

Fremont BUSINESS REVIEW



Audition Tapes Accepted
Here's your chance to perform at the Fremont Festival of the Arts, *page 7*

How I Use My Membership
Kevin Dean's Success Story, *page 3*



Operation Restoration
Firefighters raise money, serve dinner at La Piñata restaurant, *details page 7*

VOLUME 6,
NUMBER 1

Business Strategies for Success

April
2005



Barbara Jenkins
Weekenders USA

The Year Of Stronger Connections

Message from the Chair of the Fremont Chamber of Commerce for 2005-2006

as well as the other enhancements noted in the previous issue of the Fremont Business Review.

Spring is a great time of the year to renew and refresh, dust off the cobwebs, or in my case, clean the mud off my golf clubs and shoes from the winter playing conditions! It is also the time of the year for new beginnings, new growth and new goals. As your new Chair, I look forward to the year with a new attitude and strengthening the connections of foundations previously laid.

I joined the Chamber six years ago after 'retiring' from a management position in the corporate environment with demanding and never-ending days. I began my new career as a Fashion Consultant in a home-based business. Little did I realize how much I would get involved in the activities of the Chamber and business community! I knew, however, that in order to become a more vital part of my community, grow my business, network and build new relationships, I had

to be involved. And here I am now in a newer and different leadership role!

Slight Improvements Lead to Amazing Results

Often we think we must make a BIG or GREAT accomplishment to be successful. Certainly a HUGE outcome can be very satisfying. I believe though that if we make slight improvements consistently day after day, these little steps would lead us to amazing results. A mentor told me that "achievement comes when you improve on the situation; greatness however, comes when we improve on the improvement". To me this means one more call, one more sale, one more new member, one more report, or one more step. Whatever it is, this will be valued all the more because it was 'better than before'!

—Connections
page 2

Hello and Happy New 'Chamber' Year!
From April 1, we have the beginning of another year for the Chamber—we have six new Directors, several new Officers, an increased membership (by 187 new members since last year!), the addition of a new Connection Club,

Retail Growth, Redevelopment Projects, and Business Resource Fair Top the City's Business Agenda

By Daren Fields
*Director of Economic Development
City of Fremont*

Retail Development

New retail will be making its way to Fremont throughout 2005 at Pacific Commons (Automall Parkway and I-880), the Fremont Hub/Downtown area, and some other places. Upcoming openings include Claim Jumper restaurant, Panera Bread, In-N-Out Burger, Ritz Camera, Cold Stone Creamery, and 3 Day Blinds at Pacific Commons and Cost Plus Imports, Marshall's, and Ulta Cosmetics at the Hub.

The Office of Economic Development is committed to relentlessly working on bringing new restaurants and retail to Fremont as we create more interesting places and spaces for specialty boutique and lifestyle retail. Do you have a retail lead? Let us know by calling Retail Development Manager Leigh Boyd at 510-284-4027.

Downtown/Redevelopment Project Areas

For the Capitol Avenue/Downtown project, the City and the co-development team of Sunhill

Development and Blake Hunt Ventures plan to come before the City Council in early summer with a Conceptual Plan, Business Plan, and Finance Plan for the Council's approval.

In Niles, the Office of Housing and Redevelopment is in the process of finalizing the planning and design of the Niles Town Plaza, located on the former Union Pacific property between H and I streets. And in Centerville, the Redevelopment Agency and Charter Development are moving forward on a Disposition and Development Agreement on the Centerville Market Place project.

Fremont's "Taking Care of Business" Program

The Office of Economic Development continues to plan events to help existing businesses grow and prosper. The second annual Fremont



Daren Fields is on the Board of Directors of the Fremont Chamber of Commerce

Business Resource Fair (co-hosted by the City and the Fremont Chamber of Commerce) will be held on Friday, May 6 from 8:00 a.m. – 11:00 a.m. in the City Council Chambers with almost 20 government agencies and business organizations on hand to answer questions and provide valuable information on how they can assist your business. Additional seminars will be held throughout the year on How to do Business with Alameda County, BART, and the

City of Fremont.

Recently we updated the City's property-finder database on www.FocusOnFremont.com. This interactive website is an advanced Business-to-Business tool designed to help build your business. For example, with FocusOnFremont.com

—Taking Care of Business
page 2

New Look of the Fremont Business Review

In this issue, we are introducing a new look for the *Fremont Business Review*. Now the front page tells you the focus of each issue in the blue line and gives you a few highlights from the stories inside the newspaper. From the moment you pick up the paper, you instantly see the major topics discussed on the pages of the Business Review. This is just one more way to better serve our members.

We also will keep you informed about the focus of the next three issues of the *Fremont Business Review*. This will help you decide in advance if you would like to share your expert advice with fellow members on the listed topics or place an advertisement in the issues which are of particular interest to your target audience.

May *Human Resources*
June *Leadership*
July *Festival of the Arts*

For more information about the editorial content or being a guest editor, please visit www.fremontbusiness.com/newsBizReviewOnline.htm or contact Natalia Smothers at nsmothers@fremontbusiness.com. For more information about placing advertisements, please contact Danna Bergstrom at dbergstrom@fremontbusiness.com.

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Our Mission is to promote, support and enhance a positive business environment.

Fremont Chamber of Commerce
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Fremont, CA 94539

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CHAMBER OF COMMERCE

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Weekenders

Immediate Past Chair.....Henry Yin
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Chair Elect 2006-2007.....Dirk Lorenz
Fremont Flowers

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David Lowman.....*New England Financial*

Nina Moore.....*Fremont Education Foundation*

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Joyce Twomey.....*GROCO*

Jeevan Zutshi.....*Indo-Am. Comm. Fed.*

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15 Years of Excellence

The United States Chamber of Commerce has acknowledged the excellence of the Fremont Chamber of Commerce by granting the designation of "Accredited Chamber" Only 12% of all Chambers nationwide have received this honor.

FIFTEEN
YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES

Connections—

from page 1

I believe my Goals are in keeping up with this philosophy. I call this year the time to 'Strengthen The Connections':

- 1) Strengthen The Value Of Chamber Membership & Connections
- 2) Strengthen The Connection Between Business & Community
- 3) Strengthen The Chamber & City Connection

These goals are vital to our growth and maintaining the vision of the Chamber. We will ensure we listen to the needs and concerns of our members and the community. We recognize that what we do affects the majority of our members. We will continue improving the services and programs, maximizing the use of technology for improved or added services, creating positive business and regulatory climate through better understanding of the local business needs and education, and being a valuable resource to those who seek our opinion and expertise.

These goals specifically include:

Relative to *Strengthening the Value of Chamber Membership and Connections*, we will help members recognize the value of their membership through greater involvement in events, workshops, mentor programs, training, and improved enhancements for the growth of their business and operations;

Relative to *Strengthening the Connection between Business and Community*, we will continue ongoing participation with other business groups, activities and events, meetings, further develop our international business or community involvement, and research the viability of a Visitors Bureau. Because we are a voice within the community, we have an obligation and image to maintain while ensuring we represent our members' needs with these shared visions.

Relative to *Strengthening the Chamber and City Connection*, we will continue our liaison and partnership with the City in shared partici-

pation in our mutual events, such as reviewing the sign ordinance, fire alarm information forum, small business trade shows and workshops, etc. In keeping with this goal, we welcome one of our new Board members from the City's Economic Development Department, Daren Fields.

Reaching Out to Members at Large

Five major committees have been established to help us achieve these goals. These committees are MEMBERSHIP SERVICES & SALES, ECONOMIC DEVELOPMENT, COMMUNITY OUTREACH, MARKETING, and GOVERNMENT AFFAIRS. Two other committees include Strategic Planning and Finance & Administration, both of which will ensure that we stay focused, accountable, and compliant with our mission and vision.

The Board of Directors is committed to ensuring the further development of these areas. Each Director typically serves on at least two committees (and often serves on three or four committees). I have challenged the committees to reach out to more of our members, and to include at least two to four members at large to serve on each committee. Your involvement, input and opinions would give committees new perspectives and help us achieve additional growth and development.

The Power of Positive Attitude

I believe in the impact of positive attitude. What happens is probably 10 percent of life and 90 percent of how we react. I believe in positive reinforcement or positive thinking. This philosophy is really simplistic with the use of power words or phrases, such as "I will", "I can", "I believe", "always", "everyone", etc. In my golf game of course it means "stay right", "go left",



Outgoing Chair Henry Yin presents incoming Chair Barbara Jenkins with her gavel at the 2005 State of the City Address

etc. (I can't afford to think "don't go right because the lake is there" or "stay away from the left because of the trees" etc.) It has saved me several strokes each game! I encourage you to do the same.

More recently, in my leadership role, I find I have become more of a "cheerleader" and a supporter, always encouraging and 'rooting them on'. I am not sure that I would be where I am now in my business and as an active participant in the community, had I not supported this way of positive thinking. This really helps me build and maintain successful long-term relationships.

I think life is a cycle of attempts and rest breaks. The success of each depends on the other. I encourage you to recall where you are, how you got there and where you will go next. Frequently adjustments need to be made, but success is imminent if you get your bearings and then move ahead, invigorated and full of energy, in the direction exactly where you wish to be. So I say to you, enjoy the walk or ride and make sure to have fun along the way!

Please help us grow and continue to improve our services. Join a Committee. Your input and opinion count!

Taking Care of Business—

from page 1

you may obtain a listing of all business names and addresses within a specific mile radius from your place of business. Then you can launch a targeted advertising campaign to these companies! Add a personal touch by calling each business to discuss your products and services.

Biotech Initiative

The City will co-host with Ohlone College our first-ever Biotech Breakfast scheduled for Thursday, April 14. The event, which will bring Fremont's 40 biotech companies together, is part of a long-term strategy to help grow Fremont's Life Sciences industry.

For further information on any of the Office of Economic Development's programs, give us a call at (510) 284-4020 or contact us at ecodev@ci.fremont.ca.us.

Learn How to Grow Your Business at the Fair Seminar

Representatives from nearly 20 local, state, and federal government agencies will showcase their services that focus on assisting small businesses at the annual Fremont Business Resource Fair on Friday, May 6. Please come any time between 8 and 11 a.m. to the City Council Chambers at 3300 Capitol Ave., Building A. New this year is a free Small Business Administration workshop "How to Grow Your Business" from 9 to 10 a.m.

The fair is co-hosted by the City of Fremont and the Fremont Chamber of Commerce. Admission is free. For more information, please contact the City's Office of Economic Development at (510) 284-4020 or ecodev@ci.fremont.ca.us.



CITY OF
Fremont



Business Resource Fair

Friday, May 6
8 - 11 a.m.

Fremont City Hall, 3300 Capitol Ave, Bldg A

FREE ADMISSION

Gather information and learn what resources are available to help grow your business. You have questions - we'll have answers! For more information, contact Kim Marshall at 510-284-4020 or visit www.fremont.gov



Would you like to get involved in the business community? Join the Government Affairs committee! The Government Affairs committee's mission is to help in the development of public policy to create regional opportunities for employment, business growth and market development. Call Billy Sandbrink at 510-795-2244, ext. 107 or email bsandbrink@fremontbusiness.com to learn more.

Alert the media

Chamber members are encouraged to submit newsworthy press releases for inclusion in our Member News section.

Send press releases to:
Editor, Fremont Business Review, 39488 Stevenson Place, Suite 100, Fremont, CA 94539

or email:
nsmothers@fremontbusiness.com
with "Member News" in the subject line.

Don't forget to include your contact information

Message from the CEO

Challenges Create a Stronger and More Flexible Chamber

It's difficult to believe that in our Chamber, another fiscal year has come and gone. I have had the pleasure and honor of serving the Fremont business community for five years.

Much like the companies we serve, the Chamber has seen tremendous change in these years. Most notably is that together we have struggled through a deep downturn in our country's economy. The Chamber has faced this unfortunate turn of events head on by tightening our belts, reallocating our resources, and restructuring our benefits and services. We became creative, practiced ingenuity, and at times, bold risk-takers. And once the dust settled, we find ourselves to be a stronger, more flexible, and determined organization, positioned to serve our members who have also weathered the economic changes.

Through hard work and dedication, the Chamber has enjoyed much success this past year. From the Top of the Week Report and growing Connection Clubs to hosting another successful Festival of the Arts which brings numerous opportunities to the Fremont business community, we have managed to develop an impressive list of accom-

plishments. All these achievements make up a part of the power and influence your company has achieved through your Chamber membership.

All our successes would never have occurred had it not been for the volunteers who generously devote their time and expertise to the Chamber. From the Board of Directors to the Committee Chairs, from the Ambassadors to the Connection Club Chairs, from the Committee Members to the Festival volunteers, each and every one of you contributed to the Chamber's success. Our volunteers are the very foundation upon which our organization is built.

As we begin our transition from one year to the next, I offer my thanks and gratitude to our talented and dedicated volunteers. You have shown enormous support and encouragement. I have learned so much from working with all of you, both professionally and personally. It has been my honor to spend the last five years with you and I look forward for many more to come.



Cindy Bonior, CEO

April Calendar of Events

- 1 **State of the City Address and Luncheon**
11:30 a.m., Fremont Marriott Hotel
- 4 **Executive Committee Meeting**
7:30 a.m., Chamber Conference Room
- 5 **Fremont City Council Meeting**
7 p.m., City Council Chamber
- 6 **Ambassadors' Club Meeting**
8 a.m., Chamber Conference Room
- 8 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 12 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 13 **Joli's Gift Baskets & More Mixer**
5 p.m., 40733 Chapel Way, Fremont
- 19 **Fremont City Council Work Session**
TBD, City Council Chambers
- 20 **New Member Briefing**
11:30 a.m., Chamber Conference Room
- 22 **Nextel Wireless Ribbon Cutting**
12 noon, 2876 Mowry Ave., Fremont
- 25 **Communications Team Meeting**
1:30 p.m., Chamber Conference Room
- 26 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 27 **Fremont Chamber Open House**
5 p.m., Chamber Conference Room

How I Use My Chamber Membership

By Kevin A. Dean

Internet Business Consultant,
WSI Internet Consulting and Education

My "previous life" as a senior manager for a semiconductor manufacturer was spent ramping production, training personnel, and keeping the manufacturing line humming. I spent what little spare time I had with my family and friends. I didn't know anyone outside of this little community.

Things changed, and in the summer of 2003, I found myself working in a new industry with a new title - "small business owner". One of the first things I did was joining the Fremont Chamber of Commerce to get my new business started on the right track. I knew I needed to network and meet people to get my Internet consulting business off the ground. The Chamber staff greeted me warmly and encouraged me to get involved. After proudly hanging my plaque on the wall, I got started.

First, I opened the Member Directory and started calling other members of the Chamber. Being able to mention that I was a "new member of the Fremont Chamber and would like to speak with the person handling your marketing duties" opened more than a few doors. From

that point on, it was up to me.

I started to attend mixers...lots of mixers...mixers up and down the Bay. The frequency of our twice monthly free Mixers exceeds that of any other Chamber organization I visited. Most Chambers welcomed me (some did not!) and more than a few charged me up to \$15 as a guest! After a long day, a Mixer is a nice place to have a beer and a bite while discussing your day with new friends who have gone through the same process. There is always hope that each of us would meet someone new who needs the services we provide.

I also have discovered the Connection Clubs. After visiting several of the Clubs, I joined a small group meeting every other week. Every Club operates a little differently, but with the same goals - grow its members' business. Each member wants to know what you do. They want to help you out, and in return you are expected to help, too. It takes time to learn about the others in your Club; please be patient and take the time to do this.

We recently formed a dedicated business-to-business Connection Club, The Professional Source (www.TheProfessionalSource.com). We have some unique ideas, for example, how to introduce our businesses and show our expertise to the business community. It has been a challenge but I

—Chamber Membership,
page 4



Kevin Dean making connections at the 2005 Business Marketplace tradeshow

FREMONT CHAMBER OF COMMERCE ANNUAL GALA

Come enjoy a night to die for!

The Fremont Chamber of Commerce invites you to join us for cocktails and desserts as we honor Brent Hodson for his Excellence in Leadership.

Try and guess "who dunnit" as the Gibson House performs a murder you'll never forget!

Friday May 13, 2005

6:00 p.m. to 10:30 p.m.

Center Theatre
37411 Fremont Blvd.

\$60 for reserved seating
\$45 for general seating

RSVP to (510) 705-2244 or lhillary-windom@fremontbusiness.com



Check your link

Members:

Are you linked to our online directory? Send us your URL and we will link you to the Fremont Chamber's online business directory. www.fremontbusiness.com's website averages 9,051 unique visits per month [deepMetrix stats -Jan - Sept 2004]

email: fmtcc@fremontbusiness.com
subject: new member URL

Powerful Web Solutions at Affordable Prices Delivered in 2 weeks

WSI
introduces
Chamber Web Tools

Design Templates
Unlimited Pages
Page Editors
Email Addresses
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visit www.chamberwebtools.com to learn more

And ... for every website purchased by a Fremont Chamber of Commerce member, WSI will donate \$50 to the 2005 Firefighter Combat Challenge Fund

Welcome, New Members

Money Mailer of Fremont/Newark
 Sharon De Chavez
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 Hayward, CA 94544
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 Money Mailer offers direct mail advertising to local business communities. We serve over 195 categories of local businesses nationwide. Soon you might see red, white, and blue oversized envelope filled with money saving coupons for our services... arriving this summer in your mailbox.

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 Fremont, CA 94538
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 Fax: (800) 242-2633
 www.fremontalarmresponse.com

Assisted Living Community

Alma Via Union City Assisted Living Community
 Lydia J. Hertzler
 33883 Alvarado-Niles Road
 Union City, CA 94587
 Phone: (510) 489-3800
 Fax: (510) 489-8338
 www.almavia.org
 Alma Via Assisted Living is a non-profit organization committed to serving and enriching the physical, emotional, and spiritual well being of

older adults through a network of professionals. Our priority is promoting the highest quality of life through exceptional care and services.

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 Fremont, CA 94538
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 www.clearstreamsav.com

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 Fremont, CA 94538
 Phone: (510) 792-5922
 Fax: (510) 792-6367
 www.visualimagesalon.com

Online Dating

Wink2
 Elizabeth Guidry
 39270 Paseo Padre Parkway, Ste 508
 Fremont, CA 94538
 Phone: (510) 797-2517
 www.wink2.net
 Wink2 is an on-line dating singles connection network. Wink2 provides members the opportunity to embrace and enjoy being single while pursuing friendships and relationships. In addition to traditional on-line dating, members benefit by being proactive with their own social life and relationships through event postings

by our members and the Wink2 organization.

Dentist

Mark Loisel, DDS, A Professional Corp.
 Mark Loisel
 39572 Stevenson Place, Ste. 227
 Fremont, CA 94539
 Phone: (510) 790-0590
 Fax: (510) 794-4682
 loisel@pacbell.net

Floor Coverings

Happy House Interiors/Abbey Carpet of Fremont
 William Lester
 3318 Holmes Place
 Fremont, CA 94555
 Phone: (510) 710-9105
 Fax: (510) 818-9776
 wlester380@aol.com

Furniture Dealer

Bassett Furniture Direct
 John Candell
 43530 Christy St.
 Fremont, CA 94538
 Phone: (510) 623-6800
 Fax: (510) 623-6848
 www.bassettfurnitureca.com
 Bassett Furniture Direct is positioned to provide customized home furnishing solutions at great values delivered quickly. We opened our Fremont store in Pacific Commons just a few weeks ago. Stop by today and work with an idea coordinator to make your home furnishing dreams a reality!

Government

California Army National Guard
 Eliezer Fournier
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 San Lorenzo, CA 94501
 Phone: (510) 229-0445
 Fax: (510) 278-0734
 www.1-800-go-guard.com
 Our mission is to bring qualified personnel into the California National Guard.

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 Richard Hemmerling
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 Santa Clara, CA 95054
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 rich@sedonabenefits.com
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 Castro Valley, CA 94552
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 Fax: (510) 727-0714
 www.simply-done.net
 Simply Done can help you with any aspect of your home or office organization. We can work with you

on a portion of your house, or have you hand it to us. We can give you ideas about shelving, cabinets, and infrastructure, and generally get your life, from paper flow to linens or plastic containers, under control.

Human Resource Consultant

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 2999 Oak Road, Ste. 201
 Walnut Creek, CA 94597
 Phone: (925) 287-4924
 Fax: (925) 977-1832
 www.administaff.com

Medical Clinic

Palo Alto Medical Foundation
 Valerie Roberts
 3200 Kearney St.
 Fremont, CA 94538
 Phone: (510) 498-2121
 Fax: (510) 498-2926
 www.pamf.org

Mortgage Broker

Platinum Group Funding Inc. - Michael Lat
 Michael Lat
 39355 California St., Ste. 300
 Fremont, CA 94538
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 Fax: (510) 372-0145
 www.pgfund.com

Printing Service

ePingo.com
 Steve Langham
 4567 Balmoral Park Court
 Fremont, CA 94538
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 www.epingo.com
 ePingo.com provides online large-format printing services, specializing in color banners, posters, and big photo prints for businesses and consumers. We print indoor or outdoor commercial banners, advertising posters, and photos at sizes up to five feet wide and as long as you need. Low prices come with guaranteed high quality.

Public Relations Agency

c3PR
 Mar Junge
 1269 Oak Creek Way
 Sunnyvale, CA 94089
 Phone: (408) 730-8506
 Fax: (408) 730-8516
 www.c3pr.com
 c3PR is a local public relations agency dedicated to helping businesses increase sales and influence public opinion. Founded in 1985 by Mar Junge, c3PR serves both high tech and consumer accounts. Its new "PR Panther" Program teaches small to medium-size businesses "how to get your name in the news without breaking the bank."

Restaurant

Burro Grande - dba Taco Del Mar
 Ricky Alan Smith
 4029 Mowry Ave.
 Fremont, CA 94538
 Phone: (510) 952-1445
 Fax: (510) 797-0402
 www.tacodelmar.com

Video Surveillance Systems

Cypress Video Surveillance Systems
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 Fremont, CA 94538
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Wireless

NexTel Retail
 Stanly Horyza
 2876 Mowry Ave.
 Fremont, CA 94538
 Phone: (510) 736-0110
 Fax: (510) 739-6815

Chamber Membership—

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think we are starting to see the fruits of our efforts. The Chamber has been very supportive with advertising our presentations and meetings. Volunteering to chair the Chamber website team has been an equally satisfying experience. Our small group meets regularly, and we significantly have improved the chamber website (please check it out at www.fremontbusiness.com). My participation has helped show others in the community the type of management, teamwork and experience I can bring to help their organizations.

To support the Chamber's Firefighters Challenge, WSI has created a product called www.ChamberWebTools.com - a professional website building product priced "with small business in mind". We donate \$50 from it to the Firefighters Challenge Fund for each site sold to a Chamber member. This partnership has helped elevate the visibility of WSI within the local business community.

There are lots of other things I have not found time for in the Chamber - Leadership Fremont, the Board of Directors, other volunteer and service programs - to name a few. Too many options and too little time!

Like any other networking, business building, and lead organizations, you only get out of them what you put in. There are opportunities to reach out and meet people through the Chamber. Take some time to find ways for your Chamber membership to help your business grow!

Kevin is the President of WSI Internet Consulting and Education - a full service Internet products and services company. Reach Kevin at kdean@WSINetAdvantage.com or (510) 687-9737; www.WSINetAdvantage.com

Anniversaries

30+ Years

Cargill Salt
 Niles Electric Company, Inc.

20+ Years

Chrisp Company
 Hyton's Welding Service, Inc.
 Kaiser Permanente
 Kimber Associates
 Mann & Associates

10+ Years

Bunton, Clifford & Associates, Inc.
 Bank of America/Warm Springs
 Thomas M. Blalock
 California Glass Co.
 Camden Village Apartment Homes
 Catellus Development Corp.
 Commercial Real Estate Services Co.
 Costco Wholesale
 Courtyard by Marriott, Newark - Silicon Valley
 Covan Alarm Company, Inc.
 Humanex, Inc.
 Keller Williams Realty
 Rick Geha
 Mission San Jose Realty & Development
 Mowry Dental Group
 Ristorante IL Porcino
 San Jose Mercury News
 The Shed Shop
 Shivamb Enterprises
 Signs Now

5+ Years

American Tax Professionals, Inc.
 Applebee's Neighborhood Grill & Bar, Fremont
 Bay Alarm
 Bay Area Patrol, Inc.
 Bay Business Centers
 DeVry
 Excel- Aura Baranouskas

Fremont Firefighters, Local 1689
 Gagandeep Enterprises, Inc.
 Keith Weber Co.
 Raymond Young, CPA
 Starbucks Coffee
 Tri-City Health Center
 Colin T. Yoshida, DDS

2+ Years

AFLAC- Fremont- Terry Green
 American Animal Hospital
 Bank of America Mortgage
 Bank of the West/Mowry
 Downey Savings
 Falun Dafa
 Furry Friends Rescue
 IRIS Alliance Fund
 LIFE Eldercare
 New Dimensions
 Ohlone College Foundation
 Proforma Integrated Marketing Solutions
 Starbucks Coffee
 Technology Credit Union
 United Parcel Service
 Wholesale Autos R Us

1 Year

ABC Magic Moments, Inc.
 AD Realty
 Claridges Ltd. (Mercedes-Benz & Porsche)
 Corporate Express
 Fremont Automall
 Hungry Hunter
 IBC- Independent Business Group
 Magnussen's Lexus of Fremont
 New York Life Insurance Company- Mojgan Alapour
 State Farm Insurance- Tina Vu
 Rotary Club of Warm Springs
 Simply Home Loans
 University of San Francisco in San Ramon

Congratulations to all our members who have reached these milestones

Member Benefit

Ribbon Cutting

Ribbon Cutting Is a Great Way to Increase Visibility of Your Business

A Ribbon Cutting is a great way to make your mark in the Fremont business community. Make your grand debut, celebrate an anniversary, or let the community know your business has moved to a new location. Ribbon cuttings are free of charge and only for Fremont Chamber Members.



Ribbon Cutting at the Discovery Store's new location on Chapel Way in Fremont

The Fremont Chamber will provide you with a list of the leaders in the community whom you may invite to your ribbon cutting. The ribbon cutting date and location will be posted on the Chamber's web site and if submitted on time, in the Calendar of Events of the Fremont Business Review.

The best way to make your ribbon cutting a success is to create special invitations with a personal touch for each participant.

The length of your event depends on you, but on average, most ribbon

cutting events last about an hour. Ribbon cuttings are available Tuesday through Friday, anytime between 10 a.m. to 5 p.m.

To get more information or schedule a date, contact KK Kaneshiro at (510) 795-2244 ext. 103 or e-mail: kkaneshiro@fremontbusiness.com. Ribbon cuttings must be reserved three weeks in advance to allow enough time for coordinating the Ambassador's and Chamber's schedule and properly marketing your event.



Doing Business Over Lunch

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fmcc@fremontbusiness.com



39116 State St, Fremont
(510) 791-1688
Lunch: 11 am -2 pm
Dinner: 5 pm-9:30 pm
Sundays: 4 pm-9 pm



39401 Fremont Blvd
Fremont **(510) 657-2436**
Sun -Thurs: 11 am -9 pm
Fri & Sat 11 am -10 pm



5200 Mowry Ave, Fremont
(510) 792-2000
Lunch(M-F): 11:30 am- 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F:11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



Pearl's Cafe
4096 Bay St.
Fremont (510) 490-2190
Lunch (Tu-Fr):11:30 am-2:30 pm
Dinner (Tu-Sat): after 5 pm



40645 Fremont Bl, #23, Fmt
(510) 668-1850
Tu-Thur: 11:30 am-9 pm
Fri-Sat: 11:30 am-9:30 pm
Sun: 1 pm - 8 pm



39233 Fremont Bl.
(In the Hub)
(510) 742-6221
Open 7 Days a Week
11 am-10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
Open Daily 8 am - 11 pm

Connection Clubs

Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

Tuesday Noon
meets at 11:45 a.m.
Fellini O's
3900 Newport Mall Road Ste. 101, Newark
Chair: Stefanie Pavis, 510-657-1350
Vice Chair: Tom Schmidt, 510-657-2501
www.tuesdayconnectionclub.com

Wednesday Noon
meets at 12 noon
La Pinata Restaurant -- NEW LOCATION
39136 Paseo Padre Parkway, Fremont
Chair: Gordon Golletto, 510-827-7727
Vice Chair: TBD

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
Express Personnel
39111 Paseo Padre Parkway 117, Fremont
Chair: Donna Mize, 510-797-5100
Co-Chair: TBD

Thursday AM
meets at 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd, Fremont
Chair: Terri Landon, 510-796-8300
Vice: Renee White, 510-440-1100
www.thursdayAM.com

Fridays Women In Business
meets at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Sharon Scorpilliti, 510-659-1212
Vice: Harriett Whitney, 510-793-7405
www.fremontwib.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Nouvelle Bistro
43543 Mission Blvd., Fremont
Chair: Andrew Draeseke, 510-299-4968
Vice Chair: Gavin Fahl, 510-565-6897
www.thursdayreferralsplus.com

Pro Source
meets at 11:30a.m. on 3rd Thursday
La Pinata Restaurant
39136 Paseo Padre Pkwy, Fremont
Chair: Kevin Dean, 510-687-9737
Vice: AiRung Liu, 510-727-2175
www.theprofessionalsource.com

Friday AM Connection Club
meets at 7:15 a.m.
The Depot Cafe, Fremont
37260 Fremont Blvd, Fremont
Chair: Mark Buechler, 510-520-1922
Vice: Jose Gonzalez, 510-894-0764
www.fridayconnections.com

Community Calendar

Now online: The Fremont Chamber of Commerce's Community Calendar features community events in the Tri-Cities area and is the Fremont Chamber's second most visited webpage. Non-profit organizations and schools can get their event posted by emailing the Community Calendar's editor, Nina Moore, at nmoore@earthlink.net. Please submit your Community Calendar items at least two months in advance. Send email with "Community Calendar Item" in the SUBJECT line. Provide the following information: Month,

Date (time): Event name & information. Location. Contact info. (website, email, phone #). Visit the Fremont Chamber's community calendar at <http://www.fremontbusiness.com/commCalendar.htm>.

Submit an article

Would you like to submit an article or become a guest editor? Contact Cindy Bonior to learn more about the guest editor program. 501-795-2244, ext 106



FCCTV
Fremont Chamber of
Commerce Television

Organizing Your Office in a Simply Done Fashion

Every business strives to improve its efficiency. The secret is not only in finding a better price for the office supplies or developing new technological processes, but also in simple organizing of the office space. Every time you have to go through a clutter of staplers, note pads, and paper clips in your desk drawer or have to search for a memo in a pile of accumulated papers, you are losing precious minutes, which eventually add up to hours and whole working days. KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guest Julia Olkin, owner of Simply Done. Julia shares some of her tips for improvements in office organization and describes different approaches for reducing clutter in home or office.

FCCTV Schedule:

Fremont-
Channel 29 Mondays 8:30 p.m.
Channel 26 Mondays 7:30 p.m.

Newark-
Channel 27 Friday 5 p.m.

Alameda-
Channel 28 Saturdays 3:30 p.m.
Sundays 8:30 p.m.

Union City-
Channel 15 Thursdays 10 p.m.
Saturdays 3:30 p.m.
Sundays 8:30 p.m.

Hayward, San Leandro, San Lorenzo and Castro Valley-
Channel 28 Thursdays 10 p.m.
Saturdays 3:30 p.m.
Sundays 8:30 p.m.

Would you like to be a guest? FCCTV now airs 82 times per month in eight cities and reaches over half a million homes. Call KK at (510) 795-2244, ext 101!

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Member News

ACS Discovery Shop Has Moved to Chapel Way in Fremont

The American Cancer Society Discovery Shop on Paseo Padre Parkway has moved to a bigger store located at 40733 Chapel Way in Fremont. The Discovery Shop now is able to hold double the amount of gently used clothing, jewelry, artwork, collectibles, furniture, and other household items — all priced to sell. The store also has dedicated one of its rooms to the Cancer Information Center where the visitors could watch videos, read books, or take home informational brochures about cancer topics. For more information about the Fremont Discovery Shop and for information about donating or volunteering, please call Mari Martinez, store manager, at (510) 252-1540.

Colin Yoshida, D.D.S. Offers Teeth Whitening in Exchange for Charitable Donations

Colin Yoshida, D.D.S., a member of the Crown Council, offers professional teeth whitening in exchange for patients' personal donations to the Smiles for Life Foundation, benefiting local and national children charities. His fundraising campaign continues from March through June 2005. Since the foundation's inception in 1998, the Smiles for Life Foundation has raised more than \$17 million, which benefited nearly 500 children charities. For more information, please call Dr. Colin Yoshida at (510) 795-1800.

Platinum Wellness Plans Now Available for Fremont's Furry Companions

Aborn and Grimmer Veterinary Hospital in Fremont now offers a cheaper alternative to existing preventative care and insurance services to numerous pet owners in our local community. Depending on the pet's needs and the budget of their owners, the animal friends may choose among four Platinum Wellness Plans designed to increase pet's life by 10 - 20 percent. The subscribers to these plans would be able to save on many new advanced technology and proce-

dures developed by the veterinary science in the recent years. For more information about the services of Aborn and Grimmer Veterinary Hospital, please visit www.AbornGrimmerVet.com or call (510) 656-0223.

The Alameda County Fairgrounds Hosted Annual MAINTENANCE MANIA Competition

The three-day Maintenance Mania competition at the Alameda County Fairgrounds in February brought crews from 29 Northern California fairs for a friendly competition in various heavy-duty maintenance skills. The challenge included the Forklift Rodeo Competition, a full day dedicated to certification training for forklift and aerial lift operation, basic and advanced electrical programs, plumbing tips, landscaping improvements, and a special team-building competition. 46 participants were certified for forklift operation, and 20 were certified to operate an aerial lift. The Alameda County Fair was proud to host such an important event, which gives the fair's Maintenance Department the opportunity to provide additional training for employees, as well as share knowledge with other fairs.

Got Talent? Show It at the Alameda County Fair This Summer

This year from June 24 to July 10, you may perform, exhibit, or just be a spectator at multiple Talent and Performing Arts Competitions in hundreds of categories at the 2005 Alameda County Fair in Pleasanton. On July 6 and 7, there will be a contest for youth ages 3 to 26. Every participant receives an award, and there are cash prizes for overall grand champions. Deadline for entry is June 13th. Entry fees for participants are \$26 for individuals, \$13 per person for duos, and \$10 per person for groups. The 2005 Alameda County Fair Exhibit Catalog, which can be found online or in most libraries, also lists all the other opportunities to showcase your talent including vocal or dance skills, floral arrangements, photographic compositions, fine art, po-

etry, amateur gardening, amateur wine, industrial technology, hobby collections, small animals, livestock, textiles, and much more. Deadline for exhibit entries is May 14th. The catalog includes entry forms, rules and guidelines, and contact information, making participation easy. For more information, please visit www.AlamedaCountyFair.com or call (925) 426-7611.

The Fun (and the Funk!) Is Back at the 2005 Alameda County Fair

This year's concert lineup at the 2005 Alameda County Fair will be hot and stylistically diverse. The Charlie Daniels Band will open the Fair on Friday, June 24th, bringing with it more than 35 years of great, Grammy Award-winning music that has succeeded in tearing down the genre lines. Saturday, June 25th, will feature the wild, disco stage show that is the Village People. ConFunkShun, appearing Saturday, July 9th, is among the heroes of Funk's New Wave. Tracy Lawrence, one of the premiere country voices of his generation, will close out the 2005 Fair in style on Sunday, July 10th. For more information about the Alameda County Fair, please visit www.AlamedaCountyFair.com or call (925) 426-7600.

SVMG - New Name, Same Vision

The Silicon Valley Manufacturing Group announce that it is changing its name to the Silicon Valley Leadership Group. "Leadership" now replaces "manufacturing" to better recognize the work of the organization and its emphasis on issues of importance to employers, employees, and residents of Silicon Valley -- issues such as affordable homes, traffic relief, education, energy, the environment, economic vitality, and equitable tax policies. For more information about Silicon Valley Leadership Group, please visit www.svlv.net.

Fremont Attorney Is CA's Delegate to the American Trial Lawyers Association

John N. Kitta, Esq., has been appointed the official delegate from the State of California for the Family Law Section of the American Trial Lawyers Association. This appointment came at the same time as his article entitled Summary of Recent California Supreme Court Cases was published in the latest American Trial Lawyers Asso-

ciation Journal.

New Stockholder at RINA Accountancy Corporation

Michael A. Jordan, CPA, CFA became a stockholder of RINA Accountancy Corporation on January 1, 2005. RINA is a San Francisco Bay Area Accounting Firm, one of the highest rated in its area, serving Northern California with offices in Oakland, Roseville, Walnut Creek, Fremont and San Francisco

Mattson Technology Ships Strip Systems to Leading China Foundry

Mattson Technology, Inc., recently announced that a leading China foundry has selected Mattson's advanced strip systems for its new state-of-the-art 300 millimeter (mm) fabs. "After competitive evaluations for both FEOL and BEOL applications, this customer selected our strip systems for their superior processing capability, high productivity and low cost of ownership," said Randy Y. Matsuda, vice president and general manager of Mattson Technology's Films-Etch Product Group. For more information, contact Mattson Technology, Inc. (510) 657-5900 or visit www.mattson.com.

Irvington High School's "We the People" headed to national competition in Washington DC

Congratulations to Irvington High's "We the People" team who, after scooping up the title of State Champion qualified to compete in the national competition to be held in late April. The competition focuses on the U.S. Constitution and its application. Students are required to know the Constitution and understand its relevance, citing court cases and historical facts to support their assertions. In order for the team to participate, they must raise approximately \$30,000. Anyone interested in helping these kids achieve their dream of competing in the national competition can send a tax deductible donation to Irvington High School/We the People, attn: Debbie Spaulding, 41800 Blacow Rd., Fremont 94538.

A Division for Younger Football Players Is Formed in Tri-City

For the first time in the history of the Fremont Football League, 7, 8, and 9 year old football players are assigned their own Continental Division for the 2005 season. The addition of the division will open the league to a larger section of the youth in the tri-city area and will help distribute players within the popular National (ages 10, 11, 12) and American (ages 13, 14) divisions. The league plans to field four teams in the upcoming season for full-contact tackle football games at the Irvington Community Center.

For more information about the Fremont Football League, please visit www.fremontfootballonline.com

ABWA Hosts Panel Discussion

A panel discussion entitled "Women in the Public Eye" will be held on April 20, 2005. The event will be hosted by The Pathfinder Chapter of ABWA. The guest speakers will include The Honorable Bonnie Sabraw, Alameda County Superior Court Judge; Shirley Sisk, Executive Director, League of Volunteers; and Christine Daniel, Deputy City Manager, City of Fremont. Topics will include how they chose their career, struggles they overcame, training, and what motivates and inspires them. The dinner will be held at the Fremont Elk's Lodge, 39811 Farwell Dr, Fremont; 6:30 PM Networking, 7:00 PM Dinner & Program. The cost is \$20 and reservations are required. Please call Patty Pratt, AppleOne 510-438-9011 (7:30am-5:30pm) for reservations and additional information.

ABWA to Raise Funds for Scholarships at BBQ Round-Up

The Pathfinder Chapter is hosting its annual BBQ Round Up Fundraiser on May 21, 2005 at the Holy Spirit Parish Hall, Fremont at 6:30. Live and Silent Auctions will be held and proceeds benefit educational opportunities for local students. Tickets for the chicken and rib BBQ are \$30; for reservations, please call Barbara Jenkins (510-657-0573) or Leona Schneck (510-797-0196).

Use Your Passport to Adventure on April 29 to Support the Alameda County Library

When you enter the doors of the Fremont Main Library at 6:30 p.m. on April 29, you will be magically transported to exotic countries and cultures and be dazzled by wine, food, sights and sounds from around the globe. You may dance and sing with Chinese and Persian performers, enjoy culinary delights from Mexico, India, China, and Greece, and talk loudly in the library without anyone saying "Shhh." The evening will also feature a silent auction and live auction hosted by Alameda County Supervisor Scott Haggarty. Some of the exciting items include a signed Raiders football, an "extreme makeover package," and dinner and tour of the Fremont firehouse. Major sponsors are the Argus/ANG Newspapers, Fremont Bank Foundation, and NUMMI. Individual 'passports' are \$100 each, and blocks of 12 tickets are \$1,000. For information, or for sponsorship/volunteer opportunities, contact ACLF Executive Director Lara White at 510-745-1514 or lwhite@aclibrary.org.

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Fremont Chamber Of Commerce Starts Auditioning Of Community Bands For The Festival Of The Arts

The Fremont Chamber of Commerce is accepting audition tapes from Tri-City and Bay Area community bands to perform at the Annual Fremont Festival of the Arts on Saturday, August 6 and Sunday, August 7, 2005. Up to 15 bands will be chosen by the Festival of the Arts Committee to perform at the festival on three community stages.

"We are pleased to have the opportunity to showcase local talent," said Jim Douglas of Prime Time Entertainment, entertainment agent for the Fremont Festival of the Arts. "Many popular groups have their roots in the East Bay and began their careers by playing venues like the Fremont festival."

From country and smooth jazz to Latin rhythm and rock/pop, the music at the festival usually is as diverse as the preferences of the visiting public.

Every year thousands of young children, adults, and older guests stop by the three stages along the four-mile



Big Bang Beat at the 2004 Festival of the Arts

stretch of the festival booths and always cheer local performers.

To qualify, band member(s) need to reside in the Tri-City or Bay Area. Audition tapes must be received no

later than Friday, May 20, 2005 in order to be considered. This is a non-paid opportunity for performers to reach thousands of listeners. Tapes may be sent to Cindy Bonior, Fremont Chamber of Commerce, 39488 Stevenson Place, Suite 100, Fremont, CA 94539. Bands will be notified by May 31st of their participation, and a listing of the bands will be posted to the festival website at www.fremontfestival.net. Bands will be chosen based upon their broad appeal to audiences and appropriateness to the festival and its audience.

Produced by the Fremont Chamber of Commerce, the Fremont Festival of the Arts draws nearly 400,000 festival-goers over the two-day event and has earned the prestigious title of the largest free street-festival in California. The Festival features nearly 700 quality arti-

sans, continuous music on three stages, Kid Zone with games and activities, Gourmet Marketplace offering gourmet specialties for the discriminating cook, and the Firefighter Combat Challenge, an intense, spirited competition of firefighters racing on an obstacle course that is dominated by a five-story tower.

Want to send your tape in?

Send audition tapes, CDs, or DVDs to Cindy Bonior at the Fremont Chamber of Commerce, 39488 Stevenson Place, Suite 100, Fremont, CA 94539

California Legislature in Focus: Health Care and Worker's Compensation

By Billy Sandbrink

Director of Government Affairs

Over 2,500 bills have been introduced in the State Legislature since the new legislative cycle began in December of last year. About one third of them relate to health care and worker's compensation issues. These two issues will be the focus of many debates this year because of the enormous impact they have on California businesses, organizations, and individuals. The legislative outcome of these debates will determine the quality and affordability of health care and who will pay for it, the rates employers will pay for disability benefits, and who is in charge of setting those rates. We expect a rapid development of these issues over the next few months.

Health Care Benefits

Recent increases in the cost of health care have made it more difficult for employers to provide adequate benefits to their workers and for em-

ployees to pay premiums out of their own pockets. The debate about health care simply has become the question: who would pay for it. When the measure SB 2 (Burton) passed the California Legislature in 2003, the plan was for California to create a state run health care system that would force employers with more than 20 full-time employees to provide health care insurance for their employees and, in some cases, their dependents. However, before this measure went into effect, signatures were gathered against it and the measure was placed on the November, 2004 ballot as the Proposition 72. It was narrowly defeated.

This year, the Legislature has two more bills that seek to create state run health care systems. SB 840 (Kuehl) will establish a single payer health care system run by the state that people could pay into and receive health care. This system is comparable to Canada's health care system and would have the same obstacles such as lack of access

to doctors of choice and low quality care. This bill is scheduled to be heard in the Senate Banking, Finance, and Insurance Committee on Wednesday, April 6, 2005.

The other state run health care proposal is AB 1670 (Nation/Richman). This bill proposes to establish a three-part health care coverage program that would require each resident to have minimum health coverage, require the Secretary of the Health and Human Services Agency to work with counties to create a purchasing pool for essential benefits packages, and create a subsidy program for employers who offer essential benefits for employees earning less than 200% of the federal poverty level. This bill may be heard on March 27th.

Worker's Compensation Reform

Worker's compensation has been a major issue for California businesses for a few years. Although last year's reforms have led to overall decreases in premiums for businesses, more de-

creases are still needed.

Last year's efforts focused on cutting medical costs by limiting visits to chiropractors and physical therapists and limiting the benefits for permanent disabilities. This year's efforts will be focused on limiting insurance carrier rates and revising the administration of worker's compensation.

For instance, SB 46 (Alarcon) attempts to stabilize rates by creating the Commission on Workers' Compensation Rate Regulation and charging them to set premium rates, currently the job of the Insurance Commissioner. Changing who is responsible for setting premium rates and other important tasks would be a significant change to how the state administers its worker's compensation system.

SB 538 (Kuehl) would require a health care provider to prove it has the capacity to care for covered employees, taking into consideration the existing demands from other networks. Similar to SB 46 (Alarcon), the Kuehl

bill will create additional bureaucracy in the system that already has its share of paperwork. Both of these bills are scheduled for their first hearings in the Senate Labor and Industrial Relations Committee on April 14, 2005.

Issues revolving around health care and worker's compensation are going to be developing at a rapid pace over the next few months in Sacramento. It would benefit your business to check for the updates on the Chamber website (www.fremontbusiness.com), the weekly Top of the Week, and the monthly Fremont Business Review to stay on top of the issues that will have an impact to your business bottom line.

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Monthly Visits
to the Chamber
Website

www.fremontbusiness.com

9,625

Total number of visits during the month of Feb 2005

9,868.5

Average # of visits per month (2005)

[data provided by Deep Metrix LiveStats]

DEEP METRIX



OPERATION RESTORATION

A fundraiser to restore the Fremont Fire Department's Antique fire truck

Wednesday, May 18
6 - 8 p.m.

at La Piñata Restaurant

39136 Paseo Padre Parkway, Fremont



Bring family, friends, neighbors and strangers to witness Fremont's finest (Fremont Firefighters and Fremont Chamber Staff that is!) serve up plates of pintos, bundles of burritos, towers of tortillas and mugs of margaritas. ¡Ay Carumba! Fremont Firefighters and Fremont Chamber Staff will work for tips to restore Fremont's Antique Fire Engine in time for the City's 50th Anniversary. It'll be a lot of fun! Tip high, tip often - it's all for a good cause!



Turn Your Organizing Battle into a Simply Done Task

By Julia Olkin
Simply Done

Choose the Right Time to Start

I would say you are half way over your organizing battle when you actually start your organizing efforts. Most people postpone getting organized until a major event — merging households with a new partner, a child leaving for college, filing income taxes, preparing for holidays, or even calling a charity that picks up donations. These seem like appropriate times for such tasks. The only problem is that you are overwhelmed with thousands of other things that need to be done. No surprise — you are pushing your organizing to the next major event... for ten years or so.

It is easier and more productive if

you start organizing on a regular day of a normal week. There is a better chance that your efforts would turn into a routine. This would help you maintain the changes you make every week.

Divide Tasks into Small Steps

The other half of the organizing battle is relatively simple. Just break your task into these four basic steps:

1. *Go shopping.* (See, that wasn't so hard!) You need a labeler machine, large trash bags, a marking pen, post its, and a notepad. Also get 3 empty cartons. Consider a paper shredder.
2. *Label the 3 cartons: Donate, Mementos, and Another Room.* Plus prepare one trash bag.
3. *Select one area to begin with.* It should be a small, relatively self-con-

tained area. Examples might be a medicine cabinet, the linen closet, the utensil drawer.

4. *Organize your area.* Let's use the linen closet as our example. Start by emptying the closet completely. Fold sheets in sets, keep the set together, and put back into the closet according to size of bed (e.g., king sets on one shelf, twin sets on a different shelf). Use your labeler to label the shelves. Now fold the towels, and arrange by size of towel (bath, hand, guest, and washcloth). Put these on shelves which you then label. As soon as it gets difficult to fit things back in the closet you have to start making some decisions. Get rid of all sheets and towels you don't use or like; put these in the Donate box. Do you really need the Christmas towels in the closet all year long or can they be put

in the Another Room box (the garage?).

Make Continued Progress Each Week

Every finished project brings a lot of satisfaction even it is as simple as organizing one shelf or one drawer. Every time you are using this area, you are building your incentive to organize a neighboring shelf or closet. Just one project a week would result in over 50 areas in your home or office cleaned and organized during one year! Continue your progress each week — and you would feel that organizing is a simple task.

Hire Help

There are good reasons to hire someone else to do some organizing for you. You might feel emotionally

attached to some things that would be considered junk by a stranger. An example could include getting rid of crib sheets because your little one is now 14. Another reason is lack of time or desire. Or maybe you have been talking about organizing for ten years and now it is time to face the fact that you are not going to do it on your own. Make your organizing simply done with friendly help.

Julia Olkin is the owner of Simply Done, which can help you gain control of your life through home and office organization. Get the experts' advice on sorting, stacking, and shelving in a Simply Done fashion. Please watch the FCCTV in April for more organizing tips from Julia Olkin. Call or email Julia Olkin at (510) 727-0714 or olkin@simply-done.net.

How 30 Minutes of Planning Could Save You Hours in the Kitchen

By Lisa Messinger
Independent Distributor,
Homemade Gourmet®

Getting a meal on the dinner table is much like planning any business meeting. While most of us would not enter a formal meeting without an outline or agenda prepared in advance, many of us go into our kitchens "cold turkey" (no pun intended) and expect dinner to come together by osmosis! By being proactive and setting aside a small amount of time to get organized, scheduling a week or even a month's worth of meals can be a reality.

Let's begin by taking a look at your pantry. Are standard items that many recipes call for kept stocked and on-hand, or do you find yourself running to the store every time you need an ingredient for that favorite dish? Having a well-stocked pantry is essential

to organized mealtime and allows you to save money by purchasing items that are often on sale. Much wasted time in the kitchen comes from not having the proper staples in your pantry.

Are you keeping a running shopping list to ensure that you make the most of every trip to the grocery store? Posting a master shopping list in a convenient area in your kitchen is extremely helpful and alleviates those extra trips during the week. When shopping day arrives, grab your list, take a quick glance in your pantry to review any stocked items that you may be running low on, and you're ready to go!

Once you are home from the grocery store you have two choices: (1) Unload and be done with it, or (2) unload and do some minor preparation to make your meal planning easier. By spending another 30 minutes pre-sea-

soning meats, poultry and fish prior to storage, you will have the bulk of your meals planned and save time later in the week.

Remember, many of the same tools that are utilized in organizing and planning ahead for an effective business meeting can be duplicated in the kitchen, saving time, money, family relationships and most of all, your sanity.

Lisa Messinger is an Independent Distributor for Homemade Gourmet®, a company that strives to bring families back to the dinner table by providing quality, affordable, easy-to-prepare meals, education, and direct sales business opportunities. If you are interested in learning more about meal planning and how Homemade Gourmet® can help you become organized in the kitchen, please contact Lisa at (510) 912-0758 or gourmetgoodies@sbcglobal.net.

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