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VOLUME 10,
NUMBER 9

Professional Development — For You & Your Business

February
2010

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Chamber Membership – A Great Tool For Professional Growth

by Nina Moore
Fremont Chamber of Commerce

The Fremont Chamber of Commerce provides many and varied opportunities for personal and employee professional development. Whether you want to acquire greater business acumen, strengthen your leadership skills, or learn about new trends, emerging markets, economic forecasts, or other issues impacting business- we have the program for you!

Continuing Education: The Fremont Chamber partners with the Alameda County Library System, the City of Fremont, SCORE, the regional Small Business Development Centers

and the Federal Technology Center to provide free business classes to our members. The classes cover a myriad of business topics, and may be offered at the Chamber, the Fremont Main Library, or at other locations throughout Alameda County. You and/or your staff can attend at no cost. Learn about Human Resource issues, customer service, budgeting and financial planning, importing and exporting, buying or selling a business, and much more.

Additionally, our own Business Building Forums provide you with the opportunity to learn from fellow Chamber members. All these classes and seminars are listed on the Fremont Chamber's weekly e-newsletter, *Top of the Week Report*.

Business Counseling:

You can "SCORE" free business counseling sessions in our offices! Members have a full hour with an experienced SCORE counselor for a one-on-one meeting to find solutions to your business challenges at no cost.

Advocacy: The Government Affairs Committee of the Fremont Chamber provides a great venue for you to learn about proposed legislation, regulation, and ballot measures that could impact



Brendon Whateley presents a business building forum at the Chamber

your business, and to participate in advocacy on behalf of your industry and the business climate in general. The Committee meets monthly, typically on the 4th Wednesday of the month at 7:45 a.m. If interested in vis-

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by Tony Young
ClubSport

During tough economic times businesses are looking for more ways to cut costs. Unfortunately, one of the first things they look at is cutting the

Professional Growth Through Better Health

cost of health care. Some companies however, have opted to invest in the health and wellness of their employees to reduce employee need for medical care.

These companies have discovered that promoting employee wellness is an effective way to reduce costs significantly. In the U.S. alone, more than \$2.2 trillion per year is spent on chronic diseases, and an additional \$277 billion annually on preventable diseases such as obesity, heart disease, strokes, high blood pressure, diabetes and depression.

With health care costs expected to exceed \$4.2 trillion dollars by 2017, leading U.S. companies are turning to health and wellness as a way to reduce costs - and the payback is dramatic. After implementing an employee wellness program, Blue Shield of California reported a 25%-30% reduction in medical and absenteeism cost over 3+ years. And, they experienced a return of \$3.14 for every dollar spent.

A 2-year study, by the health insurance industry, found companies that

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Help Us to Help You! We Need Your Stories!

During our first Access Sacramento visit with state legislators on January 21, members of the Fremont, Union City, and Newark Chambers of Commerce visited legislators in Sacramento to speak about our issues and priorities. While our participating members told their stories, we were asked for more examples of how our member businesses are being impacted by the current regulatory climate, redundant reporting requirements, overlapping agency jurisdictions, and business fees and taxes. We want to submit your stories in writing to help leg-



islators understand the issues. Please take a few minutes to email your examples of these issues. The write-ups should not be more than one or two paragraphs per example, but the ROI could be huge! Send to Nina Moore at nmoore@fremontbusiness.com.

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Call (510) 795-2244

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Guest Editor Arlene Kaiser,
Arlene Kaiser Productions

Professional Growth - Be in the KNOW!

When I saw the theme of professional growth for the Business Review, I jumped at the opportunity to write an article. KK Kaneshiro has an engaging way of motivating members to participate in our Chamber, and, therefore, I accepted the privilege of becoming Guest Editor.

After I accepted, I realized that most of you are in business. What could I possibly offer with twenty-five years served in public education as a teacher and administrator? That insecurity didn't last too long, as I remembered my other experience as a business owner and professional speaker.

Furthermore, my mission in life is to enlighten, validate, and inspire those whom God places in my path. Galileo said, "You cannot teach a man anything; you can only help him find it within himself." Hopefully, something in this article will enlighten, inspire, or ignite an ember within you as you prepare for 2010!

With the uncertainty of the economy, we continue to face challenging times. If your company continues to provide time and money for professional growth, consider yourself very fortunate. Recently, I keynoted for the Association of Educational Office Employees. In my interview with the incoming national president, she reflected on how school districts were once able to supplement some of the cost for professional growth in their Association. Due to the lack of funding, their membership had decreased and the conference numbers had dropped. And the all-too-common demon of "not enough time" had also reared its ugly head. Perhaps you have experienced these same frustrations with your company or organization.

When I was growing up, my dad would often say, "Get all the education you can, because no one can ever take it away from you! It is the greatest investment you will ever make!" His statement greatly influenced my life. Yet after I received my doctorate, I was humbled to see there was so much more to learn.

Renowned archaeologist, biologist, and politician, John Lubbock (1834-1913) said, "A wise system of education will at last teach us how little man yet knows, how much he has still to learn."

In planning for 2010, perhaps the acronym I've coined as the "KNOW Factor in Professional Growth" may put a new light on this investment in yourself and ultimately your business.

K is for Keep -

Professional growth can keep you informed and current. What do you need to learn? Where do you need to improve? If you really want to stretch your learning curve, teach a class or workshop in the subject area of something you want or need to learn. If teaching is not your forte, perhaps you can co-lead or volunteer in some capacity to share what you know as a trade-off for what you need to learn.

I like to keep informed by interviewing people. Years ago, I spoke for the Los Gatos School District. In the audience was Steve Wozniak. Upon meeting him I asked, "What should I be teaching my students so they would be welcomed at Apple, or be able to marry into your family?" He chuckled but thoughtfully considered my question and then responded, "Teach them to be helpful, helpful to each other." I even got a picture with "The Woz"!

N is for Navigate -

Professional growth should be carefully navigated. Some questions to consider: what is necessary for you to move forward? Are there skills or information you are missing?

Sixteen years ago, my husband fulfilled my life-long dream of buying me my very own horse. Up to then, I had only ridden rental horses. Unfortunately, I had not been thorough in my research of equestrian responsibilities, nor in the guidelines of buying a safe and sound horse. During those early days of horse ownership, I was bucked-off, bitten, reared up on, and intimidated by my four-legged "friend." My dream evolved into a nightmare.

After much frustration, agitation, and education, I discovered that I had the wrong horse! Once I got the right horse, I was on my way. There were still more skills to learn, such as, "once in the saddle, direct my gaze forward straight between the horses ears in the direction I wanted to go and not on the obstacles on the ground." When I did that I could easily navigate my way on the trail, plus it was (and still is) enjoyable!

O is for Organize -

Professional growth needs to be organized. What is your development plan? What do you need to do to be fully committed to growth in all the areas of your life: physical, social, mental, spiritual, and financial? The local newspapers and the Chamber newsletter regularly announce classes and workshops available in our community. Some are free or minimal in cost and many are offered through our public and private schools and institutions.

W is for Walk Your Talk -

Professional growth can challenge you to be congruent. That is to say, you demonstrate on a consistent basis that your public behavior matches your private behavior. In the early 1980's, I was challenged by my eighth grade class about "walking my talk." After a lengthy, dramatic lecture on the value of "taking risks" and celebrating the uniqueness of all humanity, one boy asked me when the last time was that I took a risk. I had to think about that, as my "risk taking days" had been minimal. The next day, I was inspired to wear two different colored shoes in the same style to school. I didn't know it then, but that unconventional act was to become a national holiday. According to the Chase Calendar, May 3rd is National Two Different Colored Shoes Day™ which began in Fremont, California.

I enjoyed writing this article for you and I hope the KNOW Factor will make a positive contribution to your life. I am grateful to our other contributors for adding their perspective to enlighten, validate, and inspire you as well. Ultimately, what we do with professional Growth is up to each of us. As Eleanor Roosevelt said, "In the long run, we shape our lives, and we shape ourselves. The process never ends until we die. And the choices we make are ultimately our own responsibility."

Happy 2010!

Arlene Kaiser, Ed.D., is a speaker, educator and author. You can reach her at Arlene Kaiser Productions, 408 946-4444, or visit her website and her blog at www.drarlenekaiser.com.

Alameda County Social Services Agency Provides Hiring Subsidies to Local Employers

AC HIRE is a new Subsidized Employment Program offered by the Alameda County Social Services Agency and its various partner agencies. AC HIRE is designed to stimulate the local economy by providing a significant subsidy to employers who hire eligible low-income Alameda County residents. This unique opportunity is made possible by the American Recovery and Reinvestment Act of 2009. Employers who hire an eligible job applicant will receive:

- Reimbursement of 80% of the employee's wage until September 30, 2010.
- Reimbursement of 80% of the employers' costs for Social Security, Medicare, State Disability Insurance (SDI), and Unemployment Insurance (UI) until September 30, 2010.

AC HIRE benefits employers, job applicants

and the local economy by providing significant hiring subsidies for qualified Alameda County residents. AC HIRE is scheduled to end September 30, 2010. Employers are encouraged to take advantage of the program and available funds before they expire. Mike Hannigan, an Oakland employer who has benefited from AC HIRE and filled 4 employment vacancies with qualified applicants, states:

"AC HIRE has been a win, win for my company, Give Something Back, the nation's third largest office supply company. At the time that I took advantage of the program I was thinking about hiring but was a bit hesitant given the economy. When I learned about AC HIRE it was the incentive I needed; I got qualified job applicants to fill my company's vacancies and

received 80% reimbursement of their wages paid directly to me for up to six months. As a businessman I couldn't ask for a better deal."

If an employer hires a job applicant through AC HIRE they can expect:

- To work with trained employment and labor market professionals dedicated to meeting their hiring needs.
 - To only interview pre-qualified job applicants for whom they are under no obligation to hire.
 - Monthly wage reimbursements in hand within 5 business days of submitting an invoice.
- Employers who hire a qualified Alameda County job applicant may be eligible to receive a wage subsidy if the job applicant is:
- A CalWORKs recipient.

- A family with income below 200% of poverty.
- A non-custodial parent with income below 200% of poverty.
- They are not displacing an existing employee.

Employers don't need to determine an applicant's eligibility; AC HIRE staff is available to assist with all eligibility determinations before a job offer is made.

Employers you simply need to say, YOU'RE HIRED!

For more information about AC HIRE, visit achire@acgov.org, or contact Ernesto Rivas, Program Services Coordinator for the Alameda County Social Services Agency. He can be reached at (510) 271-9127.

Chairman's Message

The mission of the Fremont Chamber of Commerce is to promote, support and enhance a positive business environment locally, regionally, statewide and nationally. We've recently had several high profile opportunities to carry out our mission. On January 21st, the Chamber hit the road for Access Sacramento. We met with several key legislators and legislative aides to lobby on behalf of measures that will promote business investment in California, economic expansion and job creation.



Joseph Joly, D.C.
Joly Chiropractic

This was our chance to make our voices heard and tell our individual stories to legislators, many of whom have never worked in business. This was also our chance to thank those legislators who advocate on our behalf and provide them with real-world examples so that they can more effectively advocate for legislation that supports business expansion and economic recovery. Legislators asked for real-life examples of how the regulatory climate, fees, and taxes are hurting businesses and preventing expansion and job growth. This was a valuable experience for those who attended. The Chamber will likely provide another opportunity for Chamber members to access Sacramento again in the fall.

On March 5th, the Chamber hosted the Business Roundtable on Job Creation and Export Promotion. This was a luncheon roundtable with Ro Khanna, Deputy Assistant Secretary, International Trade Administration of the U.S. Dept of Commerce. Businesses with manufacturing operations, business advisors and consultants, and Fremont Economic Development staff & commissioners were among those who participated in the forum, which included Newark and Union City Chamber members as well. Topics discussed were job creation through increased export opportunities and programs that help companies identify export markets and potential customers overseas. Creating manufacturing jobs is key to the economic recovery, and increasing our exports is essential for job growth. We were very fortunate to have a speaker from the Obama Administration at the Roundtable.

As you all know, Fremont may have a second chance at an A's stadium. We supported this last year, and we continue to do so this year. The Chamber has taken the lead in the effort to let Major League Baseball and the A's know that Fremont wants the A's and sees huge opportunities for economic development with the A's as a catalyst. We held a rally at the Saddle Rack on Jan 25th that attracted close to 400 supporters. We've organized a letter writing campaign that is ongoing. If you have not yet done so, please send your letters of support to support@astofremont.org and these will be forwarded to the appropriate people in Major League Baseball. We've created a website (www.astofremont.org) with the donated technical support of Dark Indigo. Please visit the website for the latest updates and to volunteer your help. We've also created a Facebook Fan page: www.facebook.com/AsToFremont. Visit and register as a fan. Fremont has made it a point to become a "Green City". This is our chance to become Green and Gold!

Joseph Joly is a Doctor of Chiropractic. His practice, Joly Chiropractic, is located at 3909 Stevenson Blvd., Suite D, in Fremont. He can be reached at (510) 249-9037 or jjoly@drjoly.com or visit his website at www.drjoly.com.



A's to Fremont Rally at the Saddle Rack, January 25.

Chamber Calendar of Events

- 2 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 3 Ambassador Meeting**
8 a.m., Chamber Conference Room
- 4 Business Building Forum: Getting Started With eCommerce**
Presenter: Brendon Whateley, Dark Indigo, Inc.
10 a.m. - Noon, Chamber Conference Room
- Business Building Forum: Understanding Rollovers & IRAs**
Presenter: Becky Rivers, State Farm Ins.
4 p.m. - 5:30 p.m., Chamber Conference Room
- Business Building Forum: Forgiveness Workshop**
Presenter: Larry Peterson, New Life Coaching & Counseling
6:30 p.m. - 8:30 p.m., Chamber Conference Room
- 5 Executive Committee Meeting**
Noon, Chamber Conference Room
- 9 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 10 Tri-City Health Center Mixer**
3950 Liberty St., Fremont
Phone: (510) 770-8040
Tri-City Health Center provides quality and affordable primary care, focusing on medical, mental and dental health. We also provide care for chronic conditions such as diabetes, asthma and high blood pressure. Tri-City Health Center is a non-profit organization.
- 12 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 16 Fremont City Council Work Session**
Time TBA, City Council Chambers
- 17 Finance Committee Meeting**
7:30 a.m., Marriott Hotel
- Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 18 Leadership Fremont, Class of 2010**
8:30 a.m., Cargill Salt
- 23 Leadership Fremont Steering Committee**
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 24 Mixer - Location TBD**
5-7 p.m.
- 26 Annual State of the City Luncheon**
11:30 a.m. Registration
Noon - 2:00 Lunch and Presentation, Fremont Marriott
- 29 Membership Committee Meeting**
Noon, Chamber Conference Room
- 31 Business Marketplace 2010**
4:30 - 7 p.m., Fremont Marriott

- 1 Business Building Forum: TOPIC - TBA**
Presenter: Brendon Whateley, Dark Indigo, Inc.
10 a.m. - Noon, Chamber Conference Room
 - Business Building Forum: TOPIC - TBA**
Presenter: Total Business Care
1:30 p.m. - 3:30 p.m., Chamber Conference Room
 - Business Building Forum: Life Coaching Workshop**
Presenter: Larry Peterson, New Life Coaching & Counseling
6:30 p.m. - 8:30 p.m., Chamber Conference Room
 - 2 Executive Committee Meeting**
Noon, Chamber Conference Room
 - 6 Fremont City Council Meeting**
7 p.m., City Council Chambers
 - 7 Ambassador Meeting**
8 a.m., Chamber Conference Room
 - Mixer - Location TBD**
5-7 p.m.
 - 9 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
 - 13 Fremont City Council Meeting**
7 p.m., City Council Chambers
 - 14 Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
 - Chamber Member Briefing**
11:30 a.m., Chamber Conference Room
 - Mixer - Location TBD**
5-7 p.m.
 - 15 Leadership Fremont, Class of 2010**
8:30 a.m., Fremont Police Department
 - 20 Leadership Fremont Steering Committee**
8:30 a.m., Chamber Conference Room
 - Fremont City Council Work Session**
Time TBA, City Council Chambers
 - 21 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
 - 26 Membership Committee Meeting**
Noon, Chamber Conference Room
 - 27 Fremont City Council Meeting**
7 p.m., City Council Chambers
 - 28 Mixer - Location TBD**
5-7 p.m.
- Visit our online events calendar at www.fremontbusiness.com

Community Calendar

The Chamber also lists community events!
Visit www.fremontbusiness.com/commCalendar.htm
for the latest community oriented events in Fremont and the Tri-Cities area.

Got an event? email Nina Moore at moore@fremontbusiness.com
Look at our RSS feed: <http://tinyurl.com/6cgdow>



Member Spotlight:



Fremont Rotary Club

submitted by Carl Bocchini & Bob Shaver, Fremont Rotary Club

Describe the Fremont Rotary Club:

Rotary is the world's oldest service organization with over 1.2 million members in 33,000 clubs worldwide. As is true of Rotarians worldwide, Fremont Rotary Club members are volunteers who work locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio under the motto "Service above Self." We provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. Currently, the Fremont Rotary Club is comprised of 42 members, who represent a cross section of successful citizens in our local community.



Chili tasters enjoy Fremont Rotary's award-winning chili at the Rotary Chili Cookoff, an annual fun and tasty event that raises funds for charity.

Networking and Business Development – Rotarians represent a cross-section of their community's business owners, executives, managers, political leaders, and professionals, people who make decisions and influence policy.

Service – Club members have many opportunities for humanitarian service, both locally and internationally. This

planning, organization, and communication are just some of the leadership skills that club members can exercise and enhance.

How long have the members of the Fremont Rotary Club been members?

1 month to 33 years.

What does Fremont Rotary hope to accomplish in the next 5 years?

Along with continuing our solid track record of completing local service projects and providing funds to those in need, we hope to help complete Rotary International's goal of eradicating Polio from the world.

How does Fremont Rotary stay relevant / attract new members

People today do not have time for activities that do not add value to their lives. Our club and Rotary International strive to provide the kind of value that people seek through:

Support for our local community: Rotary members personally participate in service projects that benefit the local community and raise funds for local non-profits that enhance our community. For Fremont Rotary, these include Abode, Life ElderCare (Meals on Wheels), Friends of Children with Special Needs, the Fremont Symphony, Safe Alternatives to Violent Environments, Alameda County Library Foundation, League of Volunteers,

Washington Hospital Healthcare Foundation, Family Service of the Tri-Cities, and many more.

Continuing education: Each week at Rotary there is a program designed to



Fremont Rotary president Bob Shaver takes his best shot at the Fremont Rotary Bowl-a-thon. Photo by: James Sakane

inform and engage us in our community, nation, and world. The topics are timely and the speakers are inspiring and energizing.

Support for the leaders of tomorrow: Rotary provides many programs aimed at developing today's youth into tomorrow's leaders, including mentoring junior Rotary clubs (Interact and Rotaract); supporting youth exchange, vocational education and scholarship programs; and hosting speech contests.

International focus: Rotarians have a focus on making the world a better place, internationally as well as locally.

A major Rotary International project – the eradication of polio – was once seen as impossible but is nearing completion. Other international projects aim to clean up water supplies, provide wheelchairs to those in need, prevent mother-to-child transmission of AIDS. Rotary Clubs partner with Rotary Clubs worldwide on projects, and Rotarians visit clubs around the world while traveling, generating good will and better understanding.

Why is Fremont Chamber membership important to the Fremont Rotary Club?

Membership in the Fremont Chamber allows us to explore the creation of mutually beneficial and enduring partnerships for improving our community, and the world, through service.

How do you measure success?

We measure success by the effectiveness of our projects. Ultimately, our members find that the actual act of Service is really the reward.

What was the best advice you received about helping a non-profit to succeed?

Make it fun for all involved and make sure everyone feels needed.

To learn more about Fremont Rotary, visit www.thefremontrotaryclub.org or contact the Club's current president, Bob Shaver, at (510) 490-1144.

Why do people join Rotary?

They join for:

Friendship – Rotary was founded on fellowship, a cornerstone that attracts members today. Club members who travel are welcome to visit any Rotary Club and make friends in almost every city of the world.

is the best reason for becoming a Rotarian: the chance to do something for somebody else and to sense the self-fulfillment that comes in the process. It is richly rewarding.

Leadership – Rotary is an organization of successful professionals. Team-building, fundraising, public speaking,

New Members

Amusement

Pirates of Emerson

Karl Fields
615 Emerson St.
Fremont, CA 94539
(510) 657-2121
info@piratesofemerson.com

Real Estate - Commercial

CMB Real Estate Solutions

Carmelita Botelho
39270 Paseo Padre Pkwy., PMB #742
Fremont, CA 94538
(877) 678-5592
cbotelho@cmbresolutions.com

Employment Agencies & Services

Staffing Network, LLC

Daniel Castillo
22340 Foothill Blvd.
Hayward, CA 94541
(510) 537-3167
dcastillo@staffingnetwork.com

Solar Electric Power

Solar Universe Network (SUN)

Matthew Yu
26120 Eden Landing Rd., Ste. 6
Hayward, CA 94545
(510) 676-1982
myu@solaruniverse.com

Nonprofit Organizations

NorCal Chapter National Electrical Contractors

Darlene Besst
6300 Village Parkway
Dublin, CA 94568
(925) 828-6322
darleneb@norcalneca.org

Solar Energy Research, Development & Design

Solyndra Inc.

Dr. Kelly Truman
47700 Kato Rd.
Fremont, CA 94538
(510) 440-2400
www.solyndra.com

Host a Mixer

Mixers are a great way to showcase your business and network with potential clients.

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2010-2011. Mixers are networking events held on the 2nd & 4th Wednesday of each month (exception Feb., Nov., & Dec.); and once a quarter we produce one lunchtime mixer. Call now to see what dates are still available in 2010 or plan ahead and reserve a date in 2011.

Check out our online calendar for the latest information on mixers on our website: www.fremontbusiness.com

City Council Considers Ban on Polystyrene (Styrofoam) Food Packaging

In April, the Fremont City Council is tentatively scheduled to consider an ordinance banning foamed polystyrene (commonly called Styrofoam) food service ware, in an effort to reduce litter, and to recycle and compost more of the City's waste. The proposed ban would apply to single-use disposable products such as plates, bowls, trays, and hinged or lidded containers. Food vendors, such as restaurants, cafés, supermarkets,

If adopted, the new ordinance would go into effect on January 1, 2011. This would give businesses approximately eight months to use up existing inventories of banned items and

evaluate new alternative products that meet their needs. Informational material regarding the proposed ordinance is being developed by the City's Environmental Services Division and will be distributed to businesses later this month. Additional information can be found at www.fremont.gov/environment or by calling the Environmental Services Division at (510) 494-4570.

Please send any comments or questions you have regarding this proposal to Nina Moore, the Fremont Chamber's Director of Government and Community Affairs, at nmoore@fremontbusiness.com.





Connection Clubs: Meeting Dates, Times, Places

Open only to Fremont Chamber members. Six groups meet at a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Purpose: 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 are allowed. Each club may have only one representative of any given profession or specialty to prevent competition.

Tuesday Noon

11:45a.m. @ Hilton Hotel
Chair: Jackie Kranich
(510) 794-1938
Vice-Chair: Elise Balgley
(510) 791-1888

ThursdayAM

7:30a.m. @ The Depot Diner
Chair: Madeline Holmes
(510) 599-1215
Vice-Chair: Matt Dickstein
(510) 796-9144

Connect 2 Succeed

11:45a.m. @ Massimo's (held on the 2nd & 4th Thursdays of each month)
Chair: Amanda Chun
(510) 754-6545
Vice-Chair: Ken Aria
(510) 687-1600

Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
Chair: Scott Capen
(510) 207-6207
Vice-Chair: Jennifer Logan
(510) 494-0829

FridayAM

7:15a.m. @ The Depot Diner
Chair: Maria DaSilva
(510) 412-7268
Vice-Chair: Becky Rivers
(510) 791-1100

Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Barbara Jenkins
(510) 657-0573
Vice-Chair: Marina Scott
(510) 445-0400

Doing Business Over Lunch



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



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



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



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Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Fred Badal or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539

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 fmccc@fremontbusiness.com

Dec. 2009 - Feb. 2010 Anniversaries

Congratulations to all our Chamber members who have reached these milestones

40+ Years

Don Amsbaugh
Four Winds Growers
Fremont Engineers, Inc.
Fremont Flowers
Fremont Hub Shopping Center
Pacific Gas & Electric
Wells Fargo Bank - Main

20+ Years

Best Western Garden Court Inn
B.L.V. Insurance Services
David M. Britton, CPA
Cal Self Storage
Creekside Village Apartments
Fremont Adult School
Fremont Symphony Orchestra
Fremont Unified School District
GoldenEnright Accountancy Corp.
Gonsalves & Kozachenko
Kidango
M.L. Nielson
RINA Accountancy Corp.
Tonix Corp.

15+ Years

ACTIA
Allegro Music
Allied Waste Services of Alameda County
Ardenbrook, Inc.
Arlene Kaiser Productions

Club Sport of Fremont
Coldwell Banker - Madeline Holmes
Fremont Express Courier Service
Fremont Village
JVA Business Services
Lum, Karl G., Jr, DDS
Mission Coffee Roasting Company
Neufeld Grinding, Inc.
Our Lady of Guadalupe
Storefront Door Service
Sweet Tomatoes
Tri-Cities League of Volunteers (LOV)

10+ Years

Briarwood At Central Park Apartments
Elephant Bar Restaurant
Heritage Bank of Commerce
Indo-American Community Federation
La Quinta Inn & Suites Fremont
MasterKey Real Estate- D. Roberts
Nitto Denko America, Inc.
Nova Commercial Co., Inc.
Qualdeval International
Plaza Real Partners, Ltd.
Select Staffing
Serra Center

Sisters of the Holy Family
Washington Hospital Healthcare System
Windermere Properties of the East Bay - John Juarez

5+ Years

4C's of Alameda County
Alameda County Fairgrounds
All Valley Plumbing
Alma Via of Union City
Avalon Spa & Salon
Bassett Furniture Direct
California Army National Guard
Raymond F. Churchill, Attorney at Law
City of Fremont
Countrywood Apartments (Leasing Office)
Dutra Enterprises, Inc.
Foot Solutions
Fremont Education Foundation
Fremont Football League
Fremont Toyota
Hyatt Place
Joanne Louie Facility Management
John A. Romano, M.D., Fremont Plastic Surgery
Keller-Williams Realty - Steve Pierce
Ken Johnson & Associates
KRTY Radio-KLIV Radio

La Pinata #5 Mexican Restaurant
Law Offices of Robert A. Wiecekowski
Mission Peak Business Products, Inc.
MRL-John Lee
One Child
Palo Alto Medical Foundation
Santa Clara Development-Robson Homes
Scott Design
Sedonna Benefits
Sheppard Mullin Richter & Hampton, LLP
Silver & Black Telecom
Special Events
Total Business Care
University of Phoenix
W Silicon Valley

2+ Years

511 Regional Rideshare Program
Afana Enterprises
BART
Bjork Construction Co., Inc.
Carl H. Bocchini
East Bay Town Planner
EmbroidMe
Everex Communications Inc.
Fabulous Faces Revealed
Fremont Family & Sports
Chiropractic

Half Price Books
Jung SuWon Martial Arts Academy
KeyPoint Credit Union
Meriwest Credit Union
Pacific National Bank
Prince of Peace Lutheran School
Pulaski Tickets & Tours
Sign A Rama
St. Anne's Episcopal Church
State Farm Insurance- K. Nuss
Transcontinental

1 Year

All American Pet Services
AMLElectric Electric Co.
Ascend Salon
Ascent Property Solutions
Blue Lighting Kitchen
Borelli Investment Co.
Comerica Bank
Cruises & Tours - L. Lau
Dynamic Solutions Realty
Falafel, Etc.
Fremont Opera
Grainger
Premier Ballroom
Rising Phoenix, Inc.
Sunbelt Business
TW Designers
World Financial Group-S. Low

MEMBER NEWS

Henry Yin Appointed to State Economic Development Commission

Chamber member and past Chamber Board Chairman Henry Yin has been appointed by the Governor to the California Commission for Economic Development.



Yin has an extensive background in international trade, engineering, green tech, and manufacturing; and, since 1985, has founded and served as president of several companies conducting business internationally.

Yin is also active in various community and civic organizations, and now serves as the Vice Chair of the Bay Area Chapter of Asian Pacific Islander Americans Public Affairs Association (APAPA). He is also a co-founder, current member, and past president of Citizens for Better Community (CBC). In addition to his years on the Chamber Board, Yin served as a Commissioner for Economic Development for the City of Fremont, and as President of the Rotary Club of Fremont (highlighted in this issue).

Initially, Yin will evaluate trade opportunities for California on high tech, green industries, agriculture, and other high priority issues. For any com-

ments or suggestions on those fields, please send directly to hmyin@comcast.net or call (510)676-7139.

YMCA Kicks Off Annual Fundraising Campaign

The Fremont/Newark YMCA kicked off its Annual Partners Campaign on February 4th, 2010 at the Durham Elementary YMCA Child Care site. Volunteers from our community came to begin the six week effort to raise funds for those less fortunate in our own community.

The YMCA mission is enabled by the philanthropic support of members and donors, opening more doors for economically challenged families to participate. "A growing number of families are on waiting lists to receive financial support, making contributions critical to more fully serving community needs," said David Hembree, executive director for the Fremont/Newark YMCA.

As community needs have grown, the Fremont/Newark YMCA has continued to expand services, particularly to respond to health challenges facing adults and the developmental needs of children and teens.

To ensure that these vital programs are available to all residents, regardless of ability to pay, the YMCA provides scholarships and subsidies to lower income residents. For more in-

formation about how you can help or to find out about YMCA programs, contact the YMCA at 510-279-2909, or visit fremont.ymcaeastbay.org



Indo-American Community Foundation Hosts Annual Unity Dinner

The Indo-American Community Foundation is hosting its ninth annual Unity Dinner from 6:30 - 11:30 p.m. on Friday March 26th at the Fremont Marriott. The theme for the evening is "Unity through Diversity: A New Change for America's Children." The event will feature multicultural dance troupes, and a keynote address by Congressman Ed Royce.

The event will also honor the following local individuals and organizations: One Child, Dr. Kuldip Thusu, and former City Councilmember Steve Cho. Chamber President & CEO Cindy Bonior is Master of Ceremonies.

The Indo-American Community Federation (IACF-USA) is a nonprofit organization founded to bring our diverse community together to address serious issues facing the community at large; to promote understanding and

positive relations through seminars and conventions; and to provide financial assistance to needy and deserving individuals. IACF-USA is committed to serving the entire community by promoting Unity in Diversity through its Annual Unity Dinner. For more information, visit www.indocommunity.us.

Chamber's Nina Moore named to Blue Ribbon Commission

State Treasurer Bill Lockyer has named the Chamber's Director of Government and Community Affairs, Nina Moore, to a Blue Ribbon Commission tasked with studying the potential fiscal impact of the scheduled March 31st closure of Fremont's New United Motor Manufacturing Inc.'s (NUMMI) plant. The 10-member commission, which includes local officials and representatives from business, labor and environmental groups, will hold its first discussion on February 24th in San Francisco to establish a timeline for completing its work.

Got News?

The Fremont Chamber will post appropriate business related news for Fremont Chamber of Commerce members. Send articles, photos and press releases to Nina Moore at nmoore@fremontbusiness.com

Top of the Week REPORT

Linking the Business Community

email Napoleon Batalao at nbatalao@fremontbusiness.com with SUBSCRIBE in the subject line.

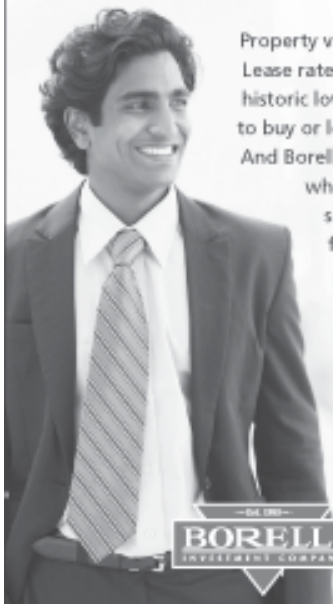
Read the latest issue online at www.fremontbusiness.com/newsToTWcurrent.htm

Notice about the Fremont Business Review

In 2010, the Fremont Business Review will be published 6 times, rather than monthly, while we re-evaluate our distribution method and content. We will publish the schedule and topics for upcoming issues in our January/February issue. We welcome any and all comments about our newsletter during our evaluation process. Please email Nina Moore at nmoore@fremontbusiness.com or call (510) 713-9940 with any comments.

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Fremont Business Park at Christy Street

Christy Street and Albrae Street, Fremont

Outstanding gateway location close to I-880 in South Fremont. Major renovation transforming this into the best space in the area. Start as small as 400 sq. ft. to as large as 10,000 sq. ft. in the 120,000 sq. ft. complex. Great flexibility. Short- or long-term leases. Convenient to services and entertainment in Pacific Commons shopping center.

www.fremontbusinesspark.net

For more information, contact Buddy Parsons at (408) 453-4700 or e-mail buddy@borelli.com.

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Professional Growth—

from page 1

iting or joining, contact Nina Moore at (510) 795-2244 x107.

Join Chamber members for our annual trek to Sacramento (“Access Sacramento”) where we meet key legislators and lobby on behalf of business! Join us at City Council meetings to advocate for our interests locally. Advocacy is a great way for you to stretch your skills in a new direction.

Public Policy Forums: The Chamber hosts Public Policy Forums multiple times per year on topics that are timely and relevant to the business community. Each year, these forums include our annual State of the City luncheon with Fremont’s Mayor in the Spring and the Tri-Cities Managers’ Luncheon with the city managers of Fremont, Newark and Union City in the fall. Don’t miss your opportunity to attend this year’s State of the City on March 26th - register now at www.fremontbusiness.com.

Topics for past Public Policy Forums have included “Health Care Reform”, “Federal Stimulus Funds - What’s in it for Us”, “Affordable Housing”, “Fu-

ture Directions in Education,” and “Job Creation through Export Expansion.” Stay current on how these and other issues could impact your business, your industry, and your employees by attending these forums, which are publicized via the *Fremont Business Review* and *Top of the Week Report*.

Leadership Fremont: Leadership Fremont is a training program, offered by the Fremont Chamber of Commerce, designed to nurture, develop and enhance leadership skills. The program is designed for those currently in leadership roles or who have been identified as potential leaders within their business or non-profit organizations, or through their active role in the community. It is also designed



Ro Khanna, Deputy Assistant Secretary for Domestic Operations for the U.S. & Foreign Commercial Service at the Fremont Chamber of Commerce

for the individual who wishes to take that next step in his or her career or in civic life. For more information on Leadership Fremont, please read the article by that name in this issue. This is an investment in yourself and/or your employees that could change your life!

Nina Moore is the Director of Government and Community Affairs at the Fremont Chamber of Commerce. She can be reached at (510) 795-2244 x107 or email her at nmoore@fremontbusiness.com.

Better Health—

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implemented a wellness program experienced a 33.6% decrease in healthcare cost, 13% decrease in physician visits, 9% decrease in prescriptions, lower employee health care costs, reduced employee absenteeism, and a reduced number of Workers' Compensation claims. At the same time, these companies experienced higher productivity and improved employee morale. Having a wellness program to offer as a benefit has also proved to attract and retain talented employees.

To start a wellness program at your company, contact ClubSport Fremont; we will tailor programs to match

your workforce health needs, from the front lines to the executive suite. We'll provide resources for your employees to achieve healthier, more productive lives – wherever they fall on the fitness spectrum.

*Statistics from Department of Health and Human Services.

Tony Young is the Program Marketing Director at ClubSport Fremont. He can be reached at (510) 226-8500 ext. 501. ClubSport is located off Highway 880 at the Warren Ave. exit. - 46650 Landing Parkway, Fremont. To find out more about ClubSport, visit www.clubsports.com/fremont or call (510) 226-8500.

“With health care costs expected to exceed \$4.2 trillion dollars by 2017, leading U.S. companies are turning to health and wellness as a way to reduce costs – and the payback is dramatic.”

Professional Growth – How Do We Know It When We See It?



by Eric L. Robinson
A Marketing Authority

The concept of “professional growth,” which is usually evaluated and considered for occupational purposes, requires understanding the guidelines and standards for each profession, the industry of choice and who is evaluating the growth process and results. Professional growth would be defined and achieved much differently for a teacher in a middle school than it would be for a sales manager in a manufacturing industry. The teacher would gain credibility and professional growth with degrees, experience, continued education, high student achievement and published papers as well as awards and recognition. Their achievement of professional growth would be judged by parents, school principals, co-teachers and many possible agencies. The sales manager’s professional growth would be assessed by company owners, stock holders, employees and

customers through a completely different set of requirements, rules and guidelines. Their professional growth might only be evaluated in dollars and profits.

The term “professional growth” also implies some change or progress from a weak or poor condition to a strong and improved condition. Such changes can be evaluated in subjective or objective terms.

So, it seems apparent that the measurement and evaluation of professional growth across the wide variety of occupations is difficult to capture.

However, there are many attributes that different people in different jobs and industries will find in common when evaluating professional growth. These attributes are the “things people are made of,” especially those people who have grown professionally. A few of the common attributes of a person who has progressed to an improved professional condition or position would include:

- a greater capacity to understand situations or people
- a greater ability to contribute to others and see the value in those contributions
- a greater degree of patience
- a better understanding of vocabulary, communication and negotiation
- a great capacity for empathy
- an improved or unique skill set
- the ability to persevere when others cannot
- the ability to plan, set goals, start, implement and follow through

- the ability to see and take advantage of the big picture
- the ability to value time and invest it wisely
- the skill of critical thinking and the ability to use it at a moment’s notice
- the understanding that the more you give the more you get
- the power of positive thinking and the ability to leverage such thinking
- the understanding of the power of catching people doing things right
- the understanding of the concept of failing and correcting quickly
- an ability to make wise choices
- the ability to stay calm when all others are not
- the ability to see and to capture opportunity during times of confusion

And the list goes on and on.

All of these attributes describe a person who has developed in positive ways and who has, as a result, grown professionally and personally. These attributes are mostly intangibles and hard to measure. But, when considered carefully, such professional growth in a person builds a mighty and formidable force. This person becomes a force to be noticed and reckoned with. People with these attributes become people who affect and influence others tremendously. The world will very likely see them as a professional in whatever they do. They set the new standard for professionalism and performance. Some literally change com-

plete paradigms and forever change many people around them.

Eric Robinson is the owner of A Marketing Authority, a Fremont-based company providing marketing consulting, planning, implementation, training, integration, budgeting, review and analysis services for a full range of marketing solutions. Eric can be reached at eric@amarketingauthority.com or at (510) 754-0007. For more information about A Marketing Authority, visit www.amarketingauthority.com.

“there are many attributes that different people in different jobs and industries will find in common when evaluating professional growth.”

Experts Needed: Write an article for the Fremont Business Review
Call Nina for the editorial schedule:
(510) 795-2244, ext. 107

New Law Bans Plan Debris in Landfills

In an effort to meet its voter mandate to divert 75 percent of all waste from landfill by the end of 2010, Alameda County has recently enacted a new law that prohibits the disposal of plant debris in landfills. Those in violation of the ordinance will be subject to citations and fines starting on January 1, 2010.

The Alameda County Landfill Ban applies to landscapers and other large producers of yard trimmings (such as property managers, municipalities and institutions) in Alameda County. Effective immediately, plant debris (such as grass, leaves, shrubbery, vines and tree branches) must be separated from other contaminants, such as bottles, plastic film, fast food containers or construction materials, and must be diverted to the designated “clean green” areas of Alameda County disposal facilities.

Those who violate the ordinance are subject to fines of \$100, \$200 and \$500 for first, second or additional violations in a year, or to penalty surcharges on their dump fees.

By complying with this important law, landscapers and organizations will not only avoid fines, but will help “close the loop,” diverting the waste sent to landfill and creating valuable soil amendment that reduces the need for chemical fertilizers and pesticides.

More information about the Landfill Ban can be found at www.LandfillBan.org, or by calling the Landfill Ban Hotline at (888) 893-9929.

Leadership Fremont: An Investment In Your Future!

by **Cindy Bonior**

Fremont Chamber of Commerce

There are many misconceptions of leadership, and the most common is that leaders are born. Leadership is not an innate ability; it is a set of learned skills coupled with a desire to build a better community, a better environment and a better life. Leadership is made up of strong core values developed through a collection of shared experiences and lessons, and with that is the learned ability to challenge, empower and inspire others.

These skills are learned through a number of avenues and one of the most significant and acclaimed educational programs in our community is Leadership Fremont, offered by the Fremont Chamber.

Leadership Fremont is a nine-month training program designed to identify, nurture and develop emerging leaders within our community. The program is held one day each month from September to May. Through individual skill development, hands-on activities and presentation of a wealth

of information from private and public sector leaders, future leaders develop the skills and knowledge base to make informed decisions and lead effectively. The curriculum is comprised of three components: Community Issues, Leadership Skill Set, and Community Project.



Leadership Skills Set

Taught by a seasoned professional, leadership skills are an essential component of the course. Leadership skills include: communication styles, team building, group dynamics,

consensus building, decision making, public speaking, professional conduct & etiquette, leadership styles, and conflict resolution.

Community Project

Part of leadership in any community is actively taking part in the betterment of that community through involvement with the charitable and non-profit sector. To gain hands-on community involvement, each class is given the assignment of selecting and

completing a project. The project is a culmination of the leadership skills and the community service learned throughout the class.

Leadership Fremont is an extraordinary program that has been building community leaders for nearly 15 years and is the perfect program to assist you or your employees in developing your leadership potential. Some of the graduates of the program have gone on to become city government officials and community leaders, but every graduate has excelled in his or her company. Graduates leave the program with stronger leadership skills, a greater appreciation for the community, and a set of valuable business contacts.

We urge you to consider Leadership Fremont as part of your professional development strategy.

Cindy Bonior has been the President & CEO of the Fremont Chamber of Commerce since 2000. She is a graduate of the Leadership Fremont class of 2001.



“Leadership is not an innate ability; it is a set of learned skills coupled with a desire to build a better community, a better environment and a better life.”

The Top 10 Outcomes Of Leadership Fremont

1. Overview of Fremont: Fremont is a complexity of diverse neighborhoods and communities. Leadership Fremont begins the program with the emphasis of understanding the importance of communications with all the neighborhoods and continues the discussion of the advantages and effects of a multi-cultural community throughout the Leadership Fremont program.

2. History of Fremont: The rich history of Fremont is the base of Fremont as we know it today. Leadership Fremont 2009 will begin with a special program on the origins of Fremont and the rich and unique beginnings of this great city.

3. Community Service: Although Leadership Fremont is business based through the sponsorship of the Fremont Chamber of Commerce, the value of knowing and understanding the role of community service is a major part of Leadership Fremont.

4. Introduction to Fremont Leaders: Over 40 speakers in key leadership roles in Fremont give presentations explaining their organization and their position, and share their unique stories of leadership growth.

5. Leadership Skill Set Training: Each session includes selected training pertinent to leadership growth. Topics include: negotiating and persuasive skills, evaluations, the problem

solving process, conflict resolution, oral and written communication. Methods of training are instruction, interaction and case studies.

6. Video Taped Individual Presentations: Successful leaders must have the ability to effectively communicate their dreams, goals, and thoughts. One of the favorite learning experiences is the videotaping and reviewing of each class member's presentation. The video assignment is announced at the first session allowing sufficient preparation and practice time. Participants receive a copy of their video.

7. Leadership Protocol: The business of protocol is important to leadership success. Protocol is about knowing the rules of business and social etiquette that creates a comfort zone in any circumstances or situations. Topics include: general protocol, introductions, dining etiquette, appropriate conversational topics and approaches, and business entertaining.

8. Team Skills - Project: Each class selects a community service project that is a culmination of what the class has learned through this program. The class projects are not only a major part of the success story of Leadership Fremont, but have been a significant contribution to the community of Fremont.

9. Tours: Several major companies

and organizations open their doors to Leadership Fremont for special tours. The tours are a special part of learning first hand about the assembly line, organizational effectiveness and efficiencies, available public information, and how companies and organizations work. These behind-the-scenes tours are filled with significant information for any new or established leader.

10. Friendship, Fellowship, and Fun: One of the favorite results of Leadership Fremont is the new relationships that each class makes—not only within the class, but through the introduction of so many leaders of Fremont and the surrounding communities. And most of all, Leadership Fremont is fun!

Leadership Fremont is now accepting applications for the Class of 2011. This intensive and progressive program offers significant leadership instruction and information. The program continually receives high ratings for leadership growth, participation, and networking. The success of any class is dependent on the total of each individual contribution. Please join us with your goals and dreams of leadership. Leadership Fremont 2011 will begin in late August with a reception and introduction to the program. To register or for more information, please contact Cindy Bonior at the Fremont Chamber of Commerce at 510-795-2244.

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www.fremontymca.org
SEE YOU THIS SUMMER!

Fremont/Newark YMCA
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Website: www.fremontymca.org

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Adventure (entering 4th-6th)
Movin On (entering 7th-8th)
CILT (Teen Leadership for 9th-11th)

Sports/Specialty Camps: Basketball, Soccer, Ice Skating, Rock Climbing, Arts/Crafts, Drama, Lego Engineering, Chess, & much much more!!!!
For complete list, visit our website!