

October 12, 2018



# from The President's Desk

by Henry Karnilowicz

The following represent just a few of the issues and events that SFCDMA supported and participated in during September 2018.

## The Future of Food at WeWork



Zach Drucker of [sf.citi](#) invited us to this event at WeWork. Hosted by [sf.citi](#) and held at the Embarcadero Center, this was a one-of-a-kind affiliate event of the Global Climate Action Summit.

The event was held on two floors. The lower floor was for mingling and food tasting and the upper floor was the conference room, where I first went, not realizing that I should have been on the lower floor. Executive Director Jennifer Stojkovic at [sf.citi](#) was on hand to correct me!

[sf.citi](#) is the tech trade association of San Francisco and likes to stay on the cusp of innovation. They understand that food innovation is a powerful new driver of climate action, and that technology is essential to getting there. It only seemed fitting that they facilitate a conversation on tech's role in shaping the future of food.

Food innovation is the next frontier of sustainability. That's why more and more [sf.citi](#) member companies go beyond the traditional routes of climate action by enacting revolutionary corporate policies. An example is WeWork's meat announcement, encouraging Meatless Mondays, and partnering with plant-based food services. On the policy side, political leaders are spearheading legislation to create better access to plant-based foods. The Future of Food is bringing policy and business together to elevate the conversation on food innovation to the forefront with innovators and investors in the food tech field.

Opening remarks were by WeWork Co-Founder Miguel McKelvey who, just months ago, made headlines with his announcement of a company-wide meat-free commitment. He described the day as a "milestone" in WeWork history, McKelvey opened the panel discussion to continue this important conversation around food, technology and sustainability. He also announced the company's second major sustainability commitment, broadcasted earlier in the day at the Global Climate Action Summit. The WeWork Co-Founder pledged to make all 287 WeWork locations across 23 countries carbon-neutral by 2023.

I really enjoyed sampling the latest products from a number of plant-based vendors who set up shop in the Meatless Marketplace. Among the most notable, NUMU Vegan Cheese, exclusively available in New York, made its West Coast debut with pizza so delicious that some vegan attendees worried they were eating dairy! Ocean Hugger Foods served plant-based sushi whose aesthetic and texture, as well as taste, were almost indistinguishable from actual fish. San Francisco's very own Om Sabor, meanwhile, handed out plant-based ceviche made with local, organic ingredients, and lots of flavor.

Other vendors included Alpha Food and Fora Foods in association with New Crop Capital.

Okay, so I have not been converted to a vegan yet but I was really pleased that there are so many people who are and that the food is so tasty and mouth-watering.

## Good2Go Mixer



**Good2Go** is a San Francisco-based company, and was founded by Fran Heller, who, prior to starting Good2Go, was an executive in the pharmaceutical and biotech industries with expertise in business development, licensing and legal affairs. Most recently, she was Senior Vice President of Business Development at Bristol-Myers Squibb and a trustee of the Bristol-Myers Squibb Foundation. She has a number of degrees and sits on many boards.

Good2Go is dedicated to providing a secure access system for locating and accessing retailer restrooms. They invited us to their head office and show room on Hampshire Street for a meet-and-greet and to show us their bathrooms, including a portable one. They believe their secure access technology will transform the way people interact with buildings and spaces (office lobbies, restrooms, and parking structures).

Their app helps people in urban environments access redesigned restrooms at retailers. With the Good2Go app, consumers can use their smartphones to find a location, join a virtual queue, and automatically open the restroom door - all while retailers benefit from new foot traffic and revenue.

SFCDMA Sponsor Good2Go are offering to provide an installation to select SFCDMA Member businesses. **APPLY NOW!**

Thank you Fran and your team for making us welcome, providing snacks and libations and showing us the bathrooms that are equipped with your technology.

## Chinatown Autumn Moon Festival



This is the biggest and best event of the year for Chinatown. This year the Title Sponsor was Sterling Bank & Trust and it was organized by the **San Francisco Chinatown Merchants Association (SFCMA)**, founded in 1988 by May Louie, and which is dedicated to the revitalization of commerce and tourism in one of America's most unique historic neighborhoods.

In 1991, shortly after the devastating Loma Prieta earthquake which destroyed the direct freeway link to Chinatown, SFCMA held their first Autumn Moon Festival, a 1,000 year old tradition. Through their annual sponsorship of tradition-based events like the Annual Autumn Moon Festival, the SFCMA helps visitors and locals alike appreciate the rich cultural heritage of Chinatown.

Grant Street was closed for two blocks and there were lion dancers, moon cakes, Chinese princesses and of course politicians, including Mayor London Breed, Supervisors Arron Peskin and Sandra Fewer, Assessor Carmen Chu, Assemblymember David Chiu and Senator Scott Wiener.

Congratulations to Eva Lee and Betty Louie for organizing this really wonderful event!

## Inner Sunset Merchants Mixer



The mixer was at Shin Dig, a really nice events space on Irving Street which has a large selection of wine. President Susannah Wise and Vice President, Communications, Craig Dawson, welcomed everyone and I was really pleased that the District Supervisor Vallie Brown attended and spoke about her support for small business. There was a presentation by SFMTA and also by Regina Dick-Endrizzi, Executive Director of the Office of Small Business. Craig also spoke about some up-and-coming events that we will be post on our website.

## Outer Sunset Mixer (and surprise birthday party!)



This mixer for the Outer Sunset Merchant & Professional Association was held at Durty Nelly's, an Irish pub on Irving Street on September 20. September 20 just happens to be my birthday. I arrived a bit late, and when I walked in it became clear that this mixer was also my birthday party!

Thank you to Vas Kiniris, who was behind this, and President of the **Outer Sunset Merchants and Professional Association**, Bill Barnickel who gave a warm and wonderful speech. Of course, I was really glad to see Dar Singh and David Heller, and Yuka Ioroi took the time off from working at her restaurant to be at the event. Thank you also to Albert Chow, Maryo Mogannam, Bouchra Simmons, Anthony DeLaCruz, Jen Lee, Eva Choi, Patti Mangan, Sandy and Jerry Schulze, Tyra Fennel, Keith Freedman and everyone else who really made it an evening to remember. And did I mention the delicious cake and gifts?!

## Fillmore Merchants Association Meeting



The event was at the very popular Indian restaurant, Dosa and the host was the owner Emily Mitra. It was a full room with over 50 guests.

Ron Benitez, **Fillmore Merchants Association** President, welcomed everyone and there was a lively discussion about which discounts the businesses offer. Regina Dick-Endrizzi, Executive Director of the Office of Small Business, spoke about legacy businesses and the MTA gave a presentation about the changes being made to speed up bus service on Geary Boulevard. Ron then spoke about all the upcoming events on Fillmore including at Halloween.

## North East Mission Business Association Meeting



Gus's Market provided a conference room behind the market on Alabama Street for the well-attended meeting. **NEMBA** President Doug MacNeil and Vice President Gwen Kaplan chaired the meeting with a full agenda, which included presentations for and against Proposition C, safe injection sites and autonomous vehicles.

The presentation on autonomous vehicles was by Mason Smith, the Public Affairs Manager at Cruise, a company owned by General Motors. As the birthplace of Cruise, San Francisco is a natural first step for testing their self-driving technology. The city's unique road-scape, with its steep hills, public transit trains and trolleys, and narrow-winding streets, provide a challenging environment for the driverless cars to navigate. Another San Francisco fixture is the growing community of cyclists that they share the road with, which adds another layer of complexity. Cruise train their vehicles to manage these challenges safely. By testing their driverless fleet in San Francisco, they are able to quickly test and iterate on new ideas safely, like Cruise Anywhere—their ride-hailing app for Cruise employees to fetch driverless cars to transport them around the city.

There was no announcement for when they expect these to be available for the general public, however I feel that in five to ten years people will no longer be driving and instead will buy subscriptions, so that these vehicles will pick up and drop of people autonomously.

## Mayor London Breed Reception



The [San Francisco Chamber of Commerce](#) in collaboration with BOMA-SF, Committee on Jobs, Golden Gate Business Association, Golden Gate Restaurant Association, Hospital Council, Hotel Council, San Francisco Council of District Merchants Associations, San Francisco African American Chamber of Commerce, Hispanic Chamber of Commerce of San Francisco, San Francisco Apartment Association, SF Travel, sf. citi, SPUR, San Francisco Association of Realtors, and the Small Business Network, organized a reception for our first African American female Mayor, London Breed.

The event was on the roof deck of a 28-story new building with panoramic views. It was really nice to get to meet with members of our fellow organizations and enjoy the hors d'oeuvres and libations. It was a bit chilly with "Karl" (our so-called fog) rolling in.

The Mayor spoke about her goal to clean up our streets and clear the homeless. However, it was somewhat disappointing that she made no mention about small business, which she mentioned three times during her inauguration. No doubt an oversight.

I was really happy to see Paul Pendergast, Vice President of the GGBA and Gwyneth Borden, the Executive Director of GGRA. The largest contingent was SFCDMA members. We let out a loud cheer when the President and CEO of the San Francisco Chamber of Commerce, Tallia Hart, spoke and while acknowledging the coalition at the event, called out the San Francisco Council of District Merchants Associations!

Do want to say a very warm and heartfelt 'thank you' to the San Francisco Chamber of Commerce Executive Director Jim Lazarus for organizing this excellent event.

## Dalere's Beauty Salon 50th Anniversary



Marian Dalere, the daughter of Glory Dalere, sent me an invitation to join her and her many friends, including members of the Glen Park Merchants Association, to celebrate the 50th Anniversary of her mom's Beauty Salon.

Her mother emigrated from the Philippines in 1956, met and married her husband, and raised two sons and a daughter. In 1960 she earned her cosmetology license. Working six days a week and 12 hours a day, she was able to open her own beauty salon in Glen Park in 1968, and bought the building in 1975. In 1985 Marian earned her cosmetology license and began working with her mom.

Her mom was very active with the Glen Park Merchants Association but the biggest contribution was sharing her space with the Cheese Boutique who were being evicted from the building next door.

Marian requested if I could get some Certificates of Honor from our politicians, not that she didn't know any! SFFD Chief Joanne Hayes-White's mom had her hair styled at Dalere's Beauty Salon and the Fire Chief herself is now a regular customer.

It sure was wonderful that Senator Scott Wiener came by and presented a certificate as did local supervisor Rafael Mandelman and our Mayor London Breed. Mayor Breed presented a certificate declaring October 6 as Dalere's Beauty Salon day! I managed to get certificates from Minority Leader of the United States House of Representatives, Nancy Pelosi and Member of Congress, Jackie Speier, Assemblymembers David Chiu and Phil Ting, Board of Equalization Member Fiona Ma, Assessor Carmen Chu and, with help from my very dear friend David Heller, a certificate from our Lieutenant Governor Gavin Newsom.

Congratulations to Marian and her mom and many thanks to Senator Wiener, Mayor London Breed and Supervisor Rafael Mandelman for attending the celebration and honoring Dalere's Beauty Salon.

## Italian Heritage Parade



An email arrived from Alex Lazar, Director, Mayors Office of Neighborhood Services, inviting us to join Mayor London Breed in the Italian Heritage Parade, which started at 11:30 am. Our Executive Committee meeting was at 10:00 am at Novy restaurant in Noe Valley, which finished at 11:00 am. Both Vas and I then took off independently in our cars.

I thought I had the quickest route figured out and would make it to the marshaling location within half an hour. Oh, yeah, sure. Before I knew it, I was in a traffic jam moving at snail's pace and then my usual parking charm evaporated, driving around in circles with many streets closed off for the parade! Eventually I drove into a school yard that was set up for parking which cost forty bucks, and took off to meet up with the mayor's contingent. I made it to where the parade began and a cop tells me that the mayor's contingent was on their way and way ahead of me. At a fast pace I heading to the front, passing vehicles, bands, and people in the parade, for over one mile. By the time I reached the mayor's contingent the parade was coming to and end!! I walked over to Original Joe's Restaurant where met up with some people I knew, including the manager, owner of the restaurant and his wife, and sat at an outside table where got to have some lunch and to chat with my friends!

What else? I got a blister on my heel! No complaints though as it was a beautiful, sunny and warm day and really was fun. Madam Mayor, thank you for inviting me!

## St. Vincent de Paul event honoring Fire Chief Joanne Hayes-White

Sebastian Conn, Public Affairs Officer at PG&E, invited us to the 26th Annual Brennan Award Dinner at the Hilton Hotel. Every year, the Brennan Dinner celebrates those demonstrating exemplary humanitarian spirit in the San Francisco Bay Area community. This year Fire Chief Joanne Hayes-White was honored for her extraordinary service to the people of San Francisco. Included among the over 500 guests were politicians and people from many segments of the San Francisco Business Community. Volunteers were from the ICA Cristo Rey Academy. A fabulous band played Motown music. At our table were representatives



from PG&E, David Heller, President of the Greater Geary Boulevard Merchants and Property Owners Association, Anthony DeLaCruz, the Secretary of the Noe Valley Merchants and Professionals Association, and Vas Kiniris, our Executive Administrator.

# The American Pacific Islander (API) Heritage Month Gala



President Claudine Cheng invited us to celebrate the 40th anniversary of American Pacific Heritage Month at the prestigious Olympic Club, Lakeside. It was a sold-out event, co-chaired by Facebook's Thomas Li. API is an organization which includes Chinese, Filipinos, Indians, Japanese, and Indonesians. Among the guests included our very own Eva Lee from the Chinatown Merchants Association and Rich Hashimoto from the Japantown Merchants Association. The MC was Assessor Carmen Chu and the Co-MC was Assemblymember David Chu.

Entertainment included a wonderful performance by a young woman violinist. The guest speaker was Public Defender Jeff Adachi who talked about the history of Asians particularly in the entertainment industry and urged everyone to see the movie Crazy Rich Asians. There were some fantastic raffle items and our future State Treasurer Fiona Ma, auctioneer for the live auction, managed to auction a Warriors Experience for \$4,000!

# Assessor Carmen Chu's Family Wealth Workshop



Assessor Carmen Chu's team, held the first very informative and enlightening Family Wealth Workshop at Eureka Valley Recreation Center.

The annual Family Wealth Forum in May 2019 is on a larger scale and will feature free one-on-one counseling with experts, including estate planning attorneys, tax attorneys, staff from her department, and certified financial planners.

Below are two links. Please consider pre-registering for the 2019 Family Wealth Forum, location TBA.

**[September 2018 Family Wealth Workshop Evaluation](#)**

**[May 2019 Family Wealth Forum Pre-Registration](#)**

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



**Henry Karnilowicz**  
**President**

San Francisco Council of District Merchants Associations  
[henry@sfcdma.org](mailto:henry@sfcdma.org)



**SFCDMA**