

**December 2021**



**Our monthly news & updates**

[Visit our Website!](#)

**President Jim McGuire**

Season's Greetings as we ring in the holidays of 2021! I hope everyone had a safe and peaceful Thanksgiving. It will be a busy season for us, for sure! It is hard to believe that an entire year has already passed as we continue to struggle through this pandemic. Lots of ups and downs for everyone. Who remembers the 20 minutes we had without wearing our masks in public? Yeah, I don't either....



Looking back on 2021, it is interesting to see how many "tiers" we went through; it was like coloring in a coloring book. Thank goodness for parklets so we could continue to enjoy our favorite restaurants. Despite the roller coaster ride we were on, your Chamber still managed to achieve some pretty impressive tasks this past year including hosting a few Hotelier Roundtable meetings with the City, we welcomed new Board Directors, unveiled a brand new website, awarded 30 scholarships to our deserving high school seniors, hosted several virtual networking events, hosted a few virtual learning events, and even had our first in-person "Good Morning South San Francisco" breakfast meeting. That led to our second in-person mixer event which was well attended. But, wait, there's more....our first in-person ribbon cutting just last month! Additionally, we welcomed over 25 new members to our Chamber!

A special THANK YOU to **Azisa Todd** and **Frankie Sapp** of the **San Mateo County Pride Center** for their informative webinar on "Pronouns 101" that took place last month. We were proud to be a part of this great educational experience.

As I mentioned earlier, December will be busy starting with **Santa Comes To Town** on Sunday, December 5<sup>th</sup> at City Hall. Next, join us for the **Ribbon Cutting** for the **South San Francisco Police Operations and 911 Dispatch Center** on Tuesday, December 7<sup>th</sup> followed by the **City Council Reorganization Ceremony Installation of the Mayor and Vice Mayor** that evening. We will also celebrate the **Retirement of Police Chief Jeff Azzopardi**. Then, join the Chamber and the **South San Francisco Women's Club** for the annual **Holiday Mixer and Holiday Giving** event on Thursday, December 9<sup>th</sup>.

Welcome new members **Bird Rides Inc.** and **El Nino Sport Inc.** Meet our new members at our upcoming **Annual Recognition and Business Awards** dinner on Thursday, March 3, 2022 where our newest Board Directors, Vice-President and President will be installed.

Many thanks to all our renewing members – we truly appreciate your support.

As always, there is always so much happening with your Chamber. We look forward to seeing you in person at one of our events very soon! Be well, remember to support your Chamber members, and be thankful for each other.

Merry Christmas and Happy Holidays to everyone and see you next month!



## **Director Kristen Ditlevsen**



Now that the Holidays are upon us, I thought it would be a good opportunity to look back on the year and share some fun facts about Liberty Bank. Liberty Bank was founded in South San Francisco in 1982. We are currently the only bank headquartered in South San Francisco. In fact, with the most recent round of bank mergers in our area, we are now the only bank headquartered in San Mateo County.

Liberty Bank is a publicly traded, family-owned bank that is focused on providing full service banking in the communities we serve. In addition to our main office in South San Francisco, we have branches in Boulder Creek and Felton, which serve the Santa Cruz Mountain area. We are an FDIC insured financial institution which sounds big, but we are truly a small business dedicated to the local community. We have fewer than 50 employees in our three branch network. That is a stark contrast to some of the larger names in banking like Wells Fargo, with over 5200 branches and 268,000 employees.

The truth of the matter is that there is a need for different sizes and types of financial institutions to serve the different segments of the consumer and business markets. For example, larger institutions can make more significant investments in technology and have more staffing which allows them to navigate the complex network of regulations in an automated fashion. The Fintechs have also leveraged technology to offer a “quick and easy” online approach to many traditional banking services. We rely on these companies to serve the larger mass markets. Fintechs are not always a low cost option but they serve an important segment of the small business and consumer population. In contrast, it can be challenging to find the personal service you need when a problem arises.

As a community bank, our strength is knowing our customers and our market well enough to understand their needs. When you call us we answer the phone, and when you come in to see us we are right here. This became even more critical during the COVID 19 pandemic. For example, there were many local businesses in our markets who needed access to PPP funding to stay open. Most could not get into the program through another source. Although we were not set up for PPP funding, initially, we quickly realized that our customers were depending on us for access. We walked each applicant through the process, and then again assisted them with Loan Forgiveness. Our PPP effort was smaller in scale, but many of our clients needed the personal touch not available elsewhere. Other larger clients were running into roadblocks with some of the larger lending sources that they could not get resolved.

Looking back over the 2021 and most of 2020, the value of a banking relationship came into focus in a more traditional way. We are proud to have close relationships with our clients and do all we can to serve their needs. We appreciate the opportunity to work with the South San Francisco Chamber of Commerce and to be involved in the community.



**Renaissance Winter Pop-Up**

**December 4, 10am-2pm**

**366 Grand Ave SSF**

**The Renaissance Winter Pop-Up is celebrating local entrepreneurs!**

**Food trucks, food booths, crafts and fashion, and all kinds of services.**

**Featuring DJ Snick at Night and adult sized lawn games.**

**It's happening at 366 Grand Ave, South San Francisco**



Supporting small businesses is supporting our community's recovery. Hardships from COVID-19 have affected everyone, but have decimated small businesses. Many have closed and many hang on by threads.

To support small businesses in these critical times, the County and city partners launched Choose Local San Mateo County, a mobile app that enables shoppers to earn rewards automatically at hundreds of participating local businesses, which can be redeemed as cash discounts at select businesses.

Choose Local San Mateo County makes it easy to shop locally and support small businesses. Download the app today to begin shopping at the 290+ diverse businesses participating in Choose Local San Mateo County, and earn SMC Points to apply as cash discounts at select businesses.

Learn more at [www.ChooseLocalSMC.com](http://www.ChooseLocalSMC.com).



## **NEW ECONOMIC ADVANCEMENT CENTER OPENS JANUARY 2022**

The new Economic Advancement Center is opening its doors to the South San Francisco community in January 2022, located at 366 Grand Avenue. The Center will focus on providing residents and small businesses with a suite of resources for job seekers, training opportunities, entrepreneurs and start-ups, as well as local small businesses with the goal of

advancing economic opportunities for our residents and small business community.

Within the Center, JobTrain will focus on preparing individuals to turn their lives around-from under or unemployment to success and economic prosperity. JobTrain brings a targeted program for South San Francisco to the Center by offering resources through assessment, job skills training, and high potential career placement. Contact JobTrain online at [www.jobtrainworks.org](http://www.jobtrainworks.org), or by calling (650) 505-4727.

Also located at the Center, the North County Business Resource Center, a project of Renaissance Entrepreneurship Center, South San Francisco and San Mateo County, will offer free business impact workshops, business consulting, and networking opportunities for small businesses and entrepreneurs. Services offered will include business planning, marketing, finance, and assistance starting or growing a business. Contact the North County Business Resource Center at [brc@rencenter.org](mailto:brc@rencenter.org), or by calling (650) 321-2193 x1103.



### **SBA Announces Updated Guidance Regarding Applicant Deadlines for COVID 'Economic Injury Disaster Loan' Program**

"Today, the [U.S. Small Business Administration \(SBA\)](https://www.sba.gov) announced updated guidance for '[COVID Economic Injury Disaster Loan \(EIDL\)](https://www.sba.gov/eidl)' [program](https://www.sba.gov/eidl) applicants to better serve small business owners in need, while funding

remains available.

*Since its inception, the 'COVID EIDL' program, a federal disaster relief loan designed to better serve and support our small business communities still reeling from the pandemic, especially hard-hit sectors such as restaurants, gyms, and hotels, has approved nearly \$300 billion in relief aid."*

*"Eligible small businesses, nonprofits, and agricultural businesses in all U.S. states and territories can apply. Visit [www.sba.gov/eidl](https://www.sba.gov/eidl) to learn more about eligibility and application requirements. The last day that applications may be received is December 31, 2021. Applications received by December 10 for '[Supplemental Advance](https://www.sba.gov/eidl)' will be processed in the order received and the SBA cannot guarantee processing of all applications by December 31."*



# Happy Holidays

FROM THE AC HOTEL SOUTH SAN FRANCISCO

## PLAN YOUR PARTY, PICK YOUR PERK

From AC Lounge to AC Kitchen, **AC Hotel San Francisco Airport/Oyster Point Waterfront** serves as a canvas for all types of meetings and events. Guests and attendees will enjoy an open layout that allows them to flow freely throughout these spaces, finding inspiration wherever they go. Our meeting rooms are designed to facilitate boundless creativity with complimentary essentials. **Book and host this year's holiday meeting or special event with us by November 1<sup>st</sup> to December 31<sup>st</sup>, 2021, and you'll get to pick a perk:**

### \$7,500 (Select One)

- Complimentary one hour coffee break (coffee, tea, decaf)
- 10% Discount on-site AV
- 10% Discount on Room Rental
- Triple Event Planner Points

### \$15,000 (Select Three)

- Complimentary Dance Floor Rental
- 20% Discount off on-site AV
- Complimentary One Hour Beer and Wine Reception
- 5% Discount on Food & Beverage
- 50% Off Room Rental
- One complimentary upgraded Bayview room with sleeper sofa (1 Night)

### \$10,000 (Select Two)

- 50% Discount on Dance Floor Rental
- Complimentary Linen Rental
- 15% Discount off on-site AV
- Complimentary Coffee Break
- 5% Discount on Food & Beverage
- 15% Off Room Rental
- One complimentary standard room (1 Night)

	AREA	SQ. FT.	THEATER	SCHOOLROOM	CONFERENCE	U-SHAPE	RECEPTION	BANQUET
LIBERTY BALLROOM	85x30.75x14	2675	200	100	60	68	250	200
LIBERTY 1	44x30.75x14	1320	100	50	30	34	150	100
LIBERTY 2	43x30.75x14	1320	100	50	30	34	150	100
LIBERTY PRE-FUNCTION	30x17x12	606	-	-	-	-	60	40
BAYVIEW	44x24x9.6	1056	100	44	28	30	100	60
BAYVIEW 1	21x24x9.8	504	50	22	14	15	50	48
BAYVIEW 2	23x24x9.6	562	50	22	14	15	50	40
MEDIA SALON	11.75x15x12	177	-	-	.5	-	-	-
AC PATIO	52x44	2288	180	80	30	50	180	120



Contact Margaux Esplana (Catering Sales Manager) – 650.238.2956 – [Margaux.Esplana@marriott.com](mailto:Margaux.Esplana@marriott.com) or any of our sales professionals to lock in your preferred dates by November 1<sup>st</sup> – December 31<sup>st</sup>, 2021. Some restrictions on perks may apply. Contact the hotel directly for more details.

AC HOTEL SAN FRANCISCO AIRPORT  
/ OYSTER POINT WATERFRONT  
1333 Veterans Boulevard  
South San Francisco, CA 94080  
T. 650.742.9271

EVENTS ARE HAPPENING NOW  
LET'S GET BACK TOGETHER



SOUTH SAN FRANCISCO  
**CONFERENCE CENTER**

Please Call Judy to Schedule your  
Social Event Now!

Judy Reyes  
650-877-5200  
[jreyes@ssfconf.com](mailto:jreyes@ssfconf.com)  
Ssfconf.com



Rudolph announces the return of...

# Santa Comes to Town



**SUNDAY, DECEMBER 5, 2021**  
**City Hall • 400 Grand Ave**  
**11:00 a.m. - 3:00 p.m.**

**Presented by:**

Kiwanis Club of South San Francisco,  
South San Francisco Parks & Recreation Department, &  
The South San Francisco Chamber of Commerce



For more information visit: [www.ssf.net/rec](http://www.ssf.net/rec)  
or call: (650) 829-3800



**CITY OF SOUTH SAN FRANCISCO  
2021 HOLIDAY DRIVE**

**Please consider making a monetary donation  
to help make a child's holiday a little brighter!**

**Monetary donations can be accepted via  
PayPal:**

**[paypal.me/IAFFL1507CF](https://www.paypal.me/IAFFL1507CF)**

**IN NOTES SECTION, PLEASE ADD "HOLIDAY DRIVE"**

**Checks made payable to:  
IAFF Local 1507 Charity Foundation, Inc.**

**Checks can be sent to:  
SSF Holiday Drive  
480 North Canal St.  
SSF, CA 94080**



**PLEASE MAKE DONATIONS BY 12/17/2021**



*Annual Recognition &  
Business Awards is scheduled  
on March 3, 2022*

HELP US WITH NOMINATIONS

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

**AWARD CATEGORIES**

- **Pivot Pro/Innovation Award:** COVID-19 has thrown us all for a loop. During the pandemic, this organization did not miss a beat, was responsive and adapted to its business and to the current climate.
- **Veteran Owned Business Achievement:** Recognizes a veteran owned small business that has attained outstanding business achievement.
- **Minority Owned/Woman Owned Small Business:** Recognizes a minority owned and/or woman owned organization that exhibits excellence and best business practices.
- **Legacy/Family-Owned Business:** This award acknowledges businesses, second generation or older, where executive leadership has been passed down, and show prospect of thriving through the next generation.
- **Business of the Year:** A business that has achieved remarkable results and accomplishments within their industry and has moved their company forward, exemplifies excellent corporate citizenship by giving back to the local community and possesses a corporate culture that enhances the lives of its employees.
- **Small Business of the Year:** Recognizes a small business that has demonstrated an exemplary level of leadership and community engagement to assist the needs of its community, and to service the needs of its customers, employees, and neighbors.
- **Chamber Director of the Year:** This award is presented to a Chamber Board of Director whose exemplary service, contributed time, resources and leadership has impacted the South San Francisco Community.
- **Special Recognition Award:** Recognized by their peers as an individual or business who exhibits trust, kindness, a helping hand, and is the behind-the-scenes everyday hero.
- **Joe Fernekes Volunteer of the Year:**
- **Dick Noftzger Lifetime Achievement:**

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**WRITE IN NOMINEE:** I nominate (Company, Organization, Person)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Key Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

*Describe nominee's qualifications for this award. Please include any supporting documentation. Use the back of this form or attach a separate sheet of paper. You may nominate your own business. Please email this form to [info@ssfchamber.com](mailto:info@ssfchamber.com) before December 31, 2021.*



**Bird Rides Inc.**

Bob Walsh

(415) 697-9495

Email: [bob.walsh@bird.co](mailto:bob.walsh@bird.co)

Bird shared electric scooters are coming soon to the Oyster Point area of South San Francisco!

**El Nino Sport Inc.**

Gilbert Melendez

1 S. Linden Suite #7

South San Francisco, CA 94080

(415) 676-7421

<https://elninomma.com>

Email: [melenedezgil@hotmail.com](mailto:melenedezgil@hotmail.com)

Martial Arts Gym for all ages, Jiu-jitsu, Wrestling, Boxing, Kickboxing, Self Defense Wellness





Callaghan Financial Planning Company *(June 2020)*

InFlowTech, Inc. *(November 2007)*

La Nueva Perla Restaurant *(June 2012)*

SKS Partners, LLC *(June 2018)*

Sares Regis *(December 2015)*

City Cabling *(February 2014)*

**Your support is truly appreciated!**

### Legislative Watch List

**We take care of politics, so you can take care of your business**



**New 2022 California Employment Laws**

[Article Credit: CalChamber](#)



**Consideration for Employers Returning Their Employees to the Workforce**

[Article Credit: CalChamber](#)



**COVID-19 Vaccine Guidance Updated**

[Article Credit: HRWatchdog](#)

### Educational Resources

**Webinars, ZOOM, Meetup, Coffee Chats and more....**



You can RSVP and pay for our events by going to the calendar section and clicking on the event you want to attend. Registration is for SSF Chamber members.

*Not a Chamber member yet?*

Contact the Chamber at [info@ssfchamber.com](mailto:info@ssfchamber.com)

or visit [www.ssfchamber.com](http://www.ssfchamber.com)

Follow us on Facebook for member announcements and latest Chamber news.

### **Diversity & Inclusion in the Workplace**

Free Webinar  
(pre-recorded)

This webinar explores:

- Definition and value of diversity
- Impact of diversity on small businesses
- Uncovering bias in recruiting and pay practices
- How to discuss race and equity with employees

## **SSF Chamber Calendar of Events**

### **Santa Comes to Town**

**Sunday, December 5, 2021**

**11:00am – 3:00pm**

City Hall, 400 Grand Avenue

Presented by:

Kiwanis Club of South San Francisco

South San Francisco Parks & Recreation Department

South San Francisco Chamber of Commerce

### **Holiday Mixer & Toy Drive**

**Hosted by the South San Francisco Women's Club**

**Thursday, December 9, 2021**

**5:00pm-6:30pm**

470 Grand Avenue, SSF

RSVP : [info@ssfchamber.com](mailto:info@ssfchamber.com)

### **Chairman Circle & Board of Directors Holiday Event**

**Thursday, December 16, 2021**

**5:00pm – 7:00pm**

***This is a private event***

Steps to creating a diversity initiative

[Register here](#)

## **2022 Events**

### **South San Francisco Chamber of Commerce**

#### **Annual Recognition and Business Awards**

**Thursday, March 3, 2022**

**Reception: 6:00pm – Dinner: 7:00pm**

South San Francisco Conference Center

255 So Airport Blvd., SSF

*MORE DETAILS COMING!*

### **South San Francisco Chamber of Commerce**

#### **Higher Education Scholarship Luncheon**

**Thursday, April 21, 2022**

**11:30am – 1:30pm**

SSF Elks Lodge

920 Stonegate Drive, SSF

### **South San Francisco Chamber of Commerce**

#### **TASTE of South San Francisco**

**Friday, November 4, 2022**

**12:00 – 2:00pm**

South San Francisco Conference Center

255 So Airport Blvd., SSF

*MORE DETAILS COMING!*



Chat With SCORE Mentors Online

**AVAILABLE 24/7**

Get Free Advice from SCORE Mentors When You Need It

**We're here for you.**

**Mentors are available on SCORE.org to answer your business questions.**



#### **South San Francisco Chamber Member Benefit**

Did you know as one of the many benefits of being our member that you can submit your events for Chamber approval through our monthly newsletter, or social media outlets. Once approved, it will be also be listed on our [event calendar](#)!

#### **Chairman Circle Members**

*Chairman's Circle members receive benefits above and beyond typical membership, with the highest visibility at Chamber events and in publications*

Chairman Circle – Gold Member

**Genentech**  
*A Member of the Roche Group*

Chairman Circle – Silver Members



**tri counties bank**

Chairman Circle – Bronze Member



*The Chamber appreciates and acknowledges the generous support of our Chairman Circle Members who support our efforts and make it possible to be the voice of businesses here in the City of South San Francisco.*







<u>2021 BOARD OF DIRECTORS</u>	<u>BOARD MEMBERS</u>	
President <b>Jim McGuire</b> Best Western Plus Grosvenor Hotel	<b>Bill Benavides</b> BLT Construction	<b>Reggie Kumar</b> AC Hotel by Marriott San Francisco Airport
Vice President <b>Tony Clifford</b> AAA Clifford	<b>Matthew Butler</b> Tri Counties Bank	<b>Jim Metz</b> Advanced Business Forms
Treasurer <b>Paul Formosa</b> SSF Scavenger Company	<b>Darius Lahtinen</b> Genentech	<b>Natalia Morales</b> Kilroy Realty Corporation
Ex-Officio <b>Mike Futrell</b> City of South San Francisco	<b>Kristin Ditlevsen</b> Liberty Bank	<b>Christina Ng</b> Grand Palace Restaurant
	<b>Dave Gallagher</b> Madison Street Press	<b>Gus Shihadeh</b> Amoura
	<b>Olga Garcia</b> CG Moving Company	<b>Kevin Worth</b> Kaiser Permanente
	<b>Kathy Hoffman</b> California Water Service	<b>CEO</b> VACANT
	<b>Daniela Jonguitud</b> Chajinel Home Care Services	<b>Staff</b> Linda Parenti Arlene Dozier