

## This Week's Friday Report



### San Francisco Hispanic Chamber of Commerce

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## FRIDAY REPORT: May 22, 2009

### Upcoming Events



May 16-23 - San Francisco Small Business Week  
2009 Latino Business Leadership Awards Call for Nominations  
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>23</sup>	Sunday <sup>24</sup>
 High <b>59°F</b> Low <b>51°F</b> Partly Cloudy	 High <b>59°F</b> Low <b>52°F</b> Partly Cloudy
Precip: <b>10%</b>	Precip: <b>0%</b>

## NEWS

### Voters Say 'No Way' To Budget Ballot Measures

California voters have crushed efforts by elected leaders to patch a gaping hole in the state budget with a package of ballot measures that included borrowing, extending \$16 billion worth of taxes and promising to reform future budgets with a reserve fund and a spending cap.

With about a quarter of the state's precincts in as of 9:30 p.m., the Secretary of State's Office reported none of Propositions 1A through 1E were garnering more than 41 percent of the vote. Only Proposition F, which would freeze the salaries of state elected officials in bad budget years, was winning - and it was winning big.

"It appears this evening we can declare political victory," said Jon Coupal, president of the Howard Jarvis Taxpayers Association, which was part of a confederation of those who opposed the first five ballot measures. "The people have spoken. They don't like the status quo."

Proponents threw in the towel early, even echoing the opponents' assessment.

"Clearly the voters have spoken," said Bill Hauck, president of the Business Roundtable, who was speaking for the consortium of groups and individuals who supported the measures. "The voters are angry, they're frustrated, and they've concluded the politicians in Sacramento are not getting the job done."

The drubbing appeared to be statewide in scope. In Sacramento County, where residents are closest to state government, none of the first five measures on the ballot were doing much better than they were statewide. In vote-rich Los Angeles County, Propositions 1A through 1E were struggling - and failing - to crack the 40-percent-yes barrier. Even liberal-leaning San Francisco County voters were barely approving the measures.

Voter turnout was expected to be one of the lowest in state history, perhaps lower than the 36.4 percent of registered voters that cast ballots in the November 1993 special election.

The governor and legislative leaders were counting on voters to help fill a gaping hole in the state budgets for the current fiscal year and the one that begins July 1.

Defeat of the measures would mean a projected \$15.4 billion gap in the state's budget would grow to \$21.3 billion. The governor has proposed that if the propositions fail, the lost revenues would be made up by cutting an additional \$2.3 billion from elementary and high schools and community colleges; borrowing \$2 billion from cities and counties; transferring some state prison inmates to county jails and some illegal immigrant prisoners to federal custody, and slicing deeper into health, social services and other programs.

"To fix the system, I need the people's help," Schwarzenegger said last week while laying out where he would seek further budget cuts if the measures were rejected. "I know people are sick and tired of hearing about Sacramento's dysfunction ... but (the election) isn't about me, it isn't about the Legislature, it's about California's legacy."

More immediately, it was about six measures. Three of them proposed to raise money right away by shifting revenues from two special funds and the state lottery. One contained \$16 billion in extensions of temporary tax increases, along with the promise of a rainy day reserve fund and a cap on spending in future years. One pledged to settle a dispute between the education industry and state officials by paying schools \$9.3 billion over a four-to-five year period starting in 2011. And one promised to freeze the pay rates of legislators and constitutional officers in years the state's coffers were running low.

Only the last of these was being approved.

Registered voters who didn't participate today may have abstained more from fatigue than apathy. Today's election was the 13th time since 2000 that Californians have been asked to vote in a statewide plebiscite.

"We have voted on numerous bills that have passed, but they have not been (implemented) in the fashion that they've been designed," said Bob Givens, a 69-year-old retired police officer who was voting at the South Natomas Community Center on Truxel Road in the early afternoon. "We need to scream in (the legislators') ears."

Holland Golec, precinct inspector at the community center's polling station, said slightly more than 80 people had cast ballots by early afternoon.

"It's been very slow," Golec said. "We seem to be one of the busier ones."

Helen Luchin, a 48-year-old economics student at University of San Francisco, was planning on doing her civic duty at a Rancho Cordova polling place, but she wasn't happy about it.

"It really might not resolve that much," Luchin said. "Why invest so much in a special election when we are already in debt?"

The amount invested in the special election was estimated at from \$60 million to \$100 million, according to Kate Folmar, spokesperson for the Secretary of State's Office. Folmar said state government would pay \$10 million of the total, while counties would pick up the rest of the tab, and hope for reimbursement from the Legislature.

In addition to being tired of elections, prospective voters may also have been daunted by the complexity of the ballot measures, starting with the first one on the ballot.

Proposition 1A was put in the package at the behest of GOP lawmakers and the governor. It would create a rainy-day reserve fund and restrict state spending in bountiful budget years. That idea drew opposition from some of the state's most powerful and well-heeled labor unions, which have opposed any restrictions that might keep money from being spent that would benefit their members.

To prevent the unions from campaigning to defeat 1A, legislators included \$16 billion worth of temporary taxes, which union leaders favored as a way of assuring the state had enough revenues to limit spending cuts that might affect the unions' members.

But the taxes - extensions of \$12.8 billion worth of tax hikes included in February's budget-balancing - didn't mollify all the unions, and in fact have become the focal point of opposition to 1A from anti-tax groups and others.

Proposition 1B would require the state to pay California schools \$9.3 billion in funds lawmakers and the governor withheld to help balance the budget. But to enhance 1A's chances, 1B was tied to passage of 1A, meaning both have to pass for the money to be restored. Despite the link, some educators' unions favor 1B while opposing 1A. If the measures fail, it's likely teachers' unions will sue the state to recover the money.

Proposition 1C allows state leaders to borrow funds from the state lottery by selling bonds that would be repaid through lottery revenues. Legislators and the governor hope to borrow at least \$5 billion. To boost lottery sales, 1C allows lottery officials to take steps to "modernize" the games.

Propositions 1D and 1E allow the state to siphon off special funds voters had previously approved for childhood development programs and mental health services. Officials hope to transfer about \$900 million from the two programs to the state's general operating fund.

The only measure that appeared to have a good chance of surviving the voters' mugging was 1F, the most symbolic and least important. Approval of 1F would mean legislators and constitutional officers could not receive pay raises in years where the state is in a red-ink situation.

More than \$25 million was spent to convince voters to ratify the proposals, raised from a who's who of labor unions, wealthy individuals and businesses that ranged from tobacco companies to professional sports teams.

Opponents, an odd-fellows amalgam of labor groups and conservative anti-tax associations, raised less than a fifth of what proponents collected and spent.

**Close the Loophole Petition**  
**by Phil Ting, San Francisco Tax Assessor-Recorder**

The dramatic failure of the May 19 statewide ballot propositions made it painfully clear – it's time for our leaders to stop offering half measures and political rhetoric and start proposing honest solutions.

As San Francisco's Assessor-Recorder, I know that a key part of why California continues to fall behind is Proposition 13.

Prop. 13 is a tax system that creates vast tax loopholes for California's largest corporate property owners, shifts the tax burden to the backs of individual homeowners and dramatically reduces California's overall revenue for our most vital services.

It's time for real reform of Prop. 13 - reform that will create more equity in our tax system and will shut down the corporate tax loophole. The plan is called Split Roll and would literally split the property tax rolls - assigning unique tax levels to corporations and homeowners and leveling the property tax playing field.

If you believe it's time to close the corporate property tax loophole and create more tax equity, I hope you'll sign my petition by visiting [http://www.philting.com/close\\_the\\_loophole.php](http://www.philting.com/close_the_loophole.php)

**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.

See [Procurement Section](#) for Opportunities

## 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 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)

### 2009 Latino Business Leadership Awards Call for Nominations

**The SFHCC, Wells Fargo Bank, and the San Francisco Business Times announce the call for nominations for the 2009 Most Influential Latinos in the San Francisco Bay Area.**

The Latino Business Leadership Awards recognizes outstanding executives and business owners from the region's most vibrant firms. We are soliciting nominations for individuals who are leaders in their companies and communities, and who have impacted education, public policy and the business climate.

Nomination categories:

- Corporate
- Emerging Leader - 40 or younger
- Entrepreneur
- Professionals
- Arts & Entertainment

You may nominate yourself, or a deserving leader. Please direct questions to Richard Ventura, CEO and President, San Francisco Hispanic Chamber of Commerce, at 415-278-9611 X 102 or [richard@sfhcc.com](mailto:richard@sfhcc.com).

**The deadline for nominations is June 20, 2009**

Please download your Nomination Form at:

[http://www.sfhcc.com/download/2009\\_LBLA\\_Nomination\\_Form.pdf](http://www.sfhcc.com/download/2009_LBLA_Nomination_Form.pdf) 

Submit completed nomination forms to [staff@sfhcc.com](mailto:staff@sfhcc.com) or [richard@sfhcc.com](mailto:richard@sfhcc.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.

### Participating Winemakers:

- Alex Sotelo Cellars
- Americava Winery
- Black Coyote Wines
- Ceja Vineyards
- Encanto Vineyards
- Marita's Vineyard
- Quintessa
- Reynoso Vineyards
- Valdez Family Winery

### 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)

[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](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

### Jun 2 — What Accelerate the Doyle Drive Project? Learn About Project Opportunities June 2nd.

Join us for a meeting with Caltrans and the SFCTA to learn about construction opportunities regarding the Doyle

Drive project on June 2nd from 1p-4p at 111 Grand Avenue, Oakland. Project acceleration is needed to achieve:

- To achieve seismic safety earlier To achieve seismic safety earlier
- To reduce risk of cost growth To reduce risk of cost growth
- To meet Economic Stimulus timetable To meet Economic Stimulus timetable
- To take advantage of the favorable market To take advantage of the favorable market conditions
- Help create jobs and support the local and Help create jobs and support the local and regional economy regional economy

Doyle Drive Project Acceleration details available at

[http://www.dot.ca.gov/dist4/smallbusiness/docs/043009\\_doyledrive.pdf](http://www.dot.ca.gov/dist4/smallbusiness/docs/043009_doyledrive.pdf)

## 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

### "Boloros for the Disenchanted"

American Conservatory Theater (A.C.T.) brings together a dazzling cast of film and television actors with José Rivera, the Academy Award-nominated screenwriter of *The Motorcycle Diaries*, in this brilliant new work.

Part love story, part comedy, *Boloros for the Disenchanted* journeys from an exuberant Puerto Rican village in 1953 to almost 40 years later in America, all while probing the mysteries of marriage. Acclaimed actors Robert Beltran (*Big Love*, *Star Trek: Voyager*) and Rachel Ticotin (*Sisterhood of the Traveling Pants*, *Total Recall*) star alongside the fresh talents of Drew Cortese, Lela Loren, Dion Mucciacito, and Michele Vazquez.

Running Now until May 31st. Visit [www.act-sf.org/boloros](http://www.act-sf.org/boloros) for more details and ticket information.

**Just for SFHCC Members! Save \$40 on a pair of Orchestra or Dress Circle tickets!**

Use the promo code **ISLAND** online or by calling 415.749.2228

Subject to Availability. Must order by **May 25, 2009**.

### 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.

## 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 Services****America California Bank**

417 Montgomery Street  
San Francisco CA, 94104  
P: 415-986-5678  
F: 415-733-9815  
W: [www.acbank.com](http://www.acbank.com)

**Bank of America Investment Services Inc.**

225 Bush Street Suite 140  
San Francisco CA, 94104  
P: 415-848-5314  
F: 415-848-5308  
W: [www.bankofamerica.com](http://www.bankofamerica.com)

**Bank of the West**

2501 Mission Street  
San Francisco CA, 94109  
P: 415-821-4900  
F: 415-285-4296  
W: [www.bankofthewest.com](http://www.bankofthewest.com)

**Latino World Marketing Group**

333 Hegenberger Rd, Suite 304  
Oakland CA, 94621  
P: 866-856-7120  
F: 510-280-7242  
W: [www.latinoworldmarketinggroup.com](http://www.latinoworldmarketinggroup.com)

**Mission National Bank**

3060 16th Street  
San Francisco CA, 94103  
P: 415-826-3627  
F: 415-431-5409

**Mission National Bank**

2773 Mission Street  
San Francisco CA, 94110  
P: 415-285-9500

F: 415-285-4880  
W: [www.mnbsf.com](http://www.mnbsf.com)

**Northwestern Mutual Financial Network**

111 Sutter Street, Ste. 1800  
San Francisco CA, 94104  
P: 415-733-6561

**San Francisco Associates**

825 Battery Street, Suite 100  
San Francisco CA, 94111  
P: 415-364-0205  
F: 415-677-9582  
W: [www.sfassociates.com](http://www.sfassociates.com)

**The Mechanics Bank**

343 Sansome st, Suite 100  
San Francisco CA, 94104  
P: 415-249-0321  
F: 415-249-0318

**TMC Working Solutions**

611 Front Street  
San Francisco CA, 94111  
P: 415-989-8855  
F: 415-394-9431  
W: [www.tmcworkingsolutions.org](http://www.tmcworkingsolutions.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>

**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/>