

**Honorary Hosts:**

Mayor Edwin Lee, San Francisco

Mark Quinn, *U.S. Small Business Administration*

Michael Billeci, Wells Fargo

Co-Chairs

Leslie Milloy, *San Francisco Chamber of Commerce*

Steve Adams, *President, Small Business Commission*

Host Committee

African American Chamber of Commerce
Bridgette LeBlanc

Council of District Merchants Association
Jim Maxwell

Golden Gate Business Association
Eric GoForth
Pat Mayfield

Office of Small Business
Regina Dick-Endrizzi
Jane Gong

Small Business Administration
Kathleen Butler Tom

Renaissance Entrepreneurship Center
Sharon Miller

San Francisco Chamber of Commerce
Melanie Seltzer

SFEntrepreneur
Edith Yeung

Straus Events
Adam Straus
Allison Schaefer

Wells Fargo Bank
Susan Hinch
Alec Hughes
Katy Johnson

Dear Community Partner,

Thank you for your involvement in San Francisco Small Business Week. This year's celebration, "Saluting the Heroes of Our Economy," will include an outstanding kick-off event exploring the Flavors of San Francisco, 48 seminars, inspired networking opportunities, awards honouring local small businesses and a lot of opportunities to share best practices.

Every year, the all-volunteer San Francisco Small Business Committee comes together to partner with you to celebrate our vibrant small business community and the many organizations that serve and support you throughout the year. This year, we want your help to spread the word to the small business community about the inspiring and educational events and resources available during San Francisco Small Business Week.

You can support San Francisco Small Business Week by:

1. Posting information about SF Small Business week to your
 - o Email Lists
 - o Newsletters
 - o Social Media Channels
2. Urging your contacts to follow the event as it unfolds on SF Small Business Week's social media channels
 - o Facebook (facebook.com/SanFranciscoSmallBusinessWeek)
 - o Twitter (twitter.com/sfsmallbusiness)
 - o Blog (<http://www.sfsmallbusinessweek.com/news/>)
3. Sharing promotional posters and fliers at your place of business or upcoming event (Email info@sfsmallbusinessweek.com to receive fliers).

You can use the following Marketing Toolkit Contents:

- **Small Business Week Overview**
 - o Save the Date for SF Small Business Week 2012, May 14-20 (*Page 2*)
- **Educational Opportunities**
 - o Join this year's Free Small Business Conference, May 16th at SF State Downtown Campus (*Page 3*)
- **Networking Opportunities**
 - o New networking opportunities in 2012 (*Page 4*)
- **Facebook Posts**
 - o We've written a handful of posts for you to send on your Facebook Page and your Social Media Channels. (*Page 4*)

Thank you for your support and participation! Please contact <mailto:info@sfsmallbusinessweek.com> if you have any other questions.

Sincerely,

San Francisco Small Business Week Committee

SAN FRANCISCO SMALL BUSINESS WEEK EVENTS OVERVIEW

Subject: Save The Date for SF Small Business Week 2012 - May 14-20

Attention Small Business owners! Mark your calendars for San Francisco Small Business Week, May 14-20, 2012! This year's 8th annual event, "Saluting the Heroes of Our Economy," will include 48 seminars, networking opportunities, awards, and sharing of best practices..

Here's a rundown of this year's events:

- Celebrate the Kick-Off of SF Small Business Week at **Flavors of San Francisco** (May 14th from 5:30 to 7:30 PM at City View Room, Metreon)
- Be seen at the **San Francisco Board of Supervisors Small Business Award Ceremony** (May 15th at 3:30 PM at City Hall)
- Stretch your mind at the **Small Business Conference** (May 16th from 9:00 AM to 5:00 PM at SF State Downtown Campus)
- Mingle at the **MEGA Make Contact** (May 17th from 6:00 to 8:00 PM at The LGBT Community Center)
- Learn about San Francisco's small business resources at **San Francisco Economic Development Alliance (SFEDA) Mixer!** (May 18th from 5:30 to 7:30 PM at Boothby Center)
- Mix it up at the **Merchant Association Mixers** (throughout the month of May)

Join the conversation and learn more about these activities by following the week's worth of events as they unfold on SF Small Business Week's social media channels, including:

- Facebook (facebook.com/SanFranciscoSmallBusinessWeek)
- Twitter (twitter.com/sfsmallbusiness)
- Blog (<http://www.sfsmallbusinessweek.com/blog/>)

At San Francisco Small Business Week, you'll find new ways to prosper. From the resources offered at **Flavors of San Francisco**, to the free workshops and training sessions at the **Small Business Conference**. Mark your calendar today - you won't want to miss it!

Learn more online at www.sfsmallbusinessweek.com today!

**EDUCATIONAL OPPORTUNITIES -
PROMOTE FREE WORKSHOPS FOR SMALL BUSINESSES**

Subject: Join This Year's Free Small Business Conference, May 16th at SF State Downtown Campus

Find easy access to inspiring content and relevant topics at **San Francisco Small Business Week's** FREE conference. Explore **50 free workshops** -- all under one roof. It's now easier than ever to seize the opportunity and up your game! You'll hear from public, private sector, and academic leaders on subjects including Finance, Healthcare, Marketing, Social Media, Procurement, Individual Development, Human Resources, Technology, and other hot business topics.

The conference will be held at the **San Francisco State University Downtown Campus** on **Wednesday, May 16th**.

This is an opportunity you won't want to miss. Click here to for more information and to register today! www.sfsmallbusinessweek.com

NETWORKING OPPORTUNITIES –
SAN FRANCISCO SMALL BUSINESS WEEK 2012 FEATURES 2 NEW
NETWORKING EVENTS

Subject: San Francisco Small Business Week Networking Opportunities!

“Saluting the Heroes of Our Economy,” San Francisco Small Business Week 2012 starts on May 14th. Inspiration and celebration are right around the corner!

Monday, May 14, 2012 - Flavors of San Francisco

- Flavors of San Francisco, the Kick-Off to San Francisco Small Business Week, will once again be hosted at the City View Room in the Metreon and will feature small business resources and great connections! \$10 Admission -- 5:30-7:30PM City View Room, Metreon

Tuesday, May 15, 2012 - Board of Supervisors Small Business Award Ceremony

- San Francisco Board of Supervisors Small Business Award Ceremony
The Small Business Commission will once again team up with the Mayor and the San Francisco Board of Supervisors to honor and recognize an exceptional small business from each of San Francisco’s 11 districts and citywide. Free

Thursday, May 17, 2012 - MEGA Make Contact LGBT Mixer.

- Join the Golden Gate Business Administration for an evening celebrating the impact of the LGBT business movement! Mingle and meet members of one of the premier networking groups in the San Francisco Bay Area while enjoying some of the City's fine food and wine. - 6:00-8:00PM, SF LGBT Community Center

Friday, May 18, 2012 - SFEDA & San Francisco Small Business Week Mixer

- A new Small Business Week tradition hosted by the San Francisco Economic Development Alliance (SFEDA), a collaboration of nonprofit organizations that provide training, funding and ongoing support for small and micro businesses. Come mingle with your fellow conferees at this “no host” mixer and learn about some terrific local business resources. Free – 5:30PM – 7:30PM – Boothby Center, 1161 Mission Street (between 7th & 8th).

Facebook Posts

Overview

Attention Small Business owners! Celebrate the 8th Annual San Francisco Small Business Week from May 14 - 20, 2012! This year's theme, "**Saluting the Heroes of Our Economy**," is a tribute to every small business for contributing to the City's economic success.

- Join the fun at **Flavors of San Francisco**, the **San Francisco Board of Supervisors Small Business Award Ceremony**, the **Small Business Week Awards Ceremony**, the **Small Business Conference**, the **MEGA Make Contact**, the **San Francisco Economic Development Alliance (SFEDA) Mixer**, and at the **Merchant Association Mixers**. For more info, go to <http://www.sfsmallbusinessweek.com>

Flavors of San Francisco

- Celebrate the Kick-Off of SF Small Business Week at **Flavors of San Francisco** (May 14th from 5:30-7:30 PM at City View Room, Metreon). Flavors of San Francisco and will feature small business resources, great bites, and amazing networking opportunities! Visit www.sfsmallbusinessweek.com for more information.

Board of Supervisors Small Business Award Ceremony

- Join the **San Francisco Board of Supervisors Small Business Award Ceremony** (May 15th at 3:30 PM at City Hall). - Once again the Small Business Commission will team up with the Mayor and the San Francisco Board of Supervisors to honor and recognize an exceptional small business from each of San Francisco's 11 districts and citywide. Visit www.sfsmallbusinessweek.com for more information.

Stretch Your Mind

- Stretch your mind at the **Small Business Conference** (May 16th from 9:00 AM to 5:00 PM at SF State Downtown Campus). "Man's mind, once stretched by a new idea, never regains its original dimensions," Oliver Wendell Holmes. Pick up some new best practices from some of the Bay Area's best small business experts at the annual Small Business Conference. Visit www.sfsmallbusinessweek.com for more information.

MEGA Make Contact

- Mingle at the **MEGA Make Contact** (May 17th from 6:00 to 8:00 PM at The LGBT Center. Join the Golden Gate Business Administration us for an evening celebrating the impact of the LGBT business movement! Mingle and meet members of one of the premier networking groups in the San Francisco Bay Area while enjoying some of the City's fine food and wine. Visit www.sfsmallbusinessweek.com for more information.

SFEDA Mixer

- Learn about San Francisco's small business resources at **San Francisco Economic Development Alliance (SFEDA) Mixer!** (May 18th from 5:30 to 7:30 PM at Boothby Center). Join the newest San Francisco Small Business Week tradition hosted by the San Francisco Economic Development Alliance (SFEDA). Come mingle with your fellow

conferees and learn about resources for San Francisco's small and micro-businesses. Visit www.sfsmallbusinessweek.com for more information.

Follow San Francisco Small Business Week Online

- **Join the Conversation!** Follow San Francisco Small Business Week's Social Media Campaign and learn more about this year's activities by following the event as they unfold on SF Small Business Week's social media channels, including:
 - Facebook (facebook.com/SanFranciscoSmallBusinessWeek)
 - Twitter ([@sfsmallbusiness](https://twitter.com/sfsmallbusiness))
 - Blog (<http://www.sfsmallbusinessweek.com/blog/>)