

# CASA SANCHEZ

LANDMARK INITIATION 2778 24<sup>TH</sup> STREET



CASA SANCHEZ  
2778 24<sup>th</sup> Street



Rear Yard Patio



Mariachis  
@ Casa Sanchez



Robert  
Sanchez, II

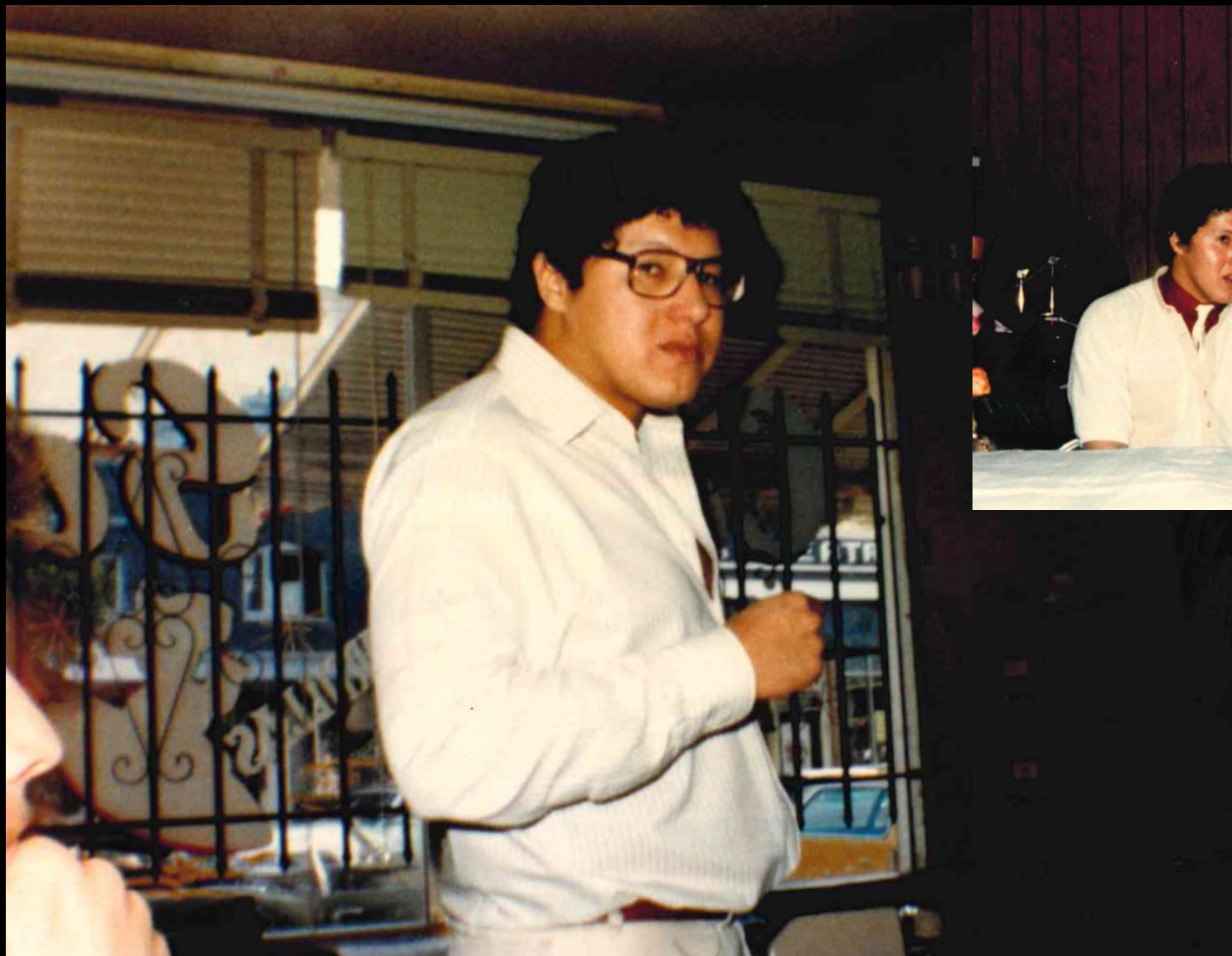


Martha  
Sanchez



From Left to Right

Robert  
Sanchez, III  
Robert  
Sanchez, II



## Robert Sanchez, III

CASA SANCHEZ

1974 Finance Manager

1977-1994 General Manager

1970's 24<sup>th</sup> Street Merchants Assoc.  
co-founder

1983-1993 SF Hispanic Chamber  
leadership

1984 SF Chamber of Commerce Bd

1989 Small Business Commission  
(appointed by Agnos for the 1<sup>st</sup> yr  
of the commission)



# S.F.'s Plan to Help Its Small Business

By Vlae Kershner  
Chronicle Economics Editor

Mayor Art Agnos yesterday unveiled a five-point program aimed at making it easier for small businesses to get started and grow in San Francisco, including a one-stop spot for business information.

The plan is intended to give the companies some tangible benefit from the city's first-ever small business registration fee, which was imposed by the Board of Supervisors with the mayor's backing during last year's budget crisis. About \$6 million has been collected from 30,000 businesses.

"I think they (small business owners) will be well satisfied with the return they're getting on their investment," Agnos said at a City Hall news conference.

The plan includes:

■ A one-stop office where businesses can get information, cut red tape and speed up the permit process, financed by a \$50,000 community block grant.

The service will begin immediately at the Mayor's Office of Business and Economic Development, 100 Larkin Street. Later this year, it will be moved to City Hall.

and only to businesses in San Francisco.

Agnos said he hopes the discount program will help banks.

■ A joint marketing brochure for the economic development office and Pacific Gas and Electric Co., financed by the utility.

Agnos and Richard Barkhurst, incoming president of the San Francisco Chamber of Commerce, said the program should be more than just token help to budding entrepreneurs.

The Small Business Advisory Commission will be headed by Sue Danielson, owner of Lazy Susan, a Clement Street gift shop.

The other members are: Jeanne Allen, Jeanne-Mark fabric makers; Walter Fong, Courtoue clothing store; Scott Hauge, Cal Insurance; Andrew Jeanpierre, Jeanpierre & Co. CPA firm; Gwen Kaplan, Ace Mailing; Russell Kassman, Kassman Piano; Andrew Lolli, Castagnola's Restaurant; Nion McEvoy, Chronicle Books; Fred Mogannam, Independent Grocers Association; and Robert Sanchez, Casa Sanchez Real Mexican Foods.

Restaurant; Nion McEvoy, Chronicle Books; Fred Mogannam, Independent Grocers Association; and Robert Sanchez, Casa Sanchez Real Mexican Foods.

1989  
Mayor Art Agnos  
appoints  
Bob Sanchez,  
Small Business  
Commissioner

## PEOPLE IN BUSINESS *Lloyd Watson*

### S.F. Chamber Picks Top Bay Area Entrepreneurs

An artist-turned-business-executive, a special-events planner and a specialty-food manufacturer are the S.F. Chamber's 1990 Entrepreneurs of the Year.

The year's top winner is S.F. Art Institute graduate Sue Scott, 36, whose 9-year-old Berkeley firm, Primal Lite, grossed \$500,000 in 1988, \$1 million in 1989 and is targeting \$3 million for 1990.

Scott creates strings of hand-painted patio, Christmas tree, display and novelty lights — fruits, flowers, fish, animals and (coming soon) corporate logos — which are manufactured in Taiwan and sold through Macy's, Nordstrom, Pottery Barn, Disney stores and mail-order catalogs nationwide.

She started the business in Santa Fe but soon relocated to the Bay Area.

"It's so much easier to do business with Pacific Rim countries when you're in San Francisco," she says. "The city has a tremendous variety of resources that are unavailable in any other part of the country."

Scott's co-honorees are Joyce Pringle, 44, and Bob Sanchez, 33.

Pringle's 5-year-old New Montgomery Street corporate-meeting-and-events firm, Pringle & Associates, has the likes of Apple, Charles Schwab, Sutro, Fireman's Fund, Hewlett-Packard and Pacific Bell on its client roster. It, too, is expected to hit \$3 million in revenues this year.

A former elementary-school and middle-school teacher, Pringle switched to meeting planning after she spent 18 months in corporate sales at the Clift Hotel and found "how ill-prepared for meetings most companies are."

Sanchez is president of Casa Sanchez, a small 24th Street restaurant and tortilla/salsa factory started by his grandparents in



Sue Scott



Joyce Pringle



Bob Sanchez

1924. He is being honored for community service.

He is a founder of the 24th Street Merchants Assn. and the Hispanic Chamber of Commerce and serves on the boards of the Convention & Visitors Bureau, St. Luke's Hospital, the Mission Economic Development Assn., the Hispanic Community Fund and the Small Business Commission.

The three entrepreneurs will be feted at the chamber's 10th annual Small Business Recognition Luncheon May 11 at the S.F. Hilton. Paul Hawken, author of "Growing a Business," will be emcee.

#### **Ari Awards**

Another batch of Chamber awards will be passed out April 27 at the seventh annual Business/Arts Awards Luncheon at the St. Francis.

Among the business recipients will be Leonard Kingsley, 60, chairman of Montgomery Capital Corp. and past president of the board of trustees of the Fine Arts Museums of S.F., and Patricia Blair, 51, director of corporate personnel for Transamerica.

Kingsley, who heads the committee charged with improving the acoustics at Davies Symphony Hall, will receive the Chamber's Business Leadership Award. Blair is being named the year's top Business Volunteer for the Arts for her work with the S.F. Boys' Chorus/Singing Boys of S.F.

Sculptor Ruth Asawa, 64, will receive the Cyril Magnin Award for lifetime arts achievement, previously presented to Leontyne Price, Marcel Marceau, Cynthia Gregory, Wayne Thiebaud, Isaac Stern and Herbert Blomstedt.

#### **Presidents' Club**

John Dodsworth, 46, is serving full-time as president/CEO of Redwood City's 3-year-old Cal Accountants Mutual Insurance Co., the nation's first mutual insurance company owned by and for CPAs. It has assets of \$40 million and more than 2,000 policyholders. Dodsworth had also been director of business operations for the 29,000-member California Society of CPAs. His successor in that post will be Bill Wayker, 55, who is leaving public accounting and the San Jose firm of Wayker, Morrison

& Co., which he established 15 years ago.

Bruce Bourbon, 48, a 25-year computer-industry vet and most recently executive v.p. at Cadence Design Systems, has joined Integrated CMOS Systems in Sunnyvale as president/CEO, replacing Lin Wu, who continues as chairman of the privately owned custom-chip manufacturer.

#### **TV Business Show**

KTVU Channel 2 will begin a weekly 30-minute program, "Banmiller on Business," Saturday at 6:30 p.m. One of the few locally produced business TV shows in the country, it will be aired live, with taped inserts. The anchor: KTVU business reporter Brian Banmiller, 46.

#### **Moving Up**

Hambrech & Quist has restructured its corporate-finance department into three divisions. Cristina Morgan, 37, who's been with H&Q since 1982, is managing director of the technology-equity group, based in S.F. The other two groups — life sciences/health care and mergers/acquisitions — are based in N.Y. ... The S.F. office of Saatchi & Saatchi has three new senior v.p.'s: Marilee White, 55; Linda Sommers, 42; and Paula Weinstock, 37.

National Semiconductor has elevated John Montesi, 52, to v.p. of Asia-Pacific operations, succeeding Ron Sato, 43, who becomes v.p. of computer-integrated manufacturing. Also moving up at National Semi: Francis Lee, 37, to v.p. of worldwide quality assurance and reliability ... McKesson Assistant Controller Richard Hawkins, 39, has dropped the "assistant." He succeeds Thomas Simone, now v.p.-finance.

David Campbell, 47, has moved up to executive v.p. at Cupertino National Bank.

# 1990 SF Chamber of Commerce Recognition of Bob Sanchez



Mary  
Rodriguez  
sister-in-law  
restaurant  
manager



Food Distribution  
Truck

"I'm doing it for the beer and the taco."

THOMAS JUDD  
Restaurant customer

# \$5.8 Million Tattoo

## Sanchez family counts the cost of lunch offer

By Steve Rubenstein  
CHRONICLE STAFF WRITER

The Sanchez family, which thinks big, now owes the world \$5.8 million worth of free burritos.

That, said Martha Sanchez, is a lot of burritos.

In fact, if everyone who is entitled to a free burrito demands his free burrito, the Sanchez family does not know

Martha Sanchez, while testing a color printer, came up with idea of giving away burritos to those who decorated themselves.

this week for yet another chicken burrito and Modelo beer.

His tattoo, from a Haight Street parlor that now specializes in the logo, cost \$80. That paid for itself in burritos within a month, Tietz said.

"I'm way ahead. I feel like I'm part of the family. I think I got the better end of the deal."

Tietz is always welcome, perhaps because he sticks a few dollars into the tip jar.

"That's where the guilt factor comes in," he said. "You don't want to take undue advantage of something like this. It's karma."

Meanwhile, Martha Sanchez sat down with her calculator and did the math. If 40 young people demand an \$8 lunch every day for the next 50 years, as is their right, the family is on the hook for \$5.8 million.

The number stared up from the calculator screen like a bad avocado. Sanchez showed it to her father, 77-year-old patriarch and master tamale chef Robert Sanchez. He looked at the calculator, his wife looked at the calculator, his granddaughter looked at the calculator. Now, said Robert Sanchez, what do we do?

"We better change it," he said. "Make it for one year only."

No, said his wife, that won't work. A deal is a deal.

Well, said Martha Sanchez, from now on all would-be tattoo customers must submit to an interview. Furthermore, the restaurant will cut off the deal after 10 more people get tattoos.

Sanchez said she already turned down one applicant who looked a little bit too hungry and who asked too many questions about the restaurant's long-term solvency.

Robert Sanchez said the secret to survival may actually be in the burritos themselves. Nobody can eat them every day, he said, not even free of charge. In fact, he was lunching on a take-out ham sandwich from down the street.

"Sometimes we go to McDonald's," he said.

"You'd get sick of this food if you ate it for 50 years," added Martha.

Martha Sanchez is not through with big ideas, however. Her next one is to invite dogs to join their owners on the outdoor patio. The specialty will be a meat-and-rice dish for dogs, for \$3.50. The price is the same, whether or not the dog gets a tattoo.



Martha Sanchez, while testing a color printer, came up with idea of giving away burritos to those who decorated themselves.

Regular customer Greg Tietz.

\$5.8 M Sanchez family counts the cost of lunch offer

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That, said Martha Sanchez, is a lot of burritos.

In fact, if everyone who is entitled to a free burrito demands his free burrito, the Sanchez family does not know what, exactly, it is going to do about it.

Last year, Martha Sanchez hung a sign in the front window of Casa Sanchez, the family's Mission District taqueria, offering a free lunch for life to anyone who had the restaurant's logo tattooed onto his or her body. She dreamed up the idea while testing a color printer.

No one would actually do it, Martha Sanchez thought. No one would be willing to have the image of a kid in a sombrero, sitting astride a giant ear of corn in the shape of a rocket ship, tattooed to his body.

But Case Sanchez burritos being high-quality burritos, someone did.

Then someone else. Then a man had his arm tattooed, a woman had her buttock tattooed and just this week the 40th person — Thomas Judd, 31, of San Francisco — had the image tattooed onto his right calf.

"Some people do it for the art," Judd said. "I'm doing it for the beer and the taco."

Day after day, they show up at the taqueria on 24th Street, hungry.

"The food is great," said Greg Tietz, a Potrero Hill bartender who had his upper arm tattooed five months ago and dropped by

1999 Martha Sanchez launches Casa Sanchez promotion that receives nationwide recognition



THIRD  
GENERATION  
BUSINESS  
OWNERS

# CASA SANCHEZ

SAN FRANCISCO HISTORY



1523 Steiner

## NUEVA FABRICA DE TORTILLAS

El Sr. Roberto Sánchez ha establecido en esta ciudad, en la calle Broadway número 1769, una fábrica de tortillas hechas a máquina, las cuales salen perfectamente amasadas y limpias.

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y sufic  
Muy  
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'Robert Sanchez' 1769  
Broadway, Hispano  
America, Sept. 1, 1923,  
pg 3

'R. Sanchez' 1523 Steiner  
Street, abt. 1925, Sanchez  
Family Collection Photos.  
Note: Building no longer  
exists





Robert Sanchez, Sr

# ROBERTO SANCHEZ, SUCRS.

SEÑORA F.E. SANCHEZ, PROP.

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La Unica en el Distrito de Fillmore

Ventas al Mayoreo y Menudeo

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1926



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R. Sanchez  
Business ads in  
Hispano America  
Newspaper



Mrs. Isabel Sanchez  
& daughters



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Jazz Club on  
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