

## This Week's Friday Report



### San Francisco Hispanic Chamber of Commerce

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## FRIDAY REPORT: September 25, 2009



### Upcoming Events

- [Oct 15 - October Business Mixer](#)
- [Oct 15 - Latina Breakfast Strategies](#)

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

## WEATHER

### San Francisco Weekend Weather

Saturday <sup>10</sup>	Sunday <sup>11</sup>
 High <b>66°F</b> Low <b>53°F</b> Partly Cloudy	 High <b>64°F</b> Low <b>55°F</b> Partly Cloudy
Precip: <b>0%</b>	Precip: <b>0%</b>

## NEWS

### Governor's Office of the Small Business Advocate Releases Study Of Costs of State Regulation To Small Businesses In California -- Study Provides Policy Makers With Tools to Encourage Small Business Growth In California

The Governor's Office of the Small Business Advocate today released a study of the aggregate cost of state regulation to small businesses in California. The study was commissioned by Governor Arnold Schwarzenegger in 2006 when he signed Assembly Bill 2330 by Assemblyman Juan Arambula (I-Fresno) and was completed by Sanjay Varshney Ph.D., the Dean of Business Administration at California State University, Sacramento, and Dennis Tootelian Ph.D., Director of the Center for Small Business at the same school.

"This study sheds light on the realities of regulations on small business in California, which is exactly what the Governor hoped for when he commissioned it," said Marty Keller, Director of the Governor's Office of Small Business Advocate. "Small businesses are the backbone of California's economy and this Administration is committed to working with small businesses and the legislature to ensure that they are made a priority as we move forward with regulations."

The study, the first of its kind to assess regulatory costs on a state level, parallels studies commissioned by the federal Office of Advocacy in the Small Business Administration. For the first time state policy makers, as well as small businesses, can measure the average effect of regulatory costs. The study can be downloaded from the Small Business Advocate's Web site.

One of the recommendations put forward by participants in the Governor's Conference on Small Business & Entrepreneurship last November dealt with finding ways to identify and streamline the impact of regulations on small businesses.

Small businesses comprise 98 percent of all enterprises in the state and provide 52 percent of all employment. Under Governor Schwarzenegger, small businesses participation in state contracts has met or exceeded the Governor's Executive Order calling for 25 percent. Small businesses, on average, receive nearly \$3 billion of the state's business and the Governor has made certain that small businesses will be included as the state moves forward in its efforts to meet its greenhouse gas emission reduction goals.

## **The San Francisco Hispanic Chamber Of Commerce Congratulates This Year's Honoree's Of The Latino Business Leadership Awards.**

You may have heard past honoree's on television and radio over the last several weeks and heard from this year's honoree's on Univision's Despierta America this past week. We are proud to tell their stories and acknowledge their accomplishments.

### **Arts & Media**

- Elisa Duarte, Grupo Aztlan de San Francisco
- Eugene Rodriguez, Los Cenzontles Mexican Arts Center
- Luis Valdez, Director and Playwright

### **Corporate**

- Alex Torres, Wells Fargo
- Jenny Flores, Citibank

### **Emerging Leader**

- Edgar Sotelo, Univision Radio

### **Entrepreneur**

- Alex Salazar, Salazar Architects Studio
- Alex Sotelo, Alex Sotelo Cellars

### **Government**

- Noemi Luna, US Postal Services

## Professional

- Eduardo Morales, AGUILAS & Alliant International University
- Mara Rosales, Rosales Law Partners, LLP

Photos will be posted online over the next few weeks. A special segment can be found on Comcast OnDemand next month that will air for a few months. All of these updates will be posted online at <http://sfhcc.com/leadership/awardees.html>.

Some photos of the event have already been posted on the event fan page on Facebook. Search for "Latino Business Leadership Awards" on Facebook.

## Mayor Newsom Welcomes Fotowatio, One of the World's Largest Independent Solar Power Producers, to San Francisco -- Fotowatio establishes North American Headquarters in San Francisco

09/15/09 - Mayor Gavin Newsom today welcomed Spanish independent solar power producer, Fotowatio, to San Francisco. Fotowatio has established its North American Headquarters in San Francisco, under the company name "Fotowatio Renewable Ventures." San Francisco will also serve as a base for the U.S. expansion of Fotowatio Renewable Ventures.

In March 2009, Fotowatio acquired San Francisco based MMA Renewable Ventures, one of the leading solar power project developers in the country. Fotowatio's decision to keep the Renewable Ventures division and establish its North America Headquarters in San Francisco maintains 50 cleantech jobs and includes aggressive plans for future domestic expansion.

"I am pleased to welcome Fotowatio to San Francisco," said Mayor Gavin Newsom. "Fotowatio's decision to locate in San Francisco confirms our city's status as a leading global, cleantech hub. As we've seen with cleantech companies from Asia to Europe, San Francisco offers innovative international firms an ideal location to enter the U.S. market."

"When evaluating locations for our North American Headquarters, it became increasingly clear that San Francisco was the place to be," said Fotowatio Renewable Ventures President & COO Jose Benjumea. "The concentration of talent and financial capital, as well as the City of San Francisco's longstanding commitment to solar energy, makes this the perfect platform to accelerate Fotowatio's growth." Jose Benjumea also announced that he is relocating from Madrid, Spain to San Francisco to co-lead the company."

Fotowatio Renewable Ventures develops, owns and operates solar power plants around the world. Its global portfolio includes more than 130 megawatts of operating solar projects in the United States and Spain and more than 1,000 megawatts under development across the United States and Europe. The North American Headquarters is focused on the development of commercial- and utility-scale solar projects in California and throughout the United States. Some of the best-known projects that Fotowatio Renewable Ventures has financed, owns and operates include the 14 MW solar PV array at Nellis Air Force Base in Nevada, and the 2 MW solar power system at Denver International Airport.

## Study Reignites Push For Soda Fee for San Francisco

By Mike Aldax, San Francisco Examiner

Buying a soda or other sugary drink in San Francisco will cost you more if Mayor Gavin Newsom has his way. As a nationwide debate rages about taxing soft drinks and a new health study says sodas are

linked to obesity, Newsom said Thursday that he is prepared to push legislation that would impose a fee on sugary drinks sold in The City by large retailers. The mayor first pitched the fee idea in 2007, but it fizzled due to legal restrictions. Under state law, new taxes require voter approval. Local governments, however, can charge a fee for programs if they can prove there's a cause-and-effect link.

To gather that evidence, Newsom ordered the Health Department to launch a two-year study on the subject. The study is now complete, Newsom said, but has not been released. Since sweetened drinks can be linked to obesity, and since obesity-related illnesses cost The City and state billions of dollars a year, large stores such as Safeway should pay a fee to offset those soaring medical costs, Newsom said. The amount of the proposed fee will not be released until legislation is formally introduced, Mayor's Office spokesman Nathan Ballard said.

Newsom said the fee would only add "a few million" dollars annually to city coffers, but it's "the right thing to do" and would help tackle costly problems with obesity and other medical conditions. The renewed push by Newsom comes as UCLA researchers on Thursday released a report showing that adults who consume at least one soda daily are 27 percent more likely to be overweight. Also, 41 percent of children between ages 2 and 11 and 62 percent between 12 and 17 are drinking at least that amount.

"Not enough teens know about the health and dietary risks of drinking huge quantities of what is essentially liquid sugar," said Dr. Susan H. Babey, the study's lead author. The UCLA report helped reignite soda-fee legislation in San Francisco. "The study ... got my staff to say, 'You know what, maybe the time is right now,'" Newsom said. "We now have legislation and a city attorney's opinion on how to [impose a fee in San Francisco]." It won't be easy, however. City Attorney Dennis Herrera's report to the mayor cautioned that the legislation would spark legal action.

The mayor said he expects California's biggest retailers to "bring their lobbying efforts to the floor, like they did with our plastic bag ban." Newsom hopes that businesses tagged with the fee would force companies that supply them with sweetened drinks to pay more for distribution. Christina Goette, senior health program planner for The City's Health Department, said she sees fees less as a revenue maker for San Francisco and more of a deterrent for youths who want to purchase sugary drinks.

"When they talk about taxing sodas or sweetened beverages, you take a look at the tobacco model," Goette said. "It became more expensive for children, it was harder for kids to afford them. And if it becomes less available, it becomes harder to do."

## MARK YOUR CALENDARS

### Oct 15 - October Business Mixer

Join us from 6:00-8:30pm at Kaiser Permanente, San Francisco, located at 2238 Geary Blvd. 8th Floor Lobby, San Francisco for a special Business Mixer for networking with Hors d'oeuvre's and music. This annual event continues to provide an opportunity to network for new relationships and maintain existing relationships.

**Thursday, October 15, 2009**  
**6:00 - 8:30 p.m.**

**Kaiser Permanente**  
2238 Geary Blvd., 8th Floor Lobby  
San Francisco, CA 94118



### Cost

#### SFHCC Members

With pre-registration (ends Oct 12th): Free

Without pre-registration at the door: \$ 10

[Register Online](#)

**Non-Members** With pre-registration (ends Oct 12th): \$10

Without pre-registration at the door: \$ 15

[Register Online](#)

**Parking Information:** Parking will be available in the garage next to the clinic. Entrance is on Geary, nearest cross street Divisadero.

## Oct 15 - Latina Breakfast Strategies



The SFHCC is proud to introduce a new program to address the needs of the Latina professional and business owner by presenting the Latina Business Strategies Breakfast. This interactive business development program brings together Latina business owners and Latina professionals with experts sharing strategies to success needed by these outstanding entrepreneurs to create or expand their business. Take new strategies to your business to implement and demonstrate growth.

According to the U.S. Department of Labor, working women Latinas are the fastest growing small business in the U.S. with a phenomenal growth rate of 114 percent over the last five years. Latinas control 39 percent of the 1.4 million companies owned by women of color in the United States, which generate nearly \$147 billion in sales, according to the Center for Business Women's Research. More than one-third (34.9 percent) of all Hispanic businesses are owned by women.

Join us from 8:00am - 12:30pm at the Sheraton Fisherman's Wharf located at 2500 Mason Street in San Francisco. Registration: \$35 for members/ \$50 for non-members. For more information, call 415-278-9611. [Register online.](#)

#### 7:30a - Registration

#### 8:00am - Welcome Remarks/Breakfast Served

#### 8:15am - Growing Your Business in a Down Economy: Women Entrepreneurs Share Their Secrets

TOPICS: How to Shift and Create New Marketing Strategies, How to Look Beyond your Typical Target Customer for New Contracts, How to Create Strategic Alliances with Other Women-Owned Businesses, and more.

#### 9:30am - Secure New Contracts for Your Small Business: Demystify the Terminology and Process of Procurement

This panel will discuss the ways in which small business, micro-business and minority businesses can secure new contracts through the procurement process. Panelists will share their own successes and pitfalls in securing contracts from corporations and government. Included will be the terminology of procurement and how to cut through the jargon and process to make it easier to bid on and secure the right contracts.

10:45am - Wrap-up

11:00am - Networking

12:30pm - Program Ends

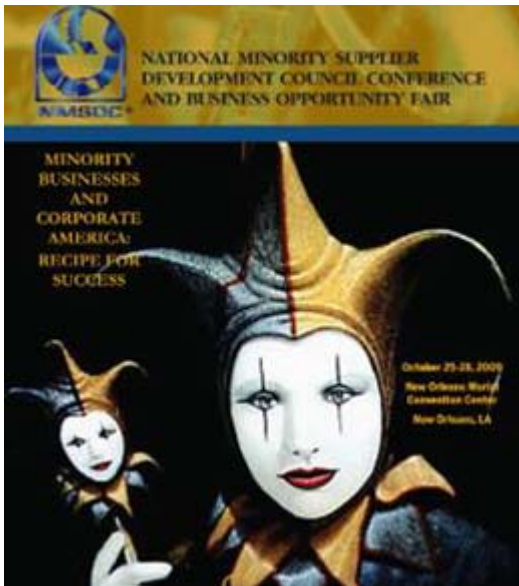
Download the [Latina Business Strategies flyer](#).

## PROCUREMENT

### Sep 28 - Small & Minority Business Opportunity Conference / Follow the Money from Washington DC: How to Take Advantage of the Opportunities in the Infrastructure & Construction Market

You are invited to an upcoming Small Business Opportunity Conference on how the money flowing from Washington DC has help to stimulate the local economy and create an assortment of contracting opportunities, and to hear of current and upcoming contracting opportunities available from Bay Area transit and transportation agencies. Join us on Monday, September 28, 2009 from 8:30 a.m. - 5:30 p.m. at the Hilton San Francisco located at 333 O'Farrell Street. This is your chance to become better informed on how to take full advantage of the opportunities presented by ARRA (American Recovery and Reinvestment Act) designed to create jobs, stimulate the economy and grow small businesses. Seats Limited - First Come First Served / Cost: \$25.00 (should you require special accommodations, please note in your RSVP) For more information, contact Lin Li via email at [lin@uspaacc.com](mailto:lin@uspaacc.com) or by calling 202-378-1135.

### 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/>

## 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 types of companies:

### 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

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

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 CHCC's 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.

## Transbay Transit Center Project is a \$4.185 Billion Project Seeking Contractors

The Transbay project consists of three interconnected elements:

1. Replacing the outdated Transbay Terminal at 1st and Mission Streets in San Francisco with a new Transit Center that will be the nation's model of new downtown intermodal stations;
2. Extending Caltrain 1.3 miles underground from its current terminus at 4th and Townsend Streets to the new downtown Transit Center, which will also serve the San Francisco station for future California High Speed Rail; and
3. Creating new neighborhood with homes, offices, parks, and shops surrounding the new Transit Center.

The project is in need of minority contractors. Details are available at <http://www.transbaycenter.org/TransBay/content.aspx?id=425>. Other subcontracting opportunities are available for construction related businesses and professional services.

Call the SFHCC at 415-278-9611 to be notified of upcoming opportunities.

## EVENTS BY OTHER ORGANIZATIONS

### Small Business Administration (SBA) Classes 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. 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.

## Oct 9 - Chicana Latina Foundation Scholarship Dinner

Support the Chicana/Latina Foundation. Please join us at the Annual Chicana Latina Foundation Scholarship Dinner on Friday, October 9, 2009 and celebrate our 30 Latina Scholarship Awardees at the The Palace Hotel located at 2 New Montgomery Street in San Francisco from 6:00pm - 9:30pm. Emcee: Maria Leticia Gomez, Award winning Univision news anchor and special Guest Speaker, California State Senator Gloria Romero. Tickets: \$150 each. For tickets or to RSVP call 650-373-1085 or email us at [CLFinfo@chicanalatina.org](mailto:CLFinfo@chicanalatina.org) by September 30, 2009. Your donations are very crucial as our students face cuts in education and financial resources. Your contributions allow us to support our students and the community services we provide. [See details and program.](#)

## Oct 22- 23 - BizTechDay 2009

On October 22-23, come network with a community of over a thousand inspired entrepreneurs, angel investors and renowned business leaders. Expert speakers and business icons (from Google, Facebook, LinkedIn, Twitter, Yelp, Virgin America, Elance, Constant Contact, Justin.TV, WordPress, CBS 5, and Comcast Business Class) will share their insights and experience and help your business get up to speed in this economic downturn. BizTechDay is the most practical, hands-on and experiential conference for small business owners where you will learn specific strategies and online tools necessary to market and raise capital for your business. Regular priced tickets are \$595. All Chamber Members will save \$150 if they register at [www.biztechday.com/register/](http://www.biztechday.com/register/). Please use the code: "HispanicChamber"

## FEATURED MEMBERS

### Marketing Consultants

#### **Vanessa Robledo Wine Marketing**

PO Box 1227

Sonoma California, 95476

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W: [www.thevineyardworkersdaughter.com](http://www.thevineyardworkersdaughter.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. We welcome additions to the San Francisco Hispanic Chamber of Commerce.

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