







Mineragua, Sidral Mundet, Sangria Seniorial, Cholula, and D'Gari. "We also wanted to make sure that our customers were aware that the Federal Drug Administration also has not issued any alerts regarding food imported from Mexico related to the swine flu. Swine flu is not transmitted to humans through the food supply," Mr. Fernandez added.

"So much publicity regarding this potential pandemic is coming out of Mexico, it is important that people understand that our products are as safe as they have always been," he said.

SOURCE Novamex

### **The Mexico Tourism Board & The Ministry Of Tourism Report That No Tourists Currently In Mexico Have Been Infected By The H1n1 Influenza Virus**

In relation to the sanitary crisis product of the buds of influenza pig (to which from now on the sector health will talk about like influenza H1N1) detected in our country, is opportune to stand out that, until today, no tourist has been infected with this virus and in addition phase 4 decreed by the World-wide Organization to the Health does not contemplate the closing of borders, nor restrictions from trip to Mexico.

It is to stand out that the recommendations emitted by the Centers for the Control and the Prevention of Diseases of the United States (CDC) in which is suggested "to avoid those trips that are not strictly necessary" in any section contemplate the instruction to cancel all the trips to our country. Also he is pertinent to mention that, the authorities in our country have exhorted the tourists so that they follow all the recommendations emitted by the Secretariat of Health of Mexico and by the international organisms effect to avoid the contagion of this virus.

The Mexican Government has also taken aggressive preventive measures that are directly in line with those recommended by the World Health Organization (WHO) for this level of crisis. Some of these actions are:

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- Massive distribution of face masks in Mexico City by members of the military.
- Probability of public and metro transportation service suspension until the situation is under control
- Recommendation of not assisting to large, conglomerated, public events and to keep a distance of 6.5 feet when in company of someone
- Expedite the entrance of antiviral medication into the country which will be managed under controlled prescription
- Preparing the call centers with proper information to attend, orient and inform the public ( 1-800-44-Mexico)

As of now, the WHO has 64 confirmed cases of Influenza H1N1 in the USA and 26 in Mexico. The ones in Mexico have been localized in Mexico City (17 cases), the State of Mexico (7 cases), Oaxaca (1 case) and Veracruz (1 case). To date, no cases have been confirmed in any of the major beach destinations.

The CDC in Atlanta said that there are two antiviral drugs to which the swine influenza is susceptible; these are now being used successfully in the treatment of people infected in the United States and Mexico.

When asked about the position of the tourism sector, the Secretary of Tourism, Rodolfo Elizondo, expressed that the industry is working with federal authorities to confront this health crisis in a coordinated manner. "We have launched a communication strategy in order to keep the industry and tourists in the country informed on preventive measures."

In addition, Oscar Fitch, CEO of the Mexico Tourism Board (MTB), said that "all offices of the MTB abroad are ensuring that both business partners and tourists who plan to travel to Mexico have all required official information."

It is essential to the Mexican government that all tourists have accurate and timely information on the current situation. People arriving or departing the country must be aware of all the information issued by the health authorities. It is important to know that medical teams have been deployed to conduct questionnaires to passengers about their health and any symptoms of influenza so they can be sent to receive medical attention.

### **Stamping Out Hunger in America — National Association of Letter Carriers Food Drive Set for May 9**

SAN FRANCISCO – On the second Saturday in May - May 9, 2009 - letter carriers in more than 10,000 cities and towns across America will deliver much more than mail when they walk and drive along their postal routes. They

also will collect the goodness and compassion of their postal customers participating in the 17th annual NALC Stamp Out Hunger National Food Drive - the largest one-day food drive in the nation and probably the world. On May 9, customers are being encouraged to leave donations of non-perishable food by their mailbox for collection by their letter carrier.

"Our efforts in this important event are critical, not only in helping meet the needs of vulnerable people in our community, but also in demonstrating the compassion and goodwill of the Postal Service and its employees," said San Francisco District Manager Winifred Groux. "This year, with the state of the economy, the need is greater than ever."

Over the past 16 years, letter carriers represented by the National Association of Letter Carriers (NALC), with the help of rural letter carriers, other postal employees and numerous other volunteers has resulted in delivery of nearly one billion pounds of donations to community food banks and pantries.

In 2008, the drive collected 73.1 million pounds of food for the needy from postal customers; almost 160,000 pounds in the San Francisco Bay Area. That brought the total for the first 16 years to 909 million pounds.

Letter carriers will collect non-perishable food donations left by mailboxes and in post offices and deliver them to local community food banks, pantries and shelters. Nearly 1,500 local NALC branches in all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands are involved in the drive.

Some 35.5 million people face hunger every day in America, including more than 12 million children. This drive is one way people can help those right in their own city or town who need help.

Campbell Soup Company and the U. S. Postal Service are major supporters again in 2009, cosponsoring the printing of 125 million postcards to encourage the general public to participate in the drive. Campbell Soup also earmarked an additional 1 million pound canned food donation to the drive. Also returning as a major supporter is Cox Target Media and its Valpak Direct Marketing Systems, the nationwide direct mail marketing firm, which promotes the drive on 40 million packets delivered to postal customers.

## MARK YOUR CALENDARS

### May 16-23 - San Francisco Small Business Week



Enjoy Small Business Week 2009 with San Francisco merchants! Presented by Wells Fargo, the Small Business Administration, the Office of Small Business, the Small Business Commission, the Small Business Development Center, the San Francisco Chamber of Commerce and many others.

#### May 16-17 — Neighborhood Sidewalk Sales

Please support your local merchants by coming out for the sidewalk sales in the following neighborhoods:

- Bayview Merchants - Shop the 3rd Street Corridor from 12:00 am to 6:00 pm on Third Street between Kirkwood and Yosemite
- Castro and Upper Market & Castro - Castro between Market and 19th Street; 18th Street between Noe and Collingwood; Market between Castro and Sanchez, and Church from Market to 15th Street from 9:00 am to 7:00 pm
- Chestnut Street - Chestnut Street between Fillmore and Broderick from 10:00 am to 8:00 pm
- Chinatown - Grant Avenue between California and Pacific, and Waverly Place between Sacramento Street and Washington Street from 10:00 am to 6:00 pm
- Excelsior - Outer Mission - Mission Street between Silver and Geneva from 10:00 am to 6:00 pm

- Fillmore Street Merchants - Fillmore Street between Sutter and Jackson from 12:00 am to 6:00 pm
- Glen Park Merchants - Diamond between Monterey and Surrey, and Chenery between Castro and Thor from 10:00 am to 7:00 pm
- Haight Street - Haight Street between Central to Stanyan Street from 11:00 am to 7:00 pm
- Hayes Valley - Hayes Street between Franklin to Laguna; Laguna between Fell to Hayes; Octavia Street between Grove and Fell; and Gough between Grove to Haight from 10:00 am to 7:00 pm
- Inner Sunset - Irving Street between 7th Avenue to 12th Avenue and on 9th Avenue between Lincoln to Judah from 11:00 am to 6:00 pm
- Leland Avenue - Leland Avenue between Bayshore Blvd and Peabody Street from 9:00 am to 7:00 pm
- Noe Valley - 24th Street between Church to Diamond and don't forget to check out the side streets from 9:00 am to 6:00pm
- Outer Sunset - Irving Street between 19th Avenue to 25th Avenue from 10:00 am to 6:00 pm
- Polk Street - Polk Street between Broadway to California, Green between Polk and Van Ness Avenue from 11:00 am to 6:00 pm
- Union Street - Union Street between Van Ness Avenue and Steiner, Fillmore between Union and Lombard from 10:00 am to 6:00 pm
- West Portal Merchants Association - West Portal Avenue between Ulloa to 15th Avenue from 10:00 to 8:00 pm

#### **May 18 - Flavors of San Francisco @ City Hall**

Join Mayor Gavin Newsom for Flavors of San Francisco, a kick-off gala event celebrating San Francisco small businesses. A great opportunity for networking with other entrepreneurs, corporations and organizations at City Hall from 6:00 PM - 8:00 PM. Come meet new customers and find plenty of leads. We'll also be featuring Flavors of San Francisco, with tastings from outstanding local restaurants, and a Resource Fair for you to connect with the wealth of assistance available to your business. SBA will also be presenting our awards for Small Business Week 2008. If you're in business, this is an evening not to be missed. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

#### **May 19 - Low Cost, Big Return Marketing for Your Small Business; Six Mini-Marketing Workshops to Help You Grow Your Business**

This unique "Mini-Marketing" workshop series will introduce you to a variety of tactics you will need to grow your business at San Francisco LGBT Community Center located at 1800 Market Street from 2:00 PM - 5:00 PM. You will move quickly from one session to the next, and you can choose the workshops you need to build your own, successful marketing plan. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

#### **May 19 - How to Start a Small Business**

Learn how to avoid many of the pitfalls small business owners face when starting new business. Tips for startups of all sizes at the Bayanihan Community Center located at 1010 Mission Street, Suite B from 5:30 PM - 7:00 PM. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

#### **May 19 - Lean and Green: How Sustainable Business Practices Can Help In The Downturn Presented by PG&E**

What is a "Green Business?" Green businesses operate in ways that solve, rather than cause, both environmental and social problems. These businesses adopt principles, policies, and practices that improve the quality of life for their customers, their employees, communities, and the environment. This conference from 8a-230p at the Small Business Administration located at 455 Market Street, 6th Floor, can help you build the marketplace for your business, connect with like-minded business visionaries, and learn how and why green businesses succeed. If you're not already a green business or want to take your company to the next level, this is the place to start. This is no ordinary business conference but rather a hands-on experience in the green business revolution. Have an opportunity to speak with leaders in "greening" businesses, business owners sharing their first hand experiences, local and state leaders sharing insights as well as grants to incentivize your business to go green. The conference will provide boxed lunch, 2 hours of networking with the speakers and other business owners, and access to printed materials to take back to your business. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

#### **May 20 - Brand Building 101**

Join Wells Fargo and the Small Business Administration to learn about the best loan programs available to new business owners and start-ups from 10:00 AM - 12:30 PM at the SBA Entrepreneur Center Training Room located at 455 Market Street, 6th Floor. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

#### **May 20 - How to Start and Finance a Small Business**

Discover the right way to seek financing for your business. We will discuss loan proposal, financing options and programs for your company's financial health at the San Francisco Chamber of Commerce located at 235 Montgomery Street, 12th floor from 6:00 PM - 8:00 PM. Event is Free. Register at [www.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

**May 21 - 2009 Business After Hours Grand Expo @ AT&T Park, Club Level**

Join the Chamber and our sponsors from 5:30 PM - 8:30 PM in celebrating Small Business Week at our largest networking event of the year — Business After Hours Grand Expo. This event features more than 150 exhibitors, as well as live music, catered hors d'oeuvres from Bay Area top restaurants and complimentary wine from California premier wineries. This year's event will take place at the San Francisco landmark — AT&T Park. For more information on the Grand Expo visit [www.sfchamber.com](http://www.sfchamber.com) and click on the Grand Expo ad.

**May 20 - Solutions for Small Business Building Community around Small Business**

This seminar/panel discussion will introduce social networking that interfaces with Facebook, followed by a hands-on workshop from 8:30 AM - 9:30 AM at the SBA Entrepreneur Center Training Room located at 455 Market Street, 6th Floor. Event is Free. Register at [www.ssmallbusinessweek.com](http://www.ssmallbusinessweek.com)

**May 21 - Access to Capital Workshop**

Learn how to raise capital to start or grow your business from 6:00 PM - 7:00 PM at Wells Fargo, Bayview located at 3801 3rd Street, Suite 116. Event is Free. Register at [www.ssmallbusinessweek.com](http://www.ssmallbusinessweek.com)

**May 23 - Where's the Money? Access to Capital Business Expo**

Saturday, May 5/23, 8:00 AM - 2:30 PM

Join us for a day of education, resources and business growth at the Hyatt Regency located at Five Embarcadero Center. Event is Free. Register at [www.ssmallbusinessweek.com](http://www.ssmallbusinessweek.com)

**PROCUREMENT**

### **May 6 - Do You Want Access To Over \$80 Billion Dollars Worth In Small Business Government Contracts? Don't Miss This Opportunity !!**

In today's challenging economic landscape, being "tough" requires information and customer access to match your commitment. On May 6th, the Latino Coalition will provide you the chance to hear directly from experts representing key government agencies and corporations about how to position your company to pursue existing business development opportunities, including those linked to the Stimulus package. The 2009 Economic Summit in Washington, DC will be attended by some of the country's most prominent Hispanic Business Leaders. The summit will also attract respected leaders in our community to discuss the issues that affect Latinos across the country.

Workshop sessions will focus on key areas important to small business, such as: newly available financing, key insurance and legal issues, healthcare development, international business landscape, etc.. Also take part in the only major BUSINESS MATCHMAKING EVENT to be held on the East Coast this year! Meet one-on-one with the buyers representing major federal agencies and Fortune 500 companies. Secure your one-on-one appointments with the following confirmed federal agencies:

- Defense Logistics Agency Defense Energy Support Center
- Georgetown University
- EDS, an HP Company
- Federal Aviation Administration
- Internal Revenue Service
- Lockheed Martin
- Serco
- Smithsonian Institution
- U.S. Air Force
- U.S. Department of Agriculture
- U.S. Department of Education
- U.S. Department of Health & Human Services
- U.S. Environmental Protection Agency
- U.S. Department of Homeland Security
- U.S. Department of Housing and Urban Development
- U.S. Department of Justice(2)
- U.S. Department of Transportation (2)
- U.S. Department of Veterans Affairs
- U.S. Navy Naval Facilities Engineering Command (NAVFACHQ)

Fee: \$250. For more information, visit [www.thelatinocoalition.com](http://www.thelatinocoalition.com)

## May 15 - Make Me a Match! Procurement Summit



Looking for more business? Don't miss this groundbreaking event that will match women business owners with large companies and their primary suppliers so they can do business together.

Scheduled One-on-One Appointments -- When you attend, you will have scheduled one-on-one appointments with your matched Prime Suppliers to potentially negotiate and sign contracts. Prior to the event day, registrants will be interviewed and evaluated by a diversity expert to ensure the most successful matches. The majority of the work will be done prior to the Summit, so early registration is crucial.

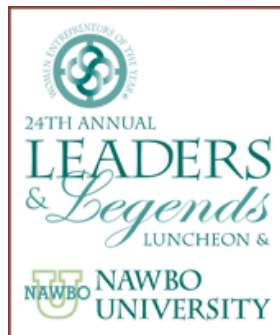
Roundtables -- Simultaneously, there will be several Educational Roundtable discussions with experts on various topics such as capacity building, certification, and marketing. In addition, there will be Networking Roundtables specifically set up for meeting with other women business owners to discuss doing business together. All women business owners should attend the Summit for these educational and networking opportunities.

SFHCC Members in Good Standing receive a discounted rate of \$35 fee by registering with promotional code PARTNER09. General public rate is \$50 fee for the general public

Learn more and sign up today - the DEADLINE for registration is April 1! Visit [www.nawbo-sf.org](http://www.nawbo-sf.org)

## EVENTS BY OTHER ORGANIZATIONS

### May 2 - 24th Annual Leaders And Legends Women Entrepreneurs Of The Year Awards Luncheon And 4th Annual NAWBO-U®



Join us at the Westin St. Francis, San Francisco from 8a-2p. Education, inspiration and fabulous hats will be the themes of the day as NAWBO-SF® holds its 24th Annual Leaders and Legends Luncheon and 4th Annual NAWBO-University on May 2. Be sure to mark your calendar, select your favorite hat in honor of the "hats off to women" theme, and join hundreds of community and business leaders for the NAWBO-SF chapter's premier event! We are pleased to welcome San Francisco District Attorney Kamala Harris as our keynote speaker this year. Jan Wahl will return as our Mistress of Ceremonies.

#### Agenda:

8:00 - 8:30AM: NAWBO-U Registration  
 8:30 - 11:15AM: NAWBO-U Concurrent Sessions  
 11:00 - 12:00PM: Leaders & Legends Registration, Exhibits & Networking  
 12:00 - 2:00PM: Awards Luncheon

Individual Tickets. Both Leaders & Legends luncheon, \$150 This is always a very popular event - be sure to get your reservations in early. To register, visit <http://www.nawbo-sf.org/leaders-legends.html>

### May 2 - San Francisco's CINCO DE MAYO Festival

SF's CINCO DE MAYO Festival is a wonderfully unique experience — Bring your picnic blanket and your entire

family, including los abuelos/grandparents, to enjoy the sun, cultural entertainment, recreation and dramatic city view! Mission Neighborhood Centers invite the entire bay area community to San Francisco's CINCO DE MAYO Festival, Saturday, May 2, 2009, 10a-6p at Dolores Park between 18th & 20thSt. — FREE all day Health Screening, Cultural Entertainment, Kid's Activities, Art/Crafts, Soccer Skills Camp and Mission Dolores tour — a short walk from BART 16th St. Station and Muni/Light Rail Church/18th St stop.

This event benefits the Mission Neighborhood Centers, Inc., celebrating 50 years of Community Service "1959-2009" ([www.mncsf.org](http://www.mncsf.org)). For more information visit [www.SFCincodeMayo.com](http://www.SFCincodeMayo.com) or call Coco, BDM Events,

415.647.1533 for info.

### May 7 - Doing Business with Israelis featuring local and internationally-acclaimed author Donna Rosenthal

Did you know that Israel, 18 times smaller than California with the population 7.2 million (about that of the greater SF Bay Area), is home to the world's SECOND Silicon Valley? Join us to learn more about Israel and to network with other businesses at Doing Business with Israelis. Author of "THE ISRAELIS: Ordinary People in an Extraordinary Land," Donna Rosenthal will be speaking about the nuances of business culture in Israel and how it has become such an IT powerhouse.

Join the Networking Mixer & Presentation on Thurs, May 7 from 6:00-7:30 pm at Berkeley City College located at 2050 Center Street, 4th Floor, Berkeley, CA. For more information, visit [www.eastbaycitd.org](http://www.eastbaycitd.org) or register by emailing [info@eastbaycitd.org](mailto:info@eastbaycitd.org).

### May 9 — NSHMB 2009 LEAD Conference - Crossroads of Change: A More Marketable You

The 2009 LEAD Conference is the premier gathering of local Hispanic Professionals in the Northern California Bay Area. Our goal is to build partnerships and bridge educational and career advancement among the Hispanic Professional Community today. The 2009 L.E.A.D. Annual Conference, "Crossroads of Change: A More Marketable You," will be held Saturday, May 9, 2009 from 8a-3p at Genentech Inc. located at Street: 475 E. Grand Avenue, Building 42, San Francisco, and will host a variety of professional development workshops, career resources and educational sessions focused on building business relationships and creating opportunities for participants from all industries and career stages. For more information about LEAD, check out the official website - [www.leadconference.com](http://www.leadconference.com).

### May 5 — Latino Caucus: Speaker Series - May 5, 2009

The Latino Caucus in partnership with Comcast and the California Latino Capitol Association will be hosting a Speaker Series on May 5, 2009 from 12:00 noon until 1:00 pm, featuring Rigoberta Menchú-Tum. The Speaker Series will take place in the Legislative Office Building (1020 N St) room 100 (across the street from the State Capitol). Please RSVP your attendance to [Armando.Chavez@asm.ca.gov](mailto:Armando.Chavez@asm.ca.gov) or by calling

(916) 319-2056.

Rigoberta Menchú was born on January 9, 1959 to a poor Indian peasant family and raised in the Quiche branch of the Mayan culture. In her early years she helped with the family farm work, either in the northern highlands where her family lived, or on the Pacific coast, where both adults and children went to pick coffee on the big plantations.

Rigoberta Menchú soon became involved in social reform activities through the Catholic Church, and became prominent in the women's rights movement when still only a teenager. Such reform work aroused considerable opposition in influential circles, especially after a guerilla organization established itself in the area. The Menchú family was accused of taking part in guerrilla activities and Rigoberta's father, Vicente, was imprisoned and tortured for allegedly having participated in the execution of a local plantation owner. After his release, he joined the recently founded Committee of the Peasant Union (CUC).

In 1979, Rigoberta, too, joined the CUC. That year her brother was arrested, tortured and killed by the army. The following year, her father was killed when security forces in the capital stormed the Spanish Embassy where he and some other peasants were staying. Shortly afterwards, her mother also died after having been arrested, tortured and raped. Rigoberta became increasingly active in the CUC, and taught herself Spanish as well as other Mayan languages than her native Quiche. In 1980, she figured prominently in a strike the CUC organized for better conditions for farm workers on the Pacific coast, and on May 1, 1981, she was active in large demonstrations in the capital. She joined the radical 31st of January Popular Front, in which her contribution chiefly consisted of educating the Indian peasant population in resistance to massive military oppression.

In 1981, Rigoberta Menchú had to go into hiding in Guatemala, and then flee to Mexico. That marked the beginning of a new phase in her life: as the organizer abroad of resistance to oppression in Guatemala and the struggle for Indian peasant peoples' rights. In 1982, she took part in the founding of the joint opposition body, The United Representation of the Guatemalan Opposition (RUOG). In 1983, she told her life story to Elisabeth Burgos Debray. The resulting book, called in English, *I, Rigoberta Menchú*, is a gripping human document which attracted considerable international attention. In 1986, Rigoberta Menchú became a member of the National Coordinating Committee of the CUC, and the following year she performed as the narrator in a powerful film called *When the Mountains Tremble*, about the struggles and sufferings of the Maya people. On at least three occasions, Rigoberta Menchú has returned to Guatemala to plead the cause of the Indian peasants, but death threats have forced her to return into exile.

Over the years, Rigoberta Menchú has become widely known as a leading advocate of Indian rights and ethno-cultural reconciliation, not only in Guatemala but in the Western Hemisphere generally, and her work has earned her several international awards. She was the recipient of the 1992 Nobel Peace Prize and Prince of Asturias Award in 1998. Menchú is a UNESCO Goodwill Ambassador. In 2006, Menchú was one of the founders of The Nobel Women's Initiative along with sister Nobel Peace Laureates Jody Williams, Shirin Ebadi, Wangari Maathai, Betty Williams and Mairead Corrigan Maguire. Six women representing North America and South America, Europe, the Middle East and Africa decided to bring together their experiences in a united effort for peace with justice and equality. It is the goal of the Nobel Women's Initiative to help strengthen work being done in support of women's rights around the world.

On 12 February 2007, Menchú announced that she would form an indigenous political party called Encuentro por Guatemala and that she would stand in the 2007 presidential election. Had she been elected, she would have become Latin America's fourth indigenous president after Mexico's Benito Juárez, Peru's Alejandro Toledo and Bolivia's Evo Morales, and the third Nobel laureate after Costa Rica's Óscar Arias and South Africa's Nelson Mandela to become president. She would also have become Guatemala's first female president. On September 9, 2007, Menchú received 3% of the vote.

### May 10 — Pete Escovedo @ Pier 39

In Concert! Latin Jazz Legend, Pete Escovedo and his 10 piece orchestra. Dinner and Show or Show only packages are available. JLC Theatre39 is excited and honored to open the doors with this dynamic performance. Pre/Post festivities included! A virtuoso percussionist, Herbie Hancock and Santana verteran, and Latin music patriarch (father of Shiela E, Juan and Peter Michael Escovedo), Escovedo will be joined onstage by some of his most eminent colleagues. For more information, visit [http://www.bayarea-events.com/Pete\\_Escovedo.html](http://www.bayarea-events.com/Pete_Escovedo.html)

### May 28 - "Microfinance, CA"



Renaissance Entrepreneurship Center is proud to partner with "Microfinance, CA" - the first state-wide conference highlighting microfinance as a smart investment for California. Presented by Opportunity Fund, Kiva, and the Silicon Valley Community Foundation. Principal Sponsorship by Chevron and Wells Fargo. Up to 2 Million Entrepreneurs in California can't access the small amounts of capital they need to get their businesses off the ground. What are we doing to meet this demand?

Join us for the first state-wide conference at The Frances C. Arrillaga Alumni Center at Stanford University, Palo Alto on microfinance to:

- Learn the nuts and bolts of domestic microfinance
- Visit Bay Area microfinance borrowers through small group tours
- Understand the impact and future of microfinance in California
- Contemplate your role in the field of microfinance through small group dinners with practitioners, leaders, and investors.

Visit [www.microfinancecalifornia.org](http://www.microfinancecalifornia.org) to learn more and register. Early Bird Registration available until April 15, 2009

### May 29 — Palomita Education Fund presents the 2nd Annual "Piensa Más Alla... Think Beyond"

The Palomita Education Fund presents the 2nd Annual "Piensa Más Alla... Think Beyond" to be held on May 29th, 2009 at Terra SF. The event is an evening to celebrate creative expression through fashion and art with VIP's of the Latino community, including artists, entertainers, entrepreneurs and innovators. This special celebration is held each year to benefit the Palomita Education Fund "PEF". The purpose of the PEF is to award scholarships to assist Latino students in completing their undergraduate college education. These scholarships are available through a merit and need-based competition of high school seniors of Latino background who will be entering undergraduate programs. The Hispanic Scholarship Fund has partnered with PEF to coordinate and manage awarding the individual scholarships. During the event, models will showcase the Palomita™ & Chucho® apparel lines and the special edition tees, designed by celebrities of the Latino community. Celebrity designers for 2009 include Adrienne Bailon, Andy Garcia, Cesar Millan, Christina Milian, Eva Longoria-Parker, Jaslene Gonzalez, LENA, Maria Conchita Alonso, Tony Gonzalez, Tony Romo, Raquel Welch, Rosario Dawson, Valerie Cruz, and Walter Perez. These limited edition, celebrity designed tees are auctioned off through a live auction during the evening and guests will also be able to shop a unique display of silent auction items. To buy event or Raffle tickets please visit <http://www.palomitaclimbing.com/events> or call (415) 507-1596 for more information.

### FEATURED MEMBERS

#### Event Production

##### Children's Charities Foundation

P.O. Box 12094  
Chandler AZ, 85248

P: 480-495-8600

F: 480-756-8610

### 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: <http://sfhcc.com/members/join.html>