

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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

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FRIDAY REPORT: November 13, 2009



Upcoming Events

- [Dec 3 - Holidays with the Symphony: Mariachi Sol de México with the San Francisco Symphony](#)
- [Dec 8 - Holidays Mixer at the Hotel Rex](#)

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

WEATHER

San Francisco Weekend Weather

Saturday 14	Sunday 15
 Sunny High 61°F Low 47°F Precip: 10%	 Sunny High 65°F Low 48°F Precip: 0%

NEWS

San Francisco Small Business Commission Reviewed Continuing Issues With Extended Hours For Parking Meters And Amendments To 14b To Increase Local Business Participation In Contracting

The November Small Business Commission meeting included two pieces of legislation of importance to the local business community and merchant corridors.

Progress report, discussion and possible action on proposed amendments to 14B - Local Business Enterprise and Non-Discrimination in Contracting Ordinance

Several changes have been made to 14B allowing for increased participation by local business

enterprises in contracting with the City and County of San Francisco. Supervisor Chiu proposed amendments at the November Small Business Commission meeting. View video for details.

The Commission heard a presentation on Extended Hours for Parking Meters by MTA

In April 2009, the SFMTA proposed extending parking meter hours of operation throughout the City until 10 p.m. Monday through Saturday, and to operate parking meters from 10 a.m. to 6 p.m. on Sunday. On May 12, the Board of Supervisors approved the SFMTA 2010 Amended Budget, which included revenue estimates from the extended parking meter hours proposal. Implementation of the extended parking hours, however, was tabled pending the results of a study to refine the original proposal.

The SFMTA conducted the study in summer of this year. The results of that study were presented to the SFMTA Board of Directors as an informational item on October 20. SFMTA staff are continuing to meet with individuals and organizations to discuss the study findings and recommendations and to seek public input.

The study can be [downloaded here](#). A presentation of the study can be [downloaded here](#). Full details from MTA available at <http://www.sfmta.com/cms/rextendedhours/extendedhours.htm>.

Discussion and Motions Available Via Video on SFGOVTV

To view the items, visit http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=45&clip_id=8862 and click on the agenda item to fast forward to each agenda item.

Additional Contracting Amendments

Ordinance amending Administrative Code Chapter 6, Public Works Contracting Policies and Procedures, Section 6.1, to add a definition for a department head and designee and to increase the Threshold Amount for sealed competitively bid construction contracts from \$100,000 to \$400,000, with a future increase by the Controller in 2015; amending Section 6.20, to update and conform references to Administrative Code Chapter 14B; amending Section 6.21, to update and conform references to Administrative Code Chapter 14B; amending Section 6.22(A), to clarify and conform to state law the minimum contract amount requiring performance and payment bonds to \$25,000; amending Section 6.22(J), to allow for early release of retention to subcontractors certified by the Human Rights Commission as Local Business Enterprises or subcontractors on multi-year construction projects; amending Section 6.40, to increase the minimum competitive amount for the procurement of professional services for public work projects from \$25,000 to \$100,000, with a future increase in 2015 by the Controller; amending Section 6.60 to update and conform references to the Municipal Transportation Agency; amending Section 6.62, Job Order Contracts, to amend the Local Business Enterprise goal enforcement procedure and allow for micro-LBE set-asides, to increase the maximum contract amount from \$3,000,000 to \$5,000,000 and the maximum contract time to five years, to increase the maximum service order amount from \$200,000 or \$400,000 (depending on the program) to \$400,000 for all purposes, and adding new subcontractor listing and subcontractor substitution requirements

Download legislation at

<http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/committees/materials/091163tdr.pdf>. Being heard at Legislative and Policy Committee of San Francisco Small Business Commission.

For more information, visit www.sfgov.org/sbc.

SFHCC Congratulates José Cisneros For Being Re-Elected By Voters As Treasurer with 96% of Votes

Voters have re-elected Mr. José Cisneros as the San Francisco City and County Treasurer. Mr. Cisneros was appointed in September 2004, by Mayor Gavin Newsom as Treasurer. As Treasurer, he serves as the City's banker and chief investment officer, managing all tax and revenue collection for San Francisco. He was elected to a full term in November 2005. Key accomplishments include:

- lowest-ever property tax delinquency rate in the history of San Francisco. This means more services for the people of San Francisco, and lessens the pressure to increase taxes.
- high investment returns, outpacing other large California counties while preserving the safety and liquidity of the City's money.
- implementation of the Working Families Credit Program, an innovative public/private partnership providing a tax credit to qualified San Francisco families. More than 9,500 of the City's lowest-income working families have received over \$2 million from the program, which provides a match to the federal Earned Income Tax Credit.
- Bank on San Francisco. The program helps "unbanked" San Franciscans, who are disproportionately low-income, set up checking accounts. Visit the [BankonSF web site](#) for more info.

For more information please visit the [Treasurer's Office web site](#).

Obama and the White House in Spanish

ATLANTA, Nov. 3 /PRNewswire-HISPANIC PR WIRE/ -- The conviction that a life with so many blessings must be lived to serve one's neighbor is expressed in a sentence that can be read as part of President Barack Obama's biography on an official Government homepage, the White House website, which recently began to offer information in Spanish. Currently there are only four biographies on the site and a brief text that says: "Welcome to the new page in Spanish at [WhiteHouse.gov](#)"

Hugo Hernandez, founder of El Club de Comerciantes, says about this, "To include information in Spanish on the White House web page is a friendly gesture that President Obama's staff has made toward Latinos, and I think that many of us Latinos still haven't found a way to communicate with officials of the United States government.?"

For this reason, El Club de Comerciantes recently published on its portal the most up-to-date list of government offices that offer information in Spanish.

This list is available on its website at: <http://www.elclubdecomerciantes.org>.

Be an entrepreneur in Spanish. Latino Entrepreneurs in the United States create 35 thousand new businesses each month, and the 2.2 million Latino businessmen in the United States generate nearly US\$388.7 billion in profits, according to a new report prepared by the company HispanTelligence.

Nevertheless, a recent study presented by the Small Business Administration (S.B.A.) shows that the average educational level of immigrant business owners is at the high school level, and for this reason, El Club de Comerciantes has begun to offer on its website a large selection of educational videos covering a range of subjects from Steps for Starting a Business, Business Administration, and Computing, to Technology, Electronic Commerce and Learning Basic and Intermediate English.

This information is available free of charge to everyone. One can also find information at the Portal of El Club de Comerciantes on manufacturers selling wholesale products from Mexico and South America.

As business consultant Max Arrechea comments, "This website is the Google for small businesses; you can find all sorts of practical information to provide fuel for those who want to prevail, as well as excellent wholesale suppliers." Leonardo Lavin, who designed the company Gusthech, had this to share

about his experience: "At the El Club de Comerciantes portal you can find anything wholesale, from seeds to technology. Our company manufactures bottling machines, and we use this site not only to sell bottlers, but also to upgrade our own training."

Hugo Hernandez, one of the creators of the El Club de Comerciantes portal, notes: "We're interested in helping Latino businessmen to get a solid grounding in the rules of the game when it comes to running a business in the United State; however, we also believe it's essential to help businessmen so they can buy Mexican and South American wholesale products directly from the manufacturer and the farmer in the U.S. and Latin America.

To access the site all you have to do is register free of charge on its website:

<http://www.elclubdecomerciantes.org>.

The portal of El Club de Comerciantes is basically an educational project that has been created with the support of many volunteers and friends who have collaborated in the generous undertaking of offering quality training to entrepreneurs who do not have the resources to invest in their own education.

How Important Is A Blog To Your Business? Internet Marketing Consultant Gregg Murray Offers His Insights On Businesses And Blogs

Story By Gregg Murray

The first goal of any Web site is to create visitors. Without traffic to your Web site, there is no way to get potential customers to learn about your product or service in an online environment in which you control the message. Because traffic to your Web site is so crucial, you're probably trying to figure out new ways to get people to visit you online. New research has found one: a blog. A recent study by HubSpot shows that businesses that blog get 55 percent more Web site visitors than those that do not have a blog. The results of this study makes one thing clear: Businesses that blog are likely to have far better marketing results online than businesses that don't.

What Is a Blog?

For business owners, a blog (originally called a "web log") is a marketing tool that allows you to easily add content that appears online. If you've ever used a social media tool like Facebook, then you can more easily understand a blog. That's because Facebook has an easy-to-use online interface that allows you to add "posts" that will instantly appear on the Web (with your most recent posts always at the top of the page). A blog works the same way.

Can a Blog Be Your Web Site?

It can. In fact, my site at www.websiteblueprint.com is built on the free WordPress blogging platform (i.e., program/software). There are other content-management platforms that also will allow your Web site and blog to be as one, including free-open source programs like Drupal and Joomla. If you can find a local Web person who knows these platforms and you can count on that person to help you when you have problems, then this is the best alternative for combining a Web site and blog. You may have also heard about Google's "Blogger." This is a very simple blogging platform to use. However, Google's "Blogger" has a huge drawback because it cannot be part of your Web site.

The importance of your blog being part of your Web site rather than a separate entity is that it will not maximize your Web site's search engine optimization. Sure, you can have your Web site at www.acme.com and your blog at www.acmeblog.com and have them link to each another. But the greatest benefit is to have your blog located inside the main file/folder structure of your Web site so your

blog can be found at www.acme.com/blogname. This way, your Web site and blog do not compete against another in the search engines, which can dilute your results and ranking in Google, Yahoo! and Bing.

What Should You 'Post'?

- Tips that are relevant to your business/industry that will be helpful or of interest to customers and prospects.
- Links to articles you've found online that would be helpful or of interest to your customers and prospects.
- Company news and information.
- Teasers for your sales, promotions and events.

Let's touch on the reasons why having a blog as part of your Web presence is so crucial.

Search engines like Google love fresh content: Getting noticed in the search engines is where most of your Web traffic should come from. Problem is, if you don't update your Web pages often, Google begins to see your Web site as lazy ... and Google doesn't reward lazy Web sites. Having a blog attached to your Web site and adding a new post (article, tip, company news, etc.) every couple of weeks will keep your site looking more active in the eyes of Google and will allow you to get higher rankings in all the search engines.

More keywords equals more traffic: The more keywords that are relevant to your business category (that people may include in searches), the better your opportunity to show up in search engines. Just by the nature of the content that will be part of your blog posts, you're sure to trigger more opportunities to be part of search engine traffic.

Positioning yourself as an expert: It doesn't matter what kind of business you're in, if your customers and potential customers see you as someone who can provide helpful information about your industry, they'll be more likely to do business with you than your competitors. Having a blog allows you to share your knowledge, opinions and expertise relevant to your industry.

Relationship marketing: Having a space online where you share your expertise and company news gives you the opportunity to build one-on-one and long-lasting relationships with customers that browse your site.

No-cost brand building: There are way too many options that you can spend your money on to promote your business and brand. Having a blog is one of the rare marketing tools that allow you to do it for free.

Having a Web site is half the battle toward creating an online presence that will generate more interest in your company. Incorporating Internet marketing tools will take care of the second half that actually build your business online. One of those marketing tools you'll need is a blog.

MARK YOUR CALENDARS

Dec 3 - Holidays with the Symphony: Mariachi Sol de México with the San Francisco Symphony



Enjoy holiday music in a colorful celebration of Mexico's Christmas traditions as Mariachi Sol de México takes the stage with the San Francisco Symphony at Davies Symphony Hall.

Hear Christmas favorites from the US and Mexico, traditional Mexican Christmas music, and more.

Tickets: \$15-\$65 / Half price for ages 17 and under.

Visit <http://www.sfsymphony.org/season/Event.aspx?eventid=39076>

Dec 8 - Holiday Business Mixer



Join us for our last Business Mixer of the year at the Hotel Rex, 562 Sutter Street, San Francisco, CA on Tuesday, December 8th from 6pm-830pm. Network with Latino professionals, enjoy great appetizers, and a no-host bar. We will release a sneak preview

of 2010 programming for SFHCC.

Cost:

- **Members:**
With pre-registration (ends Dec 4th): Free [Register Online](#)
Without pre-registration at the door: \$ 10
- **Non-Members:**
With pre-registration (ends Dec 4th): \$10 [Register Online](#)
Without pre-registration at the door: \$15

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www.thehotelrex.com
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Transportation/ Parking:

Nearest public parking available at Sutter-Stockton Garage located at 330 Sutter St, between Grant Ave and Stockton St. Evening rate over 2 hours: \$6.50. Overnight Rate: \$27. Nearest BART/MUNI station - Powell Station

25% Discount Accommodations at Hotel Rex:

Receive discount of 25% off standard daily rate by [booking online](#) OR, you can reserve a room on our website www.thehotelrex.com using corporate code **webhcc**.

PROCUREMENT

Stay Abreast of Procurement Opportunities Using WWW.RECOVERY.ORG

Recovery.org, a service of Onvia, is tracking American Recovery and Reinvestment Act (ARRA) spending by Federal, State and Local agencies and provides detailed information about what is

happening in our States and Municipalities - from the moment ARRA funds are approved, to a government agency's issuance of a Bid or RFP, through contract award to a business.

Onvia developed Recovery.org to bring unprecedented levels of transparency and accountability to recovery spending* and to ensure that every business, regardless of size, has equal access to the projects associated with the recovery efforts. In order to create jobs, businesses need information about when and where ARRA-funded projects are happening, and they need to know early on in order to prepare and submit bids/proposals. Onvia's Recovery.org site provides early notices of projects, RFPs, bid documents, amendments to these documents, and contract award information about contractor and subcontractor recipients of Recovery funds, as close to real-time as is possible. Business owners need this information in order to actually win Recovery-funded contracts and thereby hire or retain employees to perform on the contract.

Onvia is the leading provider of Business-to-Government solutions in the United States, covering the broadest set of industries and products at every level of the public sector - Federal, State, Local and Education. For more than twelve years, Onvia has delivered unparalleled coverage of government purchasing activity and commercial/residential projects for clients in a variety of industries, including:

- Architecture and Engineering
- Construction
- IT/Telecom
- Healthcare
- Operations and Maintenance
- Professional Services
- Transportation
- Water and Energy/Alternative Energy

Businesses across the United States rely on Onvia as a comprehensive resource for industry-specific information needed to make intelligent sales decisions. Find out what Onvia's paid subscribers already know. To receive five free project leads related to your business, call 1-800-331-2822.

All updates on recovery projects available at [http://www.recovery.org/for_businesses.aspx?gloc=ALAMEDA+\[CA\]*CNT:06001&mloc=CA\\$001#](http://www.recovery.org/for_businesses.aspx?gloc=ALAMEDA+[CA]*CNT:06001&mloc=CA$001#)

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) Please send any information about potential companies to CHCC's Director of Programs & Administration Sophia Garcia at 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

Nov 13 - CHispPA presents a Night of SALSA at Alberto's Night Club

Join us Friday November 13th, 2009 for CHispPA's SALSA Social Mixer and Fundraiser with SALSA Lesson with PANTEA at Albertos Night Club 736 W. Dana St. Mountain View, CA. We are excited to keep the party going and extend Hispanic Heritage Month into November. We are holding a Social Mixer & Fundraiser with a little bit of SALSA. So get your dancing shoes on and come out to Albertos for SALSA lessons and a chance to Network with other CHispPA members. COST - \$18 If you buy Online / \$25 at the door. Registration and details at www.chisppa.com.

Nov 18 - Latino Business Professionals Happy Hour

Be sure to join LBP for its last social event of 2009, Latino Business Professionals Happy Hour, on Nov 18 at Roe Restaurant & Lounge located at 651 Howard Street in San Francisco. Information is available [on Facebook](#).

FEATURED MEMBERS

Media

Being Real Media, Inc.
2165 Carlmont Drive

KYC Media Solutions
2199 Ponce de Leon Blvd. Suite 300

Belmont CA, 94002
P: 650-483-9757

French-American.tv

P.O. Box 15354
San Francisco California, 94115
P: 415-377-0245
F: 415-567-5767

Coral Gables FLorida, 33134
P: 305-671-3227
F: 305-648-5857
W: www.kycmedia.com

One World One Voice

414 Jackson Street
San Francisco California, 94111
P: 415-517-0818
F: 415-398-8256
W: Oneworld-onevoice.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. We welcome additions to the San Francisco Hispanic Chamber of Commerce.

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

Community Financial Services Association of America

Natasha Fooman
2269 Chestnut Street #883
San Francisco 94123
P: (415) 455-0430
W: www.cfsa.net
Corporate Membership

U.S. Bancorp

Corporate Member
W: www.usbancorp.com
Corporate Membership