

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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<http://www.sfhcc.com/>



FRIDAY REPORT: October 31, 2008

The SFHCC Wishes You a Safe and Happy Halloween



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

YOU'RE INVITED
TO AN INTERNATIONAL
BUSINESS EVENT.

International Business Event:

11/04/2008
US Postal Service - Global Reach
1300 Evans RM 332
San Francisco, CA 94124
8:30 AM - 11:30 AM

Get Global Shipping & Mailing Tips From Experts
Register for this **FREE** event by calling **415-550-5785**



Upcoming Events

Dec 3 - Holiday Mixer at Medjool

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

WEATHER

San Francisco Weekend Weather

Saturday ¹	Sunday ²
 <p>Rain</p> <p>High 63°F</p> <p>Low 59°F</p> <p>Precip: 80%</p>	 <p>AM Showers</p> <p>High 59°F</p> <p>Low 54°F</p> <p>Precip: 30%</p>

FEATURED CORPORATE MEMBER

United States Postal Services



NEWS

The SFHCC Makes The Following Recommendations For Ballot Measures On The November 4th Election. Your Vote Matters

This year marks the year of the longest ballot book in the city's history. The 2008 Voter Information Pamphlet includes information about all contests for local offices throughout the City and County of San Francisco and is 304 pages. There are so many initiatives that can impact our small business community.

The SFHCC has taken positions on 7 local ballot measures which could negatively impact the small business community. This is a real concern and we encourage you to create conversation with those close to you to be a more educated voters at the polls next Tuesday.

This isn't an easy conversation to have in our community but we have a responsibility to help our community find it safe to learn about candidates and ballot measures. There are a number of online resources in Spanish. Two great places to start are Voto Latino (<http://www.impre.com/votolatino/>) and Destino 2008 (<http://www.univision.com/content/channel.jhtml?chid=3&schid=10414&secid=0>).

SFHCC suggests printing out the following and taking it with you to the polls.

Prop. A: Yes -- Official title: San Francisco General Hospital and Trauma Center Earthquake Safety Bonds, 2008

Authorizes an \$887,400,000 bond to earthquake retrofit San Francisco General Hospital without a net increase in the city's debt load or property tax burden. Allows landlords to continue to pass through 50 percent of property taxes associated with projects on the city's 10-year capital plan.

Prop. C: No -- Official title: Prohibiting City Employees from Serving on Charter Boards and Commissions

Prohibits, except for specified positions, city employees from serving on Charter-created boards and commissions. There is no reason to limit eligibility when the Board of Supervisors can reject a mayoral appointee.

Prop. H: No -- Official title: Setting Clean Energy Deadlines; Studying Options for Providing Energy; Changing Revenue Bond Authority to Pay for Public Utility Facilities

Grants authority to six members of the Board of Supervisors to municipalize electricity distribution in San Francisco. Requires the SF PUC by late April 2009 to issue a comprehensive plan to provide "cost effective" power to residents and businesses, including costs and benefits of municipalization of PG&E. By the end of 2009 and without a further vote by the public, the board of supervisors could authorize the issuance of billions of dollars of bonds to force PG&E, or any other local utility to sell its local distribution system to the city.

Prop. I: Yes -- Official title: Creating the Office of an Independent Rate Payer Advocate

Creates an independent rate-payer advocate appointed by the City Administrator to analyze and comment on rate proposals prepared by the SF Public Utilities Commission. Services to be paid for by revenues from utility rates.

Prop. L: Yes -- Official title: Funding the Community Justice Center

Authorizes the creation of the Community Justice Center, in collaboration with the Superior Court, to address crimes that negatively impact the quality of life of those living and working in the Tenderloin, South of Market, Civic Center and Union Square neighborhoods. Authorizes the expenditure of \$1,770,000 dollars for the court, \$984,000 of which will come from earmarked federal grant funds.

Prop. O: Yes -- Official title: Replacing the Emergency Response Fee with an Access Line Tax and Revising the Telephone Users Tax

Ratifies and approves the city's existing 911 tax and telephone tax. If the measure does not pass, the city would risk losing between \$85 and \$90 million in annual revenue.

Prop. Q: Yes -- Official title: Modifying the Payroll Expense Tax

Extends payroll tax to pass-through entities and shareholders of professional corporations for work or services performed in the city, excluding return on capital. Contains a 200 percent formula cap based on the average wages of the top 25 percent of a firm's wage earners as a "safe harbor" to calculate the tax due. Also includes an expanded small business exemption for businesses with payrolls of less than \$250,000.

Voting Resources

There are several other ballot measures that impact the community. We highly recommend reviewing the sites mentioned above and reviewing resources ' listed below that are available to you to make decisions that you are comfortable with.

- Guide to Voting in English - http://www.sfgov.org/site/uploadedfiles/elections/VoterEducation/GuideToVoting_ENG.pdf
 - Guide to Voting in Spanish - http://www.sfgov.org/site/uploadedfiles/elections/VoterEducation/GuideToVoting_SP.pdf
 - Check my Polling Place Location and view my Sample Ballot - http://www.sfgov.org/site/uploadedfiles/elections/VoterEducation/GuideToVoting_ENG.pdf
- Voter Information Pamphlet in English -

http://www.sfgov.org/site/uploadedfiles/elections/Nov2008_VIP_EN_3.pdf

- Voter Information Pamphlet in Spanish - http://www.sfgov.org/site/uploadedfiles/elections/Nov2008_VIP_SP.pdf
- Argumentos pagados - <http://www.sfgov.org/site/uploadedfiles/elections/VoterEducation/Paid%20Arguments-SP.pdf>

REMEMBER TO VOTE ON TUESDAY, NOVEMBER 2ND. YOUR VOTE DOES MATTER.

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.
- Develop and maintain excellent relationships with businesses, organizations, government and individuals to create opportunities and strategic alliances.
- Create sustainable revenue streams for the SFHCC that will support staff and programs.
- Strengthen the Latino economy through economic development activities and job creation
- Develop sponsorship opportunities for businesses and organizations.
- Work with the Board of Directors of the SFHCC to carry out the goals of the SFHCC.
- Serve as a spokesperson for the interests of Latino business.
- Serve as a liaison for downtown with local and state governments.
- Provide a fun, motivating and exciting environment for the staff of the SFHCC.

Technical Skills:

- Ability to prepare a budget and manage finances.
- Ability to communicate ideas verbally and in writing clearly and concisely.
- Experience and expertise in event management.
- Event and corporate identity marketing experience.
- 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.
- Bilingual in both English and Spanish desirable.
- Hire, train, supervise, and evaluate staff, as well as oversee the work of professional consultants.
- 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.

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

Trick-or-Treat: Unmasking the Truth About Sweeteners -- Leading Penn State Registered Dietitian Kris Clark, Ph.D., offers easy tips to help kids have a safe, nutritious - and fun - Halloween!

WASHINGTON, Oct. 23 /PRNewswire/

If this year's Halloween is like those past, some 36 million children(1), aged five to thirteen years, are poised to don costumes to go trick-or-treating. And while it is a holiday when Americans focus on sweet treats, registered dietitian Kris Clark, Ph.D., of Pennsylvania State University, says that Halloween is a perfect time to clear up confusion about the role of sweets in the diet and misconceptions about different sweeteners. In 2005, the U.S. Dietary Guidelines Advisory Committee recommended limiting so-called "discretionary" calories to about 200 per day for adults and about 180 calories daily for youngsters aged nine to thirteen years. Sweet treats fall in that category, according to Dr. Clark.

"No one says that it's smart to eat a lot of these foods," Dr. Clark says. "But an occasional treat can be allowed. And Halloween is one of those days when it's fine to enjoy a few treats." Dr. Clark adds that the sweeteners used in many Halloween treats are nearly identical. "High fructose corn syrup and table sugar both contain the same four calories per gram and are metabolized the same way in the body," she says, "And, I agree with the Food and Drug Administration's decision that high fructose corn syrup can be used in 'natural' labeled products." Dr. Clark also concurs with the recent finding by the American Medical Association that "high fructose corn syrup does not appear to contribute to obesity more than other caloric sweeteners."

"Many accusations today rely on speculation that tries to link single ingredients, including sweeteners such as high fructose corn syrup, to obesity," said Dr. Clark. "All Americans are eating more of everything -- it's the excess calories and sedentary lifestyle that are having the greatest impact." A recent, national survey(2) of 400 mothers finds that many worry most about individual ingredients -- rather than calories -- in their children's food. When asked what they are concerned about when buying food for their children, half responded with sugar (50%) and high fructose corn syrup (49%), while only one quarter cited the caloric content of food.

To help keep Halloween fun and healthy, Dr. Clark recommends:

- Swap dark chocolate for milk chocolate. It provides more flavor to help satisfy young and old taste buds, plus it's got antioxidants, which have a variety of health benefits, including boosting immunity.
- Control portions with 100-calorie snack packs. Provide pre-packaged 100-calorie servings of your favorite cookies, crackers and snack mixes.
- Sneak in some protein. Protein helps moderate blood sugar from rising fast after eating. So look for treats with nuts or peanut butter. Small packages of commercially prepared trail mix are another option.
- Add fruit. Chocolate-covered or yogurt-covered raisins or other dried fruit are easy ways to boost

nutritional value.

- Consider non-food treats. Toss stickers, removable tattoos, sport or character cards, bracelets or necklaces to the trick-or-treat bowl or basket, then let kids choose for themselves.

Find more science-based information on sweeteners at <http://www.SweetSurprise.com>.

CRA is the national trade association representing the corn refining (wet milling) industry of the United States. CRA and its predecessors have served this important segment of American agribusiness since 1913. Corn refiners manufacture sweeteners, ethanol, starch, bioproducts, corn oil, and feed products from corn components such as starch, oil, protein, and fiber.

(1) U.S Census National Population Estimates, July 1, 2008

(2) Wakefield, a national polling firm, conducted the survey between August 18 and August 25, 2008 using an email invitation and an online survey. Results were collected from a random sample of 400 mothers ages eighteen and older. Quotas are set to ensure reliable and accurate representation of the total U.S. population.

SOURCE CRA

Postal Service Hosts International Business Event -- Learn How to use the Postal Service to do Business Worldwide at Free Event

SAN FRANCISCO

The U.S. Postal Service offers easy-to-use and affordable options to help customers do business worldwide. The San Francisco Postal District is hosting an international event to help customers better understand these options, and to discuss solutions to international shipping and mailing. The event takes place on Tuesday, Nov. 4 from 8:30 a.m. to 11:30 a.m. at the San Francisco Mail Processing Center, 1300 Evans Ave., in Room 332. To register for this free event, customers should call 415-550-5785.

International business customers, or those interested in expanding their business overseas are encouraged to tap into this opportunity to exchange ideas with Postal Service international shipping experts and other global business professionals, including:

- Richard Ventura, President and CEO of the San Francisco Hispanic Chamber of Commerce
- Kully Nelson, International Trade Specialist, U.S. Commercial Service
- Ruth Southworth, Global Account Specialist, U.S. Postal Service

Those attending the event will learn how to reliably ship to more than 190 countries with no fuel surcharges, how to save money using our new lower online pricing and convenient flat-rate options and much more. The U.S. Postal Service's Global Business unit reorganized and simplified its line of products, making international shipping services easier than ever to understand and use. Global Business also introduced Priority Mail International flat-rate options for shipping to anywhere in the world at very competitive pricing. In addition, pricing incentives are available for postage-paid shipping labels generated online through Click-N-Ship and other PC Postage vendors.

To learn more about international shipping and mailing with the U.S. Postal Service, customers can also visit usps.com/international.

Gov. Schwarzenegger Announces November Conference on Small Business and Entrepreneurship

Furthering his commitment to support California's small businesses in their contribution to the health and power of the state's economy, Governor Arnold Schwarzenegger today announced he will host California's first ever Governor's Conference on Small Business and Entrepreneurship to be held at the Renaissance Montura Hotel in

