

# BUSINESS REVIEW

**Why Twitter?**

Rochelle Valadez shares tips for twitterers, p.7

**E-Newsletters**

Rhonda Rigenhagen on this important tool, p.8

**5 Steps: Marketing Online**

Simple tips for successful marketing, p.3

VOLUME 10,  
NUMBER 6

## E-Marketing: Harnessing the Power of the Internet

September  
2009

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### Internet Marketing Strategies

by *Bill Rinetti*  
**Massimo's Restaurant**

In today's very competitive business climate, small businesses, and all businesses for that matter, need to be "pro-active" and not "re-active." Simply said, businesses need to be innovative and aggressive in their approach to marketing and production of their goods and services. We also need to take some lessons from the past plus use modern technology to create an effective marketing strategy.

Whatever one sells or makes, the emphasis is on the end user, namely the customer. He or she who knows more about their customers and what their likes, dislikes, tastes and preferences are, can capture a larger market share in this tough economy.

In 1988, I read a book called *Swim with the Sharks without being Eaten*

*Alive* by Harvey McKay. The whole premise of this book was that you should learn about your customer and then use this as a sales tool. Harvey teaches his staff to ask 60 or more questions about the customer to learn their likes and dislikes. He goes on to tell about a time when he and other dignitaries went to Cuba to visit Fidel Castro. When they arrived, they met at Fidel's home for a reception. All the other dignitaries were discussing politics. However, since Harvey knew a great deal about Fidel as a person and not a general, he started to talk to Fidel about bowling. Harvey had found that bowling is Fidel's favorite pastime and through the discussion Fidel got so excited and passionate about his bowling that he spoke to Harvey in English. All in all, Harvey did his homework and created



Bill Rinetti, owner of Massimo's Restaurant

a great relationship in the process.

Knowing your customer is very important today more than ever. We now have the Internet as a tool to manage our marketing strategies. It seems that today's business has become somewhat paperless and a great deal of information is processed through

—Internet Strategies  
page 6

### Protect Your Reputation Online

by *Caroline Melberg*  
**President and CEO**  
**Small Business Mavericks**

Anyone can go online and anonymously post something about you or your company on one or more forums, blogs, or user-generated Web sites. A single comment can do more damage to your business than you can do yourself through poor customer service.

Consider these two real-life examples: A construction contractor fires an employee who retaliates by

—Online Reputation  
page 2

### Chamber President Cindy Bonior honored by ABWA

Cindy Bonior, president & CEO of the Fremont Chamber of Commerce, is one of three Bay Area women who will be honored by the Bay Area Council of the American Business Women's Association, at their 26th annual American Business Women's Day luncheon. The event, titled "Pearls of Great Worth" is set for Saturday, September 12th from 9:00 a.m. to 2:00 p.m. at Petaluma



Sheraton (745 Baywood Dr., Petaluma).

This year's honorees are Cindy Bonior, President and CEO of the Fremont Chamber of Commerce; Catherine Quigg, Assistant Vice President and Premier Banker of Wells Fargo Bank; and Hope A. Whipple, Director of the San Mateo Senior Center. The program will feature the three dis-

—Cindy Bonior Honored  
page 2

### Increase Revenue, Value and Customer Satisfaction

by *David Afana*  
**Afana Enterprises**

In today's economic condition, business owners are continuously evaluating how to bring balance between cost and value when it comes to promoting their products and services. One of the main challenges is the number of options available with varying costs and knowing which option best fits your business niche. Internet Marketing, or eMarketing, is about building relationships through Solution Based Marketing (SBM) over the

internet and attracting targeted customers looking for what you have to offer.

Let's not confuse Advertising with Marketing. Advertising is about selling a product, but Marketing is about selling an offer. There are many ways to market on the Internet: popular search engines, published & downloadable articles and videos, or entering the social media realm with Facebook, MySpace and Twitter to name a few. Leverage these platforms to increase exposure of what you have to offer. The main benefits and recog-

nized value of marketing products and services over the Internet – in contrast with a brick and mortar store – is that the Internet is open and available 24/7. Statistics have shown that 63 percent of consumers are searching and shopping for goods and services over the Internet, even in their local area, instead of using printed business listings. In fact, this is the preferred method because of the convenience and quick retrieval of specific information.

—Customer Satisfaction  
page 8

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Business News?  
Call (510) 795-2244, or e-mail [fmc@fremontbusiness.com](mailto:fmc@fremontbusiness.com)  
Visit [www.fremontbusiness.com](http://www.fremontbusiness.com)





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2009 – 2010**

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Dirk Lorenz.....Fremont Flowers and Gifts

**Staff**

Cindy Bonior.....President & CEO

510-795-2244, ext. 106

cbonior@fremontbusiness.com

Nina Moore.....Director of Gov't & Comm Affairs

510-795-2244, ext. 107

nmoore@fremontbusiness.com

KK Kaneshiro.....Director of Member Services

510-795-2244, ext. 103

kkaneshiro@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor

510-795-2244, ext. 102

nbatalao@fremontbusiness.com

Rafael Torres.....Bookkeeper

510-795-2244, ext. 104

rtorres@fremontbusiness.com

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Linking the Business Community

email Napoleon Batalao at [nbatalao@fremontbusiness.com](mailto:nbatalao@fremontbusiness.com) with SUBSCRIBE in the subject line.

# Online Reputation—

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posting negative comments on a popular forum online. The comments appear in the results of an online search above the company's Web site. In another instance, a small business owner, who is also involved in charitable work, comes under attack from a blogger and former customer. Both the charity and the business owner are criticized.

Offline, such comments could be considered slander, but online they can be made anonymously and can influence potential customers to stay away from your business. Once the damage is done, it is hard to reverse.

The good news is that you can manage your online reputation with an online marketing strategy that is inexpensive and fast. You can do it yourself, or you can hire an Internet marketing consultant. Either way, online reputation man-

agement is an absolute must for every small business owner, even if you do not have a Web site or do business online. Here are a few strategies:

- *Sign up for a Google alert.* Use your own name, your company name, and your Web site URL as keywords. This way you know what the people are saying about you and when, and you can head off repercussions from erroneous or negative comments before they get too entrenched in the search engine databases.
- *Start a company Web site if you don't have one already.* Try to have your personal and/or company name as part of the domain name. Include links to highly respected Web sites in your industry.
- *Proactively build your online presence.* Start your own blog and post daily. Post on other blogs and forums related to your business. Distribute

company press releases online. Consider "article marketing," the act of publishing guides and tips showing your business expertise and encourage others to take advantage of your knowledge. Create profiles at popular social networking sites such as LinkedIn or MySpace and participate in community discussions. Bookmark online content at popular social bookmarking sites such as Digg and Del.icio.us and bookmark others' contributions.

Online marketing strategies are an extension of traditional marketing. The essence of online reputation management is to ensure that positive reflections of your business appear in as many places as possible online, as often as possible. To learn more about online reputation management, talk to an Internet marketing consultant.

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# Cindy Bonior Honored—

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tinguished honorees speaking on their business success, while balancing career and personal needs. Their "Pearls of Great Worth" is valuable information to possibly transform lives.

The press release from the American Business Women's Association notes that, "Honoree Cindy Bonior, has made her name locally as President and CEO of the Fremont Chamber of Commerce, and as Director of the Fremont Festival of the Arts. Her expertise is extensive, and creativity and organization seem to be her strong assets. Ms. Bonior is a graduate of San Jose State University. She is very involved in YMCA, City of Fremont Economic Development Advisory Commission, Ohlone College Foundation, Fremont Education Foundation, and is advisor to the Palo Alto Medical Foundation Community Advisory Council. Do join her on the 12th to celebrate her accomplishments."

Also at the luncheon will be well-known speaker, Mike Robbins, speaking on what he considers "Pearls of Great Worth." Mike is a coach, former pro-athlete and author who works with Fortune 500 companies, non profits and individuals. He's the author of the bestselling

book, *Focus on the Good Stuff; The Power of Appreciation*. Mike will share how to transform lives with the power of authenticity.

American Business Woman's Day was established in 1983 by a joint resolution passed by both houses of the U.S. Congress and a proclamation issued by President Ronald Reagan, as an opportunity to recognize more than 8 million women business owners and 72 million working women, for their contributions and achievements.

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

Reservations for the American Business Women's Day luncheon can be made by calling Lorraine McEvoy, 707-763-7279, or going online at [www.bayareacouncil.net](http://www.bayareacouncil.net) for a flyer. Everyone is welcome. For more information about the American Business Women's Day celebration, please contact Brenda Shahan at 707-981-8492 or by emailing her at [brendashahan@comcast.net](mailto:brendashahan@comcast.net).

## More Info 26th Annual American Business Women's Day Luncheon

**When**

Saturday, September 12, 2009  
9:00 am - 2:00 pm

**Where**

Petaluma Sheraton - 745 Baywood Dr.,  
Petaluma

**Cost**

\$50.00 per person after 8/31

**Contact**

Call/email with questions:  
707-763-7279 or  
[lorraine242@comcast.net](mailto:lorraine242@comcast.net)  
[www.abwa.org](http://www.abwa.org) [www.bayareacouncil.net](http://www.bayareacouncil.net)

Enjoy a fun afternoon celebrating 3 successful businesswomen from the Bay Area. Listen and learn as they share their "Pearls of Great Worth" with us on work, family and success.

# Work Begins on 2010 Membership Directory

*Take advantage of the mobile access features in  
the 2010 Membership directory*

We are pleased to announce that work on the 2010 Membership Directory is well underway. One of the more popular publications of the Chamber, the Membership Directory is a wealth of information packed into a full-color booklet. Not only is the directory distributed to Chamber members, but also to community members and visitors to Fremont. In addition to the printed version, the directory is downloadable to your laptop, PDA, smart phone and other wireless devices creating mobile access 24/7.

Exclusive to Chamber members is the opportunity to purchase display advertising in the directory. With rates held at the 2009 pricing and free design service, advertising is affordable and effective. Advertisers also receive a free web directory listing and hyperlink to their business internet site all within the Village Profile/Fremont home pages on the Community Profile Network site, currently receiving over two million hits a month.

To take advantage of this opportunity, contact project manager Tom Stroup at (408) 858-5418 or contact the chamber office at (510) 795-2244.

## Online Business Directory Referrals Report July 2009

Total visits: [fremontbusiness.com](http://fremontbusiness.com): **11,421**  
Average monthly visits: **10,162.67**. Total # of referrals: **6,891**. Each member averaged **10.05** referrals from the directory in July. Each day in July there was an average of **222** referrals from the directory. The top 150 display referrals received a total of **6,914** display referrals from the directory. The top 150 clicked on referrals received a total of **507** click thrus to their websites. The total emails sent from our directory was **13**. The total map referrals from our directory was **99**.

Data Provided by ChamberWeblink

# Chamber Calendar of Events

## September

- 1 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 2 **Ambassador Meeting**  
8 a.m., Chamber Conference Room
- 3 **Membership Committee Meeting**  
Noon, Chamber Conference Room
- 4 **Executive Committee Meeting**  
Noon, Chamber Conference Room
- 8 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 9 **Carlton Plaza of Fremont Mixer**  
5-7 p.m.  
3800 Walnut Ave., Fremont  
Phone: (510) 505-0555  
You will experience a warm and elegant environment at Carlton Plaza Fremont, an active independent and assisted living community designed for living. The Carlton Senior Living experience begins the moment you move in, and their move-in consultation ensures a plan is in place for each resident's personal health care needs.
- 10 **Leadership Fremont Orientation**  
4 p.m., Chamber Conference Room
- 11 **Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 15 **Fremont City Council Work Session**  
Time TBD, City Council Chambers
- 16 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Member Briefing**  
11:30 a.m., Chamber Conference Room
- 17 **Leadership Fremont**  
8:30 a.m., Chamber Conference Room
- 22 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 23 **Finance Committee Meeting**  
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Car West Elite Mixer**  
5-7 p.m.  
4311 Solar Way, Fremont  
Phone: (510) 657-2200  
Endorsed and recommended by many of the largest auto insurers, Car West Elite's 76,500 square foot body shop is situated on 5 acres in a prime business spot in Fremont. From this central Bay Area location, they serve 5 satellite locations and dozens of new car dealerships.

## October

- 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 TBA**  
5-7 p.m.  
Visit fremontbusiness.com for updated info
- 8 **Membership Committee Meeting**  
Noon, Chamber Conference Room
- 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 **Hilton, Fremont/Newark Mixer**  
5-7 p.m.  
39900 Balentine Dr., Newark  
Phone: (510) 490-8390
- 18 **Leadership Fremont**  
8:30 a.m., Fremont Recycling Transfer Station
- 20 **Fremont City Council Work Session**  
Time TBD, City Council Chambers
- 21 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 27 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 28 **Finance Committee Meeting**  
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Mixer TBA**  
5-7 p.m.  
Visit fremontbusiness.com for updated info

### Online Events Calendar

For the most updated calendar, visit our online calendar of events at [www.fremontbusiness.com](http://www.fremontbusiness.com)

Visit our community calendar <http://www.fremontbusiness.com/commCalendar.htm>

## Did you know?

Nina Moore, the Chamber's Director of Government and Community Affairs, is the staff member responsible for tracking legislation, ballot measures, proposed regulations and policies, economic development efforts, and other business climate issues and bringing them to the Government Affairs Committee for discussion. But anyone can bring us an issue. If there is something you want the Committee to look into or take a position on, give Nina a call at (510) 795-2244 or email [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com).

# Five Steps To Marketing Online

*Grow Your Business Through the Internet*

by Ben Straley, Principal  
Spring Creek Group  
[www.springcreekgroup.com](http://www.springcreekgroup.com)

The Web is a relatively new marketing channel, and many small business owners believe that it is simply too complex or costly to manage. There are, however, several simple things that you can do to build a successful online marketing program.

**Step One: Improve Your Web Site** – Your Web site is the first exposure that many people have to your business. With this in mind, think about what you want your Web site to do. Do you just want to provide a general overview of your company? List contact information? Enable your customers to purchase products or services? Your Web site design and text should support your goals. Wholesale businesses should provide product and contact information. Retailers should provide their locations or allow direct sales through their sites.

**Step Two: Get Discovered** – Some 80% of all Web site visits start with a search using one of the major engines such as Google, Yahoo!, and MSN. Search engine optimization (SEO) can help make your site more discoverable-by the search engines and, subsequently, by potential customers. There are three basic factors that boost your site's visibility in search engine results:

- Relevant content in your site text
- A simple and easy-to-navigate Web site
- A large number of Web sites linking to your site

**Step Three: Get People to Visit Your Site** – The basic methods to encourage people to visit your site are as follows:

- Search engine marketing (SEM)-Advertise next to search results with Google AdWords, Microsoft® adCenter, or Yahoo! Search Marketing services.
- Display advertising-Build graphical advertisements for your business and display them across many Web sites using an advertising network (e.g., MSN).
- E-mail-Communicate regularly with current and potential customers and utilize one of the many low-cost e-mail marketing services providers.

**Step Four: Get People to Take Action** – Decide what you want visitors to do on your site (e.g., completing a form, making a reservation, or purchasing a product), and then make it easy for people to do it. Focus on exclusive offers or promotions to motivate people to act.

**Step Five: Measure, Test, Repeat** – Track which efforts are yielding the most leads or sales online and which are not paying off. Sign up for a free Google Analytics account and review reports on your Web site's traffic, visitors, popular pages, and sales. Refine your ongoing Internet marketing efforts by investing more in activities that yield profitable new customers and less in those that cost you more than they produce in incremental profits.

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## Connect to the Fremont Chamber

**On the web:**  
<http://www.fremontbusiness.com>

**Twitter:**  
<http://www.twitter.com/FremontBusiness>

**Facebook:**  
<http://www.facebook.com/FremontBusiness>

# New Members

## Automobile Towing

### Mission Pass Towing & Transport

Sherry White  
41152 Fremont Blvd.  
Fremont, CA 94538  
(510) 651-6110  
sherry@wallstowing.org

## Business Consulting

### Center for Behavioral Safety, LLC

Thomas Boyce  
P.O. Box 943  
Newark, CA 94560  
(775) 232-3099  
ted.boyce@cbsafety.com  
www.cbsafety.com  
With an emphasis on strategies grounded in the behavioral sciences, the Center for Behavioral Safety provides assessment, training and consultation services for mining, manufacturing and construction companies interested in improving or sustaining their safety record, developing leaders and motivating employees to world-class performance in safety, environmental compliance, quality and production.

## Chiropractors

### Fremont Chiropractic

Steve Abercrombie  
38069 Martha Ave., Ste. 400  
Fremont, CA 94536  
(510) 505-0505  
drabercrombie@fremontchiro.com  
www.fremontchiro.com

## Credit/Debit Processing System

### Central Payment Corporation

Ely Benson  
5706 Poplar Common  
Fremont, CA 94538  
(510) 364-2682  
ekoritza@comcast.net  
www.centralpaymentcorp.com  
Central Payment Corporation focuses on providing small, medium and large sized businesses with a full suite of electronic payment services. Currently, processing credit cards for over 35,000 merchants. Central Payment Corporation will reduce costs and increase revenue. Central Payment Corporation is a unique and local processing company offering great service and low rates.

## Event Planning & Management

### Nor Cal Events

James Kuenzi  
381 Leo Ave.  
San Leandro, CA 94577  
(408) 236-2000  
james@nor-cal-events.com  
www.nor-cal-events.com

## Photographers

### My Premier Portraits

Aneela Rafique  
5093 Sloan Way  
Union City, CA 94587  
(800) 383-0786  
aneela@myweddingportraits.com  
www.myweddingportraits.com

## Physicians & Surgeons

### Fremont Orthopaedic & Rehabilitative Medicine

Amirra Besh  
3555 Beacon Ave.  
Fremont, CA 94538  
(510) 857-1000  
amirra.besh@formortho.com  
www.formortho.com

## Restaurants

### Cyclo Café

Thomas Irpan  
6038 Stevenson Blvd.  
Fremont, CA 94538  
(510) 249-9999  
cyclocafe@yahoo.com  
www.cyclocafe.net

# Anniversaries

## 40+ Years

Bailey Farms Company  
Round Table Pizza

## 20+ Years

Friedman & Perry, CPA's  
Union Bank of California

## 15+ Years

Parsons Plaza  
Red Lobster  
Valley Yellow Pages

## 10+ Years

Acorn Product Development  
Aegis Living of Fremont  
Allpro Property Management, Inc.  
ASCC, Inc.  
Bally Total Fitness  
Hopkins & Carley  
Lee-Conwright & Hartley, LLP  
Merrill Gardens at Fremont  
The Presidio Apartments  
Realty Experts-William Hartkopf  
USA-China-Link

## 5+ Years

American National Insurance  
Company

Anna Jacoby Interiors  
Brauck International  
City Beach  
East Bay Regional Park District  
Gary Holt Appraisal, LLC  
Golden Peacock Banquet & Restaurant  
Lowell King, Realty Experts  
Gene Page  
Medical Functional Assessments  
- Robert Bruce Miller, MD  
Sequoia Manor

## 2+ Years

A.C. Transit  
City National Bank  
Conklin Bros.  
Business Aspire International  
Kinders Meats Deli BBQ  
One Call Medical Monitoring Service

## 1 Year

Counseling & Hypnotherapy  
Rotary Club of Mission San Jose  
Sala Thai  
Premier Ballroom Studio  
Myer-Stevens-Mello  
Chocolate Angels Creations

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

# Career Strategy Forum

## Attention Job Seekers! Free Event Sept. 16

Career Strategy Forum, Sept. 16, 2009 from 8:30-noon. Attention Job Seekers! This free event shares new skills for career development, including how to use online networking to boost your job search. Volunteer HR professionals will be available to review your resumes and job placement assistance. This forum will be held at Crowne Plaza Hotel, 32083 Alvarado Niles in Union City. Space is limited, pre-registration is required. Please register on [www.Fremont.gov/CareerForumReg](http://www.Fremont.gov/CareerForumReg). If you have any questions please call 510-284-4029.

Sponsored by the Northern Silicon Valley Partnership

## DATE

Wednesday, September 16, 2009  
8:30 a.m.-12 noon

## LOCATION

Crowne Plaza Hotel  
32083 Alvarado-Niles  
Union City, CA 94587

## COST

Free, advanced registration required

## RSVP ONLINE

[www.fremont.gov/CareerForumReg](http://www.fremont.gov/CareerForumReg)  
(No walk-ins)

## QUESTIONS?

Answers! (510) 284-4029

## WORKSHOP SCHEDULE

8:30 a.m.-Registration & Networking

9:15 a.m.-Job Search Toolkit, Laura Hofmann, Career Counselor

9:35 a.m.-Career Transition: Discover Your Ideal Job, Laura Hofmann, Career Counselor

9:50 a.m.-Fast Track Career and Job Search Using Online Networking, Carlos Hernandez, iRM Consulting

10:15 a.m.-Starting a Small Business or Consulting Firm: How to Convert Your Skills, Darlene Crane and Claire Kinlaw, Business Value Alliance  
Lola Robinson, Small Business Administration

11:00 a.m.-Job Search Stress: What to Avoid and Relaxation Techniques, Dr. Terry Day, Clinical Psychologist

## ADDITIONAL SERVICES:

Volunteer HR professionals will be available to review a limited number of resumes, so please bring your resume if you are interested in this service.

- Resume Review
- Exhibitor Booths
- Job Placement Assistance
- Chair Massages

## Chamber e-newsletter:



Subscribe today!  
email Napoleon Batalao  
nbatalao@fremontbusiness.com

# Fremont Business Review Editorial Calendar

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. If you're interested in submitting an article, please contact the Guest Editor or Staff Consultant listed for that issue.

We are also looking for Guest Editors for upcoming issues. If you're interested in learning more about becoming a Guest Editor, please contact the Chamber Staff Consultant listed for that issue at 510-795-2244.

## OCTOBER 2009

### Structures & Strategies for Business Success

Staff Consultant: Nina Moore  
Guest Editor to be named  
Deadline: 9/14/09

## NOVEMBER 2009

### Successful Business Meetings

Staff Consultant: Cindy Bonior  
Guest Editor to be named  
Deadline: 10/12/09

## DECEMBER 2009

### Travel Tips

Staff Consultant: Nina Moore  
Guest Editor: Patricia Saunders, AAA  
Deadline: 11/13/09

## JANUARY 2010

### Professional Growth

Staff Consultant: Cindy Bonior  
Guest Editor: Arlene Kaiser, Arlene Kaiser Productions  
Deadline: 12/9/09

## FEBRUARY 2010

### Safety & Security in the Workplace

Staff Consultant: Nina Moore  
Guest Editor: Sherri Plaza  
Deadline: 1/15/10

*Please note that if you are writing an article that includes a photo or illustration, high resolution images must be sent to Napoleon Batalao at [nbatalao@fremontbusiness.com](mailto:nbatalao@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

### Thursday AM

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. @ La Pinata (held on the 2nd & 4th Thursdays of each month)  
Chair: Ken Aria  
(510) 687-1600  
Vice-Chair: Amanda Chun  
(510) 754-6545

### 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

### Friday AM

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



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



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



Fresh Fish  
Pasta  
Wood-Fired Grill  
2740 Mowry Ave.  
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.

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 [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)

# Twitter – What is it and how can it help MY business?

by Rochelle Valadez  
Designer Events

Twitter is an online social networking site. Don't let the name – or how few words you can use – fool you. This tool, if used right, can be just as effective as your printed marketing campaign, if not more.

Why twitter? Twitter is the easiest starting point because it is simple to use, fast and effective. It literally takes less than forty five minutes a day to be effective. What marketing campaign uses less than forty five minutes a day? In addition there are support sites you can utilize to do a series of posts that can be sent out at certain times of the day. So instead of logging into your computer and tweeting fifteen minutes three times a day, you can create a set of posts and schedule a time for each of them to be sent out.

But do I really have to tell people when I am going to the store? Absolutely NOT! If you are using this as a marketing tool, the rule of thumb is that 90% of your posts should be educational and inspirational; the other 10% is for marketing and selling your business.

How does one get started? Create an email that is NOT your business email; for example I use [designerevents@yahoo.com](mailto:designerevents@yahoo.com). The reason for this is that every time you add someone or someone adds you, an

email is sent. The idea is to follow and get followed as much as possible. Next go to [www.twitter.com](http://www.twitter.com), create an account, add your photo or logo, website and contact information. At this point you can add your first tweet. If you would like to go further, you can link



Follow Rochelle Valadez at [www.twitter.com/designer\\_mom](http://www.twitter.com/designer_mom)

twitter to your Facebook. By doing this, every time you update your twitter it automatically updates your Facebook.

There are other support sites to help you navigate and add people and businesses in your area. Here are a few you may be interested in:

- Spruce up your page at <http://www.freetwitterdesigner.com/>
- Search twitter by key work (ie; Fre-

mont) <http://www.search.twitter.com/>

- Manage your twitter account <http://www.hootsuite.com/>

- Follow users <http://www.twollo.com>
- Unfollow users who are not following you <http://dossy.org/twitter/karma/>

I truly hope this information helps you to take the leap to twitter. Still confused, technically challenged? A quick search of the internet for "twitter tips" or "using twitter for marketing" yields a bevy of helpful articles on how to start and how to make the most of twitter. Happy tweeting!

*Rochelle Valadez, the owner of Designer Events, fell in love with event planning while managing functions at her previous company's offices in London, New York, Los Angeles, and Palo Alto. It was then that Rochelle discovered her passion for creating lifelong memories that others and their loved ones would enjoy for years to come. At Designer Events, helping you express your love and appreciation for another is the most satisfying job there is. We relish the diversity of the events we plan, thrive in the fast-paced nature of our craft, and share the desire to exceed your expectations. You can contact Rochelle at 510-371-2083, [rochelle@designerevents.net](mailto:rochelle@designerevents.net) or visit her website at [www.designerevents.net](http://www.designerevents.net) and read her blog at <http://designereventsllc.blogspot.com/>. You should follow Rochelle at [http://www.twitter.com/designer\\_mom](http://www.twitter.com/designer_mom)*

## Twitter Terminology

**Tweet:** a status update, or an answer to the question "What are you doing?"

**RT or Retweet:** reposting of someone else's status update, sometimes with added comments.

**@username:** A twitter handle. You should follow the Fremont Chamber: @FremontBusiness

**@ reply or @ mention:** a response to a Tweet. Everyone can see @replies or mentions

**DM or Direct Message:** a private message to a follower.

**Follower:** Someone who is tracking your status updates.

**Profile:** Your online bio, can show your location and your URL.

**Fail Whale:** If Twitter's servers get overwhelmed, the Fail Whale will appear in place of the standard server time out error message.

**Trending Topic:** Twitter analysis of what users are tweeting. The most popular terms become trending topics. See [www.whatthtrend.com](http://www.whatthtrend.com) for more information.

**URL Shortener:** A service that reduces the number of characters in a long URL

**Follow the Fremont Chamber on Twitter:** <http://www.twitter.com/FremontBusiness>

# Member News

## Joe Joly Welcomes New Addition to Family

The Fremont Chamber's Chairman of the Board, Joe Joly and his wife Lili welcomed new son, Kolbe Diego Joly on Saturday, August 15th at 3:50 p.m. Kolbe weighed in at 8lbs. 11oz. and is 20.5 inches tall. Congratulations Joe and Lili!

## Greenstein Rogoff Olsen & Co. Announce Merger with Walnut Creek Accountancy Coporation

*Greenstein Rogoff Olsen & Co., LLP (GROCO)* and Ronald G. Boyer, Accountancy Corporation, Walnut Creek, have announced plans to merge firms. The deal will strengthen both firms' abilities to provide full accounting and tax services to clients. Ron Boyer and his four-person team will join GROCO in the firm's Danville, Calif., office, doubling the size of that location.

"By further deepening GROCO's bench with talented professionals from Ronald G. Boyer Accountancy Corporation, we underscore our firm's commitment to providing the highest level of service to our growing clientele throughout the Bay Area," says Alan Olsen, GROCO's Managing Partner. "We are growing in this challenging time to ensure our clients have access to a wide range of financial expertise to help manage and protect their wealth."

Boyer brings more than 30 years of experience in estate, fiduciary, business and individual taxation. As both a Certified Public Accountant (CPA) and Certified Valuation Analyst (CVA), Boyer provides tax and consulting services to individuals and businesses in-

involved in mergers, acquisitions, estate and financial planning, trust and court accounting, and business valuations. He serves as an expert witness in litigation pertaining to tax issues and lost income measurements.

"Ron Boyer and his staff are a perfect fit for GROCO. Their knowledge and years of experience will only enhance the services we provide," says Olsen.

He adds, "This merger is an important step for GROCO, and we are excited about our growth track. We have plans to expand our firm even further in the near future." For more information about GROCO and its services, please visit [www.groco.com](http://www.groco.com).

## Massimo's to host Comedy Night September 11th

Comedian Dave Burleigh will headline a night of comedy at *Massimo's Restaurant* on Friday night, September 11th, starting at 8:15 p.m. Dave is one of the fastest rising stars in the comedy world and covers such topics as current events, politics, entertainment, music and everyday life. He was a runner-up in the 2005 San Francisco Comedy Competition and has shared the stage with such legends as Robin Williams, George Lopez, Tim Allen, and Dana Carvey.

Also appearing are comedians Candy Churilla and Samson Koletkar. Dan Wilson will host.

Massimo's is located at 5200 Mowry Ave. in Fremont. Tickets are \$15, or free with purchase of dinner earlier in the evening. Doors open at 7:30 p.m. To purchase tickets, call (510) 792-2000 or email [eat@massimos.com](mailto:eat@massimos.com).

## Stage 1 Theatre presents Oklahoma

*Stage 1 Theater* is pleased to present Roger's and Hammerstein's "Oklahoma" during the month of September at Newark Memorial High School Theatre, located at 39375 Cedar Blvd. in Newark. Shows will be held on Friday and Saturday nights from September 11th through September 26th, at 8 p.m. There will also be a Sunday matinee at 2:30 p.m. on September 13th and 20th. Tickets can be purchased online at [www.stage1theatre.org](http://www.stage1theatre.org) or call (510) 791-0287.

## Fremont Bank and Ohlone College to Host Annual Golf Tournament

*Fremont Bank and Ohlone College* invite you to participate in the 25th Anniversary of the Annual Fremont Bank & Ohlone College Golf Tournament on Monday, September 21st. This year, the tournament will be held at Castlewood Country Club in Pleasanton.

Proceeds from the tournament will benefit the Ohlone College Athletics department. Your participation or contribution as a sponsor will help Ohlone's Intercollegiate Athletic programs by providing facility upgrades and money for travel, equipment and uniforms. Over the years, athletic programs at Ohlone have provided our student athletes with opportunities to achieve their athletic and educational objectives. Many of our athletes continue their athletic and educational goals at four year institutions.

If you are interested in sponsoring the event or playing in the golf

tournament please contact Connie Teshara at (510) 659-6220 or visit [www.ohlone.edu/go/golf](http://www.ohlone.edu/go/golf).

## StopWaste.Org Wins Award for Outstanding Waste Prevention Program

Local public agency *StopWaste.Org* is the recipient of the 2009 Outstanding Waste Prevention Program award, a statewide recognition presented annually by the California Resource Recovery Association (CRRRA). The award recognizes *StopWaste.Org's* Bay Area-wide "Use Reusables" campaign, an effort to help businesses reduce costs and improve their environmental performance by replacing limited-use pallets, boxes and other transport packaging materials with durable, reusable alternatives.

"The 'Use Reusables' campaign is so remarkable, because it not only prevents waste before it happens, but also helps businesses increase their operational efficiency and save money," said Julie Muir, Board President of CRRRA, during the award presentation at CRRRA's annual conference. "With 70% of all waste sent to California landfills still coming from the commercial sector, programs like these are key to improving our state's environmental footprint."

*StopWaste.Org* launched the "Use Reusables" campaign in 2007. The campaign promotes durable transport packaging through a comprehensive website, educational resources, training workshops and expert advice.

*StopWaste.Org* is currently expanding the program throughout the region to help even more busi-

nesses realize the economic, environmental and supply chain efficiencies of reusable transport packaging, and will be offering free training workshops later this year.

For more information about the "Use Reusables" campaign, please visit [www.UseReusables.com](http://www.UseReusables.com) or call Justin Lehrer at (510) 891-6529.

## Kidango Receives Kaiser Grant to Help Prevent Childhood Obesity

Thanks to a grant award from *Kaiser Permanente* (Greater Southern Alameda County), *Kidango* will provide 250 families with preschool age children enrolled in the Head Start program with the resources they need to live healthy lifestyles.

*Kidango's* Head Start program provides year round, part and full day services for 300 children from 2 to 5 years and their families in Alameda and Santa Clara Counties. Very low-income children can access developmental and behavioral screenings, growth assessments (height and weight), dental screenings, hearing and vision screenings, nutrition assessments, home visits, parent conferences and other services that help them be healthy and successful learners.

This is the second year Kaiser has funded this vital program, which is instrumental in helping families with very young children incorporate healthy practices into their daily lives.

For more information on *Kidango's* Head Start program, please contact Rachelle Javier at 510-897-6932 or at [rjavier@kidango.org](mailto:rjavier@kidango.org).

## Internet Strategies—

from page 1

the net. We now pay our bills online, purchase clothing and other goods online, and most of all, communicate online. In the past, people would mail letters and promotional material to their friends and customers. But, today, all is done through email. Taking it one step further, party planners are now using Evite as a way to promote their event thus saving the cost of printing and mailing invitations.

Since the Internet stormed into our lives in the 90's, email and later text messaging became the standard of communication. Today we have "Twitter", "MySpace", "Facebook" and other services for people to share information on the Internet. With these services, folks can see up-to-the-second changes in their friend's lives. I use Facebook and find out so many things about my friends: the birth of a child, a new job, a vacation experience,

a favorite food and more. I also post things going on in my personal life as well as my business.

Facebook and other services like it are great ways to promote your business or events. Recently on the Massimo's Restaurant Page on Facebook, we created a Comedy Show Event. This allows the viewer to see all the details of the event and provides a way to respond to the event. On our end, we are then able to see how many guests are attending. The larger the number of people in your friends list, the greater exposure you get for promotions.

Facebook also has a feature that allows the user to "update status." Here the user can talk about an event that is taking place soon, and all of his or her friends will see it. This is also a place to share news, both good and bad. It seems that I get most of my current

news about folks from Facebook. Facebook friends are always making comments about what is happening in our world. In fact, I found out about the death of Michael Jackson on Facebook.

Membership to Facebook, Twitter, and other such services is a piece of the internet marketing puzzle. Having a great web page is even more important. Finally, building a strong database of email addresses is crucial to effective internet marketing.

Recently, Massimo's Restaurant launched a new web site. We now have access to Facebook and a way for guests to join our email list. We also invite our current customers to share their email addresses with us. In addition, we've recently implemented an email mailing system using a company that facilitates this (there are several good ones on the market). We now

create well-made creative emails and send these to members of our database. We email to promote an event, a new menu, or some other special.

As more and more people move to using the Internet and services like Facebook and Twitter, advertising and promotion through these mediums will replace some of our current paper methods at a huge savings to the business owner. Technology is a great thing as it's changed the way we do business. People need to be open to this type of change and use the new forms of communication to improve their businesses and move us out of this recession.

*Bill Rinetti is the proprietor of Massimo's Restaurant, located at 5200 Mowry Avenue in Fremont. He can be reached at (510)792-2000 or via email at [bill@massimos.com](mailto:bill@massimos.com). Massimo's has a 32+ year history in Fremont of-*

*fering great food and service and a warm and inviting atmosphere. Their private banquet rooms can handle groups up to 120. For info on their upcoming Comedy Night (Sept. 11th), Happy Hour, and Monday Night Football (starting Sept. 14th), visit [www.massimos.com](http://www.massimos.com) or visit Bill Rinetti on Facebook.*

Write an article for the  
Fremont Business  
Review

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

# Business District News and Events

Ardenwood • Centerville • Irvington • Mission • Niles • Warm Springs



## Depot Day in Centerville

Join us for a whole day of fun on Sunday, September 20, 2009

Music, train rides and more, all at the Centerville Depot Cafe. Hosted by the Centerville Business and Community Association. Location: Bill Ball Plaza, 37260 Fremont Blvd., Centerville, Fremont, CA, 94536

- Kids ID
- Raffle and 50/50 Drawing
- Model Car Show

- Quilts, presented by Blue Star Mothers of America
- Activities for Kids
- Take the Old Bus to Niles and Back
- Historical Tour of Centerville
- Free Live Music

**Agenda:**  
8–11 a.m.  
Pancake breakfast

11 a.m.–2 p.m.  
Live music: Forget Me Kots (Blue Grass)

1:30 p.m.  
Historical Tour of Centerville

2–3 p.m.  
Live music: New Dimensions (Barber Shop Quartet)

### Ride the Sunol Train during Depot Day!

The vintage GM motor coach from Niles will be shuttling between the Niles district and the Centerville Depot on Sept. 20. Take the old bus from Centerville Station during Depot Day, Sept. 20 in order to ride the Sunol Train on the Niles Canyon Railway. See the bus and train Schedule at right.

Bus Departs	Bus Arrives	Train Departs	Bus Departs	Bus Arrives
Centerville Station	Niles Blvd & H Street	Niles	Niles Blvd & H Street	Centerville Station
10:30 a.m.	10:45 a.m. #	11:10 a.m.	11:40 a.m.	11:50 a.m.
12:00 p.m.	12:15 p.m. #	12:40 p.m.	1:10 p.m.	1:20 p.m.
1:30 p.m.	1:40 p.m. #	2:10 p.m.	2:40 p.m.	2:50 p.m.
3:00 p.m.	3:15 p.m. #	3:40 p.m. **	3:55 p.m.	4:05 p.m.

# Passengers wishing to ride the train can transfer to or from the train at this location  
\*\* This train operates one way to Sunol. It does not return to Niles

## A Message from the Chair of the Irvington Business Association

The summer of 2009 is now just a memory. Vacations are over and the kids are back to school. Life is somewhat back to normal with anticipation of autumn. Along with cooler days and the shorter nights comes the call of charities. The giving season is here and so is the Irvington Business Association (IBA).

One of the many rewards of belonging to the Irvington Business Association is belonging to a group that gives back to our community. The IBA is dedicated to the improvement of Irvington. One way we achieve this is by continuously working with non-profits who help the people who live in our town. One of our largest recipients is the Tri-City Free Breakfast Program. Every year our members donate money to help give our neighbors, young and old, a hot breakfast to start the day off. In this economic crisis, the need for help is constantly growing and so is the generosity of our group. That is why the IBA is hosting the Monument Festival on September 26th from 11 a.m. to 5 p.m. For more information on the Monument Festival, please visit [www.monumentfestival.com](http://www.monumentfestival.com).

Another organization the IBA helps support is the Fremont Education Foundation (FEF). This excellent

group helps fund school programs which have been cut due to financial cutbacks. The IBA is always there when the FEF has a need. We will be there at the Happy Fish Swim School's Run for Education 5/10k Race on October 11th. This event is the biggest fundraiser for Fremont's after-school sports program. The sports program provides scholarships for school children who want to participate in after-school sports but lack the financial means. For more information about FEF, please visit [www.fremont-education.org](http://www.fremont-education.org).

The Irvington Business Association also gives directly to our local students. Every year, three Irvington High School seniors are awarded scholarships for Ohlone College. We are constantly giving back to our community, particularly when it comes to our future generations. This commitment to charity is what makes me most proud to be a member of the IBA. One could not ask for a better reward than to see your efforts become a reality and to have a positive impact on your community. This is the reason my family's business and I have been members for so long.

Jesse Schaa  
President, Irvington Business Association

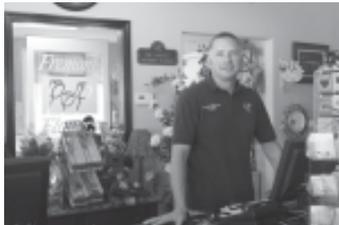
## Email marketing... Is your business a clunker?

by Dirk Lorenz  
Fremont Flowers & Gifts

Here I am actually staring at my computer screen looking into buying a new delivery van for my business thereby taking advantage of the "cash for clunker" program which by press time will have expired...again. I have been receiving email newsletters from our local car dealers as well as those I found via links on the internet. (Yet...I will definitely shop Fremont!) I see the sponsored listings at the top of the Google page, knowing those businesses paid big bucks to be placed in such a position. I cruise through the various links checking out interior dimensions, gas mileage, overall features and styles. On several pages I can actually rotate the car, checking it out from every angle! On most links there is a tool that allows me to compare up to four similar models from different manufacturers side by side! Incredible! Using the internet leaves nothing but the test drive and the new car smell out of the process! I can't help but think of how this experience compares to marketing a small business these days. Is your business a clunker?

I have to admit, many years ago I was one of those that felt "the internet

is just another gimmick that will pass!" (Now that was a clunker of a thought!) Yeah, I got a website as soon as they were available, yet just like my old 1997 van, the features and capabilities of e-business today have improved so



dramatically over the past 10 years that just having a website is not enough! I feel the pressure to constantly change the way I "drive" my business...from the old clunky ways, of even 2 or 3 years ago, to the new and improved ways that e-commerce offers.

Search engines, meta tags, opting out rules and other compu-jargon....I struggle to keep up with it all. Yet, there are some very intuitive email marketing tools available via the internet that can really help you communicate with your customers. I use a service called Constant Contact, yet

it isn't the only e-mail based web program available. Programs like Big Hip and mUrgent offer similar services you might want to investigate. They are Web-based e-mail marketing services that help business owners stay in touch with clients through customizable, opt-in newsletters and marketing campaigns. The program I use is "Dirk friendly," in other words, it holds my hand and walks me through every step of the process from creating subscriber lists to designing and distributing newsletters, promotions and announcements.

I use some easy-to-use templates to create ads and the software merges my database with the ad for delivery to my customers. I have worked hard and spent a lot of time and money building my customer base. The only thing that's harder than getting customers in the first place is keeping them. And the only thing that costs more than getting customers is getting them back. The software I use offers a wide range of features and exceptional ease of use. Keeping customers interested in your business has traditionally been an expensive proposition, but I've found that web-based

email services are an extremely reasonable way to help keep them up-to-date, and you might even find new customers along the way.

### Constant Contact

Right out of the gate, *Constant Contact*, an e-mail marketing program, maintains contact interaction with your customers by creating a simple sign-up form for your Web page. Visitors to your site can indicate their areas of interest and request special services such as e-mail reminders about key events such as birthdays and anniversaries.

As visitors opt in to receive newsletters or reminders, all programs import their information directly to its database. Constant Contact's system maintains your lists and renders it not accessible by others. Your database is YOURS alone. My in-shop POS system captures email addresses as well. In our business, we receive orders from our website. There is a function on the website that allows the email addresses gathered to be exported to the marketing software.

### Results

What has this done for my business you ask? Well, I am greatly re-

lieved that my business isn't running out of gas. In other words, I am not advertising my business in a "clunky" fashion! My business is "fuel efficient." I'm squeezing every penny out of my ad budget, reaching out to my customers to keep inviting them back. We are weathering this economy by making the most out of what we have. Using the type of e-mail software packages mentioned here has helped me quickly communicate specials.

In one instance, I offered a Christmas item at a very special price and broadcast that special exclusively via our e-mail marketing software. When I arrived at work the next morning, I was delighted to find that we had sold out! We received over 30 orders for the item overnight! I have shifted most of my ad budget away from print and directory advertising into email marketing and search optimization.

I feel I have "turbocharged" my marketing and left my clunky ways of the past behind. Pretty good accomplishment for this "classic" business owner! (classic, like a '59 Vette).

Dirk Lorenz is the owner of Fremont Flowers, a past board chairman of the Fremont Chamber of Commerce, and current chairman of the Fremont Festival of the Arts.



## Member Spotlight

# Elise Balgley

*Bernard, Balgley and Bonaccorsi*

This issue of the *Business Review* marks the second issue that includes our new member benefit: *Member Spotlight!* For those of you who may have missed the inaugural issue of this feature, let us explain. Each month in the *Fremont Business Review*, we will place one of our members in the "spotlight." It is your opportunity to tell us about your business, your goals, how you measure success, and to let us get to know a little about what makes you tick!

How do you get to be in the spotlight, you ask? By attending our mixers! Each month, we will pick a business card at one of our mixers and the business picked will be "spotlighted" in the next month's *Fremont Business Review*.

We hope you enjoy reading this new feature. We'd love to hear your feedback about the questions we are asking. If there is a question we are not asking that you'd like us to ask, please submit it to KK Kaneshiro at [kkkaneshiro@fremontbusiness.com](mailto:kkkaneshiro@fremontbusiness.com).

This month's spotlighted member is Elise Balgley of the law firm, Bernard Balgley and Bonaccorsi. Happy reading!

### Please describe your business.

My business is to provide cost-effective and time-efficient legal services to individuals and businesses. I try to help my clients solve their problems before a small problem becomes a big problem. Even better is when I can help a client avoid a problem. This might involve writing a will or living

trust, forming a corporation, drafting a contract or working through the difficulties of a lawsuit. My goal is to learn what the client hopes to achieve and to find the best legal avenue to get there. I do this in the setting of a small firm with personalized responsive service on every matter, no matter how big or small.

### What got you started in your business?

A "D" in organic chemistry in my second quarter in college led to a political science major.

My parents' insistence that I had to have a "marketable skill" led to law school. A law firm administrator's interesting name in a job advertisement led me to Fremont. Now, here I am.

### How long have you been in business?

22 years.

### What do you hope to accomplish in the next 5 years?

I don't know that I want any huge changes in the next five years. I simply want to keep doing what I'm doing: better, faster and more successfully.

### How do you keep your competitive edge?

This question has several levels. My profession is a competitive one. Any attorney whose practice involves litigation talks in terms of "I won that motion"; "I won that case." My view is that I've won, I've lost; winning is better. I like to win.

Like any business, I want to have the client as opposed to not having that business. My goal is to be responsive to the client, to achieve as closely as possible what that client wants. I listen. To my observation, this attitude is different from many attorneys and has gotten and kept many clients for me.

### Why is your Fremont Chamber membership important to you?

The Fremont Chamber is important to me for a number of reasons. First, there are networking opportunities. Not only does this lead to business, it provides me with resources to better serve my clients. Second, the Chamber serves as a source of information. If I need a service or to know something, I can probably find that either from the Chamber staff or a fellow Chamber member. Third, the Chamber provides a way for me, as part of the business community, to express my views and concerns. Finally, the Chamber is a great place to learn and practice leadership skills.

### How do you measure success?

Income is a part of success. Can I financially do the things I want to do? Another part of success is whether I like what I'm doing. If not, something has to change. If I usually feel that I had a good day and made a positive impact, that's success.

### What was the best business advice you received?

Two things. Don't work hard, work smart. Second, get involved in the community. Don't wait for the community to come to you. Get out there and meet the community. Of course, that means **join the Chamber of Commerce!**

# Customer Satisfaction—

from page 1

So let's talk about the most effective way to attract targeted customers that are truly interested in what you have to offer. If 63 percent of consumers are using the Internet to search for products and services in their local area, then you need to make sure your marketing campaign is being seen by those potential customers. You need massive exposure to ensure this connection is successful. The largest and most popular search engine is Google, followed by Yahoo and Bing (formerly MSN). To ensure a successful connection between these potential customers and your company website, you need to identify and use the more popular "keywords" that are being searched. There is a free tool on the Internet that can provide this valuable data; go to <http://tools.seobook.com> and select "The Keyword Tool". This will give you a report, by popularity, of the keywords that are being searched on a daily basis across the major search engines listed above.

You can either choose to pay the major search engines to market your products and services over the Internet or take advantage of free alternatives known as Web 2.0. If you are good at writing copy, then you can publish your information on article-based websites (e.g., [ezinearticles.com](http://ezinearticles.com), [hubpages.com](http://hubpages.com) or [scribd.com](http://scribd.com)). If you are good with video, then you can reach potential targeted customers by publishing a short video on [YouTube.com](http://YouTube.com), [Metacafe.com](http://Metacafe.com) or [Tubmogul.com](http://Tubmogul.com). Blogging (or weblog) is another technique to reach potential customers through interactive discus-

sions. With each of these platforms, you will want to list your company website for increased exposure to your potential customers and to provide a way for them to get in contact with you or leave their information (known as an opt-in box).

Marketing on the Internet is about receiving an increased Conversion Rate. Conversion Rate is a percentage of those that leave their contact information divided by the number of those that land on your company website looking for more information. The higher the Conversion Rate the higher potential of increased revenue and value for your customers.

The many options to market one's business on the Internet can become overwhelming and costly, especially through trial and error. If you are a business owner that is looking for an affordable online marketing (advertising) solution, there are companies such as mine that are happy to provide additional information to help you grow your business.

*As the founder and owner of Afana Enterprises, David Afana has been assisting local small to medium size businesses with a value proposition of an affordable total online advertising/marketing solution to promote their businesses via the Internet by connecting with local consumers. David has been a member of the Fremont Chamber of Commerce since January 2008. Please feel free to contact David at [david@afanaenterprises.com](mailto:david@afanaenterprises.com) or visit his website at [www.afanaenterprises.com](http://www.afanaenterprises.com).*



# E-newsletters Boost Image, Relationships, Sales

by Rhonda Rigenhagen  
Write Place

Think about the relationship you have with your best customer. Now think about the connection you have with your favorite supplier or service provider.

What would business be like if you had that kind of rapport with all your patrons?

Good business is all about good relationships, and good relationships are based on good communication.

It's not difficult to maintain strong ties if you only have a dozen clients. But if you're fortunate enough to have many customers, thoughtful electronic newsletters can successfully supplement individual client contact.

### Content

Effective newsletter topics include:

- Answers to common customer ser-

vice questions

- Company updates, awards and news that personalize your business and employees
- Creative ideas, best practices, or useful examples of how you helped a customer
- How-to articles
- Important reminders
- Information on industry changes and/or new products and services
- Tie-ins to current or seasonal events
- Advice on saving time or money
- Upcoming events or sales

### Advantages

Thirty percent of small-business executives and half of consumers have a more favorable image of companies that provide such communications. In addition, return on investment is over \$40 for every dollar spent (Direct Marketing Association, 2009).

E-newsletters can be prepared, distributed and received within hours rather than days. So when a computer virus makes the news, a tech support company can quickly send clients recommendations for improving security and safeguarding data.

Messages are easily tailored to customer segments. A vet can send clients with cats different information than those with dogs. More relevant content increases readership and generates 18 times more profit, according to Jupiter Research.

Instead of lengthy articles, you can provide summaries that link to comprehensive information and even videos. This leads customers to your website, increasing traffic and potential business.

Perhaps best of all, you can analyze response by tracking how many readers received, opened and clicked through your email, which links were

used, where customers went next, and how it all correlates to sales. Strategies can be modified according to effectiveness and ROI.

### Tips

It's important to regard e-newsletters from the reader's perspective rather than your own.

The subject line should be meaningful and compelling. Give customers a reason to open rather than delete each email. Avoid words that trigger spam filters.

Keep it brief. On average, readers spend 51 seconds scanning a newsletter (Jakob Nielsen, 2006). Format yours in a way that allows them to skim content and then click on topics they want to explore further.

Avoid files that are too large, links that don't work, spelling or grammatical errors, and font styles/colors/sizes

that are difficult to read.

Ask permission before adding someone to your mailing list and make it convenient to unsubscribe.

Always provide a plain-text alternative. Visual newsletters look nice, but the undeliverable rate is higher and customers using handheld email devices may not be able to view them.

There are several reasons to consider adding e-newsletters to your marketing strategy. Enhancing your image, strengthening relationships, and increasing business are three. Used strategically, e-newsletters provide added value to you and your customers.

*Rhonda Rigenhagen has worked in media and corporate communications for more than 25 years. You can visit her company, Write Place, at [www.WritePlace.biz](http://www.WritePlace.biz) and contact her at [HelpMeRhonda@WritePlace.biz](mailto:HelpMeRhonda@WritePlace.biz) or (510) 648-0103.*