

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

Sponsored by

703 Market Street, Suite 609
San Francisco, CA 94103
P: 415-278-9611
<http://www.sfhcc.com/>



Abriendo Caminos®

FRIDAY REPORT: March 06, 2009



Become a Member of the SFHCC Group
on Facebook!

[CLICK HERE](#)



NEED MORE BUSINESS?



Sign up by April 1 for the Make me a Match! Procurement Summit

Upcoming Events

Mar 27 - Telemundo Hispanic Business Salute: Telemundo/KSTS-TV48 And Eighteen Hispanic Chambers Of Commerce Honor And Recognize Six Bay Area Latino Business Leaders At The 2009 Hispanic Business Salute

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

WEATHER

San Francisco Weekend Weather

Saturday 7	Sunday 8
Golf Course Finder	Gardening Outlook
 <p>High 58°F Low 45°F</p>	 <p>High 56°F Low 45°F</p>
Precip: 10%	Precip: 0%

FEATURED CORPORATE MEMBER

Mexicana



www.mexicana.com

NEWS

SFHCC Welcomes Newest Corporate Member, Mexicana

One of Mexico's leading airlines, Mexicana flies to more than 50 destinations throughout the Americas from its hub in Mexico City. It operates a fleet of about 64 jets, nearly all of which are Airbus models. Mexicana extends its network via code-sharing with carriers such as American Airlines, Lan Chile, Lufthansa, and Qantas. (Code-sharing enables airlines to sell tickets on one another's flights and thus offer more destinations to potential passengers.)

Low-fare subsidiary Mexicana Click serves about 25 destination in Mexico from its fleet of Fokker aircraft, while Mexicana Vacations offers travel packages with hotels, airfare and rental cars. On February 4, 2009, Mexicana won a concession to operate a new feeder airline, Mexicana Inter, which will complement the routes currently covered by Mexicana and Mexicana Click. Mexicana began operations in 1921.

Interpretation Volunteers Needed at Schools

Parents and teachers share the responsibility of inspiring students to achieve their full potential. But what if a language barrier makes it hard for them to exchange ideas?

If you speak Cantonese or Spanish, you can become a San Francisco School Volunteer interpreter and use your language skills to increase parent involvement. Cantonese/English and Spanish/English speakers receive free training to build their skills as interpreters so they can help English language learning families better communicate with school staff.

Volunteers interpret at meetings such as:

- parent/teacher conferences,
- informal visits in the school office,
- family events like Back to School Night.

We need 25 Cantonese and Spanish speakers to become volunteer interpreters. There are three required trainings. The first training is on Saturday, March 7, 2009. For more information or to sign up visit <http://sfsv.org/interpretationvolunteers.php> or 415.749.3700.

If you have any questions, contact Darren Gapultos - School Relations Coordinator San Francisco School Volunteers 727 Golden Gate Avenue, Second Floor - San Francisco, CA 94102 T = 415.749.3700 x3025 - C = 661.755.1963 - F = 415.749.3780 - www.sfsv.org

Encourage a friend to volunteer. Multiply your impact before the school year ends.

The California Department of Transportation (Caltrans) has just received conditional approval from the Federal Highway Administration (FHWA) to immediately implement its Federal Fiscal Year (FFY) 2009 Disadvantaged Business Enterprise (DBE) Goal and Methodology.

The 2009 Goal and Methodology provides for a 6.75 percent race-conscious goal and a 6.75 percent race-neutral goal for an overall 13.5 percent program goal. With the recent enactment of the American Recovery and Reinvestment Act (ARRA) of 2009 and the increase in transportation contracting opportunities it will bring, the urgency for Caltrans to implement contract goals has heightened. The conditional approval requires Caltrans to submit to FHWA the additional requested information to support its decision to make no upward adjustment to the FFY 2009 goal. The conditional approval also requires Caltrans to submit monthly status reports on its use of contract goals beginning March 31, 2009.

FHWA has indicated that failure to implement the overall goal and contract goals could result in the imposition of sanctions authorized by 23 Code of Federal Regulation (CFR) section 1.36. Those sanctions may include withholding federal funds, withholding approval of projects, or other action FHWA deems appropriate under the circumstances.

By March 30, 2009, the Division of Engineering Services and the Division of Procurement and Contracts will begin including an appropriate DBE race-conscious goal to include African American, Asian-Pacific American, Women, and Native American businesses, in the advertised contracts for federally funded projects. These four groups together will be referred to as Underutilized Disadvantaged Business Enterprises (UDBEs). The race-conscious goal established for each contract will be based on the subcontracting opportunities it provides and the availability of UDBEs. At this time, Hispanic American and Subcontinent Asian American businesses are not included in the race-conscious portion of the program. However, use of these businesses does count toward meeting the race-neutral portion of the goal and the overall goal. I encourage continued use of these groups at current levels in order to avoid the necessity of adjusting the goals as time goes on.

Implementation of the race-conscious component of the DBE program applies to Local Agencies as subrecipients. Caltrans will advise regional and local partners to begin implementing DBE race-conscious goals on federally funded projects within 90 days.

Caltrans will continue its commitment to the application of race-neutral measures as before. They include, but are not limited to, providing technical assistance, one-on-one counseling, training, and direct referral of DBEs to prime contractors through the California Construction Contracting Program and the memorandum of understanding with the California Community Colleges Chancellor's Office. More information can be found on the Web site at <http://www.buildcalifornia.org>.

Caltrans will also implement its Communication Plan to advise the DBE firms, community organizations, industry/trade associations, and California Legislators that Caltrans has conditional approval to implement the race-conscious component of the overall DBE goal. To broaden business communication and outreach, the Caltrans' Office of Business and Economic Opportunity will have information and the schedule of public forums on its Web site at <http://www.dot.ca.gov/hq/bep>. In addition, Caltrans staff will work with business groups such as the City-County-State-Federal Cooperative Committee, Caltrans Statewide Small Business Council, Associated General Contractors of California, Engineering and Utility Contractors Associations, Southern California Contractors Association, and American Council of Engineering Companies on the implementation of their program revision.

Thank you for your patience and understanding during the last year while Caltrans operated under race-neutral measures. If you have any questions regarding this announced change in the DBE program, please contact Robert Padilla, Disparity Study Project Manager, at (916) 324-0552, or by e-mail at robert_padilla@dot.ca.gov.

SBA Revises Goodwill Lending Provisions in SOP; Will Consider Higher Limits Case-by-Case

WASHINGTON

The U. S. Small Business Administration announced that it is accommodating concerns raised regarding the recently announced policy guidance on the financing of goodwill. SBA will consider loans for larger goodwill amounts on a case-by-case basis through August 31, 2009. The announced policy guidance originally allows SBA loans to be used to finance goodwill, but limits that financing to no more than half the loan amount, up to \$250,000.

"We are aware of the concerns surrounding SBA limits to goodwill lending and are taking measured steps to address those concerns in a responsible manner," said SBA Acting Administrator Darryl K. Hairston. "SBA is committed to helping our lending partners finance small business, but access to capital must be balanced by our need to manage the risks in our portfolio and the implications those risks have for potential costs to the taxpayers."

"Goodwill" is the difference between what a buyer pays for an existing business and the book or fair market value of the assets of the business. Goodwill is one of the riskiest assets that can be financed, because it typically has no liquidation value in the event a loan defaults.

Until the new Standard Operating Procedures, or SOP, were issued for SBA loan programs last year, the previous guidance for goodwill was that sellers should finance it when a business was sold. However, as lenders increasingly used SBA-guaranteed loans to finance business sales, the agency issued more specific guidance, which was due to take effect on March 1, 2009.

The new guidance, issued February 6, 2009, allowed use of SBA-backed loans to finance goodwill up to a maximum of 50 percent of the loan amount, up to a maximum of \$250,000.

The agency received comments from lenders and business brokers expressing concern that such limit would effectively stop business acquisitions at a time when many newly unemployed individuals are considering the purchase of a business.

After thorough consideration of the comments, SBA decided to review loan applications that do not meet the guidance in the SOP on a case-by-case basis. SBA will use the next six months to study the types of transactions involving substantial goodwill and consider a revision of the current policy when the semi-annual update of SOP 50 10 is published in September of 2009.

You can receive all of the SBA's News Releases via email. To subscribe, visit <http://web.sba.gov/list> and select "Press Office."

Mayor Newsom Spurs Job Creation with Announcement of \$28 Billion in Capital Investments for San Francisco Over the Next Decade

03/03/09

Mayor Newsom today announced the release of the City and County of San Francisco's Proposed Capital Plan for Fiscal Year 2010-2019 to spur local job growth by recommending \$17.5 billion in capital investments. Together with \$10.5 billion in investments of other local agencies, San Francisco plans to invest \$28 billion over the next ten years to improve its infrastructure and create at least 200,000 new construction-related jobs in San Francisco, and more than 430,000 jobs nationwide.

"Despite the challenges of the current global recession, we must continue to think strategically and invest in the people, infrastructure and businesses that will pull our economy out of this decline," said Mayor Newsom. "San Francisco has a sound 10-year plan to create high-paying jobs, rebuild its streets, parks, libraries and infrastructure, and build new residential and economic centers that will sustain and transform our vibrant city."

These improvements rebuild and repair the city streets, its transportation system, parks, libraries, emergency response network, and water system, among other projects that invest in San Francisco's future. The plan also includes \$10.5 billion for major economic development and transportation projects including the Transbay Terminal, Doyle Drive, Bayview Hunters Point projects and redevelopment projects at Treasure and Yerba Buena Islands.

For the first time, the proposed 10-year capital plan includes expected San Francisco job creation for the capital project. At a minimum, 200,000 new jobs will be created through these projects in San Francisco with additional jobs created around the Bay Area.

This plan continues the public effort created in 2005 by Mayor Newsom and the Board of Supervisors, city leaders and concerned citizens to annually develop and adopt a ten-year capital expenditure plan for city-owned facilities and infrastructure.

MARK YOUR CALENDARS

Mar 27 - Telemundo Hispanic Business Salute: Telemundo/KSTS-TV48 And Eighteen Hispanic Chambers Of Commerce Honor And Recognize Six Bay Area Latino Business Leaders At The 2009 Hispanic Business Salute



SAN JOSE, CA ? February 04, 2009 - Telemundo/KSTS-TV48 and eighteen Northern California Hispanic Chambers of Commerce from the Bay Area Counties have selected six honorees to be recognized during the 14th Annual Hispanic Business Salute on Friday, March 27, 2009 at the Fairmont Hotel in San Jose.

Every year, Telemundo/KSTS-TV 48 and its sponsors recognize outstanding Bay Area Latino entrepreneurs at the Annual Business Salute. The awards ceremony focuses on Hispanic owned businesses and their contributions to the Latino community by presenting a series of television vignettes that feature each honoree's life experiences and their successes. "They truly represent the hard working spirit of our community and with their example inspire and mentor our future generation of Hispanic leaders," said Cesar Angulo, VP of Sales of Telemundo/KSTS-TV48.

Each year at HBS, Telemundo 48 and its sponsors present scholarships to outstanding college bound Latino students. To date, more than \$250,000 dollars in scholarships have been granted.

For more information and media interviews, please contact Daniel Rodriguez at 408-944-4851.

FEATURED MEMBERS

Construction

L.Q. Construction

597 La Paloma Road
El Sobrante CA, 94803
Phone: 510-275-3166

Mares & Dow Construction, Inc.

1155 Ellis Street, Suite 4
San Francisco CA, 94109
Phone: 415-447-6136
Fax: 925-228-6262

Pacheco Utility Line Builders, Inc.

615 10th Avenue
Menlo Park CA, 94025
Phone: 650-280-9735
Fax: 650-298-8344

Yerba Buena Engineering & Construction, Inc.

1340 Egbert Ave
San Francisco CA, 94124
Phone: 415-822-4400
Fax: 415-822-0900

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/>

Claudia Thorn

2149 Arroyo Ct
Pleasanton, CA 94588

P: 925-426-6947

Individual Member

Kerosky & Associates

785 Market St #1500
San Francisco, CA 94103
Small Business Membership

Wilson Purves

P: 415-777-4445
F: 415-778-8123
www.youradvocate.net

DLK Law Group

1 Bush Street, Suite 1150
San Francisco, CA 94104
Associate Membership

Yulissa Zulaica

P: 415-557-3013
F: 415-557-3015
www.dklawgroup.com

Palomino Productions

P.O. Box 8565
Berkeley, CA 94707
Small Business Membership

Eve A. Ma

P: 510-236-3257
F: 510-232-2356
www.palominopro.com