



The Rotary Club of San Francisco West



Meetings: Tuesday mornings, 7:30 a.m., Lakeside Restaurant, Ocean Ave

March 25th

THE NEWSLETTER

2008

WELCOME TODAY'S SPEAKER

CARMEN CHU



[Carmen Chu](#), San Francisco [Supervisor](#), representing District 4, the Outer Sunset-Parkside. Appointed as acting supervisor in September 2007 by Mayor Gavin Newsom, Chu now holds the seat as a full member. She has served in Mayor Newsom's administration since 2004, when she began work as a budget analyst for the Mayor's Office of Public Policy and Finance. She held her position as deputy director starting October 2006. Projects that Chu worked on through the Mayor's Office include Healthy San Francisco — the first-of-its-kind universal health care program for all residents; the 311 Call Center — a centralized point of access where anyone can access services or information 24/7; and the development of long-term fiscal projections for the City & County of San Francisco. Born and raised in Los Angeles, California, Chu is the daughter of Chinese immigrants. She worked in the restaurant owned by her parents. Before serving on the Board of Supervisors, Chu was a consultant with [Public Financial Management, Inc.](#), a private consulting firm that specialized in helping municipalities manage their debt and finance large public works projects, and a policy analyst with the Board of Supervisors [Office of the Legislative Analyst \(OLA\)](#). Supervisor Chu has two degrees in public policy: a B.A. from [Occidental College](#), where she graduated magna cum laude and Phi Beta Kappa (2000). Supervisor Chu also earned a master's degree from U.C. Berkeley's [Goldman School of Public Policy](#), where she was the distinguished recipient of a [Public Policy and International Affairs Program \(PPIA\)](#) fellowship (2003).

[District Assembly March 29th](#)

Saturday Morning, College of San Mateo, 1700 W. Hillsdale, San Mateo

April 1st

Club Assembly and Board Meeting

April 18th

Patrick Schwerdtfeger, founder, [Tactical Execution](#), which helps entrepreneurs build profitability by providing practical business development guidance in easily understood formats, with advice available by consultation, workshops, and on the Internet in text and downloadable audio. The talk will be either (A) Touching a Younger Audience: Leveraging Social Media to Foster a Positive Online Community or (B) Drive Internet Traffic to your Website: Targeted Website Visitors on a Shoestring Budget.