

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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FRIDAY REPORT: May 15, 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 ¹⁶	Sunday ¹⁷
 Sunny High 78°F Low 58°F	 Sunny High 79°F Low 59°F
Precip: 0%	Precip: 0%

NEWS

The California Department of Transportation (Caltrans) with conditional approval from the Federal Highway Administration has recently changed its Disadvantaged Business Enterprise (DBE) Program to include 6.75% Race Neutral and 6.75% Race Conscious goals for an overall 13.5% DBE Program contract goal.

In 2006, Caltrans, and most other public entities in California, dropped the requirement to show a GOOD FAITH EFFORT when bids are submitted for public projects. This came about as a result of a decision by the 9th Circuit Court of Appeals in *Western States Paving vs. The Washington State Department of Transportation; City Of Vancouver, Washington; Clark County, Washington*.

While this case is very comprehensive, its basic premise was based on public entities using USDOT funding on projects must show in order to use race conscious goals/quotas as a bidding criteria that

1. there is a disparity in the awarding of construction contracts or subcontracts that has resulted from discrimination in the construction industry and
2. the only feasible way to end this discrimination is through the use of a race conscious DBE program that mandates at least a good faith effort by the prime contractor to include those races, and women that have allegedly been discriminated against within the industry.

Caltrans moved immediately in 2006 to conduct a statewide disparity study, which was one of the ways the courts indicated that a public entity could reinstitute a race conscious program. In other words, prove statistically, in a disparity study, that discrimination exists and public entities may utilize race conscious goals for projects they let out for bid.

The disparity study that was conducted in July 2007 was an area-by-area study throughout the state that, according to Caltrans, did show discrimination in our industry. To address this discrimination, Caltrans petitioned the USDOT to institute a 6.75% Race Neutral Program and a 6.75% Race Conscious Program (total 13.50%) The race conscious program will include only African American Contractors, Native American Contractors, Asian Pacific Contractors and Women-owned construction firms. All other "minority" firms are included in the race neutral portion of the program. This was determined because there was evidently not strong enough evidence to indicate discrimination for any categories except those listed above.

The San Francisco Hispanic Chamber of Commerce (SFHCC) had conducted research and found several entities to be non-compliant. The SFHCC recommends that you verify your city's compliance with the program or approach your local Hispanic Chamber of Commerce to get an answer. If your city is not compliant, we recommend sending a letter to your state legislators and request the assistance of legislators to hold non-compliant entities accountable and require immediate compliance.

Mayor Newsom and San Joaquin County Officials Break Ground on California's Largest Ultraviolet (UV) Water Treatment Facility in San Joaquin County — \$112 Million Project Will Bring New Jobs to San Joaquin County & Use Innovative Technologies to Protect Bay Area Water Supplies

05/14/09 - Mayor Gavin Newsom joined San Joaquin County Board of Supervisors Chairman Leroy Ornellas, California Public Health officials, regional labor leaders and the San Francisco Public Utilities Commission (SFPUC) today to break ground on what will be California's largest ultraviolet (UV) water disinfection facility when completed in 2011. The \$112 million project will use state-of-the-art UV disinfection technology to further protect the water supplies of 2.5 million Bay Area residents and create hundreds of thousands of work for building and construction trade workers in San Joaquin and Stanislaus Counties.

"Today we break ground on more than just an innovative major new water treatment plant," said Mayor Newsom. "Today we begin a new partnership between the San Francisco Bay Area and the San Joaquin Valley that will bring the latest technologies to protect our water supplies and create thousands of good jobs in San Joaquin and Stanislaus Counties at a time when they're urgently needed."

The new Tesla Water Treatment Facility will use state-of-the-art UV treatment equipment to provide advanced disinfection for Bay Area drinking water from the Hetch Hetchy regional water system serving 2.5 million

customers. The facility will treat as much as 315 million gallons of water per day (mgd) - making it the largest UV water treatment plant in California.

"This new ultraviolet water treatment facility will be the largest in California and one of just a handful currently in the United States," said SFPUC General Manager Ed Harrington. "It will add another advanced level of protection to our water quality and ensure we continue delivering great water to our customers."

"San Francisco's water projects in the San Joaquin Valley will benefit both your water customers and our residents," said San Joaquin County Board of Supervisor Chair Leroy Ornellas. "Hundreds of thousands of hours for our skilled workers over the next several years represent a significant economic boost for this area. Thank you for your active outreach to small businesses in this region to involve them in your construction activities."

This project is the first of many water infrastructure improvement contracts that the SFPUC will undertake in the San Joaquin region, including San Joaquin pipeline improvements and facilities. The projects are expected to create thousands of jobs and 900,000 "craft hours" of carpentry, painting, concrete, roofing, electrical, pipefitters, heavy equipment operation, masonry, trucking & hauling and other trades in San Joaquin and Stanislaus Counties. The Tesla Treatment Facility Project is one of 85 projects within the SFPUC's Water System Improvement Program (WSIP), to repair, replace and retrofit aging pipelines, tunnels, reservoirs and other water delivery facilities. Overall, these projects will generate about 11 million craft hours and 28,000 jobs throughout the greater Bay Area and the Central Valley in the next five years.

"Infrastructure programs like the SFPUC's Water System Improvement Program are the key to restoring economic vitality to California," said Carl Goff, Vice President of Operating Engineers Local 3. "On behalf of all organized labor in the construction trades, we are committed to doing our part to support and encourage investment in our infrastructure, and job training and skills development for the next generation of construction labor."

Mayor Newsom Announces San Francisco's Highest in the Nation Recycling Rate Now at 72% — Mayor Newsom's Mandatory Construction Debris Recycling Ordinance Accounts For Lowest Tonnage Sent To Landfills In Over 30 Years

05/12/09 - San Franciscans are world class recyclers, and are closing in on the city's goal of 75 percent landfill diversion by 2010. New statistics show that the city kept 72 percent of all recyclable material from going to the landfill, up from 70 percent the year before. The most significant gain was in the area of recycling material from building sites, thanks to Mayor Newsom's 2006 Mandatory Construction and Demolition Debris Recovery Ordinance.

"By requiring builders to recycle debris from construction projects, we were able to divert tens of thousands of new tons of material away from the landfill," said Mayor Gavin Newsom. "Clearly, mandatory recycling measures pay off; if we're going to reach a recycling rate of 75 percent in 2010 and zero waste by 2020, we need to make sure that residents and businesses are taking full advantage of our composting and recycling programs."

The figures compiled by the City's Department of the Environment (SF Environment) show that San Francisco generated 2,100,943 tons of waste material in 2007. Of this, only 617,833 tons went to landfill, the lowest disposal rate since 1977.

The increased recovery of construction and demolition debris is a positive trend. However, SF Environment data shows that over two-thirds of the landfill-bound material was recyclable, with nearly 40 percent consisting of mixed compostables (mostly food scraps and soiled paper), 15 percent recyclable paper, and 15 percent other mixed recyclables.

"If we captured everything going to landfill that could have been recycled or composted, we'd have a 90 percent recycling rate" observed SF Environment Director Jared Blumenfeld. "The Board of Supervisors will soon be

considering an ordinance that will require residents and businesses to sign up and use the recycling and composting programs, which we need to make our goals."

Mandatory recycling is an established best practice in the field of solid waste management, and many state and local governments have mandated recycling various materials, or conversely banned them from landfills. Major cities including Seattle, Pittsburgh, Honolulu and San Diego have successfully implemented mandatory recycling programs. Garbage collection has been mandatory in San Francisco since 1932.

To learn more about San Francisco's recycling programs visit: <http://www.sfenvironment.org/>.

The SFHCC encourages the participation in the California Department of Conservation's recycling program, www.BottlesandCans.com.

Special Notice from State Board of Equalization

The State Board of Equalization issued a Notice on May 1, 2009 regarding the taxability of surcharges imposed by businesses in response to the Employer Spending Requirement of the Health Care Security Ordinance (HCSO).

The HCSO does not require employers to impose a surcharge; it merely requires employers to meet or exceed a minimum spending level in providing access to health care for their employees.

If you have questions about the taxability of surcharges, please contact the State Board of Equalization at 800-400-7115. The Office of Labor Standards Enforcement does not enforce tax laws or deal with tax policy; thus, we cannot provide any advice regarding the taxability of surcharges.

Stemming the Tide of Foreclosure: The Unity Council's Homeownership Center

For the past two years, our Homeownership Center has battled the housing crisis on the front lines, helping families refinance their loans and secure their futures. Lena Harris, one of our clients, called the results of her loan modification "a miracle the way it worked out." The sole caretaker of her disabled brother, Ms. Harris was locked into a 2-year fixed ARM at 7.68%, and found herself unable to obtain a loan modification. With the help of the Unity Council, Ms. Harris was able to stop the foreclosure sale, and obtain a 0.125%, 28 year fixed loan, with payments \$160 a month better than her previous loan.

The Unity Council Homeownership Center also provides the prospective first time homebuyer with comprehensive bilingual homebuying workshops, financial fitness classes and housing counseling. For more information on their programs, please contact Program Assistant Sandra Velazquez at (510)535-6943.

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

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

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

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

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

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

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 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

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

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

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?](https://reservations.synxis.com/LBE/rez.aspx?Hotel=17233&Chain=5175&promo=001396SFHC)[Hotel=17233&Chain=5175&promo=001396SFHC](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) 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

PROCUREMENT**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 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 \$20 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 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.

JOB POSTING

Are you looking for a challenging career?

Growing insurance agency in Burlingame is looking for a fulltime/part time team member, who has a high commitment to quality policy holder service, excellent communication skills, and 2+ yrs in customer service/ sales experience.

- Temporary position to permanent upon meeting requirements
- Incentive oriented compensation system with health insurance benefit
- Currently interviewing for immediate opening

PREFERRED QUALIFICATIONS:

Spanish Speaking/Bilingual preference

HOW TO APPLY:

Please reply your resume to wenling@wlcheng.com

FEATURED MEMBERS

Financial Consultants

Arellano & Company CPAs

1700 Montgomery St., Suite 210
San Francisco CA, 94111
P: 415-999-2327
F: 415-358-8526

Axis Financial Network

236 West Portal Ave. #382
San Francisco CA, 94127
P: 415-242-2407
F: 415-242-2407
W: www.axis-financial.net

Intremant

10 Warhol Way
Pleasant Hill CA, 94523
Phone: 925-286-6130
Website: www.intremant.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:
<http://sfhcc.com/members/join.html>

Alison Campos
Student Membership

League of Creative Minds
42 Darrell Place
San Francisco, CA 94133
Non-profit Membership

P: (415) 296-1541
W: <http://www.creativedelegates.org/>