



December 5, 2017

# from The President's Desk

by Henry Karnilowicz

November was yet another busy month. Myself and SFCDMA Secretary Vas Kiniris attended many fantastic events throughout the city. The following represents some of the events that SFCDMA supported and participated in along with other news.

## Construction Mitigation

With Thanksgiving, and a really busy month, Joaquin Torres, Managing Deputy Director from the Office of Economic and Workforce Development (OEWD) is organizing a meeting with the committee and representatives, from OEWD, PUC, DPW and MTA for most likely sometime in January. More details soon.

## The Saucy Awards



This was the second annual Golden Gate Restaurant Association (GGRA) gala and awards event at the historic Herbst Theater and Green Room, with the very sought-after and entertaining emcee Liam Mayclem. There was the pre-reception, the Awards Ceremony and then the post-ceremony cocktail reception and after-party, which included a huge variety of mouth watering hors d'oeuvres. The Saucy Awards recognized the San Francisco Bay Area restaurant & bar community for its culinary excellence. The Awards also benefitted the Golden Gate Restaurant Association Scholarship & Education Foundation (GGRASF), as a part of their initiative to advance & support the hospitality industry.

The awards recipients were from within seven Bay Area counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, and Sonoma). Awards categories included Chef of the Year, Pastry Chef of the Year, Rising Star Chef of the Year, Sous Chef of the Year and the Restaurateur of the Year, and many other accolades. Congratulations to Executive Director Gwyneth Borden and her team for putting on such a successful and enjoyable event.

## Facebook Workshop

This very informative workshop was held at Zinc Details on Fillmore Street. There were around 170 attendees. This was a really fabulous educational class on how to use and find success with Facebook's most up to date tools, including some useful resources to stay connected.

To help you learn on your own schedule, Facebook has put together a customized Facebook Blueprint e-learning track: <https://www.facebook.com/blueprint>. These courses will take you through what you missed at the workshop and start you on your way to becoming a Facebook and Instagram marketing expert! Blueprint courses are entirely free and self-paced.



Thank you to Thomas Li, Marianne Thompson and Vas Kiniris for making this event such a success. This workshop was so popular that we got calls afterwards asking about when the next one will be. —Stay tuned!

## Small Business Saturday Kickoff



The day kicked off at the colorful and fun Museum of Ice Cream with a press conference hosted by our Mayor, Edwin Lee, Chief of Police, Bill Scott and Director of the Office of Economic and Workforce Development, Todd Rufo, in partnership with Shop & Dine in the 49 and SFCDMA. For a pop-up a lot of effort was put in to convert what is a historic landmark building into a fun and funky museum.

It was really interesting reading trivia about ice cream and taking in the colorful displays. A few fun facts: the origins of ice cream date back to China around AD 618-907; President Barack Obama scooped ice cream in his teens at Baskin-Robbins in Honolulu; and, of course, per capita, Australians and New Zealanders are among the leading ice cream consumers in the world!

## Small Business Saturday



American Express were the driving force behind the creation of this special day, but Small Business Saturday has now grown far beyond the credit card giant. Last year we had just 10 Merchant Associations sign up for the event in San Francisco. This year, thanks in large part to the hard work by our tireless Secretary Vas Kiniris, we had over 20!

I went out to as many business associations as I could fit in in one day and from what I heard and witnessed it was a great success all around. Do want to do a shout out and congratulations to our very own Dani Sheehan-Meyer, owner of Cliché Noe Gifts+Home, who was the subject of a article in PC Magazine! Thanks also go to Lynn Bunim and Jason Lalak at WIPP for promoting this event.

## Mission Merchants Holiday Party



Congratulations to Phil Lesser and Jean Feilmoser for organizing the fabulous Holiday Party at Amado's. Attendees, including the Honorable Mark Leno, enjoyed great company, a fun raffle with Mission Police Captain Gaetano Caltagirone dispensing the raffle items, delicious food and beautiful live music. Amado's sure is a lovely place and definitely one of the best entertainment venues in the Mission!

## A Taste of the Portola



This little-known hidden gem in San Francisco, which [Airbnb](#) has opened the doors for us to discover, maintains a simple community feel. An unassuming residential area, it is home to a kaleidoscope of shops including independent bakeries, family-run pharmacies and some of the best restaurants in town.

Then there is the huge, beloved, magnificent McLaren Park where many events are held each year, such as a Mongolian Shamanist celebration! Portola is a quiet community that takes care of itself. It was truly a fun time for everyone and an honor to collaborate with Airbnb as we explored the neighborhood together.



# SFCDMA Holiday Reception

A quick reminder that Airbnb will be hosting the SFCDMA Holiday Reception at their headquarters at 888 Brannan Street on Tuesday, December 19th, from 5:30 to 8:00pm. [REGISTER HERE!](#)

Thank you to all those who continue to promote small business in San Francisco. I will keep you - our Membership - in touch with my December schedule of meetings and events in my next monthly newsletter - "from the President's Desk".

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**SFCDMA**