

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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San Francisco, CA 94103
P: 415-278-9611
<http://www.sfhcc.com/>



FRIDAY REPORT: November 07, 2008

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 ⁸	Sunday ⁹
 High 62°F Low 52°F Precip: 60%	 High 59°F Low 51°F Precip: 10%

FEATURED CORPORATE MEMBER

Southwest Airlines



NEWS

Southwest Airlines Adds New Flights and Puts Denver Fares on Sale! Carrier Opens New Spring Schedule and Offers Denver Fall Fare Sale

DALLAS, Nov. 6 /PRNewswire-HISPANIC PR WIRE/

Southwest Airlines is offering Customers a reason to kick spring planning into high gear! The airline opened its spring flight schedule which includes new flights. By paring 39 existing roundtrip flights from its current flight schedule, Southwest is able to add 70 new roundtrip flights in cities such as Minneapolis-St. Paul, Chicago Midway, and Baltimore/Washington. Southwest's schedule is now available for purchase through May 8, 2009.

- To view a complete chart of the schedule changes in each city, click here: http://southwest.com/swamedia/Flight_Changes_Chart_081106.pdf For the inside scoop on the airline's schedule changes, click: <http://www.blogsouthwest.com/blog/ding-march-and-minneapolisst-paul-now-sale> to view a blog post from Southwest Airlines Lead Planner Bill Owen.

"We are constantly looking at our schedule to see where we can cut unproductive flights in order to add new flights in markets with high Customer demand," said Kevin Krone, Southwest Airlines Vice President of Marketing, Sales, and Distribution. "Southwest is the only airline out there not surprising Customers with hidden fees. As a result, travelers are filling up our planes giving us the chance to offer more flights."

Several markets will be gaining nonstop service beginning March 8, 2009, including:

- Eight new daily nonstop roundtrips between Chicago Midway and Minneapolis-St Paul.
- One new daily nonstop roundtrip between Birmingham and Phoenix.
- One additional daily nonstop roundtrip between Las Vegas and Orlando (for a total of two).
- One additional daily nonstop roundtrip between Baltimore/Washington and Denver (for a total of four daily nonstops).
- One additional daily nonstop roundtrip between Baltimore/Washington and Ft. Lauderdale/Hollywood (for a total of five daily nonstops).
- One additional daily nonstop roundtrip between Chicago Midway and Omaha (for a total of six daily nonstops).
- One additional daily nonstop roundtrip between Chicago Midway and Pittsburgh (for a total of six daily nonstops).

To celebrate Southwest's entry into the Minneapolis-St. Paul market, the airline is offering a \$69 one-way advance purchase fare between Chicago Midway and Minneapolis-St. Paul. These 21-day advance purchase fares are available for purchase today at <http://www.southwest.com/?src=PRPRPRNGENR000000080808> for travel beginning on March 8, 2009, through the end of the current schedule.

Additionally, Southwest launched a Denver fare sale today with low fares to key cities such as Phoenix and Los Angeles. Other great deals include:

- \$49 one-way between Denver and Albuquerque, Omaha, and Amarillo.
- \$69 one-way between Denver and Las Vegas.
- \$79 one-way between Denver and Los Angeles, Sacramento, and Oakland.

Visit <http://www.southwest.com/?src=PRPRPRNGENR000000080808> for a fare sale details.

<http://www.southwest.com>

SOURCE Southwest Airlines

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

SBA Interim Final Rule: Small Disadvantaged Business Program (Effective 10/3/08) -- This Rule Changes The Requirements Relating To Which Firms May Certify Their Status As Small Disadvantaged Businesses (SDBs) For Purposes Of Federal Prime Contracts And Subcontracts

Small Disadvantaged Business Program

AGENCY: U.S. Small Business Administration.

ACTION: Interim final rule, with request for comments.

SUMMARY: This rule changes the requirements relating to which firms may certify their status as small disadvantaged businesses (SDBs) for purposes of federal prime contracts and subcontracts. Currently, only those firms that have applied to and been certified as SDBs by SBA may certify themselves to be SDBs for federal prime and subcontracts. This rule allows firms to self-represent their status for subcontracting purposes without first receiving any SDB certification. It also recognizes that the benefits of being an SDB for federal prime contracts has been greatly diminished over the past years, and shifts the responsibility of identifying firms as SDBs for federal prime contracts to those limited agencies that have authority and chose to use price evaluation adjustments to SDBs.

DATES: Effective Date: This rule is effective October 3, 2008.

Comment Date: Comments must be received on or before November 3, 2008.

ADDRESSES: You may submit comments, identified by RIN: 3245-AF79, by any of the following methods:

- Federal eRulemaking Portal: <http://www.regulations.gov>.
- Follow the instructions for submitting comments. Mail, for paper, disk, or CD-ROM submissions: Joseph Loddo, Associate Administrator, Office of Business Development, 409 Third Street, SW., Mail Code, Washington, DC 20416.
- Hand Delivery/Courier: Joseph Loddo, Associate Administrator, Office of Business Development, 409 Third Street, SW., Washington, DC 20416.

SBA will post all comments on www.regulations.gov. If you wish to submit confidential business information (CBI) as defined in the User Notice at www.regulations.gov, please submit the information to LeAnn Delaney, Deputy Director, Office of Business Development, 409 Third Street, SW., Washington, DC 20416, or send an e-mail to LeAnn.Delaney@sba.gov. Highlight the information that you consider to be CBI and explain why you believe SBA should hold this information as confidential. SBA will review the information and make the final determination of whether it will publish the information or not. **FOR FURTHER INFORMATION CONTACT:** LeAnn Delaney, Deputy Director, Office of Business Development, at (202) 205-5852, or LeAnn.Delaney@sba.gov.

[SUPPLEMENTARY INFORMATION: DOWNLOAD DETAILS](#)

Obama To Brief Press As Transition Of Power Picks Up

by Jitendra Joshi Jitendra Joshi

CHICAGO, (AFP) ? President-elect Barack Obama prepared to hold his first post-election news conference Friday as he lost little time in assembling an administration that is sailing into a sea of troubles. With stock markets once again in freefall, Obama was to convene a meeting of his high-powered panel of economic advisers before the first press conference since his triumph in Tuesday's election against Republican John McCain. Obama will address the press at 1:30 pm (1930 GMT) in a Chicago hotel, his campaign said in a statement.

He spoke Thursday with the leaders of nine US allies -- Australia, Britain, Canada, France, Germany, Israel, Japan, Mexico and South Korea -- as the center of political gravity shifted away from President George W. Bush. Ahead of a White House meeting with Bush on Monday, Obama appointed Illinois congressman Rahm Emanuel as his chief of staff, making the pugnacious master of political wiles the first senior official to join the next administration. Emanuel, 48, is a veteran of Bill Clinton's White House credited with masterminding the Democratic takeover of the House of Representatives in 2006. He has a reputation for being a bare-knuckles operative and a fierce Democratic partisan who has well earned his nickname of "Rahmbo."

"Now is a time for unity, and Mr. President-elect, I will do everything in my power to help you stitch together the frayed fabric of our politics, and help summon Americans of both parties to unite in common purpose," Emanuel said in a statement Thursday. The appointment stirred the first post-election attacks from the demoralized Republican Party. "This is an ironic choice for a president-elect who has promised to change Washington, make politics more civil, and govern from the center," said John Boehner, the Republican minority leader in the House.

Obama, a 47-year-old senator from Illinois serving his first term in Congress, was running the rule over his top cabinet picks including the all-important job of Treasury secretary as fears of a recession intensify. Several names mentioned as potential Treasury overseers to command a 700-billion-dollar bailout for Wall Street were to attend Friday's meeting here of Obama's economic lieutenants. They include former Treasury secretary Larry Summers, ex-Federal Reserve chief Paul Volcker and Laura Tyson, chairwoman of the National Economic Council under Clinton. New York Fed chief Timothy Geithner is also in the media running for Obama's Treasury secretary, after supervising the US central bank's unprecedented explosion of intervention in the markets.

Bush said he had directed "unprecedented" cooperation between the White House and Obama before the Democrat is inaugurated on January 20, in the first presidential handover since the September 11 attacks of 2001. "In the coming weeks, we will ask administration officials to brief the Obama team on ongoing policy issues ranging from the financial markets to the war in Iraq," Bush said at the White House. The unpopular outgoing president also warned that terrorists may try to use the transition period to strike at the United States. Obama said in a statement that he looked forward to meeting Bush, whom he lambasted on an almost hourly basis on the campaign trail. "I thank him for reaching out in the spirit of bipartisanship that will be required to meet the many challenges we face as a nation," he said.

Aside from righting the listing US economy, one of Obama's most urgent priorities will be to wind down Bush's war in Iraq and redirect the military focus to hunting down Al-Qaeda and the Taliban in Afghanistan. The president-elect, who has spent the past two days catching up with his young family and thanking his exhausted campaign staff in Chicago, is already receiving classified CIA intelligence as he prepares to take over. Obama received his first post-election national security briefing from Mike McConnell, Director of National Intelligence, at the FBI building in downtown Chicago Thursday.

ABC News meanwhile reported that Obama's campaign chief strategist David Axelrod, one of the main architects of his election victory, had agreed to become a senior advisor in the White House. But campaign communications czar Robert Gibbs told AFP that reports he would become the Obama administration's public face as White House press secretary were "premature."

Election Results Impacting Members

This year's election was tremendous on many levels. Starting with our Presidential election and the victory for Barack Obama prove to be hopeful for our business community. Below are some of the possible consequences of

the move:

- Obama has promised an orderly withdrawal of U.S. troops from Iraq and a greater focus on the war in Afghanistan. Democrats will call on him to carry out his pledge, but the gains that have been made in Iraq in recent months may make it tempting for Obama to stop short of his pledge to pull out one combat brigade per month until they are all withdrawn.
- In order to stimulate the weak U.S. economy, Obama and the Democrats are likely to reach an agreement on a second stimulus package to try to get consumers spending again, unless such a package is approved before Obama takes office January 20.
- Obama is likely to take further steps to regulate the financial industry in the wake of a credit crisis that infected Wall Street and triggered a stock meltdown that cost Americans billions of dollars in retirement savings.
- Obama ran on a pledge to give Americans who make less than \$200,000 a year a tax cut, thus reaching 95 percent of taxpayers, and raise taxes on those making above \$250,000 a year. With him and Democratic congressional leaders in charge, this pledge may be scaled back to give fewer people a tax cut and to include more people among those who would face higher taxes.
- Obama has said he would be willing to meet, without preconditions, with leaders of countries hostile to the United States, such as Iran, Cuba and Venezuela. Look for increased U.S. diplomatic activity with those countries with the aim of determining whether an Obama meeting with the leaders would be worthwhile.

Locally, the San Francisco Board of Supervisor's race was a serious concern to the SFHCC. New Supervisor, David Chiu in District 3, enters the Board of Supervisors and has demonstrated a strong commitment to the small business community while serving on the Small Business Commission. Supervisors re-elected to the Board of Supervisor who also support small and ethnic businesses include Ross Mikarimi in District 5 and Sean Elsbernd in District 7. Make it a point to congratulate these Supervisors and encourage the support of the Economic Stimulus Plan to boost the local economy and ease some of the burdens of small business.

Additional local elections are promising as Speaker of the House Nancy Pelosi is re-elected, Assemblywoman Fiona Ma is re-elected, and Assemblyman Mark Leno is elected into Senate. All three elected officials have proven to be strong supporters of the small and ethnic business community.

The San Francisco Hispanic Chamber of Commerce congratulates all of those elected officials mentioned above and look forward to working closely with them on issues relevant to our constituents.

Braceros' Claims Deadline Extended to January 5, 2009 -- WWII-era Mexican Workers Granted Extra Time to File Claims for Withheld Payroll Savings.

CHICAGO, Nov. 3 /PRNewswire-HISPANIC PR WIRE/

An amendment to an agreement between the Mexican Government and lawyers representing thousands of Mexican guest workers has extended the deadline for those workers to submit claims to recover wages withheld from them during World War II. The new deadline is January 5, 2009. The deadline extension was announced by Matthew Piers, a partner at the Chicago, IL-based law firm of Hughes Socol Piers Resnick & Dym, Ltd., one of several law firms representing the workers in the class action.

The workers, known as braceros, have been battling with the Mexican Government over recovery of the wages in a federal class action lawsuit for almost eight years. More than a quarter million documented workers came to the United States during World War II to work in agriculture and for the railroad industry as part of a guest worker program that was jointly created and sponsored by the U.S. and Mexican governments. As part of the program, these wartime workers had 10 percent of their wages withheld into a "savings fund," with the understanding that those amounts would be reimbursed to them by the Mexican Government.

The braceros filed the class action lawsuit claiming that the money never was returned to them. After almost eight

years in litigation, and 60 years after their wages were withheld, these braceros, or their surviving spouses and children, are eligible to submit proof to obtain a one-time payment from the Mexican Government of 38,000 pesos, as part of a proposed settlement of the class action. They must do so, under the new deadline extension, on or before January 5, 2009.

"This is a welcome extension of the deadline that will grant some valuable extra time to these workers, or their survivors, to fill out the forms and comply with very stringent documentation requirements imposed by the Mexican Government on braceros filing claims for their money," said Mr. Piers. "We are still in a race against the deadline," he added.

To ensure maximum participation in the settlement, the law firms that represented the braceros have embarked on a media and community outreach campaign aimed at informing potential recipients of the availability of these long lost funds. The initiative is focused on Spanish-language media outlets and partnerships with community-based organizations involved in U.S. Latino advocacy and community issues.

To date, the public information project has recruited major media partners (Univision Radio & Television, impreMedia Publications and farmworker-oriented radio media networks), as well as a growing number of the most respected national and regional community organizations (Congressional Hispanic Caucus Institute (CHCI), Farmworker Justice, the Illinois Coalition for Immigrant and Refugee Rights (ICIRR), Mexican American Legal Defense & Educational Fund (MALDEF), the National Association of Hispanic Publications (NAHP), the Texas Migrant Council (TMC) and United Farm Workers (UFW) Union among them).

Additionally, a radio and television public service announcement (PSA) featuring former Mexican and U.S. soccer star -- and current Mexican Women's National Team Coach -- Leonardo Cuellar has been produced and is being offered to radio and television outlets across the U.S.

According to Mr. Piers, the Spanish-language media and 'word of mouth' networks will allow for a thorough dissemination of information about this settlement and how rightful beneficiaries can access these funds. Individuals are urged to act quickly in order to meet the January 5, 2009 deadline for personal delivery of their applications.

Braceros or their surviving family members who feel they meet the settlement's criteria and require more information related to filing their claims are invited to visit the Caso Bracero web site at www.casobracero.com, or call the toll-free hotline at 1-877-436-9359. They can also write to Caso Bracero, P.O. Box 641610, Chicago, Illinois, 60664-1610.

SOURCE Estrada Communications Group

SFHCC Seeks New Board Candidates for 2009

The San Francisco Hispanic Chamber of Commerce seeks prospective board members to fill seats available in 2009. The SFHCC seeks individuals that can provide a value to the organization. We would like each candidate to have skills and expertise in 2 or more of the following areas:

- Computers / Technology
- Finance Development/Fundraising
- Government Affairs
- Media/ Public Relations
- Organizational Development
- Written Communications

The General Board meets 4 times a year and participates in the annual Board Retreat. For more information, contact the SFHCC at 415-278-9611 or by email to staff@sfhcc.com.

MARK YOUR CALENDARS

Dec 3 - Holiday Mixer at Medjool

Join us for our last event of the year at Medjool Restaurant located at 2522 Mission Street from 6:00 PM - 8:30 PM. Network with Latino professionals at one of the city's hottest restaurants, enjoy great appetizers, and a no-host bar. We will also release a sneak preview of 2009 programming for the Chamber.

Fees:

- Members - With pre-registration (before Nov 31st): free / Without pre-registration at the door: \$5
- Non-Members - With pre-registration (before Nov 31st): \$5 / Without pre-registration at the door: \$10

[Register Online](#)

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 #3, October 2008

[Click Here to download](#)

EVENTS BY OTHER ORGANIZATIONS

Nov 22 - Free Computer Skills Training by Mission Language and Vocational School

Learn how to:

- Protect your PC from Viruses, Spywares, Malewares
- Build your own Home Network
- Use Search Engines: Yahoo, Google, MS Live

FREE DSL Line for 2 years! Location: 2929 19th Street, SF / Time: 9a-11a/ Please RSVP to:415 648-5220; 415 641-3718;

FEATURED MEMBERS

Architects

Harlan Hoffman Architecture

3229 Mission St.
San Francisco CA, 94110
P: 415-648-3835
F: 415-468-6820

Quezada Architecture

875 Sansome St.
San Francisco CA, 94111
P: 415-834-3503
F: 415-834-3507
www.thinkqa.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/>

Abacus Construction

601 Montgomery St, Suite 500
San Francisco, CA 94111
Small Business

Carolina Sanchez

P: 415-291-9000

Mona Tong & Associates

326 Precita Avenue
San Francisco, CA 94110
Small Business

Sandra Saavedra

P: 415-821-9227

Ellen Chavez

600 Lexington Way
Burlingame, CA 94010
Individual Membership

P: 650-558-0556

Mujeres Unidas Y Activas

3542 18th Street
San Francisco, CA 94110
Non-profit Membership

Roxana Damas

P: 415-621-8140 X305

CCI

2 Henry Adams Street
San Francisco, CA 94103
Small Business

Victor Brito

P: 415-626-3338

Si TV

3030 Andrita St
Los Angeles, CA 90065
Small Business

Tania Campos

P: 323-317-9534

F: 323-256-9888

Weekend en Espanol

1998 Bush Street
San Francisco, CA 94115
Small Business

Ronda Calef

P: 415-923-0754

F: 415-923-9737

www.weekendenespanol.com

Americava Wines

178 Valencia Way
Windsor, CA 95492
Small Business

Betty Nancy Laguna

P: 707-837-8274

F: 707-837-5324

www.americavawines.com