San Francisco Hispanic Chamber of Commerce Seeks New Chief Executive Officer

The SFHCC seeks applicants for the role of CEO of the organization. The SFHCC is a nonprofit organization dedicated to connecting our business community unifying and advancing Hispanic business, Corporate America, and community interests in and around San Francisco.

The Chamber provides a variety of programs and services for members and for the community, including economic development, education, leadership, networking events and services, and government affairs.

The Chamber has gained state and nation-wide attention as a model of Chamber leadership. Therefore, the Board of Directors has embarked on a national search to recruit a President & Chief Executive Officer who has the ability to continue leading The Chamber into prominence within the region.

#### Background:

The San Francisco Hispanic Chamber of Commerce (SFHCC) is celebrating its 25-year anniversary and is looking for a new CEO/President to perform the impossible by taking us to an even higher level than our past CEO/President has taken us in the past 5 years. The SFHCC has become one of the strongest, diverse and innovative Chambers of Commerce in Northern California. Our Chamber membership has grown approximately 20% per year over the last 5 years and has become a necessary partner in working with the Latino business community. We are continuing to create innovative and valuable benefits to our membership as well as providing our sponsors a valuable means for entering the Latino markets.

Objective: To develop and execute the goals for the SFHCC.

#### Goals for the SFHCC:

- Develop and execute programs that will open opportunities for Latino businesses.
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- Develop and maintain excellent relationships with businesses, organizations, government and individuals to create opportunities and strategic alliances.
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- Create sustainable revenue streams for the SFHCC that will support staff and programs.
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- Strengthen the Latino economy through economic development activities and job creation
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- Develop sponsorship opportunities for businesses and organizations.
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- Work with the Board of Directors of the SFHCC to carry out the goals of the SFHCC.

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- Serve as a spokesperson for the interests of Latino business.
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- Serve as a liaison for downtown with local and state governments.
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- Provide a fun, motivating and exciting environment for the staff of the SFHCC.
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#### Technical Skills:

- Ability to prepare a budget and manage finances.
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- Ability to communicate ideas verbally and in writing clearly and concisely.
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- Experience and expertise in event management.
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- Event and corporate identity marketing experience.
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- Basic understanding of urban real estate development, planning, municipal finance, and downtown development.
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- Experience working with the print and broadcast media.
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- Bilingual in both English and Spanish desirable.
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- Hire, train, supervise, and evaluate staff, as well as oversee the work of professional consultants.
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- Develop, in collaboration with the Chair of the Board of Trustees, the agenda for Board meetings, report at Board meetings, and consult with Board members to fulfill Alliance objectives.
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#### Soft Skills:

- Ability to supervise and manage a team of professional and administrative staff.
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- Ability to work effectively with others and cultivate productive professional relationships.
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For more information, contact the office at 415-278-9611 or email your resume and cover letter to [staff@sfhcc.com](mailto:staff@sfhcc.com)

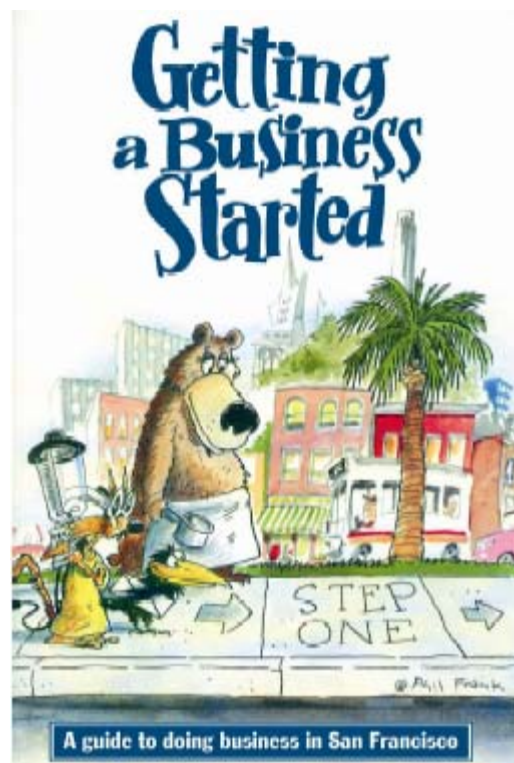
## Getting a Business Started in San Francisco

For more than 150 years, San Francisco has defined itself as the place to do business. From the Gold Rush of 1849 to the globally transforming technology boom of the 1990s, San Francisco stakes a claim as a world leader in business opportunity and innovation.

Now as we are in the 21st Century, San Francisco continues to provide the perfect setting for established businesses and entrepreneurs alike - a dynamic consumer driven economy, stunning locales, and a city government ready to help your business thrive.

San Francisco boasts a highly educated and culturally diverse population with needs ranging from the everyday commonplace to the extraordinarily sophisticated. Its metropolitan setting, world-class cuisine, and signature tourist attractions lure record breaking numbers of vacationers as well as business and convention travelers from all over the world, providing a multitude of commercial opportunities for businesses operating in the import-export, manufacturing, entertainment, technology, retail, financial service and hospitality industries.

San Francisco is the right place for your new business. This booklet introduces the steps to take to make your ideas a reality. We look forward to working with you and contributing to your success.



Thank you for your interest in doing business in San Francisco. We are proud that you have selected our city as the home for your business, and we look forward to working with you. On behalf of the Small Business Commission (SBC), we are pleased to present the resourceful and informative *Getting a Business Started: A guide to doing business in San Francisco*. This booklet was created for you, the entrepreneur, and is designed to provide you with the information you will need to start your business.

Assembled in this booklet is information on local requirements for doing business in San Francisco, as well as state and federal requirements. In addition, the guide details crucial City departments and the specific services they offer to small businesses. Local, state and federal business incentives are also highlighted in this guide. Finally, we have assembled a comprehensive list of small business resources. We have also included key city phone numbers that will prove invaluable to you as you start and expand your business.

The Small Business Commission was established to help small business flourish in San Francisco. Our mission is to help foster, promote and retain small businesses in San Francisco. We work to provide San Francisco small businesses with the tools necessary to succeed. Our goal is to make doing business in San Francisco a bit easier. Please keep in mind that information is ever changing. If you have trouble accessing an office or department listed in this guide, please do not hesitate to let us know by contacting us at (415) 554-6134 or through our website at [http://www.sfgov.org/site/biz\\_start\\_index.asp](http://www.sfgov.org/site/biz_start_index.asp), so that we may be able to provide the most current and up to date information. We look forward to serving you, and we hope this guide serves you well.

## **East Bay Couple Clashes On Presidential Race - San Francisco Hispanic Chamber of Commerce Staff Featured**

*Reporting by Joe Vazquez  
CASTRO VALLEY (CBS 5)*

Mike Maurice and Laura Leon-Maurice are college sweethearts. They have been married for 20 years and have differing views over who should become president.

Laura is a Democrat supporting Obama, while Mike is a Republican who has not disclosed who he is voting for. The current election season has been lively, but the couple said they keep their political discussions civil.

Our video report has more. Visit <http://cbs5.com/politics/mccain.obama.couple.2.845087.html>

## Newsom Proposes Economic Stimulus Plan

*By Erin Allday, San Francisco Chronicle*

National woes have battered the San Francisco economy in recent weeks, and the city is responding with spending cuts to government programs and a stimulus plan to encourage local business investment, Mayor Gavin Newsom announced today. The city's budget analysts don't have any firm numbers showing just how hard-hit San Francisco has been by the crumbling national economy, but revenues from sales taxes and property transfer taxes were slipping even before the recent crises, and the city is facing at least a \$250 million budget deficit. In a hastily-called news conference held just after a meeting with local business executives, the mayor and several of his economic analysts said San Francisco is actually faring reasonably well, relative to other cities in the country. But Newsom insisted that it's critical the city make financial decisions now to forestall future problems.

"The business community in San Francisco has been impacted in a significant way," Newsom said. "We anticipated a slowdown, but we did not anticipate a slowdown of this magnitude. In the last few weeks specifically, we've seen a dramatic decline. "The fiscal health of the city remains strong," he said. "But the budget needs to be adjusted and we need to make changes immediately."

The Board of Supervisors will hold an economic summit today, to discuss recent financial challenges and how the city should move forward in the new economic climate. "At times like this there's going to be a lot of shifting of priorities," said board President Aaron Peskin. The city has already initiated a hiring freeze, and Newsom said layoffs will definitely happen in the months to come, although he does not yet know how many people will lose jobs. He said he will ask the supervisors to cut spending on most new programs. In addition, Newsom said he intends to request many of the same budget cuts he suggested during the summer's budget planning process. The supervisors rejected most of those cuts to social services and health programs, but Newsom said that times have changed and "(the city's) challenges are more acute today."

Spending cuts and budget priorities were only half of Newsom's economic announcements Tuesday. The mayor also discussed an economic stimulus plan that, somewhat ironically, includes increased spending on capital projects and other strategies for pumping more local money into the San Francisco economy. The plan calls for fast-tracking about \$5.3 billion worth of capital projects, which could include upgrades at San Francisco International Airport, improving the city's water system and investing in transit and new city parks and libraries. The mayor also discussed rearranging tourism spending to focus less on overseas advertising and more on encouraging Bay Area residents to spend their money on weekend trips to San Francisco - not unlike the shift that the city saw after 9/11.

For local businesses, the mayor suggested creating targeted tax incentives for companies that are adding jobs or expanding offices, and helping local businesses take advantage of state and federal credit programs. He also hopes to increase foreign investment in San Francisco, especially from China. Newsom has been meeting with local executives for several weeks to discuss the economy and how Bay Area companies expect to weather the current climate. So far revenue from almost all industries, including vulnerable retail and tourism business, is up from last year - but not as much as everyone had hoped. Sales tax revenue for the city is almost flat, year over year, according to city analysts. Property transfer taxes, which are paid when a property changes ownership, are way down - in 2007, total properties sold amounted to \$6.7 billion, compared to just \$1 billion for the first eight months of this year, said Newsom.

"So far, clearly there are signs of a slowdown but not a local crisis," said Jim Lazarus, senior vice president of policy with the San Francisco Chamber of Commerce. "A lot of businesses had a very good summer. But there is worry that if consumer confidence drops and spending drops, the next three or four months are going to be tough." Ted Egan, chief economist in the Controller's Office of Economic Analysis, said for months San Francisco has been protected from the economic downturns that hit the rest of the state and country, mostly through the crumbling housing market. "We were like an island of prosperity, relatively speaking," he said. But with the recent finance industry failures, that all changed.

"Beginning in mid-September, the economic context changed in San Francisco for reasons beyond our control," he said. "There are no signs that the sky is falling in San Francisco. But we are looking nationally at a recession that will come very quickly and will last at least one or two quarters."

#### Economic stimulus plan

Mayor Gavin Newsom proposed a number of measures Monday aimed at stimulating the local economy and rewarding local businesses. The mayor's plan focuses on four areas:

- Capital spending. Fast-track about \$5.3 billion worth of capital projects that are scheduled for the next five years. Projects could include improving the city's water system, upgrading Terminal 2 at San Francisco International Airport and building new parks and libraries.
- Foreign investment. Encourage foreign companies, specifically in China, to expand and grow in San Francisco and invest in large construction projects.
- Local tourism. Shift tourism advertising campaigns from overseas markets to the Bay Area, encouraging local residents to plan vacations and do their shopping in San Francisco. Also change parking and transit policies to make it easier for residents to spend their money in San Francisco, and help spruce up the city's major visitor areas, including the Moscone Center.
- Cost reductions for local businesses. Consider removing some fees for businesses and developers and offer targeted tax incentives for companies that increase jobs or expand their operations. Also help businesses take advantage of state and federal tax credit programs.

## Unearth the Hidden Publicity Gems in Your Business

By Rachel Meranus, [Entrepreneur.com](http://Entrepreneur.com)

Organizations that focus their PR solely on products, services and the general business plan are missing out on key opportunities to promote their brand and organization. By taking an in-depth look at all aspects of your organization, you can find more opportunities for exposing your brand.

In addition to reaching new audiences, showing off your organization's expertise can draw attention to the strong internal structure, sound business strategy and growth potential of your business.

#### Free Trade

Don't discount the value of industry and professional trade publications--they can increase exposure to potential business partners or employees. Look beyond your industry-specific business trade publications. There's a trade publication for just about every profession and industry, and there are likely many that are relevant for different aspects of your business. Look at your business processes and determine the intangibles that make your organization more productive, more efficient or superior to the competition. For example, there could be an opportunity to showcase your streamlined operations in a manufacturing trade publication, highlight your state-of-the-art research facility in an R&D magazine or feature your cutting-edge networking system in an IT trade.

#### Employees are Your Best Asset

If you have a star sales representative, a CFO who boasts 30 years of industry experience or a researcher who has won numerous awards, consider pitching them as ""thought leaders"" for articles on subjects relevant to their

expertise. Having your employees quoted as industry experts not only provides additional exposure for your organization, but also elevates your company as an industry leader and recognizes top employees. These opportunities exist in mainstream media, local media or trade media. There may be an opportunity in a major national news magazine to comment in a trend story or have a star employee profiled by the local newspaper. Trade publications often highlight industry professionals by inviting industry experts to submit articles on topics of interest.

#### Corporate Culture

Many business, trade and management publications regularly cover new trends in corporate culture and management, and often highlight innovative leaders. If your company puts a premium on corporate culture or has a CEO with a unique management style, these could be great subjects for a feature. Topics such as creative off-site meetings or unique perks--anything that illustrates an organization's fostering of a great working environment--will highlight your company's commitment to its employees as a reason for its success. This type of coverage not only highlights your management style and approach to employee relations, but also acts as a well-placed article that can also be a recruiting tool.

#### Think Beyond Business

Media opportunities aren't limited to just the confines of your organization. Business publications often focus on the extracurricular pursuits of busy executives because it provides a window into why they are able to excel both in and out of the boardroom. If your VP of marketing regularly places at the top of her age group in triathlons or your chief operating officer spends his weekends building custom motorcycles, use it as an opportunity to generate publicity for that all-star employee and showcase the drive and motivation that permeates your entire company.

#### Don't Stray Off Course

The goal of expanding your PR campaign to different areas of your business is to tie everything back to your core organizational message. Before seizing new opportunities, focus on the key messages that you want people to come away with. Before contacting reporters, make sure to sit down with members of your organization to ensure that they are prepared to communicate these messages and are adept at handling any challenging questions that may arise from their discussions.

#### Getting Started

After determining new organizational assets you can pitch, develop a list of publication and reporter targets for your story ideas. Very often, newspapers and magazines have columnists who focus on "out-of-the-box" topics. Read the columns and familiarize yourself with their writing styles. In fact, referencing a past article in a pitch is a great way to let reporters know you read their work and have an appreciation for the stories they write. Editorial calendars also offer a resource for finding story opportunities in publications that are related to your core business or in those that may be less familiar. Most trade outlets and many general-consumer publications provide an outline of stories that are planned throughout the year. If you see something that's appropriate, begin your outreach at least a month in advance of the deadline date. Stories have a habit of closing much earlier than anticipated.

Additionally, services like ProfNet allow you to isolate opportunities to pitch your experts and create profiles for reporters to access. Similar to editorial calendars, success has as much to do with speed as it does with a well-crafted pitch. Pay attention and pounce when an opportunity arises. Unearthing the gems in your organization can lead to a multitude of new opportunities to highlight your company and its employees. Similar to real-life prospecting, the treasure that produces the biggest reward may not be in the most obvious place. While you may want to start your search in the corner office, it could be that quiet person in the middle cubicle who holds the key to a front-page feature. The only way you'll know for sure is to keep digging.

Rachel Meranus is Entrepreneur.com's PR columnist and vice president, public relations at PR Newswire. Get more information about PR Newswire and public relations with their PR Toolkit for small businesses

**The San Francisco Police Department (SFPD) and Controller's Office announce the release of the draft Organizational Assessment Report**

Developed by Police Executive Research Forum (PERF), the draft report makes recommendations to help the SFPD achieve the Vision adopted by the Police Commission in July. To download the full draft report, click [here](#) or visit the PER website, [www.sfpolicereview.org](http://www.sfpolicereview.org). For a summary of the draft recommendations, click [here](#) to see the Controller's Office memorandum to the Mayor and Board of Supervisors.

Feedback from the public on all aspects of the draft report is strongly desired and is the focus of two public workshops next week. Please join us at either of the following workshops:

Workshop 1:

Date: Tuesday, October 28, 2008

Time: 6:00pm - 7:30pm

Location: UCSF Parnassus Campus - Millberry Union, 500 Parnassus Avenue, San Francisco

Muni: 43, 6, N-Judah

Workshop 2:

Date: Wednesday, October 29, 2008

Time: 6:00pm - 7:30pm

Location: Visitacion Valley Middle School, 450 Raymond Avenue, San Francisco

Muni: 56, 9X, 9BX

Interpretation will be provided in Cantonese, Russian, and Spanish.

All sites are wheelchair accessible. Materials in large print will be available at the meetings. To request assistive listening devices, a sign language interpreter, or other accommodations, please contact Alexis Ward at 415.364.0000. Providing at least 72 hours advance notice will help to ensure availability.

If you can not attend these public workshops, please keep an eye on the project website for future opportunities to provide your feedback on the Organizational Assessment. Visit [www.sfpolicereview.org](http://www.sfpolicereview.org), call 415.554.5297, or email [info@sfpolicereview.org](mailto:info@sfpolicereview.org) for more information.

## MARK YOUR CALENDARS

### Oct 30 - Small Business Financial Literacy

Sponsored by:



**Date:** Thursday, October 30, 2008

**Time:** 6:00-8:30pm

**Place:** Small Business Administration

455 Market Street, 6th Floor, San Francisco 94105

Want to know some of the fundamental steps that can help make your small business a successful enterprise? Then join us for a presentation by Reynaldo E. Arellano, CPA. You will get insights and tips that you can use to put your business on a sound financial footing. Join the [San Francisco Hispanic Chamber of Commerce \(SFHCC\)](#), the [California Society of Certified Public Accountants](#), and the [Latino Business Professionals \(LBP\)](#) at a special

workshop that will cover the following points:

- Tips for Getting Started
- Tax Tips for Small Businesses
- How to Finance Your Business
- Insurance for Small Businesses
- Small Business Retirement Plans
- Things to Think About When Selling Your Business
- Succession Planning
- Effective Websites

This workshop will include a dynamic question and answer session so that participants can walk away with valuable information that meets their specific financial needs and helps them to build financial security.

**Registration:**

This event is **FREE** to the community. **Seating is limited to 50 people.** Registration will begin at 5:30 p.m. Main program will start at 6:00 p.m.

[Register Online](#)



California Certified Public  
Society Accountants



## 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.









