

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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FRIDAY REPORT: January 09, 2009



Upcoming Events

Feb 23 - Annual February Business Mixer with American Jewish Committee

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

WEATHER

San Francisco Weekend Weather

Saturday ¹⁰	Sunday ¹¹
 Sunny High 64°F Low 47°F Precip: 0%	 Sunny High 67°F Low 51°F Precip: 0%

NEWS

Did You Miss The Latino Business Leadership Awards? Catch a Special 45 Minute Segment of The Event On Comcast OnDemand, See Event Photos, or Download the San Francisco Business Times Supplement



If you didn't attend this year's event, you can view a 45 minute segment of the event OnDemand. To view the segment, one must be a Comcast Cable subscriber. Go to Comcast Channel 1 or OnDemand then choose Get Local > Public Affairs > Latino Business Leadership.

The SFHCC thanks Comcast for their continued support and for making this special segment available to our Bay Area Latino community.

The 2008 honorees included:

- Daniel Ayala, Wells Fargo
- Patt Cronin, IBM
- Lorena Hernandez, Comcast
- Lynn Jimenez, KGO Radio 810
- Kim Rivera, Clorox Company
- Manuel Alvarez, Latino Services
- James Duran, Duran Human Capital Partners Inc.
- Santos Soto III, Jungle U Online mall
- Flor Emert, Campos-Emert Enterprises
- Salvador Acevedo, Contemporanea
- Fred Alvarez, Wilson Sonsini Goodrich & Rosati
- Marcos Gutierrez, Marcos Gutierrez Productions
- John Trasvina, Mexican American Legal Defense Fund
- Ortensia Lopez, El Concilio of San Mateo County
- Raquel Donoso, Latino Community Foundation
- Beatriz E. Quezada, De Computis
- Molly Robbins, LicenZing LLC

To get more information about the event, see event photos, or download the Business Times Supplement, visit <http://sfhcc.com/leadership/introduction.html>.

For more information, call 415-278-9611.

Agencies Counted Big Firms As Small -- SBA Says It Will Correct Data on Federal Contracts

By Carol D. Leonnig, Washington Post

U.S. government agencies made at least \$5 billion in mistakes in their recent reports of contracts awarded to small businesses, with many claiming credit for awards to companies that long ago outgrew the designation or never qualified in the first place, a Washington Post analysis shows. The Post examined a sampling of the \$89 billion in contracts the agencies classified as small-business awards, which help them satisfy a congressional mandate to award nearly a fourth of all government work to small firms. In the data The Post analyzed, federal agencies counted Lockheed Martin and its subsidiaries as "small" on 207 contracts worth \$143 million. [Dell Computer](#), a Fortune 500 company, was listed as a small business on \$89 million in contracts.

The Navy claimed that \$60 million in work it gave to Digital System Resources, a division of General Dynamics, went to a small firm -- a year after agencies were warned that DSR did not qualify. The Defense Department, which for a century has used Electric Boat to build submarines, labeled the firm as a small business for \$1 million in supplies and services. The Department of Veterans Affairs said a computer glitch caused it to claim a \$29 million payment to defense security giant CACI as a small-business award. Government officials questioned by The Post acknowledged that mistakes are a long-standing problem, leading to exaggerated claims about the amount of federal work directed to a growing sector of the economy. The Small Business Administration, which annually reports on how agencies performed, said it thinks that many agency mistakes, including some The Post identified, have been corrected in a long-delayed report it plans to release today. The SBA has worked with agencies in the past several weeks to scrub errors from the data.

An SBA spokesman said it will report that small businesses obtained \$83.2 billion in federal work last year -- about a \$6 billion drop from what agencies claimed last month in a federal database SBA uses to track small-business awards. "Are there lots of errors in the data? We have to say yes," said Calvin Jenkins, SBA's deputy associate administrator for government contracting. "But is it getting more accurate? Absolutely, it is. We rely to some extent on the public to help us fix some of these obvious errors." The federal definition of a small business varies dramatically from industry to industry. For some, a business qualifies as small if it has fewer than 500 employees. For others, it must have less than \$17 million in annual revenue.

Advocates for small businesses contend that the mistaken agency claims are more than a numbers game. When agencies take credit for awarding contracts to companies that are not small, they penalize legitimate enterprises that need government help, they say. "I keep asking, 'How does this keep happening, and why isn't it being caught?'" said Robert Taddeo, president of Pacifica Electronics, a small business that repairs military aircraft communication systems. "What I've learned is the U.S. government is just lazy and lax in making sure to use legitimate small businesses that can do the work and keep down the cost to the taxpayers." Lloyd Chapman, president of the American Small Business League, said the Bush administration has hurt the economy by not protecting small businesses' fair share. "For every dollar that was taken away from small business and miscounted, companies were forced into bankruptcy and to close their doors," he said.

The administration pledged last year to impose new controls to ensure greater reporting accuracy. But problems persist. Acting SBA Inspector General Peter McClintock said he is frustrated. "It is clear that more needs to be done and that contracting offices need to be held accountable for accurate reporting," he said. Congress in 1997 established the government-wide goal of awarding 23 percent of its work to small businesses because they play an increasingly critical role in driving the economy. Small firms now employ more than half of the nation's workers and are responsible for 60 to 80 percent of jobs created each year. The 23 percent goal is in addition to tailored government programs that reach out to disadvantaged or minority firms by setting aside certain contracts for them

or programs that give bidding preferences to small businesses.

Companies doing work with the government are entered into a huge government database known as the Federal Procurement Data System and maintained by the General Services Administration. Procuring agencies note whether the company qualifies as a small business. To sample the data's accuracy, The Post examined contracts awarded to the top 200 winners that were also classified last month as small businesses, a total of about \$13 billion in contracts. The analysis also scrutinized \$1 billion in contracts won by eight specific Fortune 1,000 companies and their subsidiaries. The most errors -- 70 percent -- were made by the Defense and Homeland Security departments and the General Services Administration, the Post analysis showed. The Post found that 36 of the 200 companies at the top of the government's list do not qualify as small under government definitions and were improperly counted. Federal procurement officials either did not check or ignored readily available records, including the government's own small-business registry.

About \$1.2 billion in work was won directly by international conglomerates with thousands of employees. That included global defense giants such as British Aerospace, General Dynamics, Northrop Grumman and [Science Applications International Corp.](#) (SAIC) and their subsidiaries.

SAIC and its subsidiaries were the biggest winners of work that was improperly counted. The San Diego-based information technology firm and its subsidiaries won \$258 million in contracts initially classified as small-business awards -- \$223 million from the Defense Department. SAIC spokeswoman Laura Luke said the firm never presents itself as small and alerts the government that firms it has purchased should lose their small-business label. The Pentagon said it is reviewing The Post's findings, but suspects some acquired companies remained classified as small under long-term contracts that were not modified. "The department takes the accuracy of the information reported to FPDS very seriously," said James Finley, defense's deputy undersecretary for acquisition and technology. The main reason why mistakes persist is that no real sanctions exist for agencies that consistently overstate their small-business awards. The errors are unlikely to be caught, officials say, because the SBA lacks the staff and the clout to stop them.

"These big companies have been allowed to get away with this for so long, they don't even bother to change or hide their name," said Bill Miera, chief executive of Fiore Industries, a military contractor in New Mexico. "The motivation is purely profit."

Corporate officials who reviewed The Post's findings said the government sometimes is mistakenly categorizing behemoth contractors as small, but more often is failing to notice when small companies are absorbed by larger corporations. Leaders at Lockheed Martin, Dell and many other large corporations acknowledge the errors but say they are not to blame. "We have not found any instances that Dell Marketing L.P. or Dell Federal Systems L.P. was inaccurately described (by Dell) as a small business," Dell said in a statement.

Lockheed Martin said in a statement that the government appears to have miscounted as small businesses some of the firms it purchased, and added: "We do not bid on or compete for federal contracts as a small business." Last year, the Pentagon counted as small-business contracts the \$62 million it gave to SYColeman, a video production company in Arlington. The millions of dollars paid to produce pro-American articles and broadcasts for Iraqi television and radio, however, went to a subsidiary owned by L-3 Communications. The L-3 conglomerate headquartered in New York is the one of the world's largest defense contractors and boasted \$12 billion in revenue last year.

A spokesman for U.S. Special Operations Command said that labeling SYColeman a small firm was human error. "On June 10, 2008, the SYColeman contract was listed in the federal database as a 'small business' in error after a USSOCOM contracting officer entered the wrong code," Lt. Cmdr. Marc Boyd wrote. Sen. John F. Kerry (D-Mass.), chairman of the Senate committee on small business, said it is another example of the government's "phony numbers" and broken promise to the small businesses that make up 99 percent of U.S. companies. "They aren't checking. They don't care," he said. "They simply aren't doing their job of looking out for small business."

Database editors Sarah Cohen and Dan Keating and staff researchers Madonna Lebling and Julie Tate contributed to this report.

Source: <http://www.washingtonpost.com>

SBA Helps Small Businesses with Economic Recovery -- SBA's Live Web Chat with Eric Zarnikow, Associate Administrator for Capital Access, Will answer economic recovery questions, Thursday, January 15, 2009, from 1:00 p.m. to 2:00 p.m., ET

WASHINGTON

The U.S. Small Business Administration's Web Chat series starts the new year with a focus on small businesses and the credit crunch. SBA Associate Administrator for Capital Access Eric Zarnikow will help small business owners and entrepreneurs get answers to their questions about credit and borrowing and other resources to help them access credit. SBA offers a variety of resources and referrals to small businesses uncertain about what to do in the current economy on its Web page on Economic Recovery at <http://www.sba.gov/helpingmainstreet/index.html>.

SBA also offers free online training courses on "Surviving in a Down Economy" and "Strategic Marketing: How to Win Customers in a Slowing Economy," and "Retool & Reposition your company - How to Prepare a Business Plan." These courses are available at <http://www.sba.gov/services/training/onlinecourses/index.html>

WHO: Eric Zarnikow, Associate Administrator for the Office of Capital Access at the U.S. Small Business Administration will host the SBA's January Web chat on the topic "How Small Businesses can Deal with the Credit Crunch." Participants can chat online and ask questions about real-world strategies to employ during economic downturns, and how they can sustain themselves through the credit crunch.

WHAT: SBA's Web chat series, providing small business owners with an opportunity to discuss relevant business issues online with experts, industry leaders and successful entrepreneurs. Chat participants will have direct, real-time access to the Web chats via questions they submit online in advance and during the live session, with instant answers.

WHEN: January 15, 2009, 1 p.m. ET
Zarnikow will answer questions for one hour.

HOW: Participants can join the live Web chat by going online to www.sba.gov, and clicking "Online Business Chat." Web chat participants may post questions for Zarnikow before the January 15th chat by visiting <http://app1.sba.gov/livemeeting/jan09/index.cfm>, and posting their questions online.

Univision and Comcast Announce Multi-Year Distribution Agreement

NEW YORK, Jan. 6 /PRNewswire-HISPANIC PR WIRE/

Univision Communications Inc., the premier Spanish-language media company in the United States, and Comcast Corporation (Nasdaq: CMCSA, CMCSK), the nation's leading provider of cable, entertainment and communications products and services, announced today a multi-year agreement for carriage of Univision's owned and operated broadcast stations and affiliated stations owned and operated by Entravision Communications Corporation (NYSE:EVC), Fisher Communications, Inc. (NASDAQ: FSCI) and Equity Media Holdings Corporation. The agreement includes distribution of the cable network, Galavisión, and, outside of station markets, the network feeds for Univision and TeleFutura.

Terms of the agreement, which is effective immediately, were not disclosed.

For more information, please visit www.univision.net.

SOURCE Univision

State Farm Survey Reveals Latinas Worry About Their Family's Financial Future but Aren't Taking Action - Identifies Women's Financial Confidence in Three Metropolitan Areas including Houston

BLOOMINGTON, Ill., Dec. 19 /PRNewswire/

A new survey released today by State Farm(R) finds that 73 percent of Houston Latinas are worried about their financial future. Family matters most with 80 percent worrying about their family's financial future, yet only 8 percent making major changes to their financial portfolios. State Farm recently conducted a survey to understand how Latinas living in key Hispanic metropolitan areas are responding to today's tough economy and what they know about planning for their family's financial future. The survey was fielded in Miami, Houston and Los Angeles.

Insights from Houston reveal that 42 percent of Latinas have rethought their financial strategies within the past six months. Most, however, have not made changes significant enough to provide stability and security for their future. 42 percent conducted research but, ultimately, didn't make changes and 33 percent made minimal changes, such as moving money from checking to savings accounts. When it comes to financial confidence, 39 percent of Houston Latinas are much less sure of their financial prowess and don't really think they'd be able to make it on their own compared to 34 percent of their non-Hispanic counterparts. "State Farm's survey demonstrates that Latinas are in need of more financial education in order to make informed and accurate decisions that go beyond a standard savings or 401k plan," said Nancy Jimenez, State Farm Agent. "It's important for Latinas to seek advice not only from family but also from reputable experts, such as financial planners or insurance agents, to ensure that their and their families' financial future is more secure during this difficult economic environment."

State Farm advises Latinas to act now and take the following steps to ensure their financial profiles are ready for the unexpected:

- Review credit cards and checking accounts to assess all purchases, large and small, and tally where money is spent. Then, prioritize to identify where to cut expenses.
- Calculate monthly expenses, including any money sent to relatives in foreign countries, and make sure to have enough money in savings to cover at least three months of costs.
- Seek financial advice from an expert to ensure financial plans are secure. These experts also can discuss the right mix of insurance and financial tools.
- Learn more about financial issues in the United States. Speak to an expert who can offer insights into how finances in the United States differ from your country of origin.

Additional Houston Findings

When Latinas look for financial guidance, it is clear that trusted sources such as family and friends come first. Sixty-eight percent of Latinas in Houston turn to their spouses, parents, adult children or friends for financial advice, while only 25 percent turn to experts, including financial planners, insurance agents or accountants. Aside from broad insights, findings indicate that Latinas in Houston need stronger protection. Details include:

- Lacking adequate savings. Perhaps they're worried about how they'd manage in the future because many of them don't have much of a safety net to fall back on should times get tough. If they had to live on their savings with their current expenses, nearly eight in ten (77 percent) only think they'd last up to 6 months, at the most.
- Not in their hands. Forty-two percent don't take care of the financial matters in their household.
- Let's Not Talk About It. Maybe it just isn't brought up enough. Nearly half (47 percent) think seeking personal financial guidance would be more painful than seeking romantic advice.
- Challenging Situations. Topping the list of most stressful moments are the purchase of a new home (15 percent), welcoming a new child (9 percent), and a catastrophic accident or illness in their family (8 percent).

Latinas who need help with their insurance and financial needs can visit www.statefarm.com to locate an agent or get more information.

About the Financial Survey

State Farm's survey was conducted by Kelton Research between Nov. 7-13, 2008 using random digit dialing of listed and unlisted numbers. Quotas were set to ensure reliable and accurate representation of the total U.S. female population ages 25-65. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of percentages expressing results. In this particular study, the changes are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

To view the complete survey results, questions and methodology, please visit www.statefarm.com.

SOURCE State Farm Insurance

Donate Shoes for the Children of Field Workers of Napa's Vineyards

Calistoga Christian Center Church once again leads the way in serving both physical and spiritual needs of the migrant worker families of Napa at this event. Please donate any new or gently worn clean shoes for a migrant worker's child. Sponsors are needed to reach the goal of 50 pairs for 50 kids. Shoes will be donated to the children and adults after the Mother's Day Service message. Donate shoes or make contributions by Sunday, May 10th at the Calistoga Community Center at 1307 Washington Street in Calistoga. For more information, visit www.calistogachristiancenter.org or by calling Pastor Tom at 916-834-1496.

San Francisco's Shopping Incentive Program, Shop SF, Get More, Continues with January Offers For All Bay Area Residents

01/07/09

Today Mayor Gavin Newsom announced that Shop SF, Get More, a city-wide incentive program to encourage local and Bay Area residents to visit, shop, and stay in San Francisco, will continue to offer special discounts and promotions through January. The program's special discounts and promotions are exclusively for residents of the nine Bay Area counties.

"During these tough economic times, San Francisco is working to ensure that its small businesses remain strong and tourism thrives," said Mayor Newsom. "Shop SF will continue to showcase our world-class dining, museums, events, attractions, and hotels with new great offers. It's an opportunity to experience all the beauty and excitement of one of the greatest cities in the world."

In order to encourage local and Bay Area residents to shop and buy in San Francisco in January, Shop SF, Get More includes the following special discounts and promotions:

- Show Your Zip Program: Families can enjoy special promotions on hotel accommodations, shopping, meals and other great deals offered by over 170 local merchants, simply by proving residence in one of the nine Bay Area counties.
- Restaurants: Through Dine About Town, over 100 of San Francisco's most popular restaurants will offer three course prix-fixe lunches for \$21.95 and/or dinners for \$34.95. The offer runs January 15 – 31, 2009. Diners can take advantage of the Sunday FunDay Pass and/or carpool validation as they explore the city's culinary options.
- Hotels: San Francisco hotels are offering reduced rates, complimentary parking and breakfast, and a variety of discounted holiday packages. In January, select San Francisco hotels will offer, "3 Nights for the Price of 2."
- Shop Local: Special promotions and shopping events are occurring in unique neighborhood commercial

districts across the city, including late night shopping and weekend sidewalk sales.

- Events: Hundreds of events are happening all over San Francisco, including the Chinese New Year's Parade, the MLK March, and public screening of the Presidential Inauguration.

Available discounts will be compiled on the Convention & Visitors Bureau website, www.onlyinSanFrancisco.com. Shop SF will also be linked on the SF Chamber of Commerce website, and other websites throughout the Bay Area. Promotions run through January 2009.

California Hispanic Chamber of Commerce Seeks Information From You

The use of broadband technology is crucial to the success of small business, especially in today's competitive market. Hispanic businesses comprise one of the largest portions of small business in California, but are one of the largest underserved groups. It is therefore imperative that Hispanic businesses have knowledge and access to technological advancements. To close this digital divide among minority businesses and underserved communities in California, the California Hispanic Chambers of Commerce (CHCC) has collaborated with the California Emerging Technology Fund (CETF) to create the Hispanic Business Broadband Initiative. The CHCC is committed to promoting the use and implementation of broadband technology among Hispanic businesses in California. However, we need your participation to identify the barriers that prevent the effective use of business tools via the internet. This short survey will take 1-2 minutes.

To answer the survey in English online, visit <http://www.cahcc.com/survey.html>

To download the survey to complete, [click here](#) (download [spanish version](#))

Thank you for taking the time to complete this short survey. Your participation will help Hispanic businesses become more competitive.

MARK YOUR CALENDARS

Feb 23 - Annual February Business Mixer with American Jewish Committee

Date: Monday, February 23, 2009

Time: 6:00 - 8:30 p.m.

Place: Zazil (845 Market Street, #400, S.F. - in Westfield San Francisco Center)

Join us at our FIRST business mixer of 2009!! Come network with other Latino professionals and members of the [American Jewish Committee](#) while enjoying delicious appetizers and no host bar at Zazil's, one of San Francisco's hottest restaurants. We will also release a sneak preview of 2009 programming for the Chamber.

Fees:

Pre-Registration (by Feb 19) - FREE to SFHCC and AJC Members [REGISTER ONLINE](#)

Registration at Door (After Feb 19) - Members \$10, Non-Members \$15 [REGISTER ONLINE](#)

EVENTS BY OTHER ORGANIZATIONS

Jan 14 - Doing Business In Mexico



We invite you to listen to a group of business and economic representatives from Mexicali, Baja California, Mexico who will be in San Francisco area to discuss business and economic development opportunities with Mexico. Wednesday, January 14th, 2009, registration: 9:30 am, program: 10:00 am to 1:00 pm, location: Port of Oakland, Exhibit room 530 Water St. Oakland Ca 94607, deadline to confirm: Monday 12th. A guest speaker from Intuitive Surgical, the Sunnyvale based medical-robotics company will be sharing their experience manufacturing in Mexicali, Mexico and how they succeed. FREE entry. Confirm attendance: Mariana Acevedo, idc3@mexicaliindustrial.com, 1800-952-8481. For more information, visit www.mexicaliindustrial.com

Jan 27-29 - U.S. Navy Hosts Hispanic-Owned Small Business Conference, Los Angeles

WASHINGTON, Dec. 9 /PRNewswire-HISPANIC PR WIRE/ -- The U.S. Navy Program Executive Officers for Submarines and Littoral and Mine Warfare will host a conference for Hispanic-Owned Small Businesses (HOSB) who seek opportunities with the U.S. Navy at California State University in Los Angeles, CA on 27-29 January 2009. The conference will provide an unprecedented forum where HOSB owners can connect directly with senior Navy and industry leaders to learn, collaborate, and explore ways in which U.S. Navy undersea and littoral mine warfare programs can benefit from the vast product and service offerings of our nation's HOSBs. Furthermore, the conference will facilitate relationships among minority-serving colleges and universities and the federal government to attract an increasingly effective and diverse workforce for the U.S. government. In addition to informational sessions, this conference will provide valuable networking opportunities, including one-on-one sessions where HOSB representatives will meet with large government prime contractors and government representatives to learn about immediate and upcoming business opportunities. For more information on the HOSB Conference or to register for this event, please visit www.hosbconference.com or contact Charise Arellano of Burke Consortium, Incorporated by email at hosbconference@bcinow.com or phone at 703-941-0600.

SOURCE U.S. Navy Program Executive Officers for Submarines and Littoral and Mine Warfare

FEATURED MEMBERS

Banking Services

ExpressMed Pharmaceuticals, Inc.
3950 Brodhead Road
Monaca Pennsylvania , 15061
Phone: 310-614-2978
Fax: 724-770-1928
www.familymattersmoneycard.com

Wachovia Securities
555 California St., Suite 2300
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Phone: 415-395-2497
Fax: 415-291-8657
www.wachoviasec.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/>

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