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san francisco

BUSINESS

VOL. 25, NO. 11

a publication of the San Francisco Chamber of Commerce

SFCED, Mayor's Reps Visit Shanghai to Establish China SF

In September, Dennis Conaghan, executive director of the SF Center for Economic Development; Michael Cohen, director of the Mayor's Office of Economic & Workforce Development, along with Mark Chandler, director of the Mayor's Office of International Trade & Commerce, traveled to Shanghai to open the way for China SF. China SF is a joint initiative of the city, the SFCED and the Chamber, in partnership with the Bay Area Council, to help Chinese companies select San Francisco for their North American headquarters and investments.

"Many of San Francisco's leading legal, financial, architecture, engineering and technology firms are already doing business in China, now it's time to make the case for Chinese companies to do business in San Francisco," says Conaghan.

China SF has bilingual staff and offices in San Francisco and Shanghai to support an exchange of ideas and innovation – and to provide practical assistance in every stage of the decision-making and relocation process.

San Francisco has enjoyed deep cultural and economic ties with China for more than 150 years.

"With more than 25 percent of the city's population of Chinese ancestry, there is no other place in North America where Chinese businessmen and women will feel more comfortable and welcome," says Cohen. "Moreover, San Francisco has a special relationship with Shanghai, as their first sister-city, for more than a quarter century. And San Francisco and China are linked by their shared Pacific geography and spirit of enterprise."

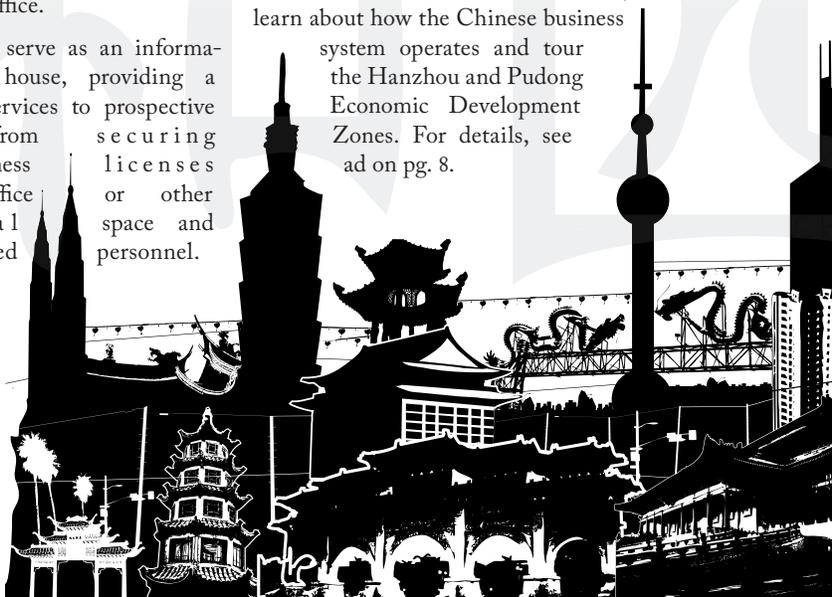
"We expect there to be meaningful opportunities for collaboration, particularly in the following areas: cleantech, strategic entrepreneurial partnerships, supply and demand of global talent and international tourism," says Ginny Fang, newly appointed director of the China SF San Francisco office.

China SF will serve as an information clearing house, providing a full suite of services to prospective businesses – from securing visas and business licenses to locating office space and hiring qualified personnel.

"China SF will help businesses navigate city government to ensure that companies spend more time doing business and less time searching for answers," say Conaghan.

The aim is not only to attract new businesses to the city, but to support the businesses that have already chosen San Francisco for their enterprises.

And in April of 2009, the Chamber is organizing a cultural visit to Beijing, where the tour will visit Tian An Men Square, the Forbidden City and the Great Wall; Shanghai to see the Lingyin Temple and Yu Garden, as well as to visit the China SF office there; Hangzhou and Suzhou. For interested travelers, there will be opportunities to meet with elected officials and business leaders in China, learn about how the Chinese business system operates and tour the Hanzhou and Pudong Economic Development Zones. For details, see ad on pg. 8.



HOW WE SEE IT

City Needs Strategies To Stimulate Local Economy/Speed Recovery

Steven B. Falk, President & CEO



The economic tumult of the past few months has been difficult on businesses across the country. For a while, San Francisco was somewhat insulated thanks to a summer up tick in spending by visitors and a stronger housing market than other parts of the state and country. Our unemployment is about 6 percent – lower than the state as of August's figures.

But clearly, San Francisco is not bullet proof and business is now feeling the painful reality of declines across the board. And, of course, the financial impact

“ This is clearly not a time to sit idly by. It's time to take action to shore up our local economy. ”

extends to the city's revenue – in decline for the first time in several years. The controller estimates a minimum impact this year of \$70 million, which translates into \$250 million next year. And to the extent that we are impacted by the overall California economy, we should realize that the California unemployment rate of 7.7 percent is tied with Mississippi for the nation's third highest.

This is clearly not a time to sit idly by. It's time to take action to shore up our local economy. We need to be as innovative in our approach as our entrepreneurial businesses are in their respective industries.

We are pleased to see Mayor Newsom and the Board of Supervisors seriously considering new strategies for stimulating the local economy.

The Chamber is working with the Mayor's Office of Economic & Workforce Development on targeted strategies to continue attracting new business, visitors and investment to the city, and to assist local businesses, especially small businesses, weather the downturn. Small business represents 40 percent of the San Francisco employment base – more than 225,000 jobs.

Following are some of the stimulus proposals under discussion:

- **Accelerating capital spending** on approved projects that will create jobs and work for local contractors – while not negatively impacting the city's debt load. Projects that could be ready for construction include the SF General Hospital (if Prop A passes in November), the Transbay Transit Center, HOPE SF and numerous small recreation center and park improvement projects.
- **Promoting initiatives like China SF to attract foreign investment.** China SF is an initiative of the city, the Chamber and the San Francisco Center for Economic Development, with support from the Bay Area Council, to help Chinese companies select San Francisco for their North American headquarters and investments. (See story, p. 1)
- **Reducing the cost of doing business** in San Francisco by reviewing all fees on businesses, especially small business; helping local business take better advantage of federal, state and local tax-credit programs; and

implementing targeted tax incentives for hiring and growth. (For information on how to take advantage of Enterprise Zone hiring tax credits, contact SF Works at 415-217-5182.)

- **Creating local jobs** through City-Build and other workforce programs.
- **Marketing the city's attractions,** hotels and shopping venues to Bay Area residents. San Francisco has once again, for the 16th consecutive year, been named by Conde Nast as the No. 1 travel destination in the U.S. We can expand Neighborhood Marketplace Initiatives and Business Improvement districts, including the new Tourism Improvement District. San Francisco should be a great alternative to all Bay Area residents who are reluctant to spend money on long-distance and foreign travel.

In addition, the Chamber is urging the city to look at all efficiencies that could reduce government costs, increasing home and apartment construction to make workforce housing more available, “buy local” preferences for city purchase orders, marketing the value of San Francisco to attract companies to the city and easing parking restrictions in neighborhood commercial districts.

These ideas only scratch the surface. We encourage you to write to us with your own suggestions to attract, develop and retain business in San Francisco. Send your suggestions to me at sfalk@sfchamber.com.

members ON THE MOVE



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Center

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Foley & Lardner LLP

Hellman & Friedman LLC

Hilton San Francisco

Hyatt Regency San Francisco

KPMG LLP

Norcal Waste Systems Inc.

San Francisco Business Times

San Francisco Examiner

Union Bank of California

Washington Mutual

Webcor Builders

Williams-Sonoma Inc.

The Power of Chamber Connection!



Steve Mayer, president CEO, **Burr Pilger & Mayer LLP**, and **Janis MacKenzie**, president, **MacKenzie Communications Inc.**, who connected through their long membership in the Chamber, have formed an exciting new joint venture. **BPM-MacKenzie**, which will focus on corporate responsibility and sustainability, is a "first of its kind" combination of accounting and communications firms to help businesses define, implement, promote and grow their corporate responsibility programs. The new group is headed by Managing Director **James C. Murphy**, who brings more than 20 years of experience in sustainability, external relations, business development, communications and consulting in the corporate and non-profit sectors.

Working Green

San Francisco International Airport (SFO) will be launching a "Green Rental Car" program, beginning Jan. 1, 2009. The program will provide a flat \$15 discount to all customers who rent hybrid vehicles from any of SFO's rental car partners. Rental car companies who maintain their fleet at SFO will earn a rent credit for increasing the number of hybrid cars maintained at the airport... San Francisco's **Cappa & Graham Inc.** is the only North American meeting, event and destination service provider awarded an internationally recognized green accreditation from Green Certifications. Cappa & Graham is also a locally certified Green Business

Enterprising

The *San Francisco Business Times* has merged with its sister newspaper, the *East Bay Business Times*, greatly enhancing its ability to deliver in-depth coverage of the region by the establishment of a 10-person East Bay office at Stoneridge Corporate Plaza in Pleasanton.

Jay Costello, president of **Hill & Co. Real Estate**, one of San Francisco's oldest and most esteemed independent real estate companies, announced the company is taking advantage of the "YouTube" age by producing videos and posting them to its website to promote its properties and agents. In other news, **Lorraine Shirley**, a San Francisco native with more than 20 years of experience in residential real estate, recently joined the firm... Food & Beverage Director **John McDaniel**, of the **Hilton San Francisco Financial District**, invites you to swirl, sip and taste local wine from Sonoma and Napa County at their sleek new wine bar, **Flyte**.



Moving In & Moving Up

Pacific National Bank cut the ribbon on their new location at 300 Montgomery St. with the help of Maureen McEvoy and Josh Jacob, Chamber senior account executives, and Supervisor Ross Mirkarimi... **Farella Braun + Martel LLP** Partner **Samuel C. Dibble** has been appointed co-chair of the Corporations Committee of the State Bar of California Business Law Section. Dibble practices in the firm's Business Transactions and Securities Groups.



Pacific National executives
Chris Barerre, EVP; Bryan Waters, CEO; Pat Theophilos, EVP /Commercial Credit; Maureen McEvoy and Josh Jacobs, SF Chamber; John Chiang, Pacific National CFO; Supervisor Ross Mirkarimi; and Pacific National's Darrell Gray, VP & Regional Manager; and Angelo Vandarakis, SF Main Manager.

Kudos

Express Employment Professionals, owned by **Andrew Lee**, was recently listed in *Inc Magazine's* "Fastest Growing Private Companies in America," and the firm was one of only nine companies selected among 7,000 to be featured in the recent bestseller, *The Breakthrough Company...* The John D. and Catherine T. MacArthur Foundation named **Exploratorium** multimedia artist **Walter Kitundu** as one of 25 MacArthur Fellows for 2008 – the only Northern Californian to receive the "genius award" this year.

Send Us Your News

Chamber members are invited to submit items and photos for publication to cpiasente@sfchamber.com.

November calendar

5 Small Business Issues Forum, Wednesday, 12-1:30 PM

Bring a brown-bag lunch and join small-business owners to meet, share information and educate one another in an informal environment. The central focus is on issues pertinent to operating, maintaining and growing a small business in San Francisco. Chamber Boardroom. For more information and to RSVP, contact Paula Zamudio at 415-352-8818 or pzamudio@sfchamber.com.

6 Supes for Lunch, Thursday, 11:30 AM-12:30 PM



Join us for lunch with Assemblymember Fiona Ma, who represents California's 12th Assembly District, which includes San Francisco, Daly City, Colma and Broadmoor. Ma is Assembly Majority Whip, and is responsible for ensuring the passage of crucial legislation to improve public education, expand health-care access and protect the environment. She serves on key committees including Appropriations, Health, Revenue and Taxation and Public Safety. She was also named chair of the Assembly Select Committee on Domestic Violence. Chamber Boardroom. Soup provided by San Francisco Soup Company. RSVP to Patricia Aleman at paleman@sfchamber.com or 415-352-8841.

11 Public Policy Forum: Commuter Benefit Mandate, Tuesday, 12-1 PM



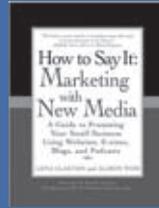
Join us for lunch to learn about the newest green-mandate transportation incentives from representatives of the SF Department of the Environment and the SF Bicycle Coalition. The commuter benefits ordinance, passed in August, requires every San Francisco employer with 20 or more employees to establish a transit-benefit program by January 2009. This ordinance can help employers save up to 9 percent on payroll taxes and employees save up to 40 percent on their transit costs. This is your opportunity to get answers on how to make your company greener, while saving money and encouraging healthy transportation choices. Chamber Boardroom. Light lunch provided by Safeway. RSVP to Patricia Aleman at paleman@sfchamber.com or 415-352-8841.

12 Member Orientation, Wednesday, 3:30-5 pm



For current, new and prospective members to learn about how to connect through Chamber membership. Chamber Boardroom. Fruit provided by The FruitGuys. Chamber Boardroom. RSVP to Wendy Yu at wyu@sfchamber.com or 415-352-8824.

13 Small Business Program, Thursday, 8:30 – 10:30 AM



Help your business thrive during these challenging economic times. Join Alison Woo and Lena Claxton, authors of the acclaimed book, *How to Say It: Marketing with New Media: A Guide to Promoting Your Small Business Using Websites, E-Zines, Blog, and Podcasts* for this presentation on How to Market Your Business Using New Media in a Down-Turned Economy. Learn how this is the best time to boost business, increase sales and market business using low-cost, high-impact, Internet-based marketing tools. In this hands-on, highly interactive session attendees will discover which online tools are right for their business, what to say and how to say it when using their website, e-zine (online newsletter), blog, podcast and social media components such as Facebook and LinkedIn. A limited number of attendees will receive a signed copy of the book. For more information and to RSVP, contact Paula Zamudio at pzamudio@sfchamber.com or 415-352-8818.

13 Spirit at Work, Thursday, 12-1 PM

Join your Chamber colleagues for this monthly brown-bag lunch series featuring an informal conversation about ways to incorporate spirituality and awareness into work, business or profession. Chamber offices. For information, contact Sarah Hargrave at 650-756-6175 or Debra Monroe at debra@temptime.com.

18 Herald the Holiday Season with Lighting of Path of Gold Lamps, Tuesday, 6 PM



NBC 11's Tom Sinkovitz will serve as Master of Ceremonies as Market Street heralds the beginning of the 2008 holiday season with a public ceremony at the Powell & Market cable-car turnaround. Five-by-five foot LED snowflakes hung from the historic Path of Gold lamps will be illuminated. Presented by PG&E the snowflakes will adorn the signature Market Street lampposts from Second to Fifth streets from November through mid-January, 2009.

new members

AgeSong Senior Communities *Assisted Living Facilities*

432 Ivy St.
San Francisco, CA 94102
Paula Hertel

American Bach Soloists *Musicians*

44 Page St., Ste. 504
San Francisco, CA 94102
John Thiessen

BCCI Construction Company *Contractors - General*

185 Berry St., Ste. 1200
San Francisco, CA 94107
Mike Scribner

Black Point Studios *Motion Picture Technicians*

443 Tehama St.
San Francisco, CA 94103
Stan Miskieiwicz

Bonjour Transportation

Tours - Operators & Promoters
PO Box 15669
San Francisco, CA 94115
Tony Patruno

Cannon Design *Architects*

250 Sutter St., Ste. 500
San Francisco, CA 94108
Mark Herman
*Referred by Chris Poland,
Degenkolb Engineers
& Darcy Brown*

Chandler Properties (Property Management, Leasing & Sales)

Real Estate
2799 California St.
San Francisco, CA 94115
Norm Hall

Citslinc International Inc.

Travel Agencies
108 N. Ynez Ave., Ste. 205
Monterey Park, CA 91754
Leo Liu

Ericksen Arbuthnot *Attorneys at Law*

Attorneys
100 Bush St., Ste. 900
San Francisco, CA 94104
Julie Driscoll Farrah, Esq.

Firestone Complete Auto Care *Automobile Repairing & Service*

1200 Larkin St.
San Francisco, CA 94109
Kevin Hong

Firestone Complete Auto Care *Automobile Repairing & Service*

2800 Geary Blvd.
San Francisco, CA 94118
Gilbert Lee

Firestone Complete Auto Care *Automobile Repairing & Service*

1501 Mission St.
San Francisco, CA 94103
Glenn Kinard

Peter E. Foust *SFSU Graduate Student Membership - School of Business*

Peter E. Foust

Heald College *Schools - Business & Vocational*

350 Mission St.
San Francisco, CA 94105
Fay Nazarian

IMG

Sports Promoters & Managers
685 Market St., Ste. 500
San Francisco, CA 94105
Andrew Hogan

Izzy's Steak & Chop *Restaurants - Steak Houses*

3345 Steiner St.
San Francisco, CA 94123
Samantha Duvall

J. Thayer Company

Office Supplies
580 Roosevelt Way
San Francisco, CA 94114
Travis Dodge
*Referred by Barbara Wilson
Thompson, Institute for
OneWorld Health*

Joanna Ly *SFSU Graduate Student Membership - School of Business*

Joanna Ly

John Todd Photography *Photographers*

143 Churchill Ave.
Palo Alto, CA 94301
John Todd

Lauralee Brown Markus *Individual Membership*

176 Ninth Ave.
San Francisco, CA 94118
Lauralee Brown Markus

Millennium Partners *Real Estate Residential*

450 Mission St.
San Francisco, CA 94102
Richard Baumert

Mimeo.com *Printers*

1510 Fashion Island Blvd.
San Mateo, CA 94404
Danny Domiray

Money Mailer LLC *Advertising - Direct Mail*

12131 Western Ave.
Garden Grove, CA 92841
Greg DeMaagd

Nonprofit Finance Fund *Financial Services*

760 Market St., Ste. 333
San Francisco, CA 94102
David Greco
*Referred by Starla Sireno,
Fearlessness, Inc.*

Platinum Supply Chain Solutions Inc.

Packaging Service
6001 Shellmound St., Ste. 106
Emeryville, CA 94608
Sam Rathin

PowerTransitions *Outplacement Services*

100 Bush St., Ste. 918
San Francisco, CA 94104
Thomas Serleth

SF LGBT Community Center *Social Service Organizations*

1800 Market St.
San Francisco, CA 94102
Rebecca Rolfe

San Francisco Adult Day Services Network

Adult Day Services
221 Main St., Ste. 300
San Francisco, CA 94105
LaNay Eastman

San Francisco Scottish Rite Masonic Center

Halls & Auditoriums
2850 19th Ave.
San Francisco, CA 94132
Carson Duper

San Francisco Skate Club *Youth Organizations & Centers*

1388 Haight St., PMB #191
San Francisco, CA 94122
Thuy Anne-Marie Nguyen

StyleInSites *(Editing & Proofreading; Style Guides; Company Information Bases)*

Editorial Services
144 Filbert Ave., Ste. 4
Sausalito, CA 94965
Elissa Rabellino

Katya Sukhorebrik *SFSU Graduate Student Membership - School of Business*

Katya Sukhorebrik

Sustainable Industries *Publishers*

230 California St., Ste. 410
San Francisco, CA 94111
Christina Weber

Szucsko Consulting *Legal Services*

1819 Polk St., Ste. 341
San Francisco, CA 94109
Terry A. Szucsko

Theory Associates *Graphic Designers*

300 Brannan St., Ste. 503
San Francisco, CA 94107
Jamie Capozzi

Tribeca Designs *Brand Consulting*

26 Eagle St.
San Francisco, CA 94114
Rebecca Brian
*Referred by Olivier L'Abbe,
Paychex & Foster Weeks,
Guarantee Mortgage*

The Tuscan Group *Investments*

425 Market St., Ste. 900
San Francisco, CA 94105
Claude Hazan

UNIT design collective *Graphic Designers*

1416 Larkin St., Unit B
San Francisco, CA 94109
Ann Jordan

Unscripted *Advertising Agencies & Counselors*

2128 Pine St., Ste. 1
San Francisco, CA 94115
Michelle Fitzgerald

Ms. Xu Wang - Edward Jones Investments

Financial Services
5758 Broadway Blvd., Ste. 313
San Francisco, CA 94121
Xu Wang

Wikreate *Advertising Agencies & Counselors*

145 Vallejo St.
San Francisco, CA 94111
Ezequiel Trivino

Wunderman *Advertising Agencies & Counselors*

303 Second St., South Tower
San Francisco, CA 94107
Niland Mortimer

Yellow Pa Taut *Restaurants*

15 Boardman Place
San Francisco, CA 94103
Louis Eng

PhilippeBecker



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- Tian An Men Square
- Temple of Heaven
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- the Great Wall
- Ming Emperor's Tombs
- Hangzhou Economic Development Zone
- SFCED's China SF Shanghai office

The cost is \$1,950 (per person, based on double-occupancy), and includes:

- knowledgeable English-speaking tour guides
- deluxe accommodations
- round-trip airfare
- 4-star hotel accommodations
- deluxe tour bus
- three full meals daily
- fees for all attractions
- any applicable taxes are also included.

A single room will cost an additional \$450 and an upgrade to business class on the round trip flight is an additional \$4,500. Securing or updating a passport and obtaining a visa are your responsibilities. A pre-trip briefing for all participants will be held early in 2009. For interested travelers, we offer the opportunity to join a smaller delegation to meet with elected officials and business leaders in China, learn about how the Chinese business system operates and tour financial markets, factories and the Pudong Economic Development Zone. Payment is due by November 15, 2008 .

Register online at www.sfchamber.com/chinatrip.
For further information contact Leslie Milloy at
415-352-8821 or lmilloy@sfchamber.com



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SOFTWARE SOLUTIONS FOR THE ENVIRONMENT

Environmental sustainability is a serious challenge that requires a comprehensive and global response from all sectors of society. Amid growing awareness about global climate change and the scarcity of resources, businesses worldwide are looking for ways to reduce their environmental footprint.

Reducing energy use and rethinking business processes can increase profits and help companies more effectively lower their environmental footprint. It can also help their standing with environmentally aware business partners, investors and customers.

In today's world, "going green" isn't just good for the planet, it's good for business.

Information technology has a key role to play as businesses seek to reduce their impact on the environment.

As the world's largest software company, Microsoft is committed to reducing the environmental impact of our operations and products by investing in more energy efficient facilities and data centers and, where possible, relying on renewable and alternative energy sources. At our corporate headquarters, we've launched a free employee bus service called The Connector, which has reduced commuter traffic in the Seattle area by more than 400,000 miles per week. We've reduced on-campus cafeteria waste by over 50 percent by changing the tableware and food containers to more eco-friendly, non-petroleum-based compostable products.

But when it comes to addressing this issue on a global scale, Microsoft's most important contributions could come from software innovations that help address broad environmental challenges. We enable business of all sizes to lower their impact on the environment by offering solutions that help them reduce the energy consumed by technology, manage environmental initiatives and rethink business practices.

One example is Windows Vista®, Microsoft's most energy-efficient operating system to date. Vista has an automatic "sleep" mode and other power-management features that can greatly reduce a PC's power consumption. According to the Natural Resources Defense Council, Windows Vista's energy-saving features could cut users' energy bills by more than \$50 per PC per year, which could shave \$500 million off the nation's energy bill and prevent 3 million tons of global warming pollution annually.

In recent years, Microsoft has introduced a variety of software innovations such as unified communications and Office SharePoint® Server, which enable businesses to streamline communications and conduct virtual meetings, thus reducing the need for business travel, commuting and physical document transfers and printing.

Soon, we will release an exciting new tool for businesses: the Environmental Sustainability Dashboard for Microsoft Dynamics™ AX. Built on the principle of "if you can measure it, you can manage it," the Environmental Sustainability Dashboard will enable business managers to automatically collect data showing a company's direct and indirect energy consumption and the resulting greenhouse gas emissions.

Information technology isn't the only solution to our environmental and energy challenges, but it will play a key role in moving us to a more sustainable, low-carbon global economy. Microsoft is strongly committed to helping meet this challenge.



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**Wells Fargo
Building SF Award**

**Pacific Gas and Electric Co.
Small Business Award**

**Virgin America
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GLADSTONE



Mayor Declares Monday, November 3

Microsoft® Innovation Day in SF

Monday, Nov. 3 was the city's first annual Microsoft Innovation Day, presented in partnership with the Chamber. Some 1,000 high school and college students congregated at City College's new Ocean Campus Wellness Center to hear from Anthony Salcito, Microsoft's general manager of U.S. Education about Technology Trends. Students were then invited to participate in demonstrations of Microsoft's latest technology, including Surface, Silverlight, Rock Band, Internet Media Room and Ford Sync Cars, and to meet with Microsoft recruiters.

In addition, Microsoft's 57-foot Innovation Truck was on display at Union Square in front of Macy's.

Innovation Day culminated at the Hilton San Francisco with Mayor Gavin Newsom "cutting the ribbon" on the Chamber's Fall Innovation Expo and proclaiming November 3rd as "Microsoft Innovation Day in San Francisco." With more than 150 exhibitors, including a Ford Sync car powered by Microsoft software,

and Chamber business members, nonprofits, small business resource partners, restaurants, caterers and wineries on hand to demonstrate their products and services to some 1,500 guests, the Innovation Expo was a celebration of the achievements of the city's small and mid-sized businesses.

"We welcomed this extraordinary opportunity to showcase San Francisco's entrepreneurial companies," said Newsom, "and to celebrate the innovation and economic resilience of the San Francisco business community."

"Technology has the power to change people's lives for the better and this is especially true in helping our young people to gain the skills necessary to compete in an increasingly challenging job market and future," says James Parker, southwest district general manager for Microsoft. "We were honored to be a part of Innovation Day, reaching out to young people, local businesses and the community at large here in San

Francisco to discuss how IT solutions help people reach their full potential."

"Even through difficult times, San Francisco's small and mid-sized companies are demonstrating the creativity and innovation that will contribute to a renewed economic vitality here in the city," said Steve Falk, Chamber president & CEO. "It was a great time to bring people together to recognize our achievements and take pride in the fact that the very special nature of this business community – where businesses thrive on creativity and finding new solutions to the most challenging problems – gives us confidence in the future."

The Fall Innovation Expo was sponsored by Microsoft, The San Francisco Examiner, San Francisco Business Times, FedEx, Delta Dental, Kaiser Permanente and Virgin America.



The Microsoft Innovation Truck allows visitors to experience the latest in Microsoft technology.

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