



School Transportation

Gone are the days when school bus transportation was provided free of charge, p.5

Reusable Packaging

"Green" transportation is not just for people, p.5

Staycations

Close to home but miles away from routine, p.2



VOLUME 9,
NUMBER 6

Transportation: The Challenge of Getting From Here to There

November
2008

BART Warm Springs Extension (WSX): Moving from Dream to Reality

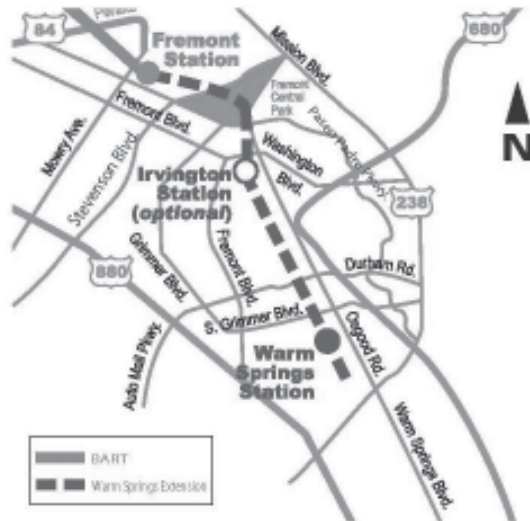
By Angela M. Charles
BART

For over 35 years, the San Francisco Bay Area Rapid Transit (BART) District has planned to extend BART service into southern Alameda County. With recent changes in regional funding priorities, BART is now closer than ever to making this long-awaited extension a reality.

The Warm Springs Extension will add 5.4 miles of new tracks from the existing Fremont Station south to a new station in the Warm Springs District of Fremont. Additionally, pending funding by the City of Fremont, a future Irvington Station could be located approximately midway along the extension, in the heart of the Irvington District.

The new Warm Springs Station will be a multi-modal station with access to the Santa Clara Valley Transportation Authority (VTA) and Alameda - Contra Costa Transit (AC Transit) buses, taxis and "kiss and ride" passenger drop off areas, all via Warm Springs Boulevard. In addition, a surface parking lot will provide approximately 2,000 parking spaces. Additional features will include full access for pedestrians and bicyclists, bike lockers, elevators, Braille signs and a tactile sight path to aid riders with disabilities.

To date, the project has completed California Environmental Quality Act (CEQA) and National Environmental Protection Act (NEPA) environmental processes. BART has also worked closely with the City of Fremont on a number of components of the project, including the construction of the



BART WARM SPRINGS EXTENSION
5.4-Mile Alignment

BART Paseo Padre Parkway Overpass, which is being constructed by the City of Fremont as part of its Washington Boulevard/Paseo Padre Parkway Railroad Grade Separation project. The overpass is scheduled to be completed by the end of 2008.

In early 2007, BART decided to implement the Warm Springs Extension by means of two major contracts. The subway contract - approximately one mile of subway from Walnut Avenue through Fremont Central Park -

could be advertised for bid in early 2009, pending funding availability. The second contract includes the final design and construction of the Warm Springs Station, as well as the trackway and systems between the existing Fremont Station and Warm Springs. Pending funding availability, this second contract could be advertised as early as the summer of 2009, with con-

—WSX Extension

page 2

Driving Green Is Easier Than You Think!

By Deborah Wong
AAA

This election year, we have seen transportation and energy issues move to the forefront of the national debate. During a campaign in which the presidential candidates didn't agree about much, they both heralded the need for the United States to achieve energy independence. Their plan to accomplish this may have differed, but both agreed that it is necessary in order to right the economy, sustain national security, and arrest global warming.

Here in California, we have tried to lead by example. Last year, California passed AB32, groundbreaking legislation that set aggressive targets to reduce statewide greenhouse gas emissions to 1990 levels by 2020. Our ability to achieve this will largely depend on the development of clean, renewable, low-carbon fuels that can dramatically reduce our dependence on fossil fuels. Not only did the passage of AB32 set the stage for the State's transition to a clean energy future, it helped spur other states into action and elevate clean energy issues on the national agenda.

It is therefore timely that this November has been declared "Alternative Fuels Awareness Month" by the State Legislature in California. At a time when the average price of gasoline is well over \$3 per gallon and Bay Area drivers are paying the highest gas prices in the country, consumers are looking for more transportation choices and toward new vehicle and fuel options. In an October 2008 survey of AAA Members in Northern California, 63 percent said that they

were interested in learning more about hybrid and alternative fuel vehicles. Education about these vehicles can raise consumer awareness, influence consumer choice, and encourage further development of transportation choices. After all, of the many decisions consumers make, their choice of vehicle may have the most significant impact on the environment and air quality.

—Alternative Fuels
page 2

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**Top
of the
Week
REPORT**

Linking the Business Community

email Napoleon Batalao at
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[www.fremontbusiness.com/
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Chairman's Message



George L. Duarte
Horizon Financial

Happy Fall, everyone! As I write this we are enjoying one of our wonderful "Indian Summer" days, baseball playoffs, and prime football season. The Chamber had a very successful Harvest Moon Celebration Gala, where a good time was had by all. Positive comments included the "fresh" and informal format allowing attendees to circulate, the great variety and quality of the food by our guest chefs, and the uniqueness of the venue, Magnussen's Lexus. Thanks to all who attended, helped out, and participated!

By the time you read this, the election will be concluded and we will have a new President and national direction. In these challenging times for us all, it is important to stay calm and keep perspective. "Old School" has become new again. I'm so old, I never stopped being "old school," so for some of us, it's easy. What is "old school", anyway? Getting back to basics, which means live and do business frugally, ruthlessly cut overhead,

recycle, reuse, get very creative in the way you do things. Get serious about knowing what "value" is: in services you receive, services you provide, and goods that you purchase. This topic alone is worth a whole column. Get serious about debt management and living within your means, and resist the "urge to splurge".

As part of the "New Frugality," one of the main big ticket items we are all looking to reduce is fuel and transportation costs. Many alternatives are being explored to achieve this, too numerous to mention here, but already we see that the high fuel costs have caused "demand destruction" all over, particularly here in California, where fuel consumption is down for the first time in many years, and going lower as people conserve, carpool or do business from home. This issue of the Business Review is dedicated to Transportation, and I thank everyone who contributed to it.

Finally, as part of the added value that the Fremont Chamber of Commerce continues to provide our members, we are working to become a "green" information resource for members and residents, working to recruit Fremont's new alternative energy and clean tech companies to the Chamber, and partnering with the City to determine the best way to move green efforts forward. Stay tuned!

Happy Thanksgiving!!

Alternative Fuels—

from page 1

Today, there are over thirty-five models of alternative fuel vehicles on the market, everything from hybrid to hydrogen, natural gas, battery electric and clean diesel. This is up from just twelve models for sale in 2000, and automakers are committed to continuing to increase this number, including adding plug-in hybrids to the mix, by 2010.

To help consumers make sense of the growing number of vehicle and fuel options available today, AAA created the Greenlight® Initiative as a one-stop source for information about alternative fuels and vehicles. Attendees to the Fremont Festival of the Arts in August had a chance to stop by AAA's Greenlight booth and spin the trivia wheel to test their knowledge of alternative fuels and win great prizes.

In recognition of Alternative Fuels Awareness Month, AAA offices will display alternative fuel vehicles that can be purchased through its exclusive Vehicle Purchasing Service partners. In addition, AAA offices will have information about a variety of alternative fuels, special offers and activities during the month of November.

Visitors to the San Francisco International Auto Show (11/22-11/29) can stop by the AAA Greenlight Initiative Showcase to learn more about emerging fuel options, see six alternative fuel vehicles on display, and watch

a live demonstration of a AAA fleet Prius being converted to a plug-in. Visit aaa.com/greenlight for more information about Alternative Fuels Awareness Month and how to get involved.

Deborah Wong is a member of the Corporate Affairs Department of AAA.



Under the 'fuel' cap of the Tesla electric roadster. Photo by Simon Bisson

WSX Extension—

from page 1

struction beginning in 2010.

The Warm Springs Extension is expected to cost \$890 million (in year of expenditure dollars). Funding is provided by a combination of state, regional, and local sources, including Alameda County and the Metropolitan Transportation Commission (MTC). On September 24th of this year, the MTC voted to reassign \$91 million in Regional Measure 2 bridge toll funds previously targeted for the Dumbarton Rail project to the Warm Springs extension project. In exchange, the Dumbarton Rail project would receive \$91 million in future year (FY 2019-20 to FY 2026-27) Alameda

County Regional Transportation Improvement Program (RTIP) funds, which had been pledged to the Warm Springs project.

With final funding actions now scheduled to take place in early 2009, BART intends to begin service to Warm Springs in 2014.

Angela Charles works for BART's On-Call Community Relations Team. For additional information on the BART Warm Springs Extension project, visit their website at www.bart.gov/wsx; call the project information line at (510) 476-3900; or email bartwarmssprings_extension@bart.gov.

ACE Fremont Sees Surge in Ridership

By Dirk Lorenz
Depot Diner and Fremont Flowers

Traffic congestion and air pollution have long spurred transportation officials and environmental advocates to urge, cajole, and beg commuters to switch to public transit. Still, the vast majority of Bay Area commuters wouldn't budge from behind the wheel. However, as gasoline prices climbed past \$4 a gallon a few months back, commuters started moving to public transit in huge numbers, breaking records on BART, ACE (Altamont Commuter Express) and Amtrak's Capital Corridor.

Whereas public transportation used to be equal to the task of transporting 1 in 10 of the Bay Area's commuters, evolving into a major rival of solo driving is proving to be as painful for commuters as it is delightful for public transit advocates. ¹

With the surge in using public transportation, such as ACE, new problems have arisen. "Parking at the Fremont ACE train station is filling up earlier and earlier", says Lisa Lorenz, owner of the Depot Diner located in

the Centerville Train Station. Lisa and her family sell ACE tickets at the train station in Fremont. "Sometimes, it can even be challenging to get a seat." She goes on to say that "even though new challenges arise...the train is still your fastest and most economical way to get to Santa Clara and San Jose during the morning rush."

Waiting for the second morning Altamont Commuter Express train, one ACE commuter said, "Just getting 15 miles per gallon from here to Santa Clara was getting to be too much. I was practically paying \$400 a month just in gas" driving his 1987 Ford Ranger pickup. Now, he pays about \$225 for his monthly ACE ticket "and I get to sleep the whole way and not have to worry about the traffic."

Across the nation, skyrocketing gas prices have complicated America's love affair with the car... "It's simply becoming too expensive for some people to drive a car on a regular basis," said Virginia Miller, a spokes-

—ACE Fremont
next page

Staycations – Get Out and See California

by Melissa Fields, BJ Travel

We all know about the budget worries. We've heard the glass half empty news about housing, oil, and airline fees. Frankly, all this stress can really wear a person out. The problem is this: how does one get away from it all when our cash flow is low or uncertain?

Staycations are the answer. Need to get away but don't have the funds for Tahiti? Not a problem. Staycations are close to home but miles away from routine. By definition, a "staycation" is a vacation spent close to your home, and it can take many forms. It saves money on airfare, saves you stress from long flights, and affords the opportunity to see surrounding communities with new eyes.

We are lucky to live in California. It is a beautiful state with so many things to offer us. How many of us can say that we have spent a proper weekend in San Francisco, for instance? Have you recently seen the beauty of Highway 1 and spent a couple of nights at an inn along its path? When's the last time you actually stood in front of a larger than life redwood? It may not be on your list of vacations at first, but why not? We live here! We should really take advantage of the beauty of our land and people.

Terri Landon, a Fremont resident, recently drove to Calistoga with her daughter for a girls' getaway. "One of the best parts of the trip was the drive itself. My daughter Sarah and I got to talk during the drive, and we stopped along the way whenever we wanted." Terri also relaxed at the wineries in Calistoga, and was impressed by the world class restaurants, inns, and activities available. All that is just a couple hours from home!



Melissa Fields

One family that is scattered around the Bay Area has been going to Lake Tahoe for years for their family getaway. Michael Hageman said, "I love to go to Tahoe for the outdoors, the fresh air, and just the all-around fun with friends and family!" He and his extended family drive the few hours to Tahoe and unwind. Michael's mother-in-law, Jennifer Fields, loves to go to her favorite outdoor paradise every year. "The fresh mountain air is invigorating and there are lots of outdoor activities for you and your family. My favorite part would have to be sitting at the River Ranch watching the rafts come in."

According to an article by Courtney E. Martin, families today are taking far fewer vacations together than in years past. Beyond just getting away, this trend is nibbling away at the fabric of our culture. Families need these bonding times together, especially children. Staycations are the perfect way to get your family together. Need ideas? There are so many! Have a budget in mind and talk to your local travel agent. You can also get some ideas about our state at www.visitcalifornia.com.

With rising gas prices and the incredible taxes on airlines, it has become common for families to forgo the yearly vacation even though we all need one. Do yourself a favor and don't forget to get out there! Use your hard-earned vacation time, and remember, there are amazing things to see right in your own backyard.

Melissa Fields is a travel consultant with BJ Travel in Fremont. BG Travel has provided travel services for Fremont residents for over 30 years. They are a full service travel agency with a creative solution to all our travel needs. Melissa can be reached at mfields79@sbcglobal.net or (510) 796-8300.

ACE Fremont—

from page 2

woman for the American Public Transit Association. Public transit ridership has grown rapidly since gas prices regularly exceeded \$3 per gallon in mid-2005, and growth accelerated again as prices neared and surpassed \$4 a gallon earlier this year. Across the nation, commuter rail systems such as ACE, which runs from Stockton to San Jose, saw an average ridership gain of 6.1 percent in 2007, according to the transit association's statistics.

In the Bay Area, where gas prices have been among the highest in the nation, the effect has been dramatic. Riders have flocked to ACE and Capitol Corridor trains, which run from the Sacramento area to San Jose via Fremont. On both services, ridership rose roughly 13.6 percent in the first quarter of 2008 compared with the same quarter last year.²

Even with the parking challenges mentioned earlier, ridership continues to build for ACE. "Once people try ACE, they don't want to go back to driving" said Lorenz. In an effort to overcome challenges, the City of Fremont opened an additional parking lot across from the Depot adjacent to Bill Ball Plaza two years ago. "We have seen a tremendous growth

in usage of the ACE bicycle cars" Lorenz said. "Additionally, and as part of their bicycle masterplan, the City will also be installing high tech bicycle lockers at the Centerville Train Station to further 'cajole' drivers into becoming bicycle riders!"

Local companies can provide commuter checks that provide savings via pre-tax benefits to those employees that purchase the checks. Additionally, there is a new rider program that provides free tickets for those who want to give ACE a try. By participating in the ACE Rail "Test Drive Program," you can offer your employees the opportunity to ride ACE Rail for three consecutive days and see how enjoyable train travel can be! To find out more about these programs, visit the ACE website at www.acerail.com.

Dirk Lorenz and his wife, Lisa, own the Depot Diner in the Centerville Train Station as well as Fremont Flowers. He can be contacted at fremflwr@pacbell.net. The Depot Diner and Centerville Train Station are located at 37260 Fremont Blvd and Fremont Flowers is located at 37085 Fremont Blvd. in the Old Cloverdale Creamery Building.

¹ Altamont Commuter Express Keeping Track newsletter, July/Aug/Sept. 2008 issue. "Public Transit Adjusts to Surge in Ridership," pg. 1.
² Altamont Commuter Express Keeping Track newsletter, July/Aug/Sept. 2008 issue. "Public Transit Adjusts to Surge in Ridership," pg 1.



Left: Ridership at the Fremont ACE train station has increased
 Right: Riders can take their bikes onto the train

Calendar of Events

November

- 4 Election Day**
Don't forget to Vote!
- City Council Meeting**
7 p.m., City Council Chambers
- 5 Ambassadors' Meeting**
8 a.m., Chamber Conference Room
- Mixer TBD**
5 - 7 p.m.
- 11 Veterans' Day**
Chamber Offices Closed
- 12 Fremont City Council Meeting**
Note change to Wed. for this meeting
7 p.m., City Council Chambers
- 13 Membership Committee Meeting**
Noon, Chamber Conference Room
- 14 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 18 Fremont City Council Work Session & Regular Meeting**
Time TBD, City Council Chambers
- 19 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Member Briefing**
11:30 a.m. - 1:30 p.m., Chamber Conference Room
- Fremont Flowers Mixer**
5-7 p.m.
37085 Fremont Blvd., Fremont. Phone: (510) 797-1136
Fremont Flowers has been a family owned business since 1956, offering reliable same day delivery to the entire Tri-City area. Their superb quality flowers, creative designs, value and professional service are the key to their success.
- 20 Leadership Fremont, Class of 2009 Session**
8:30 a.m., Fremont City offices, 3300 Capitol Ave., Bldg A, Ardenwood Room
- 24 Chamber's annual Toys for Tots drive starts**
Please bring new and unwrapped toys to Chamber office
- 25 Leadership Fremont Steering Committee**
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**
Tentatively Cancelled - Check City website
- 27- Happy Thanksgiving!**
- 28 Chamber Office Closed**

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 nmoore@fremontbusiness.com

Anniversaries

40+ Years

Cloverleaf Family Bowl
Fremont Rubber Stamp Co., Inc.
Murco Development

30+ Years

Union Sanitary District

25+ Years

Fujiwara, Yoshio
Mowry U-Stor

20+ Years

Healthguard I.P.A. Medical
Assoc., Inc.
Residence Inn by Marriott-
Fremont

15+ Years

Tri-Cities Waste Management

10+ Years

Family Service of the Tri-Cities
Marquee Pest Management, Inc.
Outback Steak House
Robert H. Avon, CPA
Troy Van Sloten CPA & Associ-
ates, PC

5+ Years

American Cancer Society
Archstone Fremont Center
Ardenwood Historical Farm
Artistic Dental Associates-Teresa
Tran Mercado, DDS, Dental
Corporation
BisSilv Rentals
FedEx
Fremont Art Association
Fremont Foreign Auto
Holiday Inn & Suites
MassMutual Financial Group
State Farm Insurance - Gene
Daniels

2+ Years

Amcon Sunrooms, Inc.
American Canine Institute
Bregante & Company, LLP
Elite Sports Physical Therapy
Law and Mediation Office of
Lorna Jaynes
Peet's Coffee & Tea
Realty Experts - Rusty Cowan
St. Christina Orthodox Church

1 Year

Carino's Italian Grill
CompuPay, Inc.
Professional Appraisal
Silicon Valley/San Jose Business
Journal
UBEC, Inc.

*Congratulations to all our
Chamber members who have
reached these milestones*

"Greener" Transportation: Not Only for People Moving Goods with Reusable Transport Packaging

By Justin Lehr
StopWaste.Org

Pallets, crates and boxes are probably not the first things that come to mind when you think about better transportation. Yet for many businesses, taking a look at transport packaging choices can open the door to substantial financial savings, as well as performance and environmental improvements.

Case in point: Fremont-based Toyota Logistics Services (TLS), one of Toyota's six vehicle delivery centers in the U.S. As part of their efforts to reach zero waste as soon as possible, TLS switched from cardboard boxes and wood pallets to collapsible and stackable reusable plastic containers for shipping carpet, a typical upgrade item for automobiles. As a result, the six facilities prevent 3,000 tons of combined wood and cardboard waste and save a total of \$3.5 million each year.



Another East Bay company that employs reusables is Ghirardelli Chocolate Company in San Leandro. In 2005, Ghirardelli replaced disposable cardboard boxes with reusable plastic totes to transport their premium chocolate squares inside the plant and to outside packagers. Since making the change, they have not looked back. Besides keeping 350 tons of cardboard boxes out of the landfill each year, the company expects to realize over \$2 million in net savings over the course

of five years, the assumed life span of the containers and washing equipment.

Benefits of "Going Reusable"

Unlike cardboard boxes and wood pallets, reusable containers and pallets are designed for many years of use. Switching to reusables eliminates the purchase and disposal costs of single-use transport packaging. Once the initial cost of reusable transport packaging is recovered, this means direct sav-

ings-and a boost to the bottom line. In addition there are less obvious savings opportunities, such as lower labor, reduced inventory and shipping costs, and decreased product damage. As one would expect, choosing reusable transport packaging over limited-use alternatives is better for the environment, too. And today more than ever, sustainable operations and a "greener" supply chain add value to a company's portfolio and appeal in the marketplace. Research has shown that energy use, solid waste, and greenhouse gas emissions are all significantly greater for disposable packag-

ing, even when it's recycled, compared to reusables.

Who Should Consider Reusables?

Switching to reusables can add profits to a company's bottom line, but it also requires operational changes and up-front investment. Typically, reusable transport packaging has a higher initial cost than single-use transport packaging because it uses more durable materials. However, these costs are usually offset by reduced disposal and labor costs, decreased or eliminated product damage and better worker safety. The return on investment (ROI) for the higher cost of reusable packaging depends on the frequency of reuse: the more trips each reusable container or pallet can make, the higher the ROI.

Free Consulting for County Businesses

To help determine if a switch to reusables makes sense for your business, visit www.UseReusables.org for cost comparison tools, case studies, and more information about all aspects of reusable transport packaging. Use Reusables is a project of the Stop Waste Partnership, a free assistance program that helps Alameda County businesses save money and improve efficiency through waste reduction and other environmental initiatives. Services include expert technical assistance; funding for recycling and waste prevention activities; identification of markets for materials, free resources, and public recognition for proactive companies. To learn more, visit www.StopWastePartnership.Org or email Partnership@StopWaste.Org.

Justin Lehr is a Program Manager at StopWaste.Org. He can be reached at (510) 891-6500 x 129 or at jlehrer@stopwaste.org.

New Members

Gifts

Chocolate Angel Creations

Donna McLeod
P. O. Box 7014
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Phone: (510) 812-8503 Fax:
(510) 648-2468
info@chocolate-angels.com
www.chocolate-angels.com

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Fremont, CA 94539
Phone: (510) 683-9228
info@premierballroomstudio.com
www.premierballroomstudio.com

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San Bruno, CA 94066
Phone: (800) 862-4243 Fax:
(650) 871-2581
michaelf@myersstevens.com
www.myersstevensmello.com

Nonprofit Organizations

Rotary Club of Mission San Jose

Brian Moos
P. O. Box 3037
Fremont, CA 94539
Phone: (510)
brian.moos.gxqs@statefarm.com

Restaurants

JEBZ Restaurant & Bar

Joseph Zielinski
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Newark, CA 94560
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(510) 661-0385
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www.jebzrestaurant.com
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bee_833@hotmail.com

Downsizing? Looking for smaller office space?

The Fremont Chamber of Commerce has two offices that could be the answer to your office needs.

We're waiting for your phone call.

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Fremont, CA 94539
Phone: (510) 795-2244



Host a Mixer

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2009. 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 2009.



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 weekly at 11:45 a.m.
Ginger Cafe at Newark Hilton
39900 Balentine Dr., Newark
Chair: Justine Schroeder, (510) 673-4646
Vice: Russell Bender (510) 770-9360
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Pkwy, Fremont
Chair: Sandra Madonna (510) 910-2681
Vice-Chair: tba
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Tammy Duran, (510) 693-5054
Vice-Chair: Maria Sicalbo, (510) 791-0852
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Renee White (510) 790-0822
Vice: Madeline Holmes (510) 599-1215
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 12 noon
Vida y Vino
43808 Christy St., Fremont
Chair: Scott Capen, (510) 207-6207
Vice: Scott Doruff, (510) 505-1011
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Dan Strauss, (510) 366-5082
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

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The Yellow School Bus: The "Real" Little Engine that Could



By Nicole Steward
Fremont Unified School District

Yellow school buses are a universal representation of education and schools, but we don't often consider the many roles that school transportation plays in education or the many challenges facing home-to-school transportation today.

School buses are the safest form of transportation between home and school. The reason for this, according to Fremont Unified School District (FUSD) Director of Transportation Jim Gannon and FUSD Transportation Supervisor Brent Hull, is that school buses are specifically built and designed to transport children. Also, by law, school bus drivers have the highest levels of training with more re-occurring training annually than other drivers in the transportation industry. Supporting educational programs in the District starts by getting students to school. The transportation department transports students to and from school, assisting the District with

maintaining and sometimes increasing its Average Daily Attendance (ADA) of students. This may seem like a small feat, but funding for the school district is based on ADA. So getting more students to school not only benefits the students but also benefits the school district.

The transportation department provides many other types of educational support beyond getting students to and from school. They transport special education students who need specific accommodations, they transport students to and from field trips, they transport overloaded students sometimes from one end of the city to the other, and they provide transportation for students who are homeless or may be in transitional housing such as a group home or foster home.

The FUSD Transportation Department is ahead of the curve when it comes to going green. With a fleet of forty-one buses, twenty-two are Compressed Natural Gas (CNG) and the rest use low-sulfur diesel. All the buses have particulate traps to reduce emissions. When school buses are used to transport students to school, fewer cars are on the roads and there is less congestion at school sites, decreasing our overall environmental impact.

FUSD has the largest public school bus fleet in Alameda County and for this reason, the County looks to FUSD in an emergency situation. An EOC (Emergency Operations Center) bus, purchased with funding through a grant from the Department of Homeland Security, can be used as a home base for school and county personnel to stage communications and strategize during an emergency situation.

Providing all these services while maintaining a fleet of heavy duty equipment comes at a cost. Long gone are the days when school bus transportation was provided free of charge to all students. Students and FUSD have been sharing these costs since the 1990's. However, in a time when the price of fuel has increased more than 300 percent over the last four years, and the price of tires has increased by a few hundred dollars, some portion of these increases must be passed on to families. The challenge is how to keep from setting the cost of home-to-school transportation outside of the reach of families who rely on it to get their children to and from school.

Even in a climate of state and national budget uncertainty, the transportation department is looking forward optimistically. "We aren't sitting back and approaching this from a cut perspective," said Gannon. "We see this as an opportunity to redefine our department, restructure jobs, goals, and objectives, and continue to be a value to the Fremont Unified School District and the community."

Nicole Steward is the Communications Officer for the Fremont Unified School District. She can be reached at (510) 659-2594 or nsteward@mail.fremont.k12.ca.us.



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Fremont Bank Presents Second Installment of Grant for City's Water Park

The Fremont Bank Foundation, a philanthropic arm of Northern California's Fremont Bank, presented the second \$250,000 installment of their \$1 million grant to the City at the October 14th City Council meeting. The grant, the largest private donation ever given to the City's Parks and Recreation Department, is being used to support the redesign and development of Fremont's Central Park Swim Lagoon into a water play facility. The park, which will be named "Fremont Bank - Aqua Adventure", will feature water slides, water play areas, a lazy river, children's play areas, picnic areas, and a new infrastructure.

Annabell Holland, Fremont's Parks and Recreation Director, noted that the intent of naming the park after Fremont Bank is to honor the many contributions made to the community by its founder, Morris Hyman and his wife, Alvirda Hyman. Morris Hyman was chairman of the Fremont's Parks and Recreation Commission in 1968.

"As a member of Fremont's Recreation Commission, my father was a critical decision maker in the creation and development of Central Park," said Fremont Bank Foundation's President, Hattie Hyman Hughes. "We also encourage other local businesses to participate in community projects."

Food Scrap Recycling for Restaurants

Allied Waste and the City of Fremont are calling upon all restaurant owners to participate in the City's Composting for Business program, potentially saving money on garbage bills, as well as doing something good for the environment.

Participating restaurants separate food scraps and food-soiled paper such as paper towels, napkins, and paper cups from the rest of the garbage. For about half as much as regular garbage service, businesses can get the same size dumpster (selected sizes only) to compost these items. The City even offers green containers and posters to put in the kitchen to make separating food a snap. Food

scraps, along with grass and leaves, are collected by Allied Waste and composted instead of contributing to greenhouse gas production at the landfill.

Join 40 of Fremont's restaurants already participating in this program. Call Allied Waste at 510-657-3500 for more information.

American Association of University Women (AAUW) Sponsors One Book, One Community for all of Fremont

On May 27, Mayor Wasserman signed a proclamation that urged all Fremont citizens to read the book *Three Cups of Tea* by Greg Mortenson and David Oliver Relin. This is part of our city's first-ever One Book, One Community selection. Since then, the program has expanded to include the collection of pennies by Fremont elementary school children to donate to author Greg Mortenson's non-profit organization that builds schools in Afghanistan and Pakistan. This part of the project is called Pennies for Peace and it is taking place in over twenty of Fremont's elementary schools throughout October and November. Also, high school students are reading the book for community service credit. *The American Association of University Women (AAUW)*, a Chamber member, is leading this community-wide program with the donation, help, and collaboration of various other community organizations and businesses. To attend a discussion group or find out more about the program, visit their website at: www.aauwfremontbranch.org/threecups.html. This program will culminate with a visit to Fremont from well-known author Greg Mortenson on March 3, 2009.

Fremont Marriott Wins Business Efficiency Award from StopWaste.Org

The Fremont Marriott Silicon Valley Hotel & Convention Center is among eight Alameda County businesses honored for their out-

standing environmental efforts by the StopWaste Partnership, a program of StopWaste.Org. Led by environmental champions Tony Gutierrez and Scott Mraz of the Marriott, the Hotel has diverted food scraps from kitchen and banquet areas and introduced recycling in guest rooms, reducing waste enough to retire one of their trash compactors. They have also initiated a "green meetings" package including water coolers instead of water bottles. Congratulations!

The StopWaste Partnership's free consulting services are available to any Alameda County businesses interested in saving money and improving efficiency through waste reduction and other environmental initiatives. To learn more, visit their website at StopWastePartnership.Org. To contact Partnership staff, call Justin Lehrer at (510) 891-6500 or email Partnership@stopwaste.org.

Tri-City Homeless Coalition Earns Charity Navigator 4-Star Rating

Tri-City Homeless Coalition is pleased to announce that for the fourth consecutive year it has received a 4-star rating from Charity Navigator, America's largest independent evaluator of charities. Receiving four out of a possible four stars indicates that Tri-City Homeless Coalition excels, as compared to other charities in America, in successfully managing the finances of their organization in an efficient and effective manner.

Tri-City Homeless Coalition focuses on assisting homeless, low-income families, single adults, and youth secure affordable housing through eleven programs that integrate affordable housing and supportive services. Programs include emergency shelter, rental subsidies, transitional housing, supportive affordable housing developments, and a mobile health clinic. Tri-City Homeless Coalition collaborates with other local non-profits to provide a range of social services to their clients which include medical and mental health care.

For more information, visit www.tricityhomeless.org.

LOV presents Sunday Afternoon Concert Series

The Tri-Cities League of Volunteers and the Newark Arts Council have teamed up to bring you the 20th season of Sunday Afternoon Concerts. The second concert of the sea-

son will be held on November 9th and will feature the Don Santos Quartet presenting an afternoon of swing, jazz, Latin and jazz blues led by talented saxophonist, Don Santos. Doors open at 1 p.m. at the MacGregor/Bridgepoint School Auditorium, at the corner of Cedar and Lake Blvds. in Newark. The suggested donation is \$8 adults; \$5 seniors & students ages 12-18; \$2 for children under 12. Complimentary refreshments will be served during intermission. For more information, contact LOV at (510) 793-5683 or visit www.lov.org.

Edward Jones - Nancy Knight sponsors "Listen and Learn Series"

Nancy Knight continues her series of financial planning seminars on the following topics:

- Saving for your Child's Education Fund, Nov 12, 6:15-7:30 p.m.
- Raising a Money Smart Child Wed, Dec 10, 6:15 - 7:30 p.m.

For more information, contact Nancy Knight at (510) 651-4710.

Ohlone College hosts a NASA Science Night Seminar

On November 19th, from 7-8 p.m., Ohlone College will present "Future Exploration of the Moon and Beyond - Constellation: The Next Generation of Space Transportation." The guest speaker will be Dr. Anupa Bajwa, of the NASA Ames Research Center. Admission is free, but space is limited to 400. Tickets for the event will be available at the Smith Center Box Office starting at 6:00 p.m. the evening of the lecture, and doors will open at 6:30 p.m. For more information, contact (510) 659-7372 or visit www.ohlone.edu/go/nasa.

Ohlone College presents a month of musical delights

From November 21st through December 14th, community members can be entertained by various performing groups from Ohlone College. All performances are at Ohlone's Smith Center for the Fine and Performing Arts unless otherwise noted. On November 21, at 8:30 p.m., the Ohlone College Chops Big Band will perform. This is followed on November 23rd, at 2 p.m., by a matinee performance by the Ohlone Chamber Orchestra. Then, on December 4th, 5th, and 6th, at 8 p.m. each night, experience the Ohlone Winter Dance Showcase.

Finally, on Saturday December 13th at 8 p.m., and Sunday December 14th at 4 p.m., enjoy the music of the Ohlone Chamber Singers at the 23rd annual Christmas at the Mission. These last two concerts will be held at the Mission San Jose at 43300 Mission Blvd.

For tickets to any of the above concerts, contact (510) 659-6031 or visit their website at www.smithcenterpresents.com.

Math Science Nucleus hosts December 6th fundraiser for the Children's Natural History Museum

The Math Science Nucleus is hosting a reception fundraiser entitled "Preserving our History" at 6pm on December 6th. For information, contact msn@msnucleus.org or (510) 790-6284.

Fremont Symphony presents The Nutcracker on December 5th through 7th

On the evenings of December 5th and 6th, at 7 p.m., and at 2 p.m. on December 6th and 7th, the Fremont Symphony Orchestra will present Tchaikovsky's Nutcracker ballet, choreographed by Yoko Young and performed by Yoko's Dance and Performing Arts Academy and the Fremont Symphony Orchestra. The concert will be held at the Smith Center for the Fine and Performing Arts at Ohlone College. After the matinee performances on Saturday and Sunday, children are invited to attend the Sugar Plum Party for holiday treats and to have their pictures taken with the dancers. Advance registration required. To purchase tickets, contact the Symphony box office at (510) 794-1659 or tickets@fremontsymphony.org

Premier Ballroom Studio Hosts Christmas and New Year's Parties

On December 13th, Premier Ballroom Studio at 4181 Cushing Parkway will host a Christmas party, showcasing staff and students. Hors d'oeuvres and soft drinks will be served. Tickets are \$25 per person; parties over 10 people, \$20 per person. Reservations required, seating limited.

Then, on December 31st, the party will feature professional and student shows along with general dancing & music. Enjoy hors d'oeuvres and soft drinks while counting down to the New Year! Tickets are \$40 per person; parties over 10 people, \$35 per person. Tickets purchased on or before November 15th will enjoy at 10 percent discount (excluding group tickets).

Contact (510) 683-9228 or info@premierballroomstudio.com for tickets.



Write an article for the Fremont Business Review

Call Nina for the editorial schedule: (510) 795-2244, ext. 107



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Don't Miss the Annual Niles Festival of Lights Parade

By Dea Smith
Niles Merchants Association

Planning is underway for this year's Festival of Lights parade in Niles on November 28th. The evening will begin with the tree lighting at 6:00 p.m. followed by the parade. There will be an opportunity to have a picture with Santa at the Train Car after the parade is finished.

This is the Niles Merchants Association annual gift to the community. Six years ago, three community members started the parade as a way to kick off the holiday season while providing some fun over the long Thanksgiving weekend. Marie Dear, the current chairperson, has seen the parade grow from 53 entries the first year to the current 85 entries anticipated this year. Each entry must be lighted to be eli-

gible.

This year, we hope to have volunteers to help with some of the behind-the-scenes work. If you would like to help, and learn a bit more about what it takes to put on this event, please contact the Niles Merchants Association at 510 792-8023. Please leave your name and number along with the best times to reach you.



Santa Claus will arrive in Warm Springs on December 10

"Miracle on Bay Street" is coming...

The Irvington Business Association will again bring holiday cheer to Fremont's five corners with our third annual "Miracle on Bay Street" Winter Wonderland Event on Saturday, December 13, 2008. We are pleased to present a live dog show, a 19-foot dual inflatable slide, local entertainment, as well as crafts, games, food, and other fun activities for children of all ages - even the appearance of Santa! But your help is needed!

To produce this outstanding family event we must raise \$9,000 from surrounding businesses and community members. There are two ways you can choose to be involved. You can be one of the many local business owners who will be investing in this event, or you can come out and join us at the event in a booth where you can promote your business or provide holiday-related services. Fees are \$100/IBA

members or \$250/non-IBA in cash or in-kind donations.

We could not make this event possible if it were not for the generous support of the Fremont business community. To become involved in this fun, family event for the Irvington community, contact info@miracleonbaystreet.com or www.irvingtonbusiness.com.

The Irvington Business Association is a non-profit organization so not only is your donation tax deductible, but these much needed funds will go to support the community.

Event proceeds will benefit many Irvington Business Association programs such as scholarships for graduating Irvington High School seniors and the Tri-City Free Breakfast Program - both are wonderful ways to bring joy to those who are needy during this time of year.

We hope you are able to assist us in providing a positive boost to Irvington and staging this wonderful community event.



BART to Warm Springs—The Warm Springs Community Shows its Support!

By Michelle Koan
Warm Springs Business and Community Association

Finally, after decades of waiting, this dream is going to come true.

BART was my major transportation when I lived in North Bay going to Berkeley, Oakland and San Francisco. BART is so reliable. I enjoyed riding it to save a lot of time and hassle from driving, in addition to keeping a cleaner environment with less air pollution.

After I moved to Warm Springs, I missed that convenience. Fremont has BART, but the residents in Warm Springs have to drive 20 minutes at least (without traffic) to get to the BART station at Centerville. For those who don't have a car to get to the BART station, taking a bus from Warm Springs to the Centerville BART station takes almost an hour. Students who live in Warm Springs and attend Chabot College, such as my niece, have no easy public transportation solutions to get to school. Students who don't drive yet or who can't afford a

car have to get a ride from parents or relatives on a daily basis. It takes me 45 minutes each way, twice a day, to take my niece! Heading North from Warm Springs, it simply does not save enough time to drop her off at Fremont BART station to take the BART to Hayward and even to Oakland.

I was very excited when Nina Moore from the Chamber informed me about the Metropolitan Transportation Commission (MTC) board meeting, where the commissioners would be voting on whether to approve borrowing \$91 million from the Dumbarton Bridge Rail project to complete the funding gap from BART to Warm Springs. I realized the importance of mobilizing when I read the letter written by Mayor Bob Wasserman to the regional mayors about the importance of the completion of the BART in Warm Springs, a sole connection point to extend BART to the South Bay. Finally, people are considering seriously bringing BART to Warm Springs!

Yes! It's time for Warm Springs residents to get that money back (\$91M) to bring BART to our neigh-

borhood. (Money was borrowed from the BART to Warm Springs' funding years ago to build BART to the San Francisco Airport). If we don't secure the funding now, each year's delay will make this project more costly and then it will become unaffordable over time.

We needed to get organized to show the Commissioners that Fremont cares, and especially, that Warm Springs cares about this project. On September 2nd, the Warm Springs Business and Community Association (WSBCA) called a meeting to get prepared for the MTC meeting. Under the guidance of our Vice Mayor Bill Harrison, and with the explanation of Jim Pierson from the City and Paul Medved from BART, we learned more about the issue and the project timeline if the funding comes through. We knew what to say and we identified who would speak at the MTC meeting. Nina Moore had designed a petition in support of the proposed plan to fully fund BART to Warm Springs. We

—BART
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Christmas Tree Lighting in Warm Springs

By Michelle Koan
President, Warm Springs Business & Community Association

Friday December 5, 2008 is a special day for the Warm Springs District: The 4th annual tree lighting event will take place in the Warm Springs Shopping Plaza, at the corner of Mission Blvd., and Warm Springs Blvd. The plaza will have booths decorated by 4pm with a stage for performances, a large canopy with seats for spectators, and many canopies for Plaza merchants and non-profit groups.

The Warm Springs Rotary Club and the Warm Springs Business and Community Association co-chair this event. Both non-profit organizations join together in this big annual community event with a mission to promote the Warm Springs district. The Warm Springs Plaza and Longs Drugs have been major sponsors of this event for three years now. Based on an attendance of more than 2,000 people last year, it is expected that this year's event will attract a higher attendance of around 3,000 people, given that more performance groups will participate and more merchant booths will be displayed. As in prior years, this year's tree lighting event will include "must-have" features, such as a picture with Santa, raffles, food booths and "Toys for Tots." We also hope to have an appearance by the Oakland A's and Shark's mascots.

This is an event for and by the Warm Springs community, with participation from local schools, and contributions from local business and community volunteers. The entertainment program will begin at 5:30 p.m. with performances by school choirs and bands, and student demonstrations by Master Choi's Martial Arts. Local dancing and gymnastic studios are invited to perform. Santa Claus will come to town in his beautiful reindeer sleigh provided by Fremont Flowers, and we are looking for marching bands to precede Santa's arrival. Warm Springs Rotary members will hang the lights on the 65-foot redwood tree next to Longs Drugs on Mission Boulevard.

The highlight of the evening will

be the tree lighting ceremony: Santa, with his magical finger, will light up the tall Christmas tree following the countdown by thousands of voices from the audience.

The event will wrap up at 8 p.m. Restaurants in the Plaza and surrounding area are great places to go for dinner and dessert after the event.

Applications for merchant booths (rental of canopy, tables and chairs) at the event can be downloaded from WSBCA website: www.wsbc.com. Non-profit groups can bring their own canopy with approval of the organizing committee.

Donations of raffle prizes, and old or new Christmas light bulbs for the tree are highly appreciated and can be dropped off at these locations: Baskin Robbins Warm Springs, Una Mas Mexican Grill and Fremont Bank.

Please contact the organizing committee for questions and donations: WSBCA: 510-861-2023 (Michelle Koan); Warm Springs Rotary: 510-468-7514 (Luis Lira)

Come with your family to Warm Springs to enjoy a great event, great food and great performances by our talented children. With luck, you can also bring home some great raffle prizes. See you at the event December 5th!



Band students performing at the 2006 Warm Springs tree lighting event. Photo courtesy of WSBCA.

A Calendar of Holiday Events in our Districts

November 28, 2008 (Friday, 6–9 p.m.): “Festival of Lights” parade and tree lighting, sponsored by Niles Merchants Assn. Niles district. Contact: (510) 792-8023 or email@nilesmerchants.com or www.nilesmerchants.com.

November 28-30, 2008 (Friday–Sunday): Niles Merchants Christmas Open House. Niles district. Contact: (510) 792-8023 or email@nilesmerchants.com or www.nilesmerchants.com.

November 29, 2008 (Saturday, evening): Centerville’s tree lighting, sponsored by the Centerville Business and Community Association. Contact: (510) 651-7600 or www.cbcafremont.com.

December 4, 2008 (Thursday, 8 p.m.): Ohlone College Winter Dance Showcase. Ohlone College, Smith Center, NUMMI Theatre. Contact: www.smithcenterpresents.com or (510) 659-6031

December 5, 2008 (Friday)

- 5:30 p.m.: Warm Springs Business & Community Association’s Tree Lighting. Contact: www.wsbca.com or michellekoan@yahoo.com.
- 7 p.m.: The Nutcracker, presented by the Fremont Symphony. Ohlone College, Smith Center, Box Office: (510) 794-1659 or tickets@fremontsymphony.org

December 6, 2008 (Saturday):

- 11 a.m.–4 p.m.: Niles Merchants Treasure Hunt and Tea. Niles district. Contact: 510-792-8023 or email@nilesmerchants.com or www.nilesmerchants.com.
- 2 p.m./7 p.m.: The Nutcracker, presented by the Fremont Symphony Orchestra. 2pm matinee followed by Sugar Plum parties. Ohlone College, Smith Center, Jackson Theatre. Box Office: (510) 794-1659 or tickets@fremontsymphony.org
- 6 pm: Annual Mission San Jose Tree Lighting, sponsored by the Mission San Jose Chamber of Commerce. Santa, snow, hot chocolate, caroling, & kids’ activities Old School House at Mission Blvd. & Cedar St., 43575 Mission Blvd, across from Ohlone. Contact: www.msjchamber.org or (510) 873-7701.
- 8 p.m.: Ohlone College Winter Dance Showcase. Ohlone College, Smith Center, NUMMI Theatre. Contact: www.smithcenterpresents.com or (510) 659-6031

December 7, 2008 (Sunday, 2 p.m.): The Nutcracker, presented by the Fremont Symphony Orchestra. Matinee followed by Sugar Plum parties. Ohlone College, Smith Center, Jackson Theatre. Box Office: (510) 794-1659 or tickets@fremontsymphony.org

December 13, 2008 (Saturday):

- 1-7 p.m.: Irvington Business Association’s “Miracle on Bay Street”: Games, crafts, tree lighting, family fun! Bay Street, Fremont. Contact: IBA at www.irvingtonbusiness.com or (510) 366-8130.
- Noon–5 p.m.: Niles Holiday Home Tour, sponsored by the Niles Main Street Association. Downtown Niles. Contact: www.niles.org or (510) 742-9868 or info@niles.org.
- 8 p.m.: 23rd annual Christmas at the Mission, performed by the Ohlone Chamber Singers. Mission San Jose, 43300 Mission Blvd., Fremont. Contact: www.smithcenterpresents.com or (510) 659-6031.

December 14, 2008 (Sunday, 4 p.m.): 23rd annual Christmas at the Mission, performed by the Ohlone Chamber Singers. Mission San Jose, 43300 Mission Blvd., Fremont. Contact: www.smithcenterpresents.com or (510) 659-6031.

December 16-24, 2008 (evenings): Los Posadas, hosted by the Committee for the Restoration of the Mission San Jose. Contact: (510) 657-1797, ext. 103.

BART—

from page 7

collected several hundred signatures from residents and businesses in Warm Springs, Irvington, Centerville and Niles, and also from Rotary clubs and the Tri City Ecology Center.

The first step in the official process was to gain the approval of the MTC’s Planning and Allocations Committee (a subset of MTC Commissioners). If this Committee approved the plan, it would go a long ways towards gaining approval by the full Commission.

On September 10th, at 10 a.m., we (the advocacy group) arrived at the Planning and Allocation meeting of the MTC. Most of us took BART. The meeting was held at the MetroCenter in Oakland, right next to the BART station at Lake Merritt. We had ten speakers representing Fremont City Government (Mayor Wasserman, Bill Harrison), Fremont Chamber of Commerce (Nina Moore), WSBCA (Michelle Koan), Warm Springs schools (Patty Kelbe), Warm Springs Rotary (Don Brown), Marriott Hotel (Callette Nielsen), Irvington Business Association (Greg Green), Centerville Business and Community Association (Steve Cho), and Tom Blalock (BART). Cindy Bonior, president and CEO of the Fremont Chamber, read a letter from NUMMI in support of the proposal. Also attending but not speaking were supporters from WSBCA (Nancy Lee, Sandeep Saini, May Cheung), from Warm Springs Rotary Club (John Blakely), and Sue Chan. There were quite a few opposing speakers strongly opposing the borrowing of funds from the Dumbarton Rail project.

Most of the commissioners on the Planning and Allocations Committee voted for approval of the staff proposal. The main reason was that the Warm Springs project is ready to start. Lands have been acquired and the necessary studies have been completed. The Dumbarton Rail is not yet in this position and still has significant steps that must be completed before it can begin. With only one commissioner from San Mateo voting against, the proposal passed the Committee and was referred to the full Board meeting scheduled for September 24th.

So, on September 24th at 10:30 a.m., most of the advocacy group returned to the MTC building for the full board meeting. Alan Heyman from Niles joined us this time, as did Luis Lira from Warm Springs Rotary. We again had speakers. I submitted the letter written by Donna Olsen and Gus Morrison from the Tri City Ecology Center. I was planning to read that let-

ter during my turn to speak. There were no speakers from Dumbarton Rail this time. After a brief speech by the San Mateo Commissioner who opposed the proposal last time, the MTC board voted to approve the MTC staff recommendation to fund the BART to Warm Springs project as proposed (officially, MTC Resolution 3434.) We did not have to speak this time. Hooray!

We were asked to come back in December for the public hearing as the final step to get the funding truly awarded to Warm Springs. We will be there!

The station will be located at the corner of Grimmer and Osgood, where the remote controlled model airplanes now fly.

Michelle Koan is the president of the Warm Springs Business and Community Association. She can be reached at michellekoan@yahoo.com or call 510-861-2023



Some supporters at the MTC meeting. From left: Don Brown, Nancy Lee, Michelle Koan, Luis Lira, Nina Moore, John Blakely, Patty Kelbe, Sue Chan, Alan Heyman.

Write it down and share your expertise

Looking for a high impact, no cost way to share your expertise and promote your company? Connect with fellow Chamber and community members by submitting an article for an issue of the Fremont Business Review. A short 500 word article can go a long way in promoting your expertise and introducing your company to potential customers!

PHILANTHROPY is the topic for the December issue of the Fremont Business Review. If your company

gives back to the community through charitable giving, mentoring, or in other ways, please consider submitting an article. Tell us why this is part of your company’s culture, how you decide what charities or programs to support, and any lessons learned. If you are interested in submitting an article for the December issue, please contact Nina Moore at (510) 795-2244 x 107 or nmoore@fremontbusiness.com. The deadline for article submission is

November 14th.

The topics for upcoming newsletters will be published in the December Business Review. If there is a topic that you think would make a good topic for an issue, please let us know, and consider volunteering to be a Guest Editor for that issue. To find out more about becoming a Guest Editor for an issue or writing an article, please contact Nina Moore at (510) 795-2244 x 107 or nmoore@fremontbusiness.com.

Plastic Bag and Styrofoam Workshops

Learn about the environmental issues, how other communities are addressing the problem of plastic bags & styrofoam pollution, and discuss options. Workshop will consist of presentation, computer survey, open discussion and brainstorming.

Space in each workshop is limited to 30 participating businesses due to technical capacity. Pre-registration is required. Please RSVP to: Nina Moore, nmoore@fremontbusiness.com, 510-793-2244 x 107.

Plastic Bag Meeting details:

Invitees: Grocery store, drug store, large retail owners and general managers

Date: Thursday, November 13

Time: 4:00 - 5:30 pm

Location: City of Fremont Development Center, 39550 Liberty St., Niles Conference Room

Note: A second workshop will be scheduled for 6 p.m. if sufficient registrants.

Styrofoam Meetings details:

Invitees: Restaurant owners and general managers

Session 1

Date: Monday, November 17

Time: 4:00 - 5:30 pm

Location: City of Fremont Development Center, 39550 Liberty St., Niles Conference Room

Session 2

Date: Monday, November 17

Time: 6:00 - 7:30 pm

Location: City of Fremont Development Center, 39550 Liberty St., Niles Conference Room