

## This Week's Friday Report



### San Francisco Hispanic Chamber of Commerce

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

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## FRIDAY REPORT: May 08, 2009

### Upcoming Events

- May 16-23 - San Francisco Small Business Week
- Jun 25 - Business Mixer with Latino Winemakers

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



## WEATHER

### San Francisco Weekend Weather

Saturday <sup>16</sup>	Sunday <sup>17</sup>
 High <b>78°F</b> Low <b>58°F</b> Precip: <b>0%</b>	 High <b>79°F</b> Low <b>59°F</b> Precip: <b>0%</b>

## NEWS

### California Hispanic Chambers of Commerce Legislative Day

Legislative Day is Monday and Tuesday and the SFHCC wanted to share the agenda for those who would be interested in participating.

**Mon May 11**

5:00PM to 7:30PM Reception - Governor's Office (Cabinet Room)

### **Tue May 12**

8:00AM Registration - Sheraton Grand Hotel - Ballroom Foyer

9:00AM - 12Noon Briefings & Sessions

12Noon - 1:30PM CHCC Legislative Luncheon - Speakers Invited: Speaker Karen Bass, Senate President pro Tem Darrell Steinberg

2:00PM - 4:00PM Capitol Visits

4:00PM - 5:30 Governor's Office Briefing - Governors Cabinet Room

For Hotel Reservations: Book directly with Michelle Williams at The Citizen Hotel, 926 J Street, Sacramento, CA 95814 by calling 916-492-4421 for negotiated discount rate of \$175 nightly.

For more information, contact Richard Ventura at 415-308-5206.

## **WBENC's National Conference and Business Fair Provides Opportunities for Woman-Owned Businesses**

What does a corporation expect from a vendor today? The expected basics of offering good products and services, competitive prices and on-time delivery are still mandatory, but no longer enough. WIB2009: The Bridge to Quality connects the path that leads from ordinary competency to a level of proficiency that exhibit the important marks of quality. Today, corporations are looking for vendors with the additional marks of quality, such as sustainability statements and programs - green initiatives and corporate social responsibility; and core competency credentials, such as Six Sigma training or LEEDS and ISO certifications to name a few. These are the new differentiators you must understand and use to a competitive advantage.

Throughout this Conference Registration Brochure, you will find valuable information. We specifically call your attention to the three Symposium Tracks.

- Environmental Sustainability as a Mark of Quality
- Manufacturing: Benchmarking to Drive Growth
- Thriving in a Challenging Economy

Each Track of the Symposium runs a total of four-and-a-half hours over the three days of the Conference. The Symposium gives Conference Attendees an in-depth look at the what, why, how, when and where needed to obtain the marks of quality in the above-mentioned areas. Our goal is to provide meaningful information and resources that ultimately result in expanded business opportunities for WBENC certified WBEs. Together, the Symposium and workshops will help deepen your knowledge about the marks of quality and help elevate those that are the best in business to win business contract opportunities.

In addition, marks of quality are especially important because the current state of the economy and business environment indicate that competition is getting tougher and tougher as contract opportunities become more restricted. You will need strong relationships and every competitive advantage to win in this environment. The 2009 WBENC Women in Business National Conference and Business Fair is a conduit for major business opportunities, with approximately 2,500 attendees who are senior corporate executives and key procurement representatives, leaders of government, community and national business organizations, our Regional Partner Organizations, as well as other WBEs. All the people you want to meet and know!

Please join us at the 2009 WBENC Women in Business National Conference and Business Fair at the Moscone Center and Hilton Hotel in San Francisco.

## **Recycling for Cash: What's In & What's Out**

Did you know? In California, nearly 22 billion California Refund Value-eligible containers were sold last year. Of those, nearly 15 billion were recycled - that's the good news. But what's the bottom line on more than 7 billion that ended up in landfills? You could use them to fill every lane of the entire 770-mile length of Interstate 5...more than a foot deep.

That's a lot of bottles and cans taken out of the productivity chain, because recycled aluminum, glass and plastic provides valuable raw materials for new products. Help save energy and resources by recycling not just at home and on the go, but in your workplace as well.

If you haven't set up a recycling bin in the office, start now by visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and order a free Recycling Starter Kit. Then, tell everyone in your office to start doing their part! Now, most aluminum, glass and plastic is recyclable. However, if your office plans to redeem its empty containers for cash, it's important to know which beverages qualify for CRV at a local recycling center. The list below tells you WHAT you can recycle for cash. When in doubt, just look for the CA CRV, CA CASH REFUND or similar notation directly on the bottle label or can top.

- Carbonated Soft Drinks
- Carbonated and Mineral Water
- Non-Carbonated Water
- Non-Carbonated Soft Drinks
- Sports Drinks
- Coffee and Te Drinks
- Fruit Drinks
- Fruit Juices Packed in Containers Less than 46 Ounces
- Vegetable Juice in Containers 16 Ounces or Less

For a complete list, visit [http://www.bottlesandcans.com/assets/product\\_listing.pdf](http://www.bottlesandcans.com/assets/product_listing.pdf).

Successful business means productivity and efficient use of resources. Beverage containers that end up in the landfill are just wasted. It's time to make recycling business as usual!

## 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.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.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.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.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.sfsmallbusinessweek.com](http://www.sfsmallbusinessweek.com)

## **June 25 - Business Mixer with Latino Winemakers**

The SFHCC and Larkspur Hotels are excited to announce the June Business Mixer with Latino Winemakers to launch the re-opening of the Union Square hotel and introduce the San Francisco business community to wine makers from our community.

Mix and mingle with your fellow chamber members, network with other local businesses, enjoy appetizer, meet Latino winemakers and taste their wines at the newly opened Hotel Abri located at 127 Ellis Street between Cyril Magnin and Powell Streets.

#### **Cost:**

#### **Members**

With pre-registration (ends June 22nd): \$25

Without pre-registration at the door: \$ 35

**Non-Members** With pre-registration (ends June 22nd): \$35  
Without pre-registration at the door: \$45

**Accommodations:**

Hotel Abri offers discounted nightly rate of \$99 between 6/23-6/29. Call Larkspur's Central Reservations Office (866) 823-4669 and ask for the SF HISPANIC CHAMBER OF COMMERCE rate with promotion code 001396SFHC or go to <https://reservations.synxis.com/LBE/rez.aspx?Hotel=17233&Chain=5175&promo=001396SFHC>

**Transportation/ Parking:**

Nearest public parking available at Ellis-O'Farrell Garage ([www.eofgarage.com](http://www.eofgarage.com)) located at 123 O'Farrell Street, San Francisco, CA 94102. Evening rate over 2 hours: \$6.50. Overnight Rate: \$27. Check website for most current garage rates. Nearest BART/MUNI station - Powell Station

Please register online at [https://secure05.secure-transact.net/~sfhccco/shop/product\\_info.php?products\\_id=150](https://secure05.secure-transact.net/~sfhccco/shop/product_info.php?products_id=150)

## PROCUREMENT

### 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)

### Jun 9 — Women in Business 2009: The Bridge to Quality - Join WBENC's National Conference and Business Fair



In June 2009, WBENC will host its 10th annual Women in Business conference in San Francisco, CA. This annual national conference and business fair is the largest event of its kind in the nation for women's business enterprises (WBEs). During the three-day event, WBEs, senior corporate executives, supplier diversity and procurement professionals, and government representatives foster many business opportunities by participating in an ambitious agenda that includes networking activities, workshops, general sessions and the Business Fair. Details at <http://www.wbenc.com/>

## EVENTS BY OTHER ORGANIZATIONS

### May 9 — NSHMBA 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 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 15 — Carnaval San Francisco 2009 King & Queen Competition



Mission Neighborhood Centers, Inc. (MNC) invites contingents to participate in this exciting competition to select the Carnaval San Francisco 2009 King and Queen to reign over the 31st Anniversary Carnaval Parade and Festival to be held on Memorial Day Weekend, Saturday and Sunday, May 23 to May 24, 2009. The winning couple will act as ambassadors for Carnaval San Francisco. The King and Queen Competition will be held on Friday, May 15, 2009 at 8:00 pm at Cafe Cocomo, 650 Indiana, San Francisco. Tickets \$25 at the door.

### 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.palomitaclathing.com/events> or call (415) 507-1596 for more information.

## FEATURED MEMBERS

### Federal Services

**Small Business Administration**  
455 Market Street, 6th Floor

San Francisco CA, 94110  
P: 415-744-6771  
F: 415-744-9062  
W: [www.sba.gov](http://www.sba.gov)

**Small Business Development Center**

455 Market Street, 6th Floor  
San Francisco CA, 94105  
P: 415-841-4054  
F: 415-974-6035  
W: [www.sfsbdc.org](http://www.sfsbdc.org)

**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>

**League of Creative Minds**

42 Darrell Place  
San Francisco, CA 94133  
Non-profit Membership

P: (415) 296-1541

W: <http://www.creativedelegates.org/>