

SAN FRANCISCO BUSINESS

THE OFFICIAL MEMBER DIRECTORY AND RESOURCE GUIDE OF THE SAN FRANCISCO CHAMBER OF COMMERCE

Golden Gate Bridge

75th Anniversary Celebration

Business At Its Best

Maximizing Opportunities through the
San Francisco Chamber of Commerce

Inside San Francisco

Culture, Economy & More

Government Resources

At Your Fingertips

Resident & Relocation Guide

Where to Live, Work and Play



SAN FRANCISCO
CHAMBER OF COMMERCE

www.sfchamber.com

2012 Edition

Plus!

More than 1,500 Member
Businesses Inside



Chamber of Commerce

The San Francisco Chamber of Commerce is proud to represent the companies and organizations that make San Francisco a preferred destination for businesses and visitors – and a great place to live and work.

For more than 160 years, the San Francisco Chamber of Commerce has been a leader in pursuing economic prosperity and quality of life in our city. From helping companies establish themselves, to advancing favorable public policies, to supporting the region's infrastructure and economic assets, the Chamber is helping businesses thrive and the local economy grow.

Serving a diverse group of members of every size, from every industry across San Francisco, the Chamber is the springboard for initiatives that sustain a strong local economy and high quality of life for residents, businesses and visitors. The Chamber joins businesses from across the city – and the Bay Area – through a roster of programs, events and initiatives as diverse as our membership and the city itself.

In the years ahead, the Chamber will continue to work with our members, government leaders and our many community partners to attract, develop and retain business in San Francisco. The Chamber is honored to operate in one of the greatest cities in the world, and we take pride in the human and intellectual capital of our members, which has allowed us to become the largest and most inclusive business organization of its kind in the region.

We hope you consider this directory a valuable resource. We encourage you to take a closer look at the more than 1,500 member businesses listed here that help make our city great. We hope you will call on them as we work together to create a 21st century economy in San Francisco.

Steven B. Falk

President & CEO
San Francisco Chamber of Commerce



Mayor

Greetings from the Mayor,

San Francisco is a beacon of leadership, innovation and diversity. We are an economic gateway to Asia and the Pacific, the commercial center of Northern California and a top tourist destination in the world. Our famous landmarks, beautiful open spaces, and creative and talented workforce continue to make San Francisco a preferred destination to live, work and do business.

Already a leader in the global marketplace, we have taken significant steps in recent years to make San Francisco even better. Working together with the San Francisco Chamber of Commerce and the San Francisco Office of Economic and Workforce Development, we created China SF to attract business from America's most important trade partner. Our region continues to boast among the highest investments in high-tech, biotech and clean technologies across the globe. While the past several years have been challenging, San Francisco has been resilient and proven that it can still compete and win business even in these tough times. We're home to more than 500 technology companies, 74 biotech and life sciences companies and more than 200 cleantech and green businesses. We are also continuing our endeavor to become the healthiest and greenest city in the nation.

San Francisco continues to invest in people and infrastructure and looks forward to the 34th America's Cup, an international sailing event in 2013. The event will bring in an estimated 250,000 visitors to San Francisco, generate more than \$1.4 billion in economic activity to support local businesses, and continue the revival of the city's eastern waterfront.

In addition, our last budget marked the start of San Francisco's Local Hire program, which ensures that publicly-funded infrastructure projects in San Francisco employ city residents. This budget continues funding

for the landmark JobsNOW! program, which has created jobs for thousands of city residents and families, and is funding apprenticeship and job programs in the departments of Public Works, Recreation & Parks and Environment to put people back to work. Local hire will not only boost our local economy and get San Francisco families back to work, but it will translate into a reinvestment in our city that will help pay for parks, public safety and social services. Local Hire will generate over 300 new jobs for San Franciscans every year and will infuse our general fund with nearly \$177 million over the next 10 years.

Violent crime in San Francisco has dropped to historic lows these last three years. We are making our city the safest big city in America through innovative use of data sets, strategic deployment of police resources and successful partnerships with our diverse communities and neighborhoods. SFPD is committed to being a world-class police department and a leader among urban police departments. Our ongoing commitment to reform and accountability and continued support for our men and women in uniform provide a safe and secure environment for all San Franciscans and visitors to enjoy.

Creating jobs, supporting business growth, and putting people back to work have been my top priorities. To be able to have a safe city, a solvent city and a successful city, we need a city that is positioned to compete in the global business marketplace – creating and retaining jobs and creating the conditions for businesses to start, grow and prosper in San Francisco.

In San Francisco, we are proud of our continued leadership and innovation. We invite you to join us as we work to make “everyone’s favorite city” even better.

Edwin M. Lee
Mayor



Business At Its Best

THE CHAMBER AT A GLANCE

In today's economy, growing a business is more challenging than ever. Competition comes from home and abroad. Government regulations increasingly impact the bottom line. Businesses must do more with less.

For more than 160 years, the Chamber has been helping to grow local business and the regional economy through public policy advocacy, business and professional development programs and economic development.

Chamber membership is a proven investment in growing your business. Membership in the Chamber allows your business – and all its employees – to benefit from the work of the Chamber and its many programs and services.

Mission

The mission of the San Francisco Chamber of Commerce is to attract, develop and retain business in San Francisco.

Chamber By the Numbers

The Chamber represents:

- 1,500 members
- 200,000 employees
- Companies of every size and industry, from every neighborhood in San Francisco and around the Bay Area
- Small Business: 85 percent of Chamber members have fewer than 250 employees

The Chamber delivers:

- 1 million annual referrals to member companies via phone, website, staff and programs
- 250 annual programs and events
- 5,000 subscribers to the Chamber's weekly e-newsletter, San Francisco Business This Week
- 2,000 subscribers to the Chamber's quarterly newsletter, San Francisco Business This Quarter
- 30,000+ unique monthly page views at SFCHAMBER.COM
- Credibility with voters: 35% of city voters follow the Chamber's lead on ballot recommendations

CHAMBER ADVOCACY: ADVANCING A PRO-BUSINESS AGENDA

As the leading advocate for business in San Francisco, the Chamber works to create and sustain a favorable business environment in which all businesses can grow and prosper. The Chamber's 2012 advocacy agenda (available at www.sfchamber.com) prioritizes jobs and business growth to ensure sustained economic prosperity in San Francisco.

The Chamber is proud to have a proven track record in championing the needs of businesses and advancing public policies that help to grow jobs and the local economy. Some of our recent accomplishments include:

- Successfully advancing incentives to help businesses grow, including the Biotech Payroll Tax Exclusion, which has attracted more than 3,000 life science jobs to the city. More recently, the Chamber helped pass the Mid-Market Payroll Tax Exemption and a six-year payroll tax exclusion on employee stock options for pre-IPO technology companies.
- Derailing and defeating multiple tax and regulatory issues harmful to business, including new taxes on parking, alcohol and commercial rents, as well as tax increases on parking and hotels. The Chamber also defeated a mandatory drug take-back program for local pharmacies, developing instead a voluntary program.
- Championing quality of life reforms such as Civil Sidewalks, which is helping to quell aggressive street behavior in commercial corridors. The Chamber was also involved in Muni Reform and other initiatives that continue to have a positive impact on local merchants, residents and visitors.
- Helping gain approval for significant development projects, including the Hunters Point Shipyard, Treasure Island base reserve and the Parkmerced redevelopment, which together will create more than 50,000 jobs. The Chamber continues to support economy-boosting developments such as the California Pacific Medical Center (CPMC) rebuild, the Transbay Transit Center and other developments.
- Helping to secure the America's Cup for San Francisco by supporting the city's winning bid. The Chamber continues to support efforts to help prepare for the series of sailing regattas estimated to generate nearly 9,000 jobs and more than \$1.2 billion of new economic activity for the Bay Area.
- Joining with leading business organizations across California to support statewide projects and issues including Redistricting, High Speed Rail, the state budgeting process, water and other issues.
- Connecting our members with top lawmakers at the federal, state and local levels through ongoing advocacy, legislative trips and neighborhood business summits. In 2011, the Chamber connected our members with

officials including: Secretary of Commerce Gary Locke; Secretary of Labor Hilda Solis; House Minority Leader Nancy Pelosi; Senator Dianne Feinstein; Representative Jackie Speier; California Business, Transportation & Housing Secretary Traci Stevens; Labor and Workforce Development Secretary Marty Morgenstern; Senators Mark Leno and Leland Yee; Assemblymembers Tom Ammiano and Fiona Ma; San Francisco Mayor Ed Lee; San Francisco Board Supervisors and many others.

Public Policy Programs

In addition to the ongoing advocacy the Chamber provides for its members and the broader business community, the Chamber offers a wide variety of programs and events giving members access to elected and appointed officials, as well as resources to assess key policy issues impacting business.

Public Policy Forums: Monthly noon-time forums connecting members with city leaders and subject-matter experts in a facilitated dialogue about issues of concern to the business community.

Supes for Lunch: Monthly luncheon series bringing members together with different members of the San Francisco Board of Supervisors in an informal discussion focused on pressing policy issues.

Legislative Trips: Each year, the Chamber leads a delegation to the State Capitol and Washington, D.C., to meet with top lawmakers and administration officials to advocate for San Francisco and discuss state and federal policies impacting local businesses.

Paychecks & Pink Slips Scorecard: Twice each year, the Chamber publishes its award-winning legislative scorecard, ranking the performance of the San Francisco Board of Supervisors on their actions to create jobs, grow the economy and improve government efficiency.

SF Forward Political Action Committee (PAC): The voice of San Francisco business is made loud and clear through the Chamber's PAC. SF Forward supports initiatives that strengthen the local economy, improve the business climate, streamline the operation of government and promote sound economic policy in San Francisco.

PAYCHECKS & PINK SLIPS SCORECARD

The Chamber's Paychecks & Pink Slips Scorecard was honored with a 2011 Bronze Award for Communications Excellence from the American Chamber of Commerce Executives (ACCE) 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 Gumas Advertising.

SF FORWARD POLITICAL ACTION COMMITTEE

The Chamber's SF Forward Political Action Committee (PAC) is the political voice for San Franciscans who believe sound economic policy is the key to creating an exceptional quality of life for all in the city. The PAC serves as the engine behind the Chamber's public policy agenda. Contributions allow us to communicate with city residents through ballot handbook arguments, neighborhood newspaper ads and slate cards, educating voters on the Chamber's position on a wide variety of local ballot measures. For more information, call the Public Policy Department at 415.352.8841.

BUSINESS DEVELOPMENT: CONNECTIONS TO BUSINESS PROSPECTS & OPPORTUNITIES

Referrals and connections are essential to every company's growth. The Chamber offers a full range of networking and business development programs and events to connect business leaders and forge relationships.

Business After Hours Networking Receptions: Popular mixers bring hundreds of professionals from small, mid-size and large Bay Area companies and organizations to network and build relationships.

Business Alliance: One of the city's top leads-exchange programs provides opportunities for members to promote their business, product or service to prospective customers – and ask for the order. Participants in the 2011 program generated more than 228 leads and closed over \$500,000 in businesses.

Ambassadors Club: Network of active members who volunteer to help engage new and prospective members, while actively extending their own business contacts and the visibility of their company.

Neighborhood Business Summits: Semi-annual events bring together local merchants and city officials in each of the city's 11 supervisorial districts to network, strengthen neighborhood business ties and dialogue about issues of concern in San Francisco's distinctive neighborhoods.

Women in Business Roundtable: Nationally recognized program connects dynamic, achievement-oriented businesswomen through speaker-led programs, workshops and mixers.

Member Orientation: Monthly programs for new, existing and prospective members to learn how to get the most out of their Chamber membership. Orientations also provide members with opportunities to network and introduce themselves – and their companies – to fellow members.

A Focus on Small Business

Small businesses are the backbone of the San Francisco economy. And the Chamber is here to help small businesses succeed. The Chamber, in partnership with our Small Business Advisory Council, is an active participant in neighborhood business associations and in the development of grassroots networks to influence public policy affecting the city's small business community. The Chamber also serves as an important conduit between local small businesses and City Hall.

Small businesses look to the Chamber for assistance in growing their businesses and their effectiveness in the market. The Chamber is helping small businesses thrive through a wide array of professional development, skills training, networking and other member programs. Programs also help connect small businesses with top government officials and executives from leading Bay Area companies.

As a champion for small business, the Chamber plays a leadership role in San Francisco's Annual Small Business Week observance and other city-wide initiatives, such as Shop SF. Get More. Recently, the Chamber was named Small Business Advocate of the Year by the San Francisco Small Business Network.

Small Business Advisory Council 2012

David Becker, President

PhilippeBecker

Jeanine Cotter, CEO

Luminalt

Tracy Dearman, President

HSM Realty & Finance

Steve Fee, Partner

FME Architecture & Design

John Gumas, President

Gumas

Michelle Horneff-Cohen, Owner

Property Management Systems

Michael Janis, General Manager

San Francisco Produce Market Association

Gwen Kaplan, CEO

Ace Mailing

Mark Klaiman, Senior Counselor

Pet Camp

Rich McDerby, Principal

McDerby Business Law, P.C.

Krista Mitzel, Principal

Mitzel Group

Elizabeth Shwiff, CPA, Partner

Shwiff, Levy & Polo, LLP

Eric Steckel Partner & Director of Operations

BARS + TONE

Paul von Beroldingen, Principal

PVB Public Relations

Jude Winterhalter Vice President of Sales

Pennbrook Insurance Services/CAIB

Signature Events

In addition to the Chamber's ongoing business and professional development programs, the Chamber hosts several high-visibility signature events each year.

CityBeat Breakfast: The Annual CityBeat Breakfast is the Chamber's largest event of the year, convening members and springboarding the Chamber's advocacy agenda for the year ahead. The event is attended by the Mayor of San Francisco and other leading officials and visionaries.

Grand Expo: San Francisco's largest annual networking event features more than 150 exhibitors, live music, catered hors d'oeuvres from top Bay Area restaurants and complementary wine from premier California wineries.

Excellence in Business Awards: The "Ebbies" is San Francisco's preeminent celebration of business excellence. Now in its 21st year, the Chamber has inducted more than 113 companies into the prestigious Ebbies Hall of Fame.

Forecast SF: Deemed the city's "Job Summit" by local media, Forecast SF provides an annual economic outlook and seminar on San Francisco's leading industries and growth horizon. The event is attended by top government officials and visionaries from leading Bay Area companies.

CityTrip: Each year, the Chamber leads a delegation of business, government, civic and nonprofit leaders on a CityTrip to help shape an agenda to advance San Francisco's regional competitive advantage, attract new industries and enhance our quality of life. CityTrip 2012 will go to Austin, Texas.

ChinaTrip: The Chamber's award-winning ChinaTrip brings members and community leaders on a nine-day trip to discover the wonders of China.

CityGolf Classic: The Chamber's 18-hole shotgun scramble tournament is held at world-famous Harding Park – home of the 2011 Charles Schwab Cup Championship. The tournament includes networking, a silent auction and reception on the greens.

PROFESSIONAL DEVELOPMENT: RESOURCES TO ENHANCE BUSINESS & CAREER

The Chamber offers a variety of professional development programs to help members enhance their business and career.

Professional Development Programs Business Success Series: Informative presentations from speakers on topics of interest to sales, marketing and business-development professionals, as well as entrepreneurs who want to sharpen their skills.

Member-led Workshops: Hosted by members who are experts in their field, member-led workshops provide relevant, insightful presentations to member businesses covering a wide range of topics.

Small Business Issues Forum: Informal, monthly brown-bag discussion group for small business members to

connect and share best practices.

Small Business Programs: Monthly workshops and panel presentations tailored to help small business members grow their businesses by providing skills training and access to resources.

Job Forum: A weekly community service providing career resources for those seeking employment or planning a career change.

Spirit at Work: A monthly brown-bag lunch series featuring an informal conversation about ways to incorporate spirituality and awareness into work, business or profession.

LEADERSHIP SAN FRANCISCO

Leadership San Francisco (LSF) is a program of the Chamber's foundation dedicated to educating and developing future community leaders who are both knowledgeable about the city and concerned with its well-being.

Signature Program: The Leadership San Francisco signature program is a unique opportunity for participants to increase their understanding of the complex social and economic issues of San Francisco. Participants are exposed to the challenges facing San Francisco's leaders and learn how they – as individuals – may respond to those community concerns. Individuals selected to participate in the Leadership San Francisco signature program explore community trusteeship, the ambition to work for the common good and serve the primary needs of others by holding their community in trust. Ten full-day monthly sessions are held from September through June. For more information about the program and applications, contact executive director Dianne M. Easton at 415.352.8826 or visit www.leadershipsf.org.

Building Legacies: Leadership San Francisco alumni are challenged to use the knowledge and leadership skills they gain through the program and apply them to enhancing San Francisco's quality of life. Giving back to the community is strongly encouraged and LSF alumni support one another's efforts. To learn more about the distinguished LSF Alumni visit www.leadershipsf.org.

Chamber Publications

The Chamber delivers a wide variety of publications that help keep members and the Bay Area business community abreast of key policy issues and the topics most important to businesses.

San Francisco Business This Week: The Chamber's e-mail newsletter includes in-depth information on the activities of the Chamber, the latest on developing public policy issues, upcoming events and other announcements from the Chamber and its members. Delivered via email on Thursdays to more than 5,000 members and subscribers.

San Francisco Business This Quarter: The Chamber's quarterly print newsletter provides in-depth information on the activities and events of the Chamber, key public policy developments, Chamber member anniversaries and other news of interest to the business community. Delivered via U.S. Mail once a quarter to more than 2,000 members.

How We See It: How We See It is a twice-monthly blog from Chamber President & CEO Steven Falk offering commentary on the politics and topics impacting business in San Francisco.

SFCHAMBER.COM: When people from around the country, and the world, are looking for information about San Francisco, www.sfchamber.com is their first stop. The Chamber's website serves as a resource, providing information on member companies, as well as Chamber activities, programs and events. SFCHAMBER.COM receives over 30,000 unique page views each month.

ECONOMIC DEVELOPMENT: SUSTAINING A VIBRANT SAN FRANCISCO

The Chamber partners with its foundation program, the San Francisco Center for Economic Development (SFCED), to promote San Francisco as a great place to do business and to advance policies and initiatives that encourage business retention, expansion and attraction. The Chamber supports the SFCED's efforts to attract key industries including biotechnology, digital media, information technology, clean technology and professional services.

SAN FRANCISCO CENTER FOR ECONOMIC DEVELOPMENT

The mission of the San Francisco Center for Economic Development (SFCED) is to attract and retain business to San Francisco and promote a business-friendly environment. The SFCED works collaboratively with the City and County of San Francisco, the San Francisco Chamber of Commerce, the Governor's Office of Economic Development and other like-minded organizations.

The SFCED works with companies, industry organizations and their representatives to facilitate business location and expansion in San Francisco. Building on the strengths of San Francisco and the Bay Area, the SFCED focuses on domestic and international companies in the biotechnology, clean technology, digital media and entertainment, information technology and professional services industries.

The SFCED is a 501(c)(3) nonprofit division of the San Francisco Chamber of Commerce Foundation. More information can be found at www.sfcged.org or by calling 415.217.5187.

CHINA SF

ChinaSF is an award-winning public/ private economic development initiative operated by the Chamber's foundation program the San Francisco Center for Economic Development (SFCED) and the City of San Francisco. San Francisco's ChinaSF works to attract Chinese investment and businesses to San Francisco and the Bay Area, and assist businesses with an interest in China. ChinaSF has bilingual staff with offices in San Francisco, Beijing and Shanghai. Since its founding in 2008, ChinaSF has facilitated and supported the expansion of 10 Chinese companies in San Francisco, bringing more than 120 jobs and significant investment to the city. More information on ChinaSF is available at www.sfcged.org.

BOARD OF DIRECTORS

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Jeff Album Vice President/Public and Government Affairs, Delta Dental of California

Mario Alioto Senior Vice President/Corporate Marketing, San Francisco Giants

Darius Anderson Founder and President, Platinum Advisors

Eunice Azzani, Emeritus

David Becker President, Philippe Becker

Nils Behnke Partner, Bain & Company, Inc.

Marty Bitter Manager/State Government Affairs, Chevron Corporation

Marc Blakeman Regional Vice President – External Affairs, AT&T California

Lee Blicht, Emeritus Executive Director, SF State Center for Education Excellence SF State Downtown Campus

Kofi Bonner President, Lennar Urban Bay Area Division

Robert Brant Executive Vice President, N. California, City National Bank

Pam Brewster Vice President/Government Affairs, Charles Schwab

Harold Brooks CEO, American Red Cross Bay Area Chapter

Jay Cahill Jr., Emeritus Chair & CEO, Cahill Contractors Inc.

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Susan Garner President/Middle Market Banking, JPMorgan Chase Bank, N.A.

Peter Gruebele Executive Vice President/Regional Manager, Wells Fargo San Francisco Regional Commercial Banking Office

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

Warren Hellman, Emeritus Chair, Hellman & Friedman LLC

Daniel Herling Partner, Keller & Heckman LLP

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Robert Hite Vice President of Business Affairs & CFO, Golden Gate University

Michelle Horneff-Cohen Managing Broker, CCRM, MPM® RMP®, Owner/Property Manager, Property Management Systems

Mary Huss Publisher, San Francisco Business Times

Gwen Kaplan CEO, Ace Mailing, Inc.

Dan Kelleher General Manager, San Francisco Marriott

Travis Kiyota Senior Regional Director/Local Government Relations, Pacific Gas & Electric Company

Sylvia Kwan, Emeritus President, Kwan Henmi Architecture/Planning Inc.

James Lamble Manager/External Affairs & Communications, Bechtel Corporation

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Judy Li Vice President, Health System Innovation & Community Benefit, California Pacific Medical Center

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Ron Longinotti President & General Manager, CBS 5 & CW Bay Area

Janis MacKenzie President, MacKenzie Communications

Stephen D. Mayer President & CEO, Burr, Pilger & Mayer, Inc.

Adam McDonough President & CEO, Lockton Insurance Brokers, Inc.

Deborah McDonald Messemer Managing Partner, KPMG LLP

Louis Meunier Executive Vice President, Macy's

Martha Miller Manager/Government Affairs & Public Policy, Gap Inc.

Robert Nava Vice President for University Advancement, San Francisco State University

Nathan Nayman Head of State and Local Relations/Legal-Government Relations, Visa

Leigh Oshirak Vice President/Public Relations & Marketing Communications, William Sonoma Inc.

Regina Phelps, Emeritus President, Emergency Management & Safety Solutions

Bert Polacci Director, Community Outreach & Government Relations, Parkmerced

Chris Poland Chairman & Senior Principal, Degenkolb Engineers

William J. Pratt Managing Director/Client Executive Practice, Marsh Risk and Insurance Services

Wade Rose Vice President/External & Government Relations, Catholic Healthcare West

Rhea Serpan, Emeritus

Scott Smith Audit Partner, Deloitte & Touche

Michael Soza Partner, BDO

Eric Steckel Principal, Bars + Tone

Tyson Stevenson Vice President, Aon Risk Solutions

Matthew Stolte Partner, PricewaterhouseCoopers LLP

Stuart Sunshine Vice President, Parsons Brinckerhoff

Debra Taylor Senior Vice President/Regional Manager, Union Bank

Rob Tibbetts Managing Director, HOK

Laurie Thomas CEO, Nice Ventures

Diana Walke Vice President/Planning & Sales, Virgin America

Dwight Walker General Manager/VP, Entercom Communications

Michael Walker President, US Bank

Daniel Winey Vice President & Managing Principal, Gensler

Randy Wittorp Director/Public Affairs, Kaiser Permanente

Jim Woolwine, Emeritus Chair, Presidio Bank

Jim Wunderman, Emeritus President & CEO, Bay Area Council

Manny Yap Enterprise Sales Manager, Microsoft

INDEX OF CHAMBER NUMBERS

Main Number — 415-392-4520

Customer Service/Referrals — 415-352-8888

Executive Office — 415-352-8816

Membership

Membership Information — 415-352-8824

Membership Benefits — 415-352-8842

Marketing & Programs

Strategy, Research & Development — 415-352-8821

Member Affinity Programs — 415-352-8842

Partnership Marketing — 415-352-8821

Ambassadors Club — 415-352-8840

Business After Hours — 415-352-8803

Business Alliance — 415-352-8842

Business Success Series — 415-352-8803

Job Forum — 415-392-4520

Neighborhood Business Summits — 415-352-8841

Small Business Programs — 415-352-8803

Spirit at Work — 415-352-8803

Women in Business Roundtable — 415-352-8803

Communications

Bookstore — 415-352-8888

San Francisco Business This Week — 415-352-8839

San Francisco Business This Quarter — 415-352-8839

SFCHAMBER.COM — 415-352-8839

Public Policy & Advocacy

Advocacy & Lobbying — 415-352-8810

Political & Policy Information — 415-352-8810

SF Forward Political Action Committee — 415-352-8810

Public Policy Forums — 415-352-8841

Supes for Lunch Programs — 415-352-8841

Legislative Trips — 415-352-8841

Signature Events

CityBeat Breakfast — 415-352-8858

Grand Expo — 415-352-8803

ChinaTrip — 415-352-8818

Cultural Exchange Trip — 415-352-8803

CityGolf Classic — 415-352-8858

Forecast SF — 415-352-8858

Excellence in Business Awards — 415-352-8858

Chamber Foundation Programs

Leadership San Francisco — 415-352-8826

— San Francisco Center for Economic Development — 415-352-8819

HOW DO I USE MY MEMBERSHIP?

Make the most of your membership in the Chamber. Here we provide answers to some of the most frequently

asked questions about the Chamber.

Answers to Frequently Asked Questions

1. If my company is a member, does that mean I am a member, too? Yes! When a company becomes a Chamber member, all employees of that company's local branch/offices are considered Chamber members and have full access to programs and benefits.

2. How can I use the Chamber to market my business? The Chamber offers comprehensive marketing-benefit packages through our publications, website, programs and signature events that can help your company achieve multiple objectives. These include increasing your visibility and exposure within the Chamber membership and the Bay Area business community, standing out from your competition through exclusive sponsorship opportunities, using promotions and merchandising opportunities, entertaining valued clients at prestigious events and driving sales. Contact your member representative to learn more.

3. What is the best way to use the Chamber to build my business network? The best way to build your business network is to develop relationships with other Chamber members. All Chamber programs are designed to give you an opportunity to make new contacts and strengthen existing relationships. The more events you attend and the more actively you participate, the faster and deeper your network will grow. The Chamber also produces a number of programs that are specifically designed for networking, such as Business After Hours, the Women in Business Roundtable, the Ambassadors Club and others. Learn more about Chamber events at www.sfchamber.com.

4. How can the Chamber help me enhance my professional skills? The Chamber has a number of programs to help you develop the skills you need to excel in business. Program offerings, including Business Success Series and Small Business Programs, are updated on an ongoing basis to ensure the Chamber matches what's offered to members' needs. Let us know if you have ideas for new offerings.

5. How do I find out about speaking at Chamber programs? The Chamber is always looking for good speakers and workshop leaders. Speakers are booked who are relevant to ongoing series, and we always look first to our membership. Contact your member representative and be prepared to send an outline of your proposed presentation, a profile of your target audience and an overview of your speaking experience, including references.

6. How do I use the Chamber for business leads and referrals? As you attend Chamber events and programs and expand your network, you will have access to people who are in a position to provide you with business leads. As you get to know them and they gain trust in your professionalism, your fellow Chamber members can become an important source for referrals for your business. If you are looking for leads, be sure to check out Business Alliance, the Chamber's leads-exchange program. Each week, the Chamber receives more than 800 calls from all over the country looking for referrals on businesses or services in the San Francisco Bay Area. Our customer service representatives will give a caller up to three referrals from among Chamber members. And finally, our membership directory is available online at www.sfchamber.com.

7. How can I help shape and support the Chamber's public policy positions and agenda? The Chamber's public policy agenda is shaped by input from many sources, including the results of regular voter polls that tell us about which issues voting San Franciscans are most concerned. The Chamber's position on any given local or state ballot measure is determined via a multi-step process that starts with analysis and a Public Policy

Forum. At these forums, presentations are made by Chamber staff and guest speakers representative of proponents and opponents of the initiative. These meetings are open to all Chamber members. The Chamber's Public Policy Committee then makes a recommendation, which is forwarded to the Executive Committee of the Board of Directors and finally to the full Board of Directors for a vote.

8. How can I stay informed on legislative and community issues that affect my business? There are several ways to keep yourself "in the know." Visit the Chamber's website at www.sfchamber.com for updates and information. Subscribe to the Chamber's weekly e-mail newsletter, San Francisco Business This Week, and read the Chamber President & CEO Steven Falk's twice-monthly blog, How We See It. In addition, you are encouraged to attend the monthly Public Policy Forums and the Supes for Lunch programs, which feature a different city supervisor each month. And the Public Policy staff is reachable by phone and e-mail to respond to specific questions and to help you stay informed.

9. How can the Chamber help my company get involved in community issues? The Chamber currently supports two Foundation programs: Leadership San Francisco, which educates and develops community trustees, and the San Francisco Center for Economic Development, which works to attract and retain business – and jobs - in San Francisco.

10. How can I stay informed on what is happening at the Chamber? The Chamber has a variety of communication tools to keep members informed about what is going on in and around the Chamber and the business community. All members receive the weekly e-mail newsletter, San Francisco Business This Week, and Chamber President & CEO Steven Falk's twice-monthly blog, How We See It. The Chamber's website at www.sfchamber.com is also an excellent resource.



BUSINESS RESOURCES

Starting a Business

A lot goes into starting a business – from structuring your business and developing a business plan to business registration and obtaining the necessary permits and licenses. Fortunately, the San Francisco Bay Area offers a number of resources to make establishing your business easy and efficient. Among these resources are:

- City & County of San Francisco Office of Contract Administration: sfgsa.org
- City & County of San Francisco Office of the Assessor-Recorder: www.sfassessor.org
- City & County of San Francisco Office of the County Clerk: www.sfgov2.org
- City & County of San Francisco Office of Economic & Workforce Development: www.oewd.org
- City & County of San Francisco Office of Labor Standards Enforcement: sfgsa.org
- City & County of San Francisco Office of Small Business: sfgsa.org
- City & County of San Francisco Office of the Treasurer and Tax Collector: www.sftreasurer.org
- San Francisco Department of Building Inspection: www.sfdbi.org

- San Francisco Enterprise Geographic Information Systems (GIS) Program: gispub02.sfgov.org
- San Francisco Small Business Development Center: sf.norcal sbdc.org
- U.S. Small Business Administration San Francisco District Office: www.sba.gov

San Francisco Small Business Assistance Center

The San Francisco Small Business Assistance Center (SBAC) is the city's central point of information and assistance for small businesses located in the City and County of San Francisco. The SBAC provides customized information and assistance, case management and individualized support through many stages of business development. Services are available by phone, walk-in and by appointment, M-Th, 8 a.m.-5 p.m., and Fridays by appointment. For additional information and personalized assistance, contact the Small Business Assistance Center at (415) 554-6134 or online at www.sfgov.org/sbac.

Doing Business in the Bay Area

In addition to affiliating with the San Francisco Chamber of Commerce, a number of other resources are available to assist start-ups, small businesses and mature enterprises doing business in the San Francisco Bay Area. These resources include:

- Asian Business League of San Francisco (ABL-SF): www.ablsf.org
- Bay Area Council: www.bayareacouncil.org
- Better Business Bureau: goldengate.bbb.org
- BNI San Francisco Bay: www.bnifsbay.com
- Golden Gate Business Association: www.ggba.com
- The Luxury Marketing Council of San Francisco: www.luxesf.com
- San Francisco Travel: www.sanfrancisco.travel
- San Francisco Chamber of Commerce: www.sfchamber.com
- SFMade: www.sfmade.org
- San Francisco Planning + Urban Research Association: www.spur.org
- San Francisco Hispanic Chamber of Commerce: www.sfhcc.com
- San Francisco Redevelopment Agency (SFRA): www.sfredevelopment.org

The San Francisco Office of Economic and Workforce Development

The San Francisco Office of Economic and Workforce Development offers specialized support for industries with unique needs including: clean technology and green business, financial and professional services, information technology and digital media, IPDR (Integrated Production, Distribution and Repair) and life sciences and healthcare. For more information visit www.oewd.org or contact Todd Rufo at todd.rufo@sfgov.org or 415-554-5694.

International Resources

As the gateway between America and the Pacific, international business resources are also available to domestic and international companies seeking to do business in San Francisco and abroad. Key resources include:

- Asia Society of Northern California: Focuses on Asian political, cultural and economic issues. www.bawtc.com
- Bay Area World Trade Center: Provides support to companies/individuals looking toward global business. www.bawtc.com
- California-Asia Business Council: Supports small-to-medium sized businesses aiming to work with overseas Asian partners. www.calasia.org
- Center for International Trade Development (CITD): Provides business training. www.bayareacitd.com
- San Francisco Center for Economic Development: Supports business and investments in San Francisco. www.sfcde.org
- San Francisco Global Trade Council: Links local businesses to diplomatic and governmental trade officials globally. www.sfgtc.org.
- TradePort: Created in 1996, TradePort assists California export and import businesses. www.tradeport.org
- United States Foreign Commercial Service: Aids U.S. businesses looking to enter overseas markets. www.buyusa.gov.

Foreign Offices & Consulates

San Francisco hosts more than 75 consulates representing the governmental interests of virtually all the major countries of the world. These consulates include, but are not limited to:

Australia — 415-536-1970

Austria — 415-951-8911

Barbados — 415-421-8789

Belgium — 415-861-9910

Belize — 415-788-7500

Bolivia — 415-399-1515

Botswana — 415-885-2733

Brazil — 415-981-8170

Cameroon — 415-921-5372

Canada — 415-834-3180

Chile — 415-982-7665

China — 415-674-2900

Colombia — 415-495-7195

Costa Rica — 510-790-0785

Cote d'Ivoire — 415-310-0812

Cyprus — 925-284-1060

Czech Republic — 415-772-9803

Denmark — 415-391-0100

Ecuador — 415-982-1819

Egypt — 415-346-9700

El Salvador — 415-771-8524

Eri Trea — 510-986-1991

Fiji Islands — 650-580-1951

Finland — 408-725-8400 x1

France — 415-397-4330

Germany — 415-775-1061

Greece — 415-775-2102

Guatemala — 415-788-5651

Haiti — 415-561-2555

Honduras — 415-392-0076

Hungary — 650-573-7351

Iceland — 415-433-0449

India — 415-668-0662

Indonesia — 415-474-9571

Ireland — 415-392-4214

Israel — 415-844-7500

Italy — 415-931-4924

Jamaica — 415-206-5833

Japan — 415-777-3533

Jordan — 415-546-1155

Korea — 415-921-2251

Liberia — 510-444-3919

Lithuania — 925-284-3156

Luxembourg — 415-788-0816

Malta — 415-468-4321

Mauritius — 415-693-9345

Mexico — 415-354-1717

Monaco — 415-749-1663

Mongolia — 415-434-1111

Nepal — 415-434-1111

Netherlands — 877-388-2443

New Zealand — 415-399-1255

Nicaragua — 415-765-6821

Norway — 415-986-0766

Peru — 415-362-5185

Philippines — 415-433-6666

Poland — 415-777-4445

Portugal — 415-346-3400

Romania — 415-989-5900

Russian Federation — 415-928-6878

Rwanda — 415-394-5555

Singapore — 415-543-4775

Slovak Republic — 925-457-8380

Slovenia — 415-989-1800

Spain — 415-922-2995

Sweden — 415-788-2631

Switzerland — 415-788-2272

Tonga — 415-781-0365

Turkey — 415-362-0912

Ukraine — 415-398-0240

United Kingdom — 415-617-1300

Uruguay — 415-986-5222

Venezuela — 415-294-2252

Vietnam — 415-922-1707

Yemen — 415-567-3036



Government

PRESIDENT

Barack Obama
1600 Pennsylvania Ave. NW
Washington, DC 20050
202.456.1414

UNITED STATES SENATORS

Dianne Feinstein
One Post Street, Suite 2450
San Francisco, CA 94104
415.393.0707

Barbara Boxer

70 Washington Street, Suite 203
Oakland, CA 94607
510.286.8537

UNITED STATES REPRESENTATIVES

8th District: Nancy Pelosi

90 7th Street, Suite 2- 800
San Francisco, CA 94103
415.556.4862

12th District: Jackie Speier

400 S. El Camino Real, Suite 410

San Mateo, CA 94402

415.342.0300

CALIFORNIA GOVERNOR

Edmund G. Brown, Jr.

State Capitol Building, Suite 1173

Sacramento, CA 95814

916.445.2841

CALIFORNIA STATE SENATORS – SAN FRANCISCO COUNTY

3rd District: Mark Leno

455 Golden Gate Ave., Suite 14800

San Francisco, CA 94102

415.557.1300

8th District: Leland Y. Yee

455 Golden Gate Ave., Suite 14200

San Francisco, CA 94102

415.557.7857

CALIFORNIA STATE ASSEMBLY – SAN FRANCISCO COUNTY

12th District: Fiona Ma

455 Golden Gate Ave., Suite 14600

San Francisco, CA 94102

415.557.2312

13th District: Tom Ammiano

455 Golden Gate Ave., Suite 14300

San Francisco, CA 94102

415.557.3013

SAN FRANCISCO COUNTY BOARD OF SUPERVISORS

All Supervisors' offices are located in City Hall

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

District 1: Eric Mar 415.554.7410, Room 284

District 2: Mark Farrell 415.554.7752, Room 280

District 3: David Chiu 415.554.7450, Room 264

District 4: Carmen Chu 415.554.7460, Room 260

District 5: Ross Mirkarimi 415.554.7630, Room 256

District 6: Jane Kim 415.554.7970, Room 282

District 7: Sean Elsbernd 415.554.6516, Room 280

District 8: Scott Wiener 415.554.6968, Room 274

District 9: David Campos 415.554.5144, Room 279

District 10: Malia Cohen 415.554.7670, Room 272

District 11: John Avalos 415.554.6975, Room 256

SAN FRANCISCO MAYOR

Edwin M. Lee

City Hall, Room 200

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

415.554.6141



Inside San Francisco

San Francisco is an iconic city known for its steep rolling hills, famed landmarks and unique culture. The city is the fourth-most populous in California and the 12th-most populous in the U.S. Encompassing a land area of just over 46 square miles, San Francisco is the second-most densely populated city in the U.S., behind only New York City.

Often called a “Gold Rush” town, San Francisco is known for its spirit of innovation that has attracted entrepreneurs—and those seeking a better life—for more than a hundred years. Whether the Gold Rush of the mid-to-late nineteenth century, the post-war era of the late-forties or the dot com boom of the late 80s and early 90s, the city’s entrepreneurial spirit continues to influence the economy and lifestyle of San Francisco.

Today, San Francisco is one of the largest economies and most popular travel destinations in the world. As the city continues to invest in its cutting-edge industries, infrastructure and communities, there is no doubt San Francisco will remain at the forefront of business and leisure for years to come.

HISTORY

San Francisco’s roots lie largely in the Gold Rush. The gold was actually discovered in central California in the Sierra Nevada Mountains and foothills, but much of the riches were spent in the City by the Bay. In 1847, the population of San Francisco was a modest 400 residents, but by 1860 the population had grown to over 56,000 people. Thanks to the Gold Rush, many more people were calling this far west city home in hopes of striking it rich. In fact, in 1849 alone, over 30,000 “49ers” traveled across the continent to try to make their gold digging dreams a reality.

Though San Francisco started with a boom, devastation struck on April 18, 1906 when the great earthquake

and fire occurred. About 700 were killed and over 28,000 buildings destroyed. Although the earthquake and fire ravaged much of the city, like a phoenix, San Francisco was rebuilt from its ashes. The San Francisco flag now depicts a rising phoenix for this reason.

San Francisco served as the port of embarkation for service members shipping out to the Pacific Theater during World War II. After the war, the city experienced another boom when servicemen returned from duty. During the 1960s, the city became a center for liberal activism leading to the famous “Summer of Love” in 1967 and ultimately the gay rights movement.

For the next three decades, the Bay Area experienced a period of slow and then rapid economic growth with the founding of high-technology giants such as Apple Computer and eventually the start of the famous dot com era, which transformed the regional and world economies.

The backbone of San Francisco today is undoubtedly the San Francisco Chamber of Commerce. Founded May 9, 1850, the Chamber’s early accomplishments include promoting the transcontinental railroad and petitioning Congress for an exemption to the Tariff Act—one of the first steps helping to make San Francisco a gateway to the Pacific Rim.

Following the great earthquake and fire, the Chamber helped bring the Panama-Pacific International Exposition to the city; extended US Route 40 from Salt Lake City to San Francisco; and developed the bay’s two great bridges, the Hetch Hetchy water system and the nation’s first municipal public-transit system.

Today, the Chamber continues to be a champion for business and the economy. Its recent accomplishments include: the launch of ChinaSF, an initiative to increase business from China; supporting the construction of California High Speed Rail; and supporting numerous other economy-boosting industries and projects throughout the region.

POPULATION

San Francisco is truly a city that reflects today’s global society with a diverse population of over 805,000 people. Nearly one-third of Bay Area residents are immigrants and 20 percent of San Franciscans are bilingual.

San Francisco’s workforce is also among the most highly educated in the nation. Nearly 30 percent of San Franciscans have obtained a bachelor’s degree, and more than 16 percent hold a graduate degree (according to the Bay Area Census 2010). This talented workforce provides a clear link to the city’s economic prosperity.

San Francisco’s neighborhoods are as diverse as the city itself—filled with businesses, civic institutions and events catering to its many ethnic communities and lifestyles.

ECONOMIC VITAL SIGNS

As the nation’s economic recovery continues at a slow pace, San Francisco is a bright spot in the region, the state and beyond. Recent economic indicators are encouraging, showing strong growth in knowledge-based industries, which are, in turn, creating jobs and moving the economy forward.

Leading Industries — Jobs

Professional and Business Services — 120,390

Leisure and Hospitality — 77,084

Trade, Transportation and Utilities — 61,084

Education and Health Services — 56,521

(Measured by average monthly employment, 2010)

Growth Sectors

Life Sciences and Biotechnology

Digital Media / Gaming

Clean Technology

Business Investment

California businesses have received more venture capital investment than businesses in any other state, taking in more than \$250 million in the past 10 years. The Bay Area has received the lion's share of this investment, totaling \$9 million in 2010, with San Francisco receiving \$4 million.

International Trade

The two-way value of trade passing through the San Francisco Customs District grew by more than 24 percent in 2010 to \$107.2 billion, ranking 10th in North America. The Port of Oakland ranks 5th and is considered the busiest port in the nation in terms of International Container Traffic.

San Francisco International Airport is the second-busiest airport in California and the 10th-busiest in the U.S. by passenger count. Domestic and International air travel increased 5.4 and 0.7 percent respectively year-over-year in June 2011, accommodating close to 40 million passengers annually.

Housing

San Francisco home sales were up 7 percent as of August 2011 to 484 from 451 a year earlier. The median home price experienced a 5.2 percent reduction over the same period. The home ownership rate is 37.9 percent in San Francisco.

Unemployment

San Francisco's unemployment rate continues to fare far better than the nation, standing at 8.8 percent in August 2011. California's unemployment for the same period was 12.1 percent.

Government

The 2011-2012 budget for the City and County of San Francisco is \$6.5 billion, up 4 percent from 2010-2011. The City and County employ 26,000 workers.

All data and analysis provided by the San Francisco Center for Economic Development. Contact Dennis Conaghan at dconaghan@sfced.org or (415) 352-8819.



Golden Gate Bridge

When one thinks about the many iconic American landmarks, San Francisco's Golden Gate Bridge is no doubt one of the most recognized. The Depression-era bridge's soaring towers, sweeping cables and bright red-orange color are well-known across the globe, playing a significant role in the San Francisco landscape for 75 years.

The Golden Gate Bridge has been dubbed one of the world's most beautiful and most photographed bridges by a long list of notable resources and was declared by the American Society of Civil Engineers as one of the Seven Wonders of the Modern World – a tribute to the 20th century's greatest civil engineering feats.

To commemorate the bridge's 75th anniversary this May, the Golden Gate Bridge, Highway and Transportation District and the Golden Gate National Parks Conservancy, in conjunction with the National Park Service and the Presidio Trust, are hosting a year-long anniversary celebration featuring exhibits, lectures, performances, contests and more. The list of festivities in 2012 comprises the 75 Tributes to the Bridge, a Community Partners Program, which brings a number of organizations together to honor the engineering marvel that is the Golden Gate Bridge.

For its 50th anniversary in 1987, the District closed off the bridge to automobile traffic for several hours and welcomed approximately 300,000 pedestrians to walk across the span as a reenactment of the original Pedestrian Day, May 27, 1937. While the 75th anniversary celebration will not include a Bridge Walk, it will feature an assortment of exciting events.

The cornerstone of the festivities is the Golden Gate Festival centered at Crissy Field on the anniversary weekend of May 26-27, 2012. The two-day diamond jubilee will recall the story of the Golden Gate Bridge and provide a forum for the entire community to celebrate, complete with displays of artifacts and

memorabilia, as well as a surprise grand finale.

Another special element of the 75th anniversary is the transformation of the visitors' experience. For the first time ever, through Park Conservancy "Leaving a Legacy" gift to the bridge, the south side visitor plaza will see major changes, which are underway now and funded through private sources. Project plans include the addition of a new, 3,500-square-foot Golden Gate Bridge Pavilion with interpretive displays, memorabilia and merchandise, as well as updated gathering spaces, new guided walking tours, outdoor exhibits, new overlooks on the west side and improved signage, trails and parking. In addition, the historic Round House (currently home to the gift shop) will be transformed into program space and the Bridge Cafe; will undergo various updates.

The year 2012 is certainly the "Year of the Golden Gate Bridge" in San Francisco. For details and updates regarding the 75th Anniversary celebrations, visit www.goldengatebridge75.org or follow on Facebook and Twitter @GGB75.

THE HISTORY OF THE GOLDEN GATE BRIDGE

The 1.7-mile-long suspension bridge, which is encompassed on each side by the beautiful Golden Gate National Parks, opened to motorists on May 28, 1937, to the delight of many who advocated for its creation. Previously, the only short route between Marin County and San Francisco was the ferry service, which began as early as 1820. With a growing regional population and increased use of automobiles, the need for an easier link was necessary.

While the idea for a connector bridge over the Golden Gate Strait (the entrance to the San Francisco Bay from the Pacific Ocean) was not a new one, a 1916 proposal published in the San Francisco Bulletin sparked major interest. The article caught the attention of San Francisco City Engineer Michael M. O'Shaughnessy. Although World War I put a damper on any plans for constructing a bridge, the thought never traveled far from O'Shaughnessy's mind.

It was just a couple of years later, in August 1919, that City officials formally asked O'Shaughnessy to explore the options for a bridge. Most engineers that O'Shaughnessy consulted were not so optimistic about the feasibility of a bridge over the Golden Gate Strait, estimating prices to soar well over \$100 million. But not everyone thought it was a costly impossibility. One ambitious engineer came forward with a plan that not only would achieve a formidable bridge across the strait, but achieve a formidable bridge for much less than \$100+ million. This bold engineer was Joseph Baermann Strauss.

O'Shaughnessy asked Strauss to put together a more detailed plan for the bridge. Strauss worked tirelessly on his vision, submitting his preliminary sketches for a symmetrical cantilever-suspension hybrid bridge to the City on June 28, 1921. It took O'Shaughnessy and the City approximately one and a half years to release the design to the public. During this waiting period, Strauss invested much time promoting the idea and design of the bridge throughout northern California. This paid off because once the design became public knowledge in December 1922, there was little opposition – except for the San Francisco press who called the design "ugly."

On January 13, 1923, the Bridging the Golden Gate Association was formed to oversee the promotion of the bridge. Working with California Legislation, the association spearheaded the idea of creating a special district of the State of California – the Golden Gate Bridge and Highway District – to manage the planning, financing, design and construction of the bridge. While many counties opted out, San Francisco, Marin, Sonoma, Del

Norte and parts of Napa and Mendocino counties ultimately voted to form the Bridge and Highway District. After dealing with heated opposition from ferry companies and other special interest groups, Bridge supporters prevailed, and on December 4, 1928, a special district, comprised of six member counties, was incorporated by legislature as the sole entity responsible for the final design, construction and financing of a bridge.

Joseph B. Strauss was named the project's chief engineer in 1929. Strauss continued his promotion of the span and the need for voters to support the bond election to see it built. In November 1930, voters passed a \$35 million bond issue to fund the bridge's construction (which, at this time, was estimated to cost \$27 million). But the bridge's future remained uncertain as the district found itself dealing with litigation brought on by businessmen, professionals, taxpayers, investment banks and other entities that opposed its construction. After more than two years in the courts, the district prevailed, and after finalizing plans, construction on the suspension bridge began on January 5, 1933.

The groundbreaking ceremony, which was held on February 26, 1933, at nearby Crissy Field, welcomed more than 100,000 people and lasted several hours. Included were a parade, a Navy plane formation overhead, an 80-foot-long replica bridge, speeches from Governor Rolph, San Francisco Mayor Rossi and District Board President Filmer, and the reading of a congratulatory telegram from President Herbert Hoover.

It took just over four years to build the Golden Gate Bridge. The last of the bridge roadway was officially finished on April 19, 1937. The newly opened Golden Gate Bridge totaled 1.7 miles or 8,981 feet in length; the main span (the section between the two 746-foot-tall towers) at 4,200 feet was the longest ever to be built. Today the bridge ranks 9th in the world when it comes to the length of the main span.

Opening festivities for the new marvel began May 27th, lasting for an entire week. Fiesta Week, as it was known, began at 6 a.m. that first day with the opening of the bridge exclusively to pedestrians. It is said that approximately 15,000 people an hour passed through the turnstiles to get on the bridge – with an estimated total of 200,000 participants that day. Other activities included a nightly pageant at Crissy Field, parades, fireworks, contests and plenty of entertainment.

The Art Deco-style bridge quickly became a landmark not only for San Francisco, but the world. It is regarded among one of the world's most beautiful bridges and a top tourist destination, bringing in millions of visitors each year.



Living & Relocation

San Francisco is an ideal place to visit or call home. In fact, the city ranked as the number one travel destination in the nation by the Condé Nast Traveler magazine Readers' Choice Survey for eighteen consecutive years—a first-time accomplishment for any destination. With a vibrant economy, diverse culture and proximity to world-class museums, universities and natural landscapes, why not make San Francisco your home?

LIVING

Neighborhoods

- **Downtown/Financial District**

Beginning at Montgomery Street and extending east toward the Embarcadero, this is an area concentrated with banks and other financial institutions. The district has been linked to banking since the Gold Rush and has even helped earn San Francisco the title of the “Wall Street of the West.” Home values range between \$350,000 and \$2.5 million.

- **Pacific Heights**

This neighborhood came into being in the 1870s to accommodate the influx of working-class families who were leaving the wealthy Nob Hill area. The area is adorned with Victorian-style homes as well as impressive mansions and chateaux. Home values range between \$1.8 and \$14.5 million.

- **Russian Hill**

West of North Beach and east of the Marina, Russian Hill contains world-famous Lombard Street. A cable car line carries passengers from the base of Hyde Hill to Nob Hill. Home values range between \$350,000 and \$7.9

million.

- **Cow Hollow**

Historically, Cow Hollow was renowned for its dairy farms. Today, young professionals find their place in this bustling area that centers around Union Street and is known for its quaint architecture. Home values range between \$450,000 and \$7.5 million.

- **Telegraph Hill**

Coit Tower, a famed San Francisco landmark, finds its place in this neighborhood. Once home to a diverse European population of immigrants, the area has become significantly more expensive through the years due to its stunning panoramic bay views. Home values range between \$400,000 and \$6.5 million.

- **Nob Hill**

This upscale neighborhood is home to some of San Francisco's elite. The neighborhood boasts some of the best views of the bay and several historic sites, such as a replica of Notre Dame called the Grace Cathedral and the Cable Car Museum. Home values range between \$495,000 and \$5 million.

- **Castro**

The Castro is widely considered America's first and best-known gay neighborhood. A working-class Irish neighborhood in the 1930s through the mid-1960s, the Castro came of age following the Summer of Love in the neighboring Haight-Ashbury district. Today, the Castro is a symbol for lesbian, gay, bisexual, transgender (LGBT) activism and events worldwide. Home values range between \$625,000 and \$3 million.

- **Haight-Ashbury**

Famous for liberal activism in the 1960s, the Haight-Ashbury district (the Haight) is world famous for its "Summer of Love" in 1967, when as many as 100,000 people converged on the neighborhood creating a cultural and political rebellion. Home values range between \$600,000 and \$3.8 million.

- **Japantown**

As the name suggests, this is the epicenter of the Japanese population in San Francisco. The area boasts authentic sushi bars and a five-tiered pagoda, a symbol of eternal peace. Over 12,000 Japanese-Americans call this area home. The average home value is \$689,500.

- **South Beach & Mission Bay**

The San Francisco Giants call this neighborhood, which houses AT&T Park, home. Visitors and residents can also take a stroll down the Embarcadero's waterfront sidewalks for both exercise and leisure. Home values range between \$379,000 and \$3 million.

- **Mission**

A predominantly Latino neighborhood, the Mission is home to Mexican bakeries, authentic Mexican restaurants and the largest concentration of murals in the city. Home values range between \$300,000 and \$1.7 million.

- **Sunset**

This area, once little more than sand dunes, is located just south of Golden Gate Park. Due to its proximal location to Ocean Beach, it is one of the foggiest neighborhoods of the city. Home values range between

\$450,000 and \$1.2 million.

MOVING RESOURCES

Planning Your Move

Planning a move is stressful no matter where you're relocating from or how far you're traveling to do so, but San Francisco has several resources to ensure that your move runs as smoothly as possible.

Moving Companies

Several moving companies are at your service in the Bay Area. Among them:

*Cor-O-Van Moving & Storage Company

415-865-9300

www.corovan.com

One Big Man & One Big Truck Moving Co. Inc.

415-777-3250

www.onebigman.com

*Tri-Star Office Moving, Inc.

415-822-9228

Temporary Storage

To store your belongings securely during your move, consult one of these storage companies:

***Security Public Storage**

415-861-5100

www.securitypublicstorage.com

***Storage Advantage**

415-552-5751

www.storage-advantage.com

All Aboard Mini Storage

415-467-0800

www.allaboard.net

AllStore Center

650-873-8020

www.allstorecenter.com

Extra Space Storage

415-643-8400
www.extraspace.com

Interstate Storage, LLC – Boats & RVs
510-550-7176
www.interstate-storage.com

SOMA Self Storage
415-861-5500
www.somastorage.com

Utilities & Telecommunications

Pacific Gas & Electric Co. supplies electricity/gas to San Francisco residents. Apply for service online at www.pge.com or call 800-743-5000.

Water

The San Francisco Public Utilities Commission (SFPUC) supplies San Francisco residents with their water needs. Reach the SFPUC at www.puc.sf.ca.us or 415-923-2400.

Garbage Collection

There are multiple garbage collection providers in San Francisco's surrounding counties, but city residents are serviced by Recology and their subsidiaries.

Golden Gate Disposal & Recycling
415-626-4000
www.norcalwaste.com

Sunset Scavenger Co.
415-330-1300
www.sunsetscavenger.com

Telephone Providers

Telephone providers in the area include:

***AT&T**
Residential 800-310-2355
Business 800-750-2355
www.att.com

***Astound**
650-212-8000

www.astound.net

China Unicom Americas

213-489-5636

www.unicomamericas.com

Sprint

415-278-5350

888-211-4727

www.sprint.com

Verizon

800-483-3000

www.verizon.com

TelePacific Communications

415-430-3115

510-995-5696

www.telepacific.com

Time Warner Telecom

415-489-0700

www.twtelecom.com

Webpass

415-233-4100

www.web-pass.com

Cable Providers

Cable providers in the area include:

***Comcast**

1-800-COMCAST

www.comcast.com

DirecTV

888-777-2454

www.directv.com

RCN

800-RING-RCN

www.rcn.com

Renting & Leasing

San Francisco offers a variety of housing options. From renting a flat or apartment to leasing a loft or contemporary condominium to buying a Victorian home, many resources are available to help newcomers make the housing choice that is right for them.

Sixty-five percent of San Francisco residents rent rather than own. Apartment rentals range from \$1,100 for a studio to upwards of \$3,500 for multiple bedrooms. Houses command higher prices, averaging from \$2,000 to \$6,500 per month depending on amenities and location. Rental resources include:

***Azari Property Management**

www.azaripm.com

Apartment Guide

www.apartmentguide.com

Craigslist

www.craigslist.org

Move.com

www.move.com

RentinSanFrancisco

www.rentinsanfrancisco.com

***Trinity Corporate Living**

www.trinitymanagement.com

Those seeking to buy a home in the Bay Area will want to begin the process by making an appointment with a local realtor. A few of the Bay Area realtor associations include:

***Azari Property Management**

www.azaripm.com

San Francisco Association of Realtors

www.sfrealtors.com

Bay East Association of Realtors

www.realtorassociation.com

Contra Costa Association of Realtors

www.ccarealtors.com

San Mateo County of Association of Realtors

www.samcar.org

Santa Clara County Association of Realtors

www.sccaor.com

Marin Association of Realtors

www.marinaor.com

North Bay Association of Realtors

www.norbarrealtor.com

Silicon Valley Association of Realtors

www.silvar.org

For a comprehensive guide to realtors in the Bay Area, visit the Business Directory on the San Francisco Chamber of Commerce website at www.sfchamber.com.

For those that desire an urban lifestyle, vertical living may be a choice worth considering. Many new high-rise developments are changing the San Francisco skyline and providing new housing options for active, view-oriented residents who prefer to live close to transportation, restaurants and city attractions.

Candlestick Cove

www.candlestickcove.com

Millennium Tower

www.millenniumtowersf.com

One Rincon Hill

www.onerinconhill.com

Symphony Towers

www.symphonytowerssf.com

The Infinity

www.the-infinity.com

Financing & Mortgages

After meeting with a realtor, it is time to consider your method of payment. There are several different types of home loans to choose from that allow Americans from all walks of life to secure housing in the best city in the U.S. You may decide to take out a conventional loan with a traditional 15-to-30 year plan. This is the typical route, but there are several other options. For example, veterans may be interested in contacting the Veterans Administration, www.va.gov, which recently expanded its qualifying criteria. Special home loans are also available through the Department of Housing and Urban Development (www.hud.gov/local) for qualifying teachers, policemen, firemen, seniors, the disabled, first-time homeowners and certain religious groups. There are also other helpful home loans that aim to make housing affordable. Some of these include:

Alliance Housing Assistance Program

www.allianceassistance.org

AmeriDream

www.ameridream.org

NeighborWorks

www.nw.org

The Nehemiah Program

www.nehemiahcorp.org

Insurance

Insurance is a necessity and the Bay Area is prepared to have you covered. Whether you're in need of auto, health, dental, homeowners or even earthquake insurance, there is an agent in San Francisco ready to assist you.

Residential property insurers are required to offer earthquake coverage under California Insurance Code (CIC) Section 10081. Residents have 30 days from the date of mailing to accept earthquake insurance; a lack of response is considered declination of the offer. Earthquake coverage must provide adequate coverage for your dwelling, personal property and for any additional living expenses (ALE) accrued to cover the cost of living elsewhere while your home is being restored.

Get in touch with a San Francisco insurance agent today to ensure that your insurance needs are satisfied. A few of the insurance companies that reside in the Bay Area include:

***Barbary Insurance Brokerage**

415-788-4700

www.barbaryinsurance.com

Brown & Brown of Northern California

415-884-7400

www.bbinsurance.com

***The Chubb Group of Insurance Companies**

415-273-6300

www.chubb.com

***State Farm**

510-596-1639

www.statefarm.com

***Esurance**

800-378-7262

www.esurance.com

***Marsh Risk & Insurance Services**

415-743-8000

www.marsh.com

For a more comprehensive guide to insurance agents and brokers in the Bay Area, visit the Business Directory on the San Francisco Chamber of Commerce website at www.sfchamber.com. For more information from the California Department of Insurance (CDI), which regulates rates and practices of insurance agents and brokers in California, visit www.insurance.ca.gov.

Commuting & Transportation

Nearly one-third of residents rely on public transit in San Francisco. Many city residents rely on standard bus and train service provided by the San Francisco Municipal Transportation Agency (Muni). Cable cars provide another transportation method for some residents, while other commuters depend on City Carshare and Zipcar programs, which allow residents to rent cars by the hour. Additionally, the Bay Area Rapid Transit System (BART), an underwater rail system devoted to high-speed electric trains, serves San Francisco, Oakland, Berkeley and other surrounding areas. Bay Area transit systems include:

AC Transit

actransit.org

Bart

www.bart.gov

Caltrain

www.caltrain.com

Golden Gate Transit

www.goldengate.org

Golden Gate Ferry

www.goldengateferry.org

East Bay Ferries

www.eastbayferry.com

Muni

www.sfmta.com

SamTrans

www.samtrans.com

Santa Clara County Transit (VTA)

www.vta.org

Health & Wellness

A large concentration of hospitals and clinics serve Bay Area residents. One of the largest medical providers in the Bay Area is Kaiser Permanente, which operates several centers throughout San Francisco. Other San Francisco area hospitals include: California Pacific Medical Center; University of California, San Francisco (UCSF); Chinese Hospital; Saint Francis Memorial Hospital and San Francisco General Hospital.

Several Bay Area hospitals placed in the U.S. News and World Report's 2010 America's Best Hospitals survey. The University of California, San Francisco Medical Center ranked fourth in diabetes and endocrinology; fifth in neurology & neurosurgery and urology; eighth in cancer, gynecology and kidney disorders; and also made the list for ear, nose & throat; geriatrics; orthopedics; pulmonology; heart & heart surgery; and several others. In nearby Palo Alto, Lucile Packard Children's Hospital at Stanford ranked fifth in pediatric heart & heart surgery and kidney disorders, and Stanford Hospital and Clinics ranked eleventh in cancer and twelfth in gynecology. San Francisco Bay Area physicians and hospitals excel at providing residents with only the best and most comprehensive care.

WORKING

Job Hunting

Perhaps one of the most important aspects of moving is securing financial stability and landing a new job. The following job-search resources may prove to be helpful in your search for employment in your new San Francisco home:

Bay Area Career Center (BACC)

www.bayareacareercenter.com

EDD Workforce Services

www.caljobs.ca.gov

***E.A. Search, LLC**

www.easearch.com

***Jewish Vocational Services**

www.jvs.org

***Russell Reynolds Associates**

www.russellreynolds.com

***Manpower**

www.manpower.com

Media Alliance

www.media-alliance.org

***Nelson Staffing**

www.nelsonstaffing.com

***The Job Forum**

www.thejobforum.org

***TemPositions**

www.tempositions.com

Craigslist

www.craigslist.org

For a more comprehensive guide to executive search consultants, employment agencies and services, visit the Business Directory on the San Francisco Chamber of Commerce website at www.sfchamber.com.

EDUCATION & TRAINING

San Francisco Unified School District

San Francisco Unified School District (SFUSD) consists of 104 traditional K-12 school sites, 37 State-funded preschools and nine charter schools. More than 53,000 students are enrolled in the district, which currently stands as the eighth-largest in the state.

The district offers an array of exceptional academic and social programming, including early education options, English Language Learners, special education instruction for those with disabilities, career technical education for high schoolers, the Advancement Via Individual Determination (AVID) college preparatory program, a great athletics program at the middle school and high school levels, along with ExCEL after-school programs and visual and performing arts offerings.

SFUSD is the top-performing large urban school district in California and one of the top-performing urban districts in the country. Students regularly score at or above the state average on standardized tests, and, uniquely, hundreds of high school students graduate each year with biliterate distinction, which shows students' proficiency in English and one or more other languages at the time of graduation.

Learn more by visiting SFUSD online at www.sfusd.edu.

Charter Schools

Nearly a dozen charter schools are available in San Francisco. While these State-funded, independently-operated institutions are still part of the public school arena, they offer a different choice for students and parents looking for a unique alternative. SFUSD currently oversees nine active charter schools. Other options include Edison Charter Academy (K-8) and the newest addition to the area's public charter school directory, San Francisco Flex Academy (SF Flex). SF Flex is recognized as one of the state's first full-time hybrid school for grades 9-12. It opened its doors for the first time in fall 2011.

Private Schools

Private schools in the area provide an alternative to the public school system. More than 90 private institutions are available to students throughout the San Francisco area. A few of these include Adda Clevenger Junior Preparatory, Big City Montessori School, Drew School, French American International School, San Francisco University High School, Stuart High School and Zion Lutheran Church & School. A complete listing of schools, complete with contact information, is accessible via www.baprivateschools.com.

Higher Learning

The Bay Area is home to more than 35 colleges and universities, including several world-famous institutions such as UC San Francisco, UC Berkeley and Stanford University. San Francisco boasts a wide-variety of public and private four-year institutions for students and adult learners. San Francisco City College alone includes 10 campuses offering a wide range of associate's degrees, vocational certificates, as well as non-credit educational experiences to more than 100,000 students each year. The region also hosts multiple private and religious universities and colleges, including the California College of the Arts, the Art Institute of California-San Francisco and Golden Gate University.

Bay Area educational institutions have a reputation of attracting the best faculty among a wide variety of fields, which in turn draws a highly competitive group of students from all across the world to the region. The region's education and research institutions are clearly a major economic engine driving the economy.

PLAYING

Top Attractions

The list of attractions discovered in the San Francisco Bay Area is exhaustive and includes historic sites, a waterfront aquarium, conservatories and gardens, theatres and event venues, casinos, a beautiful zoo, national parks and more. The city is best known for its many landmarks, which draw visitors from around the world. Some of the most recognized landmarks include: the Golden Gate Bridge, Fisherman's Wharf, Alcatraz, Angel Island, the Palace of Fine Arts, Coit Tower, Lombard Street (the crookedest street in America) and many others. A complete listing of landmarks and activities can be found on the San Francisco Convention & Visitor's Bureau website at www.sanfrancisco.travel.

Parks & Open Spaces

San Francisco residents are active and frequently walk to their destinations rather than drive or take public transit. It's a decision that has earned San Francisco the title of most "walkable" U.S. city by WalkScore.com. Most recently, the city scored a 92 out of 100, beating out many larger cities across the country.

Fortunately for those with an active lifestyle, San Francisco has a variety of parks to support sporting and leisure activities. Golden Gate Park is one of the most frequented spots, covering more than 1,000 acres in downtown San Francisco. The park is home to the California Academy of Sciences, the Japanese Tea Gardens, the National AIDS Memorial Grove and the oldest glass and wood Victorian greenhouse in this hemisphere.

Presidio National Park invites guests to take advantage of more than 25 miles of hiking trails, 14 miles of paved roads ideal for cyclists, a first-class board-sailing area, several athletic facilities, a golf course and plenty of opportunities for fishing and crabbing. The park, which served as an army post for three nations for more than 200 years, also features a number of historic and architecturally significant sites, museums and nature areas.

Other notable parks include Candlestick Park State Recreation Area, Washington Square Park and Buena Vista Park. There are also several parks outside of the city scattered throughout the remainder of the Bay Area as well as numerous beaches to choose from. Wherever you turn, an open space perfect for walking, bicycling or simply enjoying the scenery awaits you.

Arts & Entertainment

San Francisco is a city teeming with art. The emphasis on art manifests in the numerous art museums, the creative specialty boutiques and even the city-wide presence of murals. The population is arguably one of the most creative and artistic in the country, with one in 11 jobs in San Francisco immediately related to the arts through such fields as graphic design, architecture, advertising, publishing, broadcast and film.

San Francisco is home to several world-renowned art and science museums. The Asian Art Museum is one of the largest museums in the Western world devoted solely to Asian art. The Museum of Modern Art (SFMOMA) houses twentieth century and contemporary works of art. The Palace of the Legion of Honor holds primarily European antiquities.

Two of the city's main art and science attractions are located in Golden Gate Park. The M.H. de Young Memorial Museum – which was damaged in 1989 by the Loma Prieta earthquake and rebuilt in 2005 – features permanent exhibits including African Art, Art of the Americas and Oceanic Art. Across from the de Young is the California Academy of Sciences, one of the largest museums of natural history in the world. Completely rebuilt in 2008, the building is an example of sustainable architecture and one of the newest natural history museums in the country. It is also the only place on the planet with an aquarium, a planetarium, a natural history museum and a four-story rainforest all under one living roof.

Art can be seen everywhere in San Francisco. The city features more than 600 murals. Some of its most famous can be found in the Mission district on Balmy Alley and Clarion Alley. The San Francisco Arts Commission is working to bring public art throughout the city with its Civic Art Collection, which contains over 3,500 objects including monuments and statuary in the parks, murals in public buildings, paintings, sculptures, installations and other media.

Annual Events/Festivals

Thousands of events are held in San Francisco throughout the year. From concerts, athletic events and food & wine festivals to historical and holiday celebrations, there is always something happening here. Among the many popular annual events include the San Francisco Sports & Boat Show (the longest-running sports event in the Western U.S., held in January), the San Francisco International Film Festival (one of the oldest film festivals in the country, held in March), the Bay to Breakers race in May, Fourth of July Celebrations (which include a million-dollar fireworks display over Pier 39), the San Francisco Marathon (one of the largest in the world, held in July), the San Francisco Fair in September, the three-day Blues Festival (the largest outdoor blues music festival on the West Coast, held in September) and many more. Residents and visitors also relish

in a number of street fairs, parades and farmers' markets. See what's happening now on the San Francisco Travel website at www.sanfrancisco.travel.

Bay Area Sports Teams

The Bay Area has a wide range of sports teams, both pro and semi-pro, for a variety of sports. A few of the Bay Area professional teams include:

NFL FOOTBALL

San Francisco 49ers

Oakland Raiders

MLB BASEBALL

San Francisco Giants

Oakland A's

MLS SOCCER

San Jose Earthquakes

NBA BASKETBALL

Golden State Warriors

HOCKEY

San Jose Sharks (NHL)

San Francisco Bulls



Advertisers' Index

[B](#) [E](#) [F](#) [H](#) [I](#) [L](#) [P](#) [R](#) [T](#) [W](#)

[Business](#)

[Education](#)

[Financial](#)

[Health](#)

[Industry](#)

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