

affordable advertising opportunities

Don't forget the cost-effective opportunities the Chamber provides to help develop your business as you plan your 2004 marketing budget. As part of the Chamber's mission to attract, develop and retain business in San Francisco, we are committed to providing members a range of targeted options to help grow their company:

- Increase awareness
- Attract new customers
- Enhance your brand position
- Differentiate your offers in the market

Choose from program and event sponsorships starting at \$299 for a Business After Hours or Women in Business Roundtable tabletop exhibit, to table sponsorships and presenting sponsorships at the Annual CityBeat Luncheon in January or Golf Classic in May 2004.

Advertising in *The Monday Report*, the Chamber's weekly e-newsletter, is an affordable \$600-\$800 for an entire month of insertions that reach 8,000 readers each week.

Members may want to upgrade their company listing in the online *Membership Directory* to take advantage of the more than 14,000 weekly referrals delivered to qualified buyers of members' product or services. Finally, the new Chamber Value Card can deliver a promotional offer to hundreds of employee cardholders of San Francisco businesses.

Visit sfchamber.com/mediakit to review the full range of opportunities for visibility through the Chamber, or contact Leslie Foley at lfoley@sfchamber.com.

sfced and sfworks: partnering for SF's biosciences future

As the birthplace of biosciences and home to UCSF, San Francisco is at the forefront of biomedical progress. The San Francisco Center for Economic Development (SFCEd) and SFWorks are pursuing a strategy to ensure that San Francisco's natural leadership in biosciences translates to companies and careers growing here in the city.

Some important wins for the joint biosciences strategy include:

SFCEd, with assistance from SFWorks, coordinated community meetings to discuss opportunities and concerns related to the industry. Supervisor Sophie Maxwell convened the largest of these in her home district. The more than 125 attendees learned about bioscience job opportunities that are accessible to city residents of all educational backgrounds. SFWorks' director, Terri Feeley, serves on the Biosciences Task Force created by Supervisor Maxwell.

SFWorks is implementing a training program in the Bayview that prepares adults

with no science background for employment and ongoing education in biosciences. SFWorks helps students secure internships in local laboratories. The William and Flora Hewlett Foundation, the Richard and Rhoda Goldman Fund and the Walter and Elise Haas Fund provide support.

SFWorks, the Mayor's Office and SFCEd are co-hosting focus groups with local biosciences employers about workforce needs and the climate for doing business in the city.

Next June, San Francisco will host BIO 2004, an industry conference expected to draw 25,000 attendees. SFCEd is organizing local stakeholders, including SFWorks, to ensure that the city is highlighted as a center for continued innovation.

SFWorks and SFCEd are partnering with the state to develop a plan for assessing and forecasting the workforce needs of bioscience companies. Information will be used to develop training infrastructures.

sfced, sbc & chamber welcome CEOs to sf

On the evening of Sept. 15 at SBC Park, the San Francisco Center for Economic Development (SFCEd) and Chamber of Commerce hosted an event to welcome the CEOs and other executives of firms that have just moved their headquarters or other major operations into San Francisco.

On hand to watch the Giants beat the Padres were leaders from Golden Gate Software, Jones Day, Medialive International and Open TV. The event was sponsored by SBC, which generously made its box available to the SFCEd and Chamber guests. The Chamber and SFCEd say: "To the firms that have moved their 650 or so jobs here, welcome and congratulations for making a great business decision."

