

## This Week's Friday Report



### San Francisco Hispanic Chamber of Commerce

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## FRIDAY REPORT: November 21, 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



## 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.
- 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](mailto:staff@sfhcc.com)

## **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](mailto:staff@sfhcc.com).

## **Assemblywoman-Elect Norma Torres Recognized as First Guatemalan Elected to California State Assembly**

The Cultural House of Guatemala (La Casa de Cultura de Guatemala), which represents the Guatemalan community in the state of California, wishes to announce the victory of, Norma Torres, who has been elected to the California State Assembly representing the 61st District on November 4, 2008.

Norma Torres, the mayor of Pomona, a 9-1-1 police dispatcher and proud mom of three, is excited to represent the 61st District in the California State Assembly. For decades, Norma has worked to improve the city of Pomona and its surrounding communities. Her record of success handling issues of public safety, economic growth, education and neighborhood improvement established her reputation as a fighter for families and the underserved. Now, Norma is ready to take that fight to Sacramento, where she'll work to make California's communities healthy, safe

places for families to live and work.

This milestone elevates the political presence, as well as the social and commercial interests for the 3 million Central Americans living in the state of California. As of December 1, 2008 Norma Torres will become the first person of Guatemalan decent who will occupy a seat in the California State Assembly in Sacramento.

On behalf of the Guatemalan Government, the Minister of Foreign Affairs Roger H. Rodas Melgar and La Casa de la Cultura de Guatemala honored Norma Torres' achievements at the Omni Hotel Los Angeles Hotel on November 20th.

[Press Release](#)

## Alex Sotelo Cellars Offers Free Shipping To SFHCC Members

We are at the end of the season in the Napa Valley; vines are getting to go dormant in to winter and it promise to be a beautiful end of the season. Weather is beautiful is getting chili and time to enjoy a glass of wine.

November is amazing and Thanksgiving is almost here so for you and yours until November 25, 2008 on any order of \$99 or more you will get free shipping. Wines for holiday parties by non profits and corporations will have a special price.

<http://www.alexsoelocellars.com/vistas/orderwine.php>

To place an order you must be a least 21 years old. Shipping to some States may be illegal. Shipping charges change from place to place. Fax, mail or e-mail to Alex Sotelo Cellars, Napa Valley, CA, voice/fax 707.2245920

## Mayor Newsom Celebrates More than 24,000 Bank on San Francisco Accounts

11/20/08

Two years ago, Mayor Newsom launched Bank on San Francisco as a pilot program to reach out to some of the estimated 50,000 households in San Francisco without bank accounts.

"We knew that people without bank accounts were losing as much as 5% of their net income on unnecessary fees," said Mayor Gavin Newsom. "These San Franciscans were more likely to be a victim of a crime and less prepared to handle a disaster or emergency. Perhaps most importantly, they lacked the ability to save and build assets for the future and were forced to rely on high-cost predatory services."

The Bank on San Francisco initiative now has 24,714 new accounts currently open and active.

Bank on San Francisco has become a national model. It showcases the unique partnership between community-based organizations, financial institutions, financial regulators, and local government?all working together to bring San Franciscans safe financial services. The savings to the community are tremendous.

## 10 Minutes at a Time: Simple Steps to Get Moving and Reduce Your Risk of Diabetes and Heart Disease

ALEXANDRIA, Va., Nov. 20 /PRNewswire/

Want to lower your risk for type 2 diabetes and heart disease? All it takes is 10 minutes of physical activity three times a day. Ten times three -- it's really that simple. And it's what the U.S. Centers for Disease Control and Prevention recommend to help you lower your blood pressure, manage your cholesterol and lose weight. In the United States today, one in five people have diabetes, and heart disease is the leading cause of death. But exercising for 30 minutes each day can make a big difference in cutting your risk for these deadly diseases. And you don't have to hit the gym to reap the benefits of staying active. You can take three 10-minute walks after meals or find other simple ways to fit activity into your busy life.

According to health experts, any physical activity is better than none - and even the smallest steps can make a big difference. "Physical activity is particularly important for people at risk for diabetes and heart disease," says Dr. Peter Sheehan, senior faculty member at Mount Sinai School of Medicine in New York City. "Staying active can help lower risk in and of itself, and it can help patients lose weight, which also lowers risk. It's a double benefit."

Here are three tips to keep in mind:

1. Stay active all day. It's easy to exercise while you're doing other things. On a visit to the grocery store, park at the far end of the lot and walk a lap around the inside of the store before you begin shopping. At work, take the stairs rather than the elevator - you might get to your floor faster anyway. At home, walk around while you chat on your cell phone. If you're babysitting, get down on the floor with the children and join in an activity.
2. Enjoy yourself. Even brisk exercise need not feel like a chore. You don't have to run at a track - you can play with your dog at the park. No need to drive all the way to the gym; you can garden for half an hour at home. It doesn't have to be a solo activity. Go for a stroll at the mall with a friend.
3. Make a game of it. Get a pedometer and count how many steps you take each day. Once you have an idea of how many steps you take in a day, set a goal to raise your average. Aim to add 100 steps every day until you reach 10,000, or work to add 1,000 a week.

To learn more about how physical activity can lower your risk for type 2 diabetes and heart disease, call the American Diabetes Association at 1-800-DIABETES (342-2383), e-mail [AskADA@diabetes.org](mailto:AskADA@diabetes.org) or visit [www.diabetes.org/diabetes-prevention/check-up-america.jsp](http://www.diabetes.org/diabetes-prevention/check-up-america.jsp)

Be sure to ask for your copy of "Getting Started with Physical Activity."

SOURCE American Diabetes Association

## **LatinOffice.com** Launches to Help Latinos Prosper in Tough Economy

*Oxnard, Calif., Nov. 18 /PRNewswire/*

Presenting unwavering confidence in the men and women who pursue entrepreneurial success and the "American Dream," LatinOffice.com supports Latino business owners and professionals seeking their own solution to the economic challenges of the day. Launched recently at [www.LatinOffice.com](http://www.LatinOffice.com), the site provides daily news, success stories, expert advice, research and networking -- all in a context that reaffirms the value of Latino culture. "At a time when business news is mostly distressing, Latinos need to draw on their deep cultural strengths -- a hard work ethic, creativity, and sense of community," said Abel Magana, CEO of LatinOffice LLC. "They'll find it all at LatinOffice.com, and their culture will prove an economic advantage during this difficult crisis."

The site features daily business news stories relevant to U.S. Latinos, plus weekly columns, a chamber events calendar, forums and business tools. Specific channels cover entrepreneurship, marketing, finance, market research and career planning. The site's tagline -- The Culture Inside Your Business -- sums up the spirit of the site. "As Latinos re-think careers, they can return to their roots and connect with others facing similar challenges," Magana explained. On the community level, LatinOffice.com gives Hispanic chambers of commerce and trade groups a venue to promote their activities and share news both with their memberships and a wider audience. The

community functions include an event calendar, social network groups, and forums.

Another unique feature, Research Reviews, examines statistical investigations in the Latino market. Academics, think tanks, marketers and government agencies are invited to submit projects for review and coverage to [research@latinoffice.com](mailto:research@latinoffice.com). While LatinOffice.com specifically targets Latino professionals and business owners, the site has valuable information for a much wider audience. "Latino business culture has quietly become a defining characteristic of the U.S. economy," said Magana. "We have seen the Latinization of U.S. culture in food and entertainment. Now it's time for business."

SOURCE LatinOffice, LLC

## Hispanic Chambers of Commerce Seek Assistance From Hispanic Business Owners to Understand Access to And Use of Technology by Our Community

The San Francisco Hispanic Chamber, in an effort to support the California Hispanic Chambers of Commerce, is asking for the help of Hispanic business owners to complete a survey regarding their access and use of technology. Your participation will help us understand current disparities and will provide information on our communities needs.

The survey can be found [HERE](#) (download [Spanish](#) version) and can be faxed to the California Hispanic Chambers of Commerce at 916.669.2870.

The Hispanic Chambers of Commerce greatly appreciate your support by completing this survey.

## SFHCC Now Accepts Charitable Contributions Online to Support Programs

The SFHCC now accepts charitable donations to support our programming. If you wish to make a tax deductible contribution, you may do so from our homepage, [www.sfhcc.com](http://www.sfhcc.com).

This is another way to assist the organization in providing programs at low cost or no cost to our membership allowing us to continue connecting our business community while providing educational programs to benefit our community.

Thanks for your support!



## 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:

- SFHCC Members - FREE With pre-registration
- Non-Members - \$10

After Dec. 1, 2008

Registration will be \$10.00 for both members and non-members

[Register Online](#)

## 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;

### Is Your Company Ready For Exporting or Importing

# Is Your Company Ready for Exporting or Importing?

The Bay Area Center for International Trade Development in collaboration with the Consulate General of Mexico, is hosting this international trade seminar. Attend this seminar to gain valuable information on the export/import business. This program is funded by the Economic and Workforce Development Department of California Community Colleges.

11/25/08 Importing Requirements (Basic and Advanced) 9 a.m. - 1p.m.

Please join us at 532 Folsom Street, San Francisco, CA 94104. The admission is FREE for this seminar. To register, call (415) 354-1717 or contact the Mexican Consulate at [gchong@sre.gob.mx](mailto:gchong@sre.gob.mx)

## FEATURED MEMBERS

### Attorneys

**Burnham Brown**

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**Art by Dora**

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## 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**

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Small Business

**Carolina Sanchez**

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