

File No. 100305  
~~100306~~

Committee Item No. 6 & 7  
Board Item No. 18

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Rules

Date April 1, 2010

Board of Supervisors Meeting

Date 4-6-10

#### Cmte Board

- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

#### OTHER

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

---

---

---

---

Completed by: Linda Wong

Date March 26, 2010

Completed by: L.W.

Date 4-2-10

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.



1 [Reappointment, Small Business Commission – Richard Ventura]

2  
3 **Motion approving the Mayor’s reappointment of Richard Ventura to the Small Business**  
4 **Commission, for the term ending January 6, 2014.**

5  
6 WHEREAS, Pursuant to Charter Section 3.100, the Mayor has submitted a  
7 communication notifying the Board of Supervisors of the reappointment of Richard Ventura to  
8 the Small Business Commission, received by the Clerk of the Board on March 12, 2010; and

9 WHEREAS, Under Charter Section 3.100, the Board of Supervisors has the authority  
10 to reject the reappointment by a two-thirds vote (eight votes) within thirty days following  
11 transmittal of the Mayor’s Notice of Reappointment, and the failure of the Board to reject the  
12 reappointment by two-thirds vote within the thirty day time period shall result in the  
13 reappointee continuing to serve as reappointed; and

14 WHEREAS, The Board of Supervisors, by Motion 01-34, established a process to  
15 review the Mayor’s reappointment to the Small Business Commission; now, therefore, be it

16 MOVED, That the Board of Supervisors hereby approves the Mayor’s reappointment of  
17 Richard Ventura to the Small Business Commission, for the term ending January 6, 2014.

**COVER PAGE**

A Public Document

2010 MAR 23 PM 4:47

Please type or print in ink.

NAME (LAST)	(FIRST)	(MIDDLE)	ETHICS COMMITTEE	TELEPHONE NUMBER
Ventura	Richard			(415) _____
MAILING ADDRESS (Business Address Acceptable)	STREET	CITY	STATE	ZIP CODE
_____	Market St, #113	San Francisco	CA	94103
			OPTIONAL: E-MAIL ADDRESS	
			_____ @gmail.com	

**1. Office, Agency, or Court**

Name of Office, Agency, or Court:  
Small Business Commission

Division, Board, District, if applicable:  
\_\_\_\_\_

Your Position:  
Commissioner

► If filing for multiple positions, list additional agency(ies)/ position(s): (Attach a separate sheet if necessary.)

Agency: \_\_\_\_\_

Position: \_\_\_\_\_

**2. Jurisdiction of Office (Check at least one box)**

State

County of San Francisco

City of San Francisco

Multi-County \_\_\_\_\_

Other \_\_\_\_\_

**3. Type of Statement (Check at least one box)**

Assuming Office/Initial Date: 3/5/2010

Annual: The period covered is January 1, 2009, through December 31, 2009.

-or-

The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through December 31, 2009.

Leaving Office Date Left: \_\_\_\_/\_\_\_\_/\_\_\_\_ (Check one)

The period covered is January 1, 2009, through the date of leaving office.

-or-

The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_ through the date of leaving office.

Candidate Election Year: \_\_\_\_\_

**4. Schedule Summary**

► Total number of pages including this cover page: 1

► Check applicable schedules or "No reportable interests."

I have disclosed interests on one or more of the attached schedules:

Schedule A-1  Yes - schedule attached  
*Investments (Less than 10% Ownership)*

Schedule A-2  Yes - schedule attached  
*Investments (10% or Greater Ownership)*

Schedule B  Yes - schedule attached  
*Real Property*

Schedule C  Yes - schedule attached  
*Income, Loans, & Business Positions (Income Other than Gifts and Travel Payments)*

Schedule D  Yes - schedule attached  
*Income - Gifts*

Schedule E  Yes - schedule attached  
*Income - Gifts - Travel Payments*

-or-

No reportable interests on any schedule

**5. Verification**

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 3/5/2010  
(month, day, year)

Signature [Signature]  
*(File the originally signed statement with your filing official.)*

Orig: Kales Clerk  
CLCOB, Leg Dep

Office of the Mayor  
City & County of San Francisco



Gavin Newsom

March 12, 2010

Angela Calvillo  
Clerk of the Board, Board of Supervisors  
San Francisco City Hall  
1 Carlton B. Goodlett Place  
San Francisco, California 94102

Files 100305  
100306

RECEIVED  
BOARD OF SUPERVISORS  
GAVIN NEWSOM  
2010 MAR 12 PM 2:44  
BY \_\_\_\_\_

Dear Ms. Calvillo:

Pursuant to the Charter Section 3.100 (17), I have reappointed Richard Ventura <sup>and</sup> as a member of the Small Business Commission effective, March 4, 2010. Richard Ventura has been reappointed to fill his same seat, and the term of ~~Luke O'Brien~~ <sup>Richard Ventura</sup> will expire on January 6, 2014.

Please see the attached resume which will illustrate that Richard Ventura's qualifications allow him to represent the communities of interest, neighborhoods and diverse populations of the City and County.

Should you have any questions, please contact my Director of Appointments, Matthew Goudeau at 415-554-6674.

Sincerely,

Gavin Newsom  
Mayor



## Notice of Appointment

March 12, 2010

Honorable Board of Supervisors:

I hereby appoint Richard Venrtua to serve as member of the Small Business Commission for a 4-year term commencing March 4, 2010, in accordance with the 1996 Charter, Section 3.100, (17).

I am confident that Richar Ventura will serve our community well. Attached are his qualifications to serve, which demonstrate how the appointment represents the communities of interest, neighborhoods and diverse populations of the City and County of San Francisco.

I encourage your support and am pleased to advise you of this appointment.

A handwritten signature in black ink, appearing to read "Gavin Newsom", written over a horizontal line.

Gavin Newsom  
Mayor

RECEIVED  
BOARD OF SUPERVISORS  
CITY AND COUNTY OF SAN FRANCISCO  
2010 MAR 12 PM 2:44  
BY \_\_\_\_\_

# Richard Ventura

Liberty Street • San Francisco, CA 94110 • Telephone: (415)

Email: \_\_\_\_\_@sfhcc.com

## Relevant Areas of Expertise

- Telecommunications start-up
- Strategic business planning
- Financial modeling
- Developing strategic alliances
- Contract negotiations
- Project management
- Market assessment and research
- Client needs analysis
- Cooperative leadership
- Productivity and process improvement
- Training and development
- Corporate social responsibility

## Career Experience

### **Commissioner, Small Business Commission, City and County of San Francisco, CA 03/2004 – Present**

Successfully advocated for supplier diversity which resulted in an Executive Order by Mayor Gavin Newsom directing the Small Business Commission to work with city department heads to increase participation from disadvantaged businesses. Worked effectively with department heads to increase outreach efforts, coordination, publication of business opportunities and community events. Assisted in the selection of a vendor responsible for promoting refrigeration, power and waste management saver programs in the small business community on behalf of the San Francisco Department of Environment. Ensured comprehensive saver program reporting to measure benefit to small-business community. Worked closely with Executive Director to build contact with San Francisco NEDOs and CBOs to promote Small Business Commission activities. In 2008, supports Executive Director in establishing a database of a minimum of 10,000 small businesses for direct communication of Small Business Commission activities. Elected Vice President by peers in 2008 and as President in 2009.

### **President and CEO, San Francisco Hispanic Chamber of Commerce, San Francisco, CA 03/2003 – Present**

Actively promote interests of Hispanic businesses in the San Francisco area and identify opportunities for economic development. Worked with the business community to increase Chamber membership from 56 to more than 500 business members, 46 corporate partners and more than 20 partnering organizations. Implemented outreach and marketing program to business community resulting in over 3,100 Bay Area business subscriptions to the weekly electronic newsletter and a database of over 11,000 participants. Co-authored "The Isabela Project: Closing the Capital Parity and Procurement Gap," in 2004 which addressed the need for an innovative source of financing for business owners as well as promoting supplier diversity leading to pilot programs in 2006 and 2008 addressing the educational needs for businesses to compete in contracting opportunities. Actively advocating for the support of programs empowering micro and small businesses to compete in second-tier vendor opportunities.

## Richard Ventura

Liberty Street • San Francisco, CA 94110 • Telephone: (415) \_\_\_\_\_ • Email: \_\_\_\_\_ sfhcc.com

**Vice President, Business Development, TelUnidos, Inc., Oakland, CA** 04/2000 – 08/2002

Developed a business plan selected by the Oakland Communications Technology Cluster to be one of 10 start-up companies to participate in an incubator program. This same business plan was used to attract and select corporate advisors, a board of directors and investors to secure \$2.5 million in Series A funding. Developed original financial model used to form telecommunications startup and attract investors, thereby eliminating the need for a CFO and saving more than \$160,000 in additional administration expenses. Worked with the CPUC and Federal Communications Commission (FCC) to complete all necessary filings in compliance with state and federal utility-regulation requirements. Brought together executive managers and staff using value-based methods.

**Advisor, San Francisco Network Ministries, San Francisco, CA** 01/1997 – 01/2002

Featured on *Everybody's Angels* for working with a non-profit agency to offer a wide range of computer services to community residents and working with placement agencies to move participants into the workforce. Responsible for planning, developing and implementing Microsoft Windows training programs targeting adults and youth to include Microsoft Word, Excel and PowerPoint. Additional programs included resume writing, internet skills, email, interview skills, web design and personal visioning. Developed relationships with six local placement agencies to transition graduates into the workplace. Responsible for recruiting, training and coordinating volunteers to facilitate programs. Assisted in the development of funding sources by establishing points of contact responsible for approximately \$200,000.

**Principal, Performance Strategy, San Francisco, CA and Dallas, TX** 07/1996 – 04/2000

Founded a training and development company with the fourth-largest travel company in the United States as its first client and with training support provided nationwide. Utilized strategic planning, employee-incentive programs and specialized management training to increase overall profitability by 26% within 18 months. Designed a strategic planning program specifically for small business owners and educated employers about the benefits of corporate social responsibility.

**Travel Consultant, Trainer & National Training Coordinator, Maritz Travel Company, Dallas, TX**

07/1988 – 07/1996

Created a National Training Conference for Maritz Travel Company to leverage the company's regional strengths, standardize training and share resources. Conferences allowed the company to cross-promote training resources without creating additional costs to smaller regions of smaller divisions.





**LARKSPUR**  
HOTELS & RESTAURANTS

March 30, 2010

Board of Supervisors  
1 Dr. B. Goodlett Place  
Room 244  
San Francisco, CA 94102-4689

Dear Supervisors,

This letter serves as a recommendation to confirm the appointment of Commissioner Richard Ventura to the Small Business Commission.

The mission of the Small Business Commission is to foster, promote, and retain small businesses in the City and County of San Francisco.

Commissioner Ventura was originally appointed to the Small Business Commission in 2004 and has proven to be a strong advocate to serve the small business community for the past six years.

Commissioner Ventura has demonstrated his strength and commitment to the Small Business community in the following examples:

- Participated as leadership for Small Business Week for the last six years supporting corporate fundraising and program design to provide resources and activities for thousands of small business owners annually
- Our clients reside in the Small Business sector and Richard has supported our hotels through the years by hosting networking events in our hotels, referring business leads to our sales departments and communicating key issues that affect our hotels to management.
- Promoted merchant walks to meet with businesses to understand their issues while presenting resources that included San Francisco SAFE and others

Larkspur Hotels & Restaurants highly recommends the confirmation of Commissioner Ventura allowing him to serve our small business community.

Sincerely,

Cody W. Hoyer

Larkspur Hotels & Restaurants

CC: Mayor Gavin Newsom

BY AK

2010 APR - 1 PM 3:26

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO  
GAVIN NEWSOM, MAYOR

FILE # 100305  
FILE # 100306

Received  
in Committee  
4/1/10  
for.

April 1, 2010

To: Members of the Board of Supervisors  
Rules Committee

From: Regina Dick-Endrizzi  
Executive Director

Subject: Re-appointment of Richard Ventura to the Small Business Commission

Serving on the Small Business Commission for over six years, Richard Ventura has been a tireless advocate for small businesses. Taking a leadership role, during which time he has served as Commission President and Vice President, Richard has helped the commission increase its engagement with the small business community.

Richard has been a valuable resource when discussing legislation and policy that affects the small business community. Well informed, Richard is committed to paying close attention to the effects legislation and policy which affects low and moderate income businesses and entrepreneurs. Richard has also been a strong voice in advocating for procurement reform. He was active in the reform of the 12b and 14b programs and constantly advocates for improvements with LBE contracting. As Executive Director of the Hispanic Chamber of Commerce, Richard worked to educate business owners on procurement matters and recognizes that financing, marketing and providing other areas of assistance is required for small businesses to compete in the area of procurement.

Recently, Richard has helped the Small Business Assistance Center increase its outreach to Spanish Speaking Clients. Utilizing Media contacts that Richard made, our staff appeared on a several Spanish Radio and TV programs, resulting in an increase of Spanish speaking clients. Working with Richard, we hope to continue our outreach to the Latino Community.

I appreciate the opportunity to show my support for Richard and hope to continue working with him over his four year term.

c.c. Angela Calvillo, Clerk of the Board of Supervisors  
Matthew Goudeau, Mayors Office



San Francisco  
BOARD OF SUPERVISORS

Date Printed: March 23, 2010

Date Established: December 5, 2003

Active

**SMALL BUSINESS COMMISSION**

**Contact and Address:**

Regina Dick-Endrizzi, Contact Person  
Small Business Commission  
City Hall, Room 448  
San Francisco, CA 94102

Phone: (415) 554-6481

Fax: (415) 558-7844

Email: regina.dick-endrizzi@sfgov.org

**Authority:**

Proposition D, November 4, 2003. (Charter Section 4.134) Certified by Secretary of State on 12/5/03.

**Board Qualifications:**

The Small Business Commission consists of seven members, who shall serve at the pleasure of the appointing authority. The Board of Supervisors shall appoint three members and the Mayor shall appoint four members.

Two of the Mayor's appointments and one of the Board of Supervisors appointments shall serve for an initial two-year term. Thereafter, all commissioners shall serve for four-year terms.

At least five of the seven individuals appointed to the Commission shall be owners, operators, or officers of San Francisco small businesses. One of the individuals appointed to the Commission may be either a current or former owner, operator, or officer of a San Francisco small business. One member of the Commission may be an officer or representative of a neighborhood economic development organization or an expert in small business finance.

Mayoral appointments handled as Charter Section 3.100.17 per City Attorney's Option letter dated 3/31/04.

Reports: None

Sunset Date: None

