

## 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/>

Sponsored by



Abriendo Caminos®

## FRIDAY REPORT: July 10, 2009



### Upcoming Events

- Jul 15 - The Latino Coalition is coming to San Francisco for Small Business Executive Briefing: Free Event
- Aug 19-22 - Save the Date: California Hispanic Chambers of Commerce State Convention

Check the [Mark Your Calendars](#) Section for more information about these events.

## WEATHER

### San Francisco Weekend Weather

Saturday <sup>18</sup>	Sunday <sup>19</sup>
 High <b>68°F</b> Low <b>61°F</b> Partly Cloudy	 High <b>70°F</b> Low <b>59°F</b> Partly Cloudy
Precip: <b>10%</b>	Precip: <b>10%</b>

## NEWS

### SFHCC Editorial: Evaluate City Processes to Remove Waste Within the System to Decrease City Expenses as Opposed to Continuing to Tax Businesses

The SFHCC Board of Directors opposes any legislation that will impact a business in a negative manner. While the SFHCC understands the current fiscal condition of the City, it feels it must send a message of operating the City as a business.

Many of the new fees are being moved without any input from the business community and are continuing to remove the competitive advantage of businesses operating in San Francisco.

The primary concern of having additional fees imposed on businesses will create the need to identify providers outside of San Francisco to avoid fees. We can take into account the large majority of products and services purchased by the City from providers outside of San Francisco to save money. A situation considered to be embarrassing by the SFHCC. Businesses will follow suit to save money and not pay the imposed fee since purchases will be made outside of San Francisco causing the City to fall short in its expectation of income.

Since this is a budget issue, the SFHCC recommends reviewing the process of producing licenses and permits. An example is the increase by the Health Department to produce permits for Tattoo Parlors with an annual cost of \$64,000 to produce 45 permits with two paid staff consisting of one inspector and one admin. As a business, it would not make sense to have such a high cost with two staff to produce one permit weekly. This is only one example of the many red flags that appear from large fiscal line items for the various permits and licenses required by businesses.

There are over 260 licenses and permits required by businesses that deserve strong evaluation. Businesses faced with an issue of falling revenues will quickly look to processes to identify ways to decrease costs of doing business and the SFHCC recommends the same action from the City and County of San Francisco.

The SFHCC congratulates Board of Supervisor's President David Chui for asking City Departments to explain current permits and fees and encourages the Board of Supervisors to evaluate each of these to determine where the City can remove waste within processes related to permits and licenses required by businesses.

## **Treasury, Energy Departments Announce More than \$3 Billion in Recovery Act Funds for Renewable Energy Projects**

As part of an innovative partnership aimed at increasing economic development in urban and rural areas while setting our nation on the path to energy independence, the U.S. Department of the Treasury and the U.S. Department of Energy today announced an estimated \$3 billion for the development of renewable energy projects around the country and made available the guidance businesses will need to submit a successful application. Funded through the American Recovery and Reinvestment Act, the program will provide direct payments in lieu of tax credits in support of an estimated 5,000 biomass, solar, wind, and other types of renewable energy production facilities.

"The renewable energy program provides another important avenue for the Recovery Act to contribute to economic development in communities around the country," said Treasury Secretary Tim Geithner. "It will provide additional stimulus to economies in urban and rural America by helping to develop domestic sources of clean energy. This partnership between Treasury and Energy will enable both large companies and small businesses to invest in our long-term energy needs, protect our environment, and revitalize our nation's economy."

The Recovery Act authorized Treasury to make direct payments to companies that create and place in service renewable energy facilities beginning January 1, 2009. Previously, these companies could file for a tax credit to cover a portion of the renewable energy project's cost; under the new program, applicants would agree to forgo tax credits down the line in favor of an immediate reimbursement of a portion of the property expense. This direct payment program allows for an immediate stimulus in local economies. Said Energy Secretary Steven Chu: "These payments will help spur major private sector investments in clean energy and create new jobs for America's workers. It is part of our broad effort to double our renewable energy capacity in the next few years and make sure that America leads the world in creating the new clean energy economy of the future."

In previous years, the tax credit has been widely used. It is considered a successful incentive for encouraging the development of renewable energy. In 2006, approximately \$550 million in tax credits

were provided to 450 businesses. The rate of new renewable energy installations has fallen since the economic and financial downturns began, as projects had a harder time obtaining financing. The departments of treasury and energy expect a fast acceleration of businesses applying for the energy funds in lieu of the tax credit. To expedite implementation of the program, Treasury and Energy are today making available the terms and conditions, guidance, and a sample application on the Treasury Department Web site, so that companies can prepare successful applications in advance of the launch of the Web-based application in the coming weeks?yet another tool designed to facilitate the timely flow of program funds to eligible businesses.

## Small Business Administration (SBA) Classes July-September 2009

The Small Business Administration offers almost 500 classes each year for business owners on a variety of topics in their Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco.

### Next week's classes include:

- **Writing Effective Business Plans**  
Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. In this hands-on workshop, we will demystify the process using case studies and exercises. You will also develop a template for your own business that covers Products/Services; Organization; Marketing; Customers; Finances.
- **Federal and State Basics of Payroll Tax**  
This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.
- **Virtual Office Management**  
This presentation will explain what is a virtual management, from the common perception to what higher-level responsibilities and skills that are required or expected within the more advance virtual management job function. This type of engagement is more likely the best alternative during the current economic turmoil; since start-up companies' owners tend to focus on the business strategy carefully, and allocate funds more conservatively.
- **Collateral Line of Credit: An Alternative to Bank Financing**  
Collateral lending, which includes factoring, purchase order finance, and inventory finance, will be introduced, defined, and compared to mainstream bank financing. With a couple of case studies to demonstrate how collateral lending works and by itemizing its benefits and costs, the business owner or prospective business owner will learn of more financial tools available to manage business growth.
- **Recursos de Bajo Costo o Gratis Para Empezar Su Negocio**  
Escuche personas que hablan tocante las programas empresarios de la Área de la Bahía sin fines de lucro o de bajo costo para empezar un negocio. Empieza con un inversión mínimo!

Complete class listing and registration is available at [www.sbatraining.eventbrite.com](http://www.sbatraining.eventbrite.com)

For more information, please contact Gary Marshall at (415) 744 6771.

## MARK YOUR CALENDARS

### Jul 15 - The Latino Coalition is coming to San Francisco for Small Business Executive Briefing: Free Event

The Latino Coalition Chairman, Hector Barreto and Board of Directors cordially invite you to an important Small Business Executive Briefing in partnership with Greater San Jose Hispanic Chamber Of

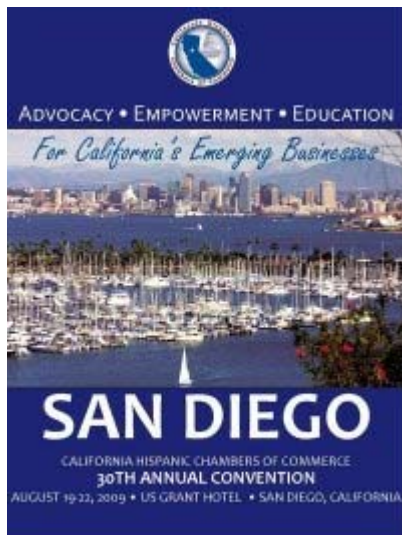
Commerce, California State Hispanic Chamber Of Commerce, WIPP-Women Impacting Public Policy, Hispanic Chamber Of Commerce Of Marin, and San Francisco Hispanic Chamber Of Commerce on July 15th at the Holiday Inn San Francisco International Airport, 275 S. Airport Blvd., South San Francisco, CA 94080 from 9a - 12n with breakfast being served.

**Panel 1: "Finding New Customers In Tough Times"** Are you a start-up company or a company anxious to learn how to sell to government agencies and major corporations? Then you need to register for this FREE EVENT to learn from on what it takes to go to the next level. Topics of discussion will include: Optional sources of finance, Maximizing your selling opportunities, Does Geography matter?, Special categories and certificates, Marketing your product and service, Records and recording , and What the government requires from a small business.

**Panel 2: "Strategies For Improving Latino Healthcare In America"** Healthcare is among the most expensive commitments of government, business and individuals. Approximately 46 million Americans are currently without health insurance, and addressing this issue is one of the nation's most urgent challenges. This tremendous challenge can and must be met with a focused commitment of will, resources and cooperation to institute change. While there is no single solution to the issue of the uninsured, there are many ways we can work together to formulate realistic solutions and put them into action.

Registration: [CLICK HERE TO REGISTER NOW!](#)

## Aug 19-22 - Save the Date: California Hispanic Chambers of Commerce State Convention



Join us at the Location: US Grant Hotel located at 326 Broadway, San Diego, CA. The CHCC serves as the leading Hispanic statewide business and professional organization promoting the interests of more than 720,000 Hispanic businesses and over 65 local Hispanic chambers in California. The goal of the CHCC's Annual Convention is to elevate discussion and participation among Hispanic business owners, corporate business leaders, community leaders, and government officials to address issues of relevance to the Hispanic business community.

The CHCC State Convention is the premier minority/ethnic business convention in California, offering participants the opportunity to learn the latest trends in business development, network with outstanding business professionals, and gain insights into growing and maintaining a successful business. Throughout the convention, participants have the opportunity to celebrate the educational, political, and economic success of the Hispanic community.

Convention participants will be exposed to some of the most dynamic, enterprising and informative speakers discussing current issues pertinent to the economic growth and development of California business and our communities. Past convention speakers include: Arnold Schwarzenegger, Governor of California; California Attorney General Jerry Brown; Former Governors Gray Davis and Pete Wilson; Former SBA Administrator Hector Barreto; Oscar, Grammy and Tony Award winning Actress Rita Moreno; Linda Alvarado, owner of the Colorado Rockies; and many more.

More details at [www.cahcc.com](http://www.cahcc.com)

## PROCUREMENT

### Jul 23 — California Road to Recovery - Economic Stimulus Conference

The California Commission for Jobs and Economic Growth, in cooperation with Governor Arnold Schwarzenegger's Recovery Task Force, is hosting a series of three conferences focusing on transforming California's share of federal stimulus funding into new jobs at San Jose State University on Thu Jul 23. Details at <http://californiasbdc.org/stimulus>.

In the next two years, California will receive more than \$85 billion in federal stimulus funding to spur economic growth and create jobs. State, local and regional agencies are working hard to organize a clear process for effectively distributing the federal money and maximizing its potential for creating jobs. However, much confusion and misinformation still remains. The conferences will bring together local, regional, state and federal experts from numerous industry sectors including transportation, education, broadband, workforce training and energy. The conferences will provide practical and technical guidance on how local communities - including public agencies and private employers - can access some of the \$85 billion in American Recovery and Reinvestment Act funding that has already begun flowing into the state's economy.

### Jul 30 — Financial Services Consortium Presents Let's Do Business 2

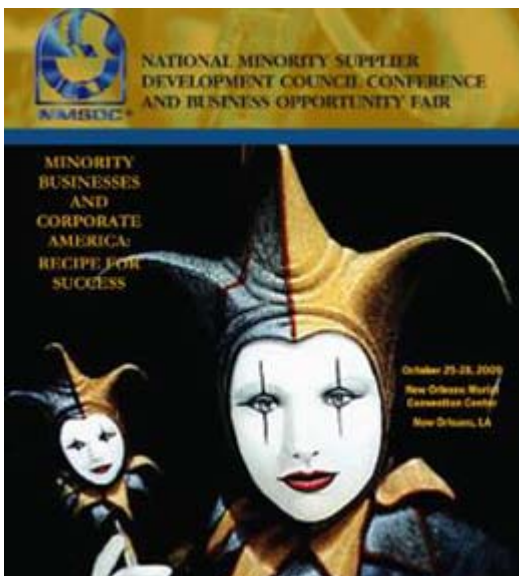
## Let's Do BUSINESS

"Let's Do Business" is an event geared towards reviewing Supplier Diversity Contract Bid Opportunities with Diverse Businesses.

A Financial Services Consortium with their "prime" financial service suppliers, in partnership with a coalition of community based organizations will host a one day business development forum to

review contract opportunities for qualified diverse suppliers on Thursday, July 30, 2009 from 7:30AM to 5:30PM at Westin Bonaventure Hotel - Downtown Los Angeles located at 404 S. Figueroa St. Los Angeles, CA 90071. Details at <http://www.ldb2.com>.

### Oct 25-28 — Save the Date: National Minority Supplier Development Council Conference and Business Opportunity Fair, New Orleans



Join us in New Orleans, Louisiana, at the 2009 National Minority Supplier Development Council Conference and Business Opportunity Fair, October 25 through 28, at the New Orleans Morial Convention Center. We hope that you will be one of the more than 7,000 corporate executives, minority business owners and government officials who will attend NMSDC's biggest event of the year. This year's Conference will deliver the most up-to-date information on minority business development.

Nationally-renowned speakers at Power Breakfasts, Luncheons, Plenary Sessions and Workshops with Corporate CEO's, Purchasing Executives, Minority Entrepreneurs, Government Decision-makers, and many other national experts on minority supplier development. Program includes Business

Opportunity Fair on Monday only with more than 850 corporate and minority business booths.

This is the only event of its kind – one that brings together the best of meetings, special events and minority businesses and corporations! This year's Conference program, coupled with the Business Opportunity Fair, is an opportunity you can't afford to miss. A leader in minority business development for 37 years, NMSDC has made great strides in providing increased procurement and business opportunities for Asian, Black, Hispanic and Native American-owned businesses of all sizes.

Pre-registration discount available through Sep 11th. Full Conference Pass, Day Pass, and Business Opportunity Fair Only Pass are available. For additional details, visit <http://www.nmsdconline.com/>

The SFHCC recommends the Iberville Suites (<http://www.ibervillesuites.com/>) is the French Quarter like you've never seen it before. Located in the heart of the historic French Quarter, The Iberville Suites provides the ultimate in comfort and luxury. Spacious French Quarter suites with distinct living and sleeping areas include all the finest amenities. Our location puts you where you want to be, just steps from all the fine dining, live music and entertainment in the Vieux Carré. Plus, you'll enjoy a complimentary breakfast each morning! The Iberville Suites shares its building with The Ritz-Carlton New Orleans, and our guests take advantage of The Ritz-Carlton Spa, along with the acclaimed restaurants and bars, including the French Quarter Bar (FQB), and M<sup>2</sup> with resident jazz trumpeter Jeremy Davenport, the restaurant that's the talk of the town. A discounted rate is available now on [Orbitz.com](http://Orbitz.com) for \$109, discounted from \$149-\$169 and is a 5 minute walk on Canal from the convention hotel.

## Pacific Gas & Electric Seeks Contractors

The California Hispanic Chambers of Commerce (CHCC), has been working with Pacific, Gas & Electric Company (PG&E) to identify companies to bid on upcoming contract opportunities. Currently, the CHCC needs your assistance in identifying the following:

1. Identifying six (6) companies in the PG&E service delivery area, preferably with a history/background in providing services to other utilities.
2. The companies referred need to have expertise in one of the following areas:

### Areas of Work - NAICS Codes

- Transmission & Distribution - construction 541330 / 237110 / 237120 / 238910
- Substation Work - engineering 333613
- Trenching & Paving - 238110 / 238140 / 238990
- Hydro, and power plant experience - 237130 / 237990

\*\*\*We ask that the above companies have a background with other utilities

- Nuclear engineering, project management, construction, and furniture - 238220 / 238290 / 236210 / 237110

\*\*\*In most cases, these companies must also have a Nuclear background

- SAP consultants that have worked specifically with utilities - 541611 / 541614
- Diverse rental car company and diverse GM dealer - 441110

3. All companies should be certified through the California Public Utilities Commission Supplier Clearing

House.

4. All companies must complete CHCC's Procurement Participant Questionnaire. (Questionnaire available at [http://www.cahcc.com/procurement\\_questions.pdf](http://www.cahcc.com/procurement_questions.pdf) )

Please send any information about potential companies to CHCCs Director of Programs & Administration Sophia Garcia at [sophia@cahcc.com](mailto:sophia@cahcc.com). If you have any questions, please do not hesitate contact Sophia at 916-444-2221.

## EVENTS BY OTHER ORGANIZATIONS

### Jul 16 - Taller: "RECURSOS DE BAJO COSTO O GRATIS PARA EMPEZAR SU NEGOCIO."

- ¿Piensa comenzar su propio micro-empresa sin invertir mucho dinero?
- ¿Le gustaría recibir asesoría sobre como implementar sus ideas de negocio?
- ¿Te gusta conocer los recursos de empresas pequeñas de habla español?

Estos y mas temas serán discutidos en el taller en: "RECURSOS DE BAJO COSTO O GRATIS PARA EMPEZAR SU NEGOCIO." Escuche a personas que hablan sobre las programas empresarios del Área de la Bahía sin fines de lucro o de bajo costo para empezar un negocio. Empiece con una inversi□□ma. O, enlista con un programa empresarial de la comunidad.

**COSTO: GRATIS**

Cuando: **16 de Julio, 2009**

Hora: **6:00PM - 8:30PM**

Donde: SBA "Centro de Empresario"

455 Calle Market, Sexto Piso

San Francisco, CA 94105

(Cerca de la estación BART, Esquina de la Calle Primera ["1st Street"] y Market)

¡Inscribe en Avanza En El Sitio Web!: [www.sbatraining.eventbrite.com](http://www.sbatraining.eventbrite.com) ó llama: SBA, Paúl Morales (415) 744-6788 ó Benny Gutiérrez (415) 744-8498

### Small Business Administration (SBA) Classes July-September 2009

The Small Business Administration offers almost 500 classes each year for business owners on a variety of topics in their Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco.

**Next week's classes include:**

- **Writing Effective Business Plans**  
Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. In this hands-on workshop, we will demystify the process using case studies and exercises. You will also develop a template for your own business that covers Products/Services; Organization; Marketing; Customers; Finances.
- **Federal and State Basics of Payroll Tax**  
This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and

completing the proper forms. Presented by the IRS and the California EDD Tax office.

- **Virtual Office Management**

This presentation will explain what is a virtual management, from the common perception to what higher-level responsibilities and skills that are required or expected within the more advance virtual management job function. This type of engagement is more likely the best alternative during the current economic turmoil; since start-up companies' owners tend to focus on the business strategy carefully, and allocate funds more conservatively.

- **Collateral Line of Credit: An Alternative to Bank Financing**

Collateral lending, which includes factoring, purchase order finance, and inventory finance, will be introduced, defined, and compared to mainstream bank financing. With a couple of case studies to demonstrate how collateral lending works and by itemizing its benefits and costs, the business owner or prospective business owner will learn of more financial tools available to manage business growth.

- **Recursos de Bajo Costo o Gratis Para Empezar Su Negocio**

Escuche personas que hablan tocante las programas empresarios de la Área de la Bahía sin fines de lucro o de bajo costo para empezar un negocio. Empieza con un inversión mínimo!

Complete class listing and registration is available at [www.sbatraining.eventbrite.com](http://www.sbatraining.eventbrite.com)

For more information, please contact Gary Marshall at (415) 744 6771.

## July SCORE Workshops

See Course Descriptions at [sfscore.org](http://sfscore.org). Register online at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

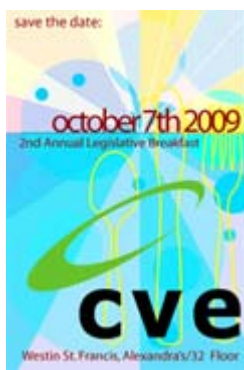
**July is a full month** - check out our calendar at [www.sfscore.org](http://www.sfscore.org)

NEW: Tuesday July 14 - 10 am to noon. Hi-Tech, Low-Cost - Using the Computer to Manage Your Business Cheaply and Effectively

Fee: \$20 in advance or \$25 at door.

Keeping costs low and practicing good management are essential to any small business. The computer has become the only way to operate a business efficiently using: spreadsheets, accounting software, a website, new marketing techniques, collaboration and online payments. Learn which of these and other basic computer practices you should consider for your business and how to set them up at low or no cost

## Oct 7 — Save the Date: Legislative Breakfast



Community Vocational Enterprises (CVE, Inc.) is hosting its second annual legislative breakfast at the Westin St. Francis Hotel. Join San Francisco's political, business, and community leaders in continuing a dialogue about workforce development for individuals with disabilities. Breakfast will be served from 8:00-10:00 am, with speakers, presentations, and awards beginning at 8:30 am. This is a great opportunity to enjoy fine dining in a beautiful setting overlooking downtown San Francisco, interact with your local business and political community, and continue to advance the community of San Francisco as a whole.

[Click here](#) to purchase tickets or become a table sponsor at the Legislative Breakfast.

## JOB POSTING

## Univision Radio seeks Account Executives

Univision Radio is looking for exceptional Account Executives who have experience in radio, TV, cable, newspaper, or media sales. Bilingual (Spanish/English) preferred. Computer skills, ability to generate new business, great communication skills, and multi-tasker is needed. Please forward resumes to [sfrjobs@univisionradio.com](mailto:sfrjobs@univisionradio.com).

## FEATURED MEMBERS

### Insurance Services

#### **AFLAC**

7700 Edgewater Drive # 665  
Oakland CA, 94621  
Phone: 510-562-6125  
Fax: 510-562-6144

#### **Bay Benefits Insurance Services**

311 California Street  
San Francisco CA, 94104  
P: 415-273-2200  
F: 415-274-2540  
W: [www.baybenefits.com](http://www.baybenefits.com)

#### **Boring Johndrow Leveroni Vreeburg Inc.**

845 Marshall Street, P.O. Box 5127  
Redwood City CA, 94063  
P: 650-369-2921  
F: 650-369-2929

#### **Farmers Insurance Group**

1434 Taraval Street  
San Francisco CA, 94116  
P: 415-661-1410  
F: 415-661-8606  
W: [www.farmersagent.com](http://www.farmersagent.com)

#### **Pennbrook Insurance Services, Inc.**

300 Montgomery St, Ste#450  
San Francisco CA, 94104  
W: [www.pennbrookins.com](http://www.pennbrookins.com)

#### **State Farm Insurance**

582 Market St., Ste. 1117  
San Francisco CA, 94104  
P: 415-397-7173  
F: 415-397-7182

#### **State Farm Insurance Agency**

3425 25th St.  
San Francisco CA, 94110

P: 415-647-9900  
F: 415-647-9904  
W: [www.davidchacon.com](http://www.davidchacon.com)

**State Farm Insurance Group & Financial Services**

275 Shoreline Drive  
Redwood City CA, 94065  
Phone: 650-620-9671  
F: 650-620-9673

**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. We welcome additions to the San Francisco Hispanic Chamber of Commerce.

Memberships can be purchased online at: <http://sfhcc.com/members/join.html>

**Mission Neighborhood Centers, Inc.**

Contact: Jake Pavlovsky, President  
362 Capp Street  
San Francisco, CA 94110  
Non-Profit Membership

P: (415) 656-1171  
F: (866) 354-6692  
W: <http://www.mncsf.org>  
[jake.pavlovsky@mncsf.org](mailto:jake.pavlovsky@mncsf.org)

**Leslie Acosta-Bhattacharya**

50 California St., Suite 3500  
San Francisco, CA 94127  
Individual Membership

**Luna's Montessori Bilingual School**

1247 Park Ave.  
Alameda, CA 4501  
Education

P: 510-521-2354  
W: <http://www.lunasmontessori.com>

**Michael Wilk Architecture**

833 Market Street, #805  
San Francisco, CA 94103  
Architects

P: 415-839-9594  
F. 415-904-8388  
W: <http://www.wilkarch.com>

**Scriptainternational**

1851 Vallejo Street, Suite 101  
San Francisco, CA 94123  
Translators & Interpreters

P: 415-730-7261  
W: <http://www.scriptainternational.com>