

San Francisco Business *this Quarter*



A quarterly publication of the San Francisco Chamber of Commerce

Jobs are the Focus of Forecast SF

Jobs and the industries leading the city's economic recovery were the focus of the Chamber's Forecast SF event hosted in partnership with the San Francisco Center for Economic Development on September 7. The inaugural event convened city and state officials with leaders from top Bay Area companies to discuss the economic horizon and the key industries that will deliver sustained employment and economic growth.

"San Francisco may be in the Golden State, but it is not like the Golden State," said Wells Fargo Chief Economist John Silvia of the city's economic recovery. "San Francisco is an international city influenced by the global economy. It's starting to look a lot more like Paris and a lot less like Denver."

According to Silvia, San Francisco will continue to grow jobs in information technology, health care, leisure and hospitality, but not in traditional blue collar industries such as manufacturing and other sectors.

Hospitals and the health care sector have emerged as one of the city's key economic drivers generating \$15.3 billion in annual

spending and supporting 98,994 jobs. According to an economic impact report unveiled at the event by the Hospital Council of Northern & Central California, hospitals are delivering sizable economic benefits to San Francisco.

"People don't often think about hospitals, but they really do play a vital role in San Francisco's economy and many other cities' economies," said the study's author Dr. Philip King, Associate Professor of Economics at San Francisco State University.

In addition to the direct and indirect jobs provided by hospitals, local medical centers plan to spend \$4.9 billion over the next four years on construction-related expenditures. The city's hospitals are also providing \$155 million in unreimbursed charity care to the community each year.

"San Francisco is fortunate to have a robust health sector," said Chamber President & CEO Steve Falk. "As the population ages, our city's hospitals and health services industries will continue to grow, providing a wide variety of good-paying jobs that are not likely to be outsourced or replaced by new technologies."

(continued on p.5)



Mayor Ed Lee highlights jobs at the Chamber's Forecast SF.



Gov. Brown's Senior Advisor for Jobs and Business Development Michael Rossi (right) joins Chamber President & CEO Steve Falk (left) on stage at Forecast SF.

November Election in the Spotlight

All eyes are on the November 8 Local Election. From electing San Francisco's next Mayor, to reforming the city's pension system, to repairing streets and schools, the outcomes of the upcoming election will set the direction for the city for years to come.

While the Chamber does not endorse candidates, the mayor's race is of critical importance. The next mayor will set the tone at City Hall and preside over negotiations with every major city union. The new mayor will also influence business tax reform, state budget realignment, and key developments such as the

California Pacific Medical Center (CPMC) rebuild and preparations for the America's Cup.

"San Francisco is at a cross roads when it comes to economic recovery," said Chamber President & CEO Steve Falk. "We can either continue down a path towards jobs and economic growth, or lose our focus. The city needs a leader who can keep the current momentum going."


Two pension reform measures will also have a tremendous impact on the city. Propositions C and D both attempt to control the city's growing pension costs and employee health care obligations, which now consume one out of every seven tax dollars.

Chamber-endorsed Prop C., placed on the ballot by Mayor Ed Lee and the Board of Supervisors, will save \$1 billion over the next 10 years by capping benefits, raising the retirement age and increasing employee contributions. While Prop. D, an initiative measure, also has the potential to reap significant savings, it may violate state law and put the city at risk for a costly legal challenge. Because of how the propositions were written, the measure with the most yes votes will take effect.

"It's unfortunate that voters have to evaluate two competing pension reform measures," said Chamber Senior Vice President of Public Policy

(continued on p.5)

San Francisco, CA 94104
235 Montgomery Street, 12th Floor
CHAMBER OF COMMERCE
SAN FRANCISCO



NEWSPAPER

San Francisco Business This Quarter
What's Inside

10 Ways the Chamber Helped Your Business This Quarter 3

S.F. Leading the Clean Economy 4

Q&A with San Francisco Supervisor Mark Farrell 6



Dear Chamber Members,

As the nation's economic recovery continues at a slow pace, San Francisco is a bright spot. Economic data released over the summer and at the Chamber's recent Forecast SF event paint a positive picture of our city's economic growth

horizon, with the high tech, hospitality and health services industries leading the way.

This is good news. However, we must do our part to keep the momentum going, and ensure that our elected leaders do not lose focus on important issues such as business regulations, new development and preparations for the America's Cup.

On November 8, San Francisco voters will elect a new Mayor and weigh-in on ballot measures including pension reform, street repair, the city's sales tax and other issues critical to business. The results of this election will set the tone for years to come.

While the Chamber does not endorse candidates, we recently joined our labor and civic partners in the Alliance for Jobs and Sustainable Growth in organizing a Mayoral Candidate Debate for 11 leading candidates to focus on job and economic issues. We encourage all our members to learn more about the candidates and how their priorities align with those of the business community.

Included in this newsletter, and posted to SFCHAMBER.COM, is the Chamber's voting guide. The Chamber's Public Policy Committee and Board of Directors worked diligently to assess each of the ballot measures and determine the best position to help San Francisco continue to lead in economic recovery and achieve sustained growth. We hope you will reference this voting guide and find it useful before visiting the polls on November 8.

The Chamber thanks all our members for your continued participation and support.

Steven B. Falk, President & CEO
San Francisco Chamber of Commerce



2011 Executive Committee

- John Legnitto, 2011 Chair, Recology
- L. Wade Rose, Immediate Past-Chair, Catholic Healthcare West
- James Woolwine, Immediate Past Chair, Presidio Bank
- Mario Alioto, San Francisco Giants
- Pamela Brewster, Charles Schwab
- Jeff Campbell, McKesson
- Claudio Cipollina, Bank of America Merrill Lynch
- Greg Cosko, Hathaway Dinwiddie Construction
- Mariann Costello, Scoma's Restaurant
- Michael Dunne, San Francisco Hilton
- Sandra Edwards, Farella Braun & Martel
- Steven Falk, San Francisco Chamber of Commerce
- Tom Hart, Shorenstein Realty Services L.P.
- Mary Huss, San Francisco Business Times
- Travis Kiyota, Pacific Gas & Electric
- Steve Mayer, Burr, Pilger & Mayer
- Louis Meunier, Macy's
- Chris Poland, Degenkolb Engineers
- Jerry Simmons, Hyatt Regency San Francisco
- Loretta Walker, AT&T California

Anniversaries

The Chamber congratulates and thanks the following companies that as of this quarter have been Chamber members for...

45 Years

Kennedy/Jenks Consultants

35 Years

Manpower

20 Years

Hellman & Friedman LLC
San Francisco Zoological Society

15 Years

Cliff House
San Francisco School Alliance

10 Years

Kokkari Estiatorio
Omni San Francisco Hotel
San Francisco Bay Area Water Emergency Transportation Authority
VA Medical Center

5 Years

Bristol Farms
Cannon Constructors North, Inc.
Kevin Crispin-Alfieri Department on the Status of Women
The Luxury Marketing Council
MOC Insurance Services - Maroevich, O'Shea & Coghlan
San Francisco General Hospital
The Sutton Law Firm
VIA MEDIA

Calendar of Events

Want to know what's coming up at the Chamber? Visit sfchamber.com to view and register for upcoming events. Below are some key events you won't want to miss.



TUES | OCTOBER 11
Public Policy Forum

Join the Chamber for a lunchtime forum with candidates for San Francisco Sheriff: Paul Miyamoto, Ross Mirkarimi and Chris Cunnie.



TUES | OCTOBER 18
Business After Hours

Join us for a joint mixer with the San Francisco African American Chamber of Commerce. Enjoy appetizers and wine while networking with members of both Chambers. Venue TBD.

30th Anniversary

Thursday, November 10th

Join us for the 2011 Ebbies Awards!

Presented by: Bank of America Merrill Lynch

<p><i>Ebbies Finalists</i></p> <p>Excellence in Business Award Catholic Healthcare West / Del Monte Foods / PricewaterhouseCoopers</p> <p>Economic Development Award San Francisco Giants / San Francisco International Airport / Shorenstein</p> <p>Small Business Award Ambassador Toys / Beach Blanket Babylon / Beronio Lumber</p> <p>Emerging Growth Award Axcient / ECCOgen / Eventbrite</p> <p>Innovation Through Technology Award 5th Finger / Clipper Direct / Square, Inc.</p>	<p><i>Change Leader Finalists</i></p> <p>Change Leader Finalists: Maria Ayerdi-Kaplan, J.D., Executive Director – Transbay Powers Authority</p> <p>Kimberly Marcelis, Vice President, Planning & Operations – Cisco Systems, Inc.</p> <p>Eric Prosnitz, President & CEO – Sports Basement</p>
---	--

Chamber Champion Award

To be announced...

Visit www.sfchamber.com/ebbies for more information.

SAN FRANCISCO Business Times

SAN FRANCISCO OAKLAND EAST BAY PENINSULA NORTH BAY

BUSINESS INTELLIGENCE

Subscribe to the Bay Area's premier source for breaking local business news. Go to

sanfranciscobusinesstimes.com/subscribe

or call (415) 288-4973.

Breaking news daily @ SanFranciscoBusinessTimes.com

MONEY BACK GUARANTEE. IF YOU ARE NOT SATISFIED, WE WILL REFUND ALL OF YOUR MONEY ON ALL NON MAILED ISSUES.

10 Ways the Chamber Helped your Business this Quarter

Your investment in the Chamber helps us build a vibrant economy where businesses can grow and prosper. Here are a few ways we've helped improve San Francisco business this quarter.



S.F. State University V.P. for University Advancement Robert Nava discussed economic recovery with U.S. Deputy Under Secretary for Economic Affairs Dr. Nancy Potok at the Winning the Future Roundtable hosted by the Chamber.



The Chamber helped bring 11 leading candidates together to discuss jobs and economic issues at the Alliance for Jobs and Sustainable Growth Mayoral Debate broadcast by Comcast.



The Chamber helped derail three harmful measures from the November Ballot, including an effort to dismantle the city's successful Care Not Cash program aiding the homeless.

1 Diffused Harmful Healthy San Francisco Amendment The Chamber helped diffuse a proposed amendment to the city's Health Care Security Ordinance, which would have eliminated the use of Health Reimbursement Arrangements (HRAs) as a way to comply with the city's health care mandate. The legislation would have cost employers \$50 million annually and put jobs and economic recovery at risk. The Chamber is now working with the Board of Supervisors on alternative efforts to encourage employee participation in health benefits offered by employers.

2 Helped Derail Damaging Measures from November Ballot

The Chamber aggressively opposed three damaging local measures, which were pulled from the November election ballot. The measures included: an initiative ordinance to eliminate shelter beds from the city's successful Care Not Cash program assisting the homeless; a demolition ban on buildings with more than 50 housing units; and a measure preventing the Recreation and Park Department from generating needed earned revenue.

3 Connected Members with Senior White House Officials

The Chamber hosted two Winning the Future Roundtables bringing large, medium and small-sized member businesses together with U.S. Deputy Under Secretary for Economic Affairs Dr. Nancy Potok and U.S. Department of Labor Assistant Secretary Jane Oates to discuss jobs, the economy and ideas to accelerate recovery. Bringing members together with federal leaders helps keep San Francisco priorities alive in Washington and opens doors for member businesses.

4 Helped Focus Mayoral Race on Jobs

The Chamber joined business, labor and community groups in supporting the Alliance for Jobs and Sustainable Growth Mayoral Debate, which brought together 11 leading candidates for Mayor to discuss job and economic issues. Facilitating dialogue on employment and the economy is helping to bring clarity to the issues most important to business in the crowded mayoral election.

5 Expanded Leads-Exchange Program

The Chamber added a new Business Alliance leads-exchange group to its roster of business development programs. Business Alliance is just one Chamber program helping members develop skills and tools to grow their business, dramatically expand their network of contacts and exchange leads, which turn into increased revenue.

6 Helped Attract New Business to S.F.

ChinaSF, an initiative of the Chamber's foundation program the San Francisco Center for Economic Development (SFCED), helped attract leading Chinese solar company, China Sunergy, to downtown San Francisco. The Chamber's efforts to promote San Francisco to international cleantech companies are helping to make the city a leading hub for clean technology, driving both job growth and economic activity.

7 Helped Launch Fashion Incubator

The Chamber's foundation program, the San Francisco Center for Economic Development, helped launch Fashion Incubator San Francisco, a non-profit program sponsored by Macy's to help strengthen the West Coast fashion industry, and create new businesses and employment opportunities in the city.

8 Created Economic Growth through Global Commerce

The Chamber was honored with the prestigious Going International award from the American Chamber of Commerce Executives (ACCE) for its global initiatives: ChinaSF, ChinaTrip and other programs. Together, these initiatives have attracted ten companies and more than 120 jobs to the city, and helped enhance cultural understanding among local business and community representatives.

9 Rallied for CPMC Rebuild

The Chamber, together with labor unions and community health groups, actively supported the California Pacific Medical Center (CPMC) rebuild project, which will deliver needed seismic improvements and upgrades to one of the city's main hospital providers and inject \$3 billion in construction, jobs and community benefits into the local economy.

10 Supported Main Street Fairness

The Chamber supported the E-Fairness bill signed by Governor Brown. The bill will help level the playing field for brick and mortar businesses and generate \$200 million in tax revenue by requiring online-only retailers to collect the state-mandated sales tax. As Internet-only retailers such as Amazon.com and Overstock.com continue to fight the bill, the Chamber continues to stand with Main Street to make sales tax collections equitable for local businesses and consumers.

National Awards for International Trade and Communications Excellence

The Chamber has been honored with two prestigious awards from the American Chamber of Commerce Executives (ACCE), the national association for local chamber management. The Chamber took home two awards during the association's annual awards gala August 4th in Los Angeles.



Chamber Chief Marketing Officer Leslie Milloy (right), SFCED Executive Director Dennis Conaghan (second from right) and ChinaSF Executive Director Ginny Fang (left) accept two national awards from ACCE

The Going International Award was presented to the Chamber for its international trade and commerce initiatives which are successfully creating economic growth and advancing business and cultural ties between San Francisco and key international markets. The Chamber's global initiatives include: (1) ChinaSF, a partnership between the Chamber's foundation program the San Francisco Center for Economic Development (SFCED) and the City and County of San Francisco to facilitate business development opportunities in San Francisco and China; (2) ChinaTrip, the Chamber's annual cultural exchange to China; and (3) international business development partnerships in cities such as Cork, Ireland and Madrid, Spain.

The Chamber was also honored with a Bronze Award for Communications Excellence for its Paychecks & Pink Slips Scorecard campaign, which ranks the performance of the San Francisco Board of Supervisors on its actions to create jobs, grow the economy and improve government efficiency through an ongoing series of legislative reports. The campaign was selected for its success in increasing community awareness of local legislation through integrated marketing efforts including public relations, social media and an advertising campaign created by Chamber member Gumás Advertising.

"The SF Chamber is honored to receive two awards from ACCE," said Steve Falk, President & CEO of the San Francisco Chamber of Commerce. "Without question, these awards speak to the proactive and creative work the Chamber is doing to accelerate economic recovery and improve the economy and quality of life in San Francisco."

Stay connected with the Chamber.

Sign up to receive **Action Alerts** on hot policy issues at paleman@sfchamber.com

Subscribe to **San Francisco Business This Week** at sfchamber@sfchamber.com

Subscribe to the **How We See It Blog** at sfchamber@sfchamber.com



S.F. Leading the Clean Energy Economy

San Francisco ranks first in the nation when it comes to clean tech jobs and sixth in overall green jobs according a new report from the Brookings Institute. Out of the estimated 2.7 million green jobs nationwide, San Francisco boasts 14,000 clean tech jobs and more than 50,000 green jobs citywide. With clean energy representing a \$243 billion global market, it's no wonder that the clean economy has outperformed the nation during the recession.

The Chamber is playing a role in building the clean energy economy in San Francisco and statewide. The Chamber was one of the first business organizations to support California's landmark Global Warming Solutions law (AB 32) and continues to advocate for policies and programs that spur innovation and the growth of the clean energy sector in the Bay Area and across California.

"Clean energy is an economic development tool," said Chamber President & CEO Steve Falk. "The emerging sector presents unparalleled opportunities for San Francisco to grow its technological leadership, generate steady revenue streams and create jobs."

Recently, the chamber helped launch Chambers for Innovation and Clean Energy (CICE), a growing network of more than two dozen local chambers of commerce from across the country working together to

share best practices, create opportunities for member businesses and advance clean energy policies nationwide.

"The San Francisco Chamber has always been a part of the important clean energy conversations at the state and national levels" said Diane Doucette, Executive Director for CICE. "They have been a key organizer in creating this influential network of like-minded chambers. They want to make sure member businesses are well-represented in clean energy discussions and that San Francisco remains at the cutting edge of U.S. innovation."

Through CICE, the Chamber will deliver information and programs to member businesses seeking to save money by using energy efficiency, finance clean energy solutions and become clean energy leaders. The Chamber will also work with the coalition to advocate for market-based policies that empower businesses to find the most efficient and cost effective measures to spur innovation, encourage investment and advance clean energy technologies in their respective industries.

More information on CICE is available at www.chambersforinnovation.com. Contact, Diane Doucette at 415.352.8813 or dcoucette@sfchamber.com.

Chamber Members

Driving the Clean Energy Economy

Luminalt Energy Corporation is the leading installer of solar electric and solar hot water systems in the Bay Area. Luminalt is a certified GoSolarSF installer, and was the first workforce development certified solar company in the Bay Area, hiring 50 percent of its workforce through community based organizations. Recently, Luminalt partnered with SunRun, the nation's leading home solar company, to bring low-cost solar to more San Francisco homeowners.

ParkPod LLC provides parking lot operators with innovative charging stations and software for electric vehicles. ParkPod's charging systems allow parking lot operators to provide vehicle charging as they see fit, without being part of any type of closed subscriber-based network. The company's local customers include the Intercontinental Hotel, the Mark Hopkins, Hilton Hotels and City Park.

Pacific Gas & Electric has made an environmental commitment in serving nearly 40 percent of Californians and 1 in 20 Americans. Serving 5 percent of the country's total population, PG&E emits less than 1 percent of the total carbon dioxide (CO2) emissions associated with the nation's electricity production. The company also boasts the lowest CO2 emissions per kilowatt hour of energy produced of any investor owned utility in the nation. The company continues to expand it's portfolio of renewable energy sources for all its customers.

Recology, an employee-owned company based in San Francisco, makes recycling easy and convenient for customers and works closely with the city in an effort to achieve zero waste by 2020, a goal set by the Board of Supervisors. Recology provides 20 separate and distinct recycling programs in San Francisco, more than any other city in the nation. Customers across San Francisco have embraced Recology's compost collection (green cart) program which returns nutrients and carbon to more than 200 local farms and vineyards.

Visit the Chamber's online Business Directory at www.sfchamber.com to find more members driving the clean energy economy.



This solar electric system at a condominium complex in North Beach is one of many solar installation projects from Luminalt Energy Corporation.



Recology's recycling program has helped the city achieve a 77 percent diversion rate – the highest in the nation, making San Francisco the country's recycling leader.

businessperspectives

Business Perspectives
For more than 160 years, the Chamber's Board of Directors has championed the needs of business and advocated for the city's economic vitality and quality of life. Each quarter, we ask Board members and their organizations to share their perspectives on a thought-provoking issue facing San Francisco. This quarter we ask...

**This quarter we ask...
"How is Your Business Benefiting from Green Business Practices?"**



David Becker
President
PhilippeBecker

"First, there is a real cost savings associated with reduced usage of supplies and energy, and the mindset it brings. Second, it has enhanced camaraderie and pride among employees, as green practices are an increasingly important value in our community. Finally, we enjoy the "halo" effect from clients, many for whom green practices are also a cornerstone of their own corporate social responsibility."



Jim Davis
President
Chevron Energy Solutions

"Green business is our business. For more than a decade, San Francisco-based Chevron Energy Solutions has worked with area school districts, cities and counties to build integrated energy plans to produce clean power, cut carbon emissions and lower electrical utility usage. Our business benefits when we help customers exercise green practices that save them money."



Tom Hart
Executive Vice President
Shorenstein Realty Services L.P.

"Shorenstein relies on green business practices across our portfolio to reduce costs and improve building efficiency. There are many facets to this program including reuse/recycling, bicycle accommodation and more than 300 other energy saving initiatives to obtain LEED certification of our buildings. These initiatives have allowed us to achieve an annual reduction of 12 million kilowatt hours and an environmental benefit equivalent to taking 1,674 cars off the road."

Jobs are the Focus of Forecast SF *(continued from p.1)*

Governor Brown’s newly-appointed Senior Advisor for Jobs and Business Development Michael Rossi joined the event to provide some perspective beyond the high tech and health services industries.

“Two million Californians are unemployed,” said Rossi. “Government can create jobs, but it is not very efficient at it. What government should do is ‘set the table’ for the private sector to create jobs.”

Rossi went on to suggest potential solutions to the state’s unemployment challenges including the creation of a California “department of commerce,” which would focus solely on job creation and economic growth. Rossi also suggested California create better international

representation through foreign trade offices and develop a concierge-like system to help businesses seeking to move into the state.

Forecast SF also featured remarks from Mayor Ed Lee, San Francisco Office of Economic and Workforce Development Director Jennifer Matz and two panel discussions with top executives on the city’s development horizon and rapidly-growing interactive media, gaming and cloud computing industries. The event was made possible with the generous support of Wells Fargo, Catholic Healthcare West, California Pacific Medical Center, Degenkolb, Kaiser Permanente, Gensler, Lennar Urban, Microsoft, San Francisco State University and Webcor.



Wells Fargo Chief Economist John Silvia gives an economic update at Forecast SF.

November Election in the Spotlight *(continued from p.1)*

Jim Lazarus. “The Chamber urged collaboration, but politics seemed to take precedent, and now voters have to choose between the city plan and the initiative measure. The city reform measure, while saving somewhat less than the Adachi initiative, reforms both pensions and the management of the city’s employee health insurance system.”

Voters will also decide whether or not to impose a local one-half percent sales tax in Prop. G. Typically a knockback issue, many businesses and residents view the proposed increase as a needed safeguard to preserve vital city services in the current economic climate. The proposed tax follows the expiration of the one percent state sales tax, and would bring the city’s tax rate to 9 percent in April 2012.

After much dialogue and debate, the Chamber’s Board of Directors voted to support the tax, but only after the measure was amended to include a four-year rollback provision that will allow the city to revoke the tax if the state re-imposes the one percent sales tax.

“There are no easy solutions to dealing with the state’s budget cuts,” said Wade Rose, Chair of the Chamber’s Public Policy Committee and Vice President of External and Government Relations, Catholic Healthcare West. “The Chamber Board supports Prop. G as a way to protect the city from the drastic impact the state budget crisis is having on San Francisco.”

Other measures on the November Election Ballot include a \$248 million General Obligation (GO) Bond for street repair, a \$531 million GO Bond to rehabilitate school facilities, a school assignment



initiative, and two good governance measures related to amending initiative ordinances and campaign consultant disclosures.

The Chamber’s November 2011 Voting Guide is included in this newsletter and can be downloaded at www.sfchamber.com.

What’s the **“find·a·bil·i·ty”** of your business?



Our suite of digital marketing services connects you with new customers **quickly, efficiently and affordably.**

Start getting new customers today!

Call (877) 489-1802 today or visit SFGate.com/adsolutions

HEARST *media services* | Bay Area

*San Francisco Chronicle • SFGate • GateList • SEO • SEM • Social Media Management
Behavioral Targeting • Geographic Targeting • Rich Media • Video*

Q&A with San Francisco Supervisor Mark Farrell

The San Francisco Chamber of Commerce speaks with elected and appointed officials on issues affecting the business community.

This quarter, we speak with San Francisco District 2 Supervisor Mark Farrell. Elected in November 2010, Supervisor Farrell currently serves as Vice-Chair of the Government Audit and Oversight Committee, as a Member of the Rules Committee, as a member of the Transportation Authority, on the Department of Emergency Management Disaster Council and on the San Francisco America's Cup Organizing Committee.

What are your top legislative priorities for the next four years in District 2 and city-wide?

I firmly believe creating jobs in this economic environment should be our primary focus at City Hall, and I will continue to push the Mayor and Board of Supervisors to aggressively adopt legislation to get San Franciscans back to work. The flipside is also reigning in our spending in City Hall, so more capital is freed up to promote economic development.

In District 2, I remain focused on a number of significant neighborhood issues including planning for the America's Cup, CPMC, revitalizing the Metro Theater on Union Street, bringing Target to District 2, renovating the Marina West Harbor and many other quality of life issues.

Your proposed measure to permanently exempt stock options from the city's payroll tax is being held in the city's Budget and Finance Committee. Do you have plans to move the measure to the full Board for a vote, or do you have other legislative ideas to encourage job growth and economic vitality?

I still maintain that to create a stable and predictable economic climate in San Francisco, we must permanently exempt stock options for the city's payroll tax. After the legislative recess, I plan to revisit my legislation at the Budget and Finance Committee

and the full Board. I continue to work on other legislative ideas to encourage job growth. I come from the technology sector, so I have been spending a great deal of time with my former colleagues to keep the recent "tech boom" in San Francisco active and ensure it has legs. I am also working actively with a number of Small Business Commissioners to specifically address jobs within our small business community, and have begun working with the Film Commissioner to bolster our Film Rebate Program to expand the program and continue to attract producers to film in San Francisco.

What are the biggest opportunities and challenges for the city in preparing for the America's Cup, and ensuring San Francisco can maximize the economic benefits associated with the sailing regattas.

Presently, the America's Cup Event Authority is focused on reeling in corporate sponsors for the race, and also working to build the necessary physical infrastructure along the Bay, and building out the teams which will staff the racing events. I am also working with our City staff and merchant associations to create opportunities that will allow them to capitalize on all those who come to San Francisco for the America's Cup – whether it be the spectators, the teams, media, etc.

As far as challenges go, we have been spending a great deal of time looking at the "People's Plan," which is essentially our blueprint for transporting the tens of thousands of people that are expected to descend on the Bay for each of the races. I have been working with OEWD, SFMTA and our neighbors to make certain we examine this issue from every possible angle. The America's Cup is



San Francisco District 2 Supervisor Mark Farrell

going to be an incredible economic opportunity for San Francisco, and we need to make sure that everyone (residents and visitors alike) have a great experience.

How has your experience working as an investment banker and venture capitalist affected your outlook as an elected Supervisor?

My professional experiences prior to being elected influence almost everything I do in City Hall. I ran for office in large part because no one else on the Board had any private sector experience in the finance field, and given our large budget deficits and structural financial problems, I thought this background would add a ton of value. Ultimately, I place a great amount of emphasis on the financial impact of legislation when weighing my votes on the Board, and spend a significant amount of time creating my own financial models and analysis. Given my background, I also believe in the efficiency of the private sector a great deal more than most of my colleagues, and constantly look for opportunities to foster job growth and economic development.

membernews

makingnews

AT&T opened its expanded store at 701 Market Street, and gained approval to install new utility boxes to deliver digital television and high-speed Internet services to city residents. **California Pacific Medical Center** was inducted into the Bay Area Parent 2011 Hall of Fame. **Chevron Corporation** formed an alliance with NASA's Jet Propulsion Laboratory (JPL) to develop new technologies to improve the production and recovery of oil and natural gas resources. **First National Bank** opened the new Chestnut Street Branch. **Gensler** won a design and planning competition for Istanbul Theme Park, a mixed-use development in Turkey's largest city. **Luminant Energy Corporation** partnered with the nation's

leading home solar company, **SunRun**, to bring low-cost solar to more San Francisco homeowners. **Macy's Union Square** sponsored Fashion Incubator San Francisco, which will provide six designers-in-residence with an affordable workshop, business training and a showroom for one year. **Microsoft** provided a \$500,000 grant in software and \$15,000 in cash to support the city's Bridge to Success Summer Program, which provides deserving students with technology and tools to enhance their academic and collegiate careers. **PG&E** renewed its partnership with Habitat for Humanity to provide solar power to Habitat homes built in Northern and Central California. **Recology** won a 10 year contract to haul and landfill the small portion of the city's trash that isn't recycled



Senator Leland Yee joins First National Bank CEO Thomas McGraw, President Jim Black and Branch Manager Reina Ceja at the ribbon cutting for its new Chestnut Street Branch.

or composted. The contract is expected to save city residents more than \$100 million over 10 years and protect the environment. **The San Francisco Symphony** kicked-off its centennial season. **University of the Pacific, Arthur A. Dugoni School of Dentistry** raised more than \$80,000 to provide oral healthcare for children and families in need at its Kids in the Clinic Golf Classic.

onthe move

Auerbach Pollock Friedlander appointed **Patrick Markle** as chief administrative officer. **Bank of the West** named **Lesley Matos** vice president and **Patrick Sagisi and Sarah Ham** as associates. **BARS + TONE** appointed **David J. McGinn** as director of sales. **Blue Shield of California** named **Steve Shivinsky** vice president of corporate communications. **Charles Schwab & Co.** hired **Omar Aguilar** as senior vice president and CIO of equities and multi-asset strategies and **Brett Wander** as senior vice president and CIO of fixed income. **Comcast SportsNet** hired **Ted Griggs** as the vice president and general manager. **Comerica Bank** named **Alan Aikawa** vice president and commercial banking officer. **Delta Dental Insurance** hired **Tom Leibowitz** as vice president and chief actuary. **Ernst & Young LLP** promoted **Lisa Schwartz, Matt Snyder, Dani Nolan, Leona Tang, Eric Owiesny, Monica Monson and Aaron de Zafra**. **Genentech** promoted **Ingrid Boyes** to vice president and global head of human resources for product development and **David Davidovic** to vice president and head of global commercial services in South San Francisco. **Holme Roberts & Owen LLP** appointed **Daniel Rockey and Davie Green** as

senior counsel. **InterContinental Mark Hopkins** hired **Josh Ferragamo** as food and beverage manager, **Juan Pablo Laginia** as director of operations and promoted **Daniel Corey** to chief de cuisine. **KPMG LLP** appointed **Francois Chadwick** as managing director. **Levi Strauss & Co** hired **Paul Zadoff** as senior vice president of wholesale commercial operations. **M Squared Consulting, Inc.** hired **Scott Bone** as vice president of business development and named **Shawn Mohr** senior vice president, technology group. **Marsh Risk & Insurance Services** named **David Pauli** assistant vice president. **Northern Trust** hired **Richard Leider** as vice president and wealth strategist. **ParsonsBrinckerhoff** appointed **Ibrahim Muftic** as a supervising engineer. **PG&E** named **Anthony Earley** as its new chairman, CEO and president. **Presidio Bank** hired **Richard Cerf** as senior vice president/relationship manager. **PricewaterhouseCoopers** named **Miho Aoki, Bret Balonick, Jonathan Franke, Trevor LaRocque, Drew Luca, Matthew Mandel, Eugenia Rao, Renata Sos, Stacy Strub and Kim Wiatrak** as partners. **Redwood Credit Union** named **Mark Chapman** as assistant vice president of marketing & communications, **Angela**

Moore as SBA loan services manager and **Jim Ward** as commercial & business lending manager. **S.F. Travel Association** named **John Reyes** as executive vice president, chief customer officer. **Shorenstein Properties** hired **Russell Cooper** as senior vice president. **SunRun Inc.** appointed **Miguel Pinilla** as vice president of engineering. **The Asia Foundation** named **Ken Krug** as chief financial officer. **The Bay Area Council** appointed **Joe Burns** as director of membership. **The Fort Mason Center** appointed **Rich Hillis** as its new Executive Director. **The San Francisco Foundation** named **Nick Hodges** as vice president for philanthropic services and **Terezita Romo** as program officer for arts and culture. **URS Corporation** promoted **Robert Zaist** to president. **Yelp Inc.** named **Rob Krolik** chief financial officer.



San Francisco State University President Robert Corrigan announced his retirement, effective after the 2011-2012 school year, after leading the 30,000-student campus since 1988. "I love this university and take pride in all we have been able to accomplish together," said Corrigan. Corrigan has served on the Chamber Board since 2001 and served as Chair in 2006 and 2007.

Submit your company's news to goldham@sfcchamber.com

New Members

The Chamber Welcomes the Following New Members

2Bridge Communications

Marketing Services
534 Diamond St.
San Francisco, CA 94114
Kenneth Stram
www.2bridgecommunications.com

7-Eleven 34977

Convenience Stores
527 Sutter St.
San Francisco, CA 94102
John Aldabyani

Affiliated Engineers, Inc.

Engineers
2700 Ygnacio Valley Rd., Ste. 170
Walnut Creek, CA 94598
Bill Vernon, PE
www.aeieng.com

Albrecht Solutions Inc.

*Information Technology
& Business Consultants*
One Market St., Ste. 3600
San Francisco, CA 94105
Felix Albrecht
www.albrechtsolutions.com
Referred by John Gumas, Gumas

America Shredding

Document Destruction
6565 Smith Ave.
Newark, CA 94560
Janet Taylor
www.americashredding.com

American Bach Soloists

Musicians
44 Page St., Ste. 504
San Francisco, CA 94102
James Stahlman
www.americanbach.org

America's Cup Event Authority

Athletic Organizations
San Francisco, CA
Ron Coverson
www.americascup.com

Arup

Engineers - Consulting
560 Mission St., Ste. 700
San Francisco, CA 94105
James R. Quiter
www.arup.com

BNY Mellon Private Wealth Management

Investment Management
555 Mission St., Ste. 1900
San Francisco, CA 94105
Amy S. Millman
www.bnymellon.com

Babson College

Schools - Colleges & Universities
135 Main St., 3rd Flr.
San Francisco, CA 94105
Peter Wilson
www.babson.edu

Steve Bealey - Financial Advisor

Financial Planners
2441 Park Blvd., Ste. A104
Palo Alto, CA 94306
Steven Bealey
[www.ameripriseadvisors.com/
steven.p.bealey](http://www.ameripriseadvisors.com/steven.p.bealey)

Booz Allen Hamilton

Management Consultants
101 California St., Ste. 3300
San Francisco, CA 94111
Timathie Leslie
www.bah.com

Bread and Butter Consultants

Caterers
1007 Sutter St., Ste. 406
San Francisco, CA 94109
James Lener
www.breadandbutterconsultingsf.com

California Bank & Trust

Banks
465 California St.
San Francisco, CA 94104
Conni Lemen
www.calbanktrust.com

California Host

Party Planning & Event Consultants
500 Sansome St., Ste. 601
San Francisco, CA 94111
Barbara Edwards
www.californiahost.com

Canfield Design Studios, Inc.

Website Development & Design
2321 Webster St., #18
Berkeley, CA 94705
Kathy Canfield Shepard
www.canfielddesignstudios.com
*Referred by Michelle Horneff-Cohen,
Property Management Systems*

Copy Central

Copying & Duplicating Service
100 Montgomery St.
San Francisco, CA 94104
Bill Crawford
www.copycentral.net

Copy Central

Copying & Duplicating Service
Nine Maritime Plz., Ste. 30
San Francisco, CA 94111
David Pak
www.copycentral.net

Destiny Cruise Planners

Travel
San Francisco, CA
Thomas John Jeung
www.DestinyCruisePlanners.com

Diamond Location Realty and Investment, Inc.

Real Estate
2306 Taraval St., Ste. 102D
San Francisco, CA 94116
Charles Lu

Eat My Words (Names and Taglines)

Branding
Four Embarcadero Center, 14th Flr.
San Francisco, CA 94111
Alexandra Watkins
www.eatmywords.com

Experience Janitorial Inc.

Janitorial Services
90 C So. Spruce Ave., Ste. 5
So. San Francisco, CA 94080
April Macedo
www.experiencejanitorial.com

Peter Fisler - Sotheby's International Real Estate

Real Estate Residential
117 Greenwich St.
San Francisco, CA 94111
Peter Fisler
www.bayarealuxury.com

Fitch Law Office

Attorneys - Criminal Law
877 Bryant St., Ste. 210
San Francisco, CA 94103
Angeli R. Fitch, Esq.
www.fitchlawoffice.com

Law Offices of Stephen R. Gainer

Attorneys
1457 Cambridge St., Ste. 1
Novato, CA 94947
Stephen R. Gainer
www.gainerlaw.com

Gap International

Management Consultants
700 Old Marple Rd.
Springfield, PA 19064
Susanna Hooper
www.gapinternational.com

Gourmet Catering SF

Caterers
180 Spear St.
San Francisco, CA 94105
Lina Mills
www.gourmetcateringsf.com

HDR Architecture Inc.

Architects
560 Mission St., Ste. 900
San Francisco, CA 94105-2907
Todd Tierney
www.hdrinc.com

Heartland Payment Systems

Payroll Services
1840 Gateway Dr., Ste. 200
San Mateo, CA 94404
Pamela Jeung
www.heartlandpaymentsystems.com

Law Offices of John T. Hendricks

Attorneys
50 California St., Ste. 1500
San Francisco, CA 94111
John Hendricks
www.johnhendricksllaw.com

Hill & Knowlton, Inc.

Communications Consultants
60 Green St.
San Francisco, CA 94111
Jennifer Temple
www.hillandknowlton.com

IC Group

Printers
2295 W. Hearn Ave.
Santa Rosa, CA 95407
Stacy Keyes
www.ic-group.net

Imperial Tours

Tours - Operators & Promoters
670 15th Ave.
San Francisco, CA 94122
Margot Kong
www.imperialtours.net

Itani Dental San Francisco

Dentists
450 Sutter St., Ste. 2318
San Francisco, CA 94108
Samer A. Itani
www.itanidental.com

Jumpstart

Educational Services
965 Mission St., Ste. 300
San Francisco, CA 94103
Deborah Grant
www.jstart.org

LifeSavers CPR Training

First Aid Instruction
640 Bailey Rd., Ste. 401
Pittsburg, CA 94563
Micki McCree
www.lifesavers-cprtraining.com

Monica McGue, Paragon Real Estate

Real Estate Investments
1160 Battery St.
San Francisco, CA 94111
Monica J. McGue
www.paragon-re.com

Merit Property Management

Real Estate Management
50 California St., Ste. 3550
San Francisco, CA 94111
Annett Wagner
www.meritpm.com

Morgan, Lewis & Bockius LLP

Attorneys
One Market, Spear Street Tower
San Francisco, CA 94105-1596
Peter Phleger
www.morganlewis.com

Motorola Solutions

Telecommunications
1001 Bayhill Dr.
San Bruno, CA 94066
Paolo Caltagirone
www.motorolasolutions.com

Murphy, Pearson, Bradley & Feeney

Attorneys
88 Kearny St., 10th Flr.
San Francisco, CA 94108
Gerald Holt
www.mpbfb.com

mylocal1-2-1

Marketing Services
1750 Montgomery St.
San Francisco, CA 94111
Denise Chenier
www.mylocal121.com

Putnam Subaru

Automobile Repairing & Service
640 O'Farrell St.
San Francisco, CA 94109
Kent Putnam
www.putnamsubaru.com

Ramsdell Capital Management

Investment Advisors
582 Market St., Ste. 1208
San Francisco, CA 94104
Will Ramsdell
www.ramsdellcapital.com

Red Bridge Real Estate Corp.

Real Estate
PO Box 460415
San Francisco, CA 94146-0415
Brian Shea
www.redbridgesf.com

Saint Mary's College of California

Schools - Colleges & Universities
380 Moraga Rd.
Moraga, CA 94117
Holly Dalton
www.saintmarysmba.com

San Francisco Bulls Hockey

Athletic Organizations
2200 Geneva Ave.
Daly City, CA 94014
Blythe Beaubien
www.sfbulls.com

San Francisco CASA

Social Service Organizations
100 Bush St., Ste. 650
San Francisco, CA 94104
Sally Coates
www.sfcasa.org

Tierra Technology

Technology Consultants
5616 Geary Blvd., Ste. 211
San Francisco, CA 94123
Daphne Blumenthal
www.tierratechnology.com

Treasure Island Flea

Flea Markets
Avenue of the Palms
San Francisco, CA 94130
Charles Ansanelli
www.treasureislandflea.com

UNIT partners

Graphic Designers
1416 Larkin St., Unit B
San Francisco, CA 94109
Shardul Kiri
www.unitpartners.com

Barbara Vick Design

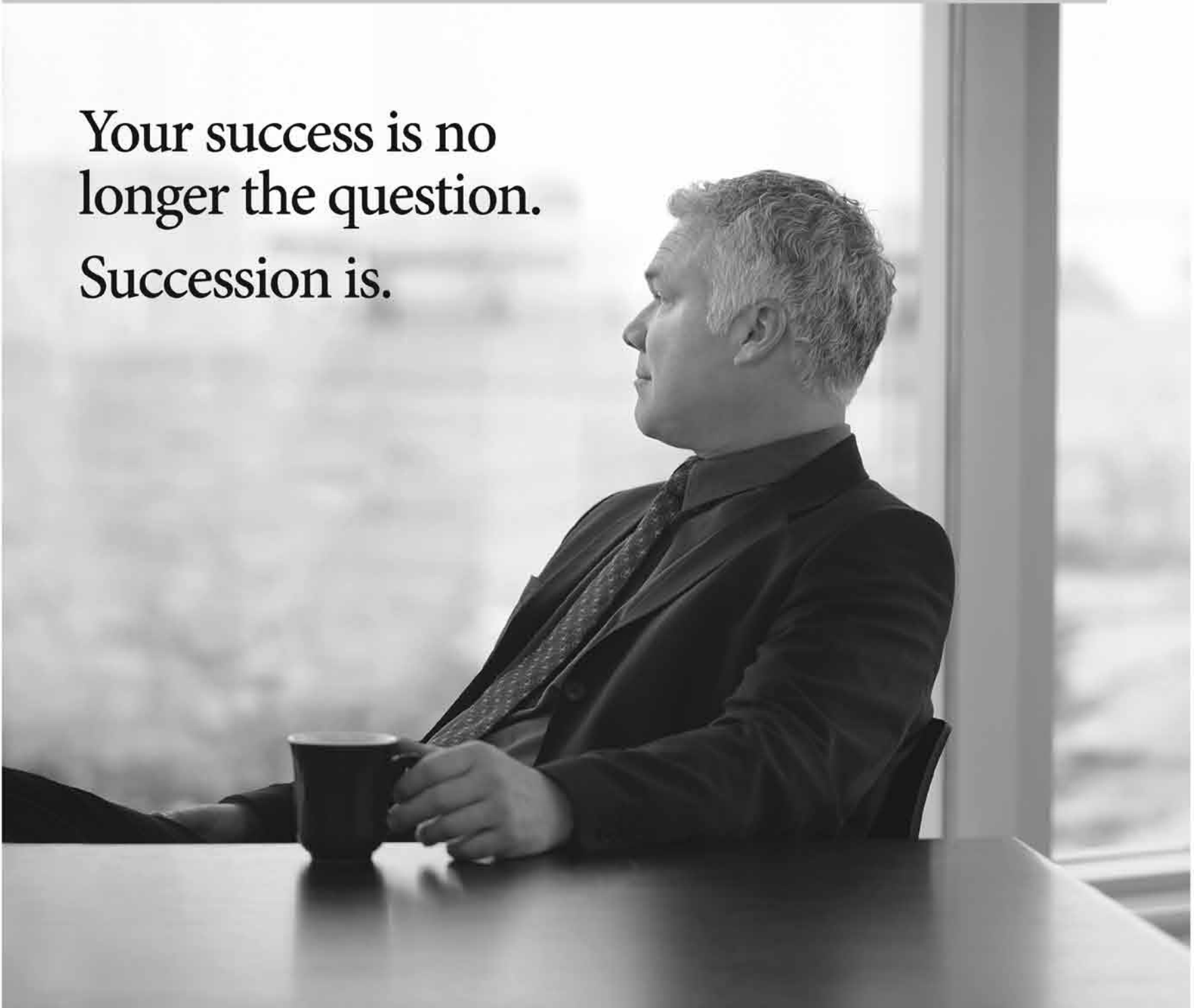
Graphic Designers
424 Treat Ave., Ste. B
San Francisco, CA 94110
Barbara Vick
www.vickdesign.com

Viva Arts

Signs & Trade Show Display
88 King St., Ste. 317
San Francisco, CA 94107
Michael Lewis
www.vivalimited.com

“Twenty years I’ve had this business.
Where’s the payoff?”

Your success is no
longer the question.
Succession is.



To explore your options, call Burr Pilger Mayer. We’ll help you reap the rewards of your labor.

Don’t trust your business to just anyone. Talk to BPM — the largest California-based accounting and consulting firm.
BPMCPA.com



Call for a free expert consultation: **866-805-6312**

San Francisco

San Jose

Palo Alto

Walnut Creek

Novato

Santa Rosa