

# Fremont BUSINESS REVIEW



**Determine Your Aged Loved Ones' Living Status**

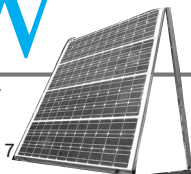
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VOLUME 6,  
NUMBER 9

**Technology: The Heartbeat of Your Office**

December  
2005

## Voters agree with Chamber on Propositions 74, 76, 79 and 80



by **Billy Sandbrink**  
*Director of Government Services  
Fremont Chamber of Commerce*

While the November 7, 2005 Special Election did not go well for Governor Arnold Schwarzenegger, the propositions he supported, or any of the other propositions on the ballot for that matter, the Fremont Chamber en-

joyed a success rate of 57 percent, with voters agreeing with the Chamber on four out of seven propositions. While a 57 percent success rate is not great, but compared to the success rate of other business groups throughout the state, 57 percent is very good.

The business community was generally aligned in their positions on the ballot, supporting Propositions 74, 75, 76, 77 and 78, and opposing Propositions 79 and 80. The Fremont Chamber agreed with most business groups on Proposition 75, 77, 78, 79 and 80, but diverged on Propositions 74 and 76.

"The Fremont Chamber prides itself on being independent in its decision making" said Cindy Bonior, president and CEO of the Chamber. "Sometimes the Chamber takes positions that are not in line with what people expect of a business organization. I attribute that to the fact that we look at every issue with an open mind, study the issue thoroughly, and choose a position that we believe to be the best solution from not only a business per-

—**Election Results**  
*page 8*

### SPECIAL ELECTION 2005 RECAP

## Protect Your Business From Online Fraud

Contributed by **Technology Credit Union**

From managing your projects with a small staff to juggling it all on your own through your self-employed business, online fraud prevention may not be at the top of your to-do list. Many small business owners think that they're safe because scammers would rather pursue larger companies for bigger profits—but they're wrong.

### Top types of small business fraud

**1. Account takeover fraud.** This is when a scammer gets access to and uses your existing credit account information. This type of fraud is simple to catch, as the fraudulent transactions will appear on your credit card bill,

account statements, or online banking account.

**2. True name fraud.** Small businesses that are set up in the owner's name or managed under the owner's personal accounts are particularly susceptible to true name fraud. This happens when scammers get your social security number or other personal information to open new accounts in your name. Victims of this type of fraud may not become aware of it for months or even years because the statements and bills are delivered to the thief, not you.

The most common ways scammers try to trick their victims into disclosing their personal or financial information is through *spoofing* and *phishing*. Spoofing involves the creation of counterfeit websites that imitate legitimate websites of financial or e-commerce companies. Phishing is when scammers send fraudulent emails to drive victims to the spoofed websites of companies they trust. Once there, the spoofed website instructs them to enter confidential data, such as their social security number, account numbers, and passwords that the scammers will then use to access their

—**Online Fraud**  
*page 6*

## Use Search Engines to Your Marketing Advantage



by **Kevin A. Dean**  
*Internet Business Consultant  
WSI Internet Consulting*

Search engines are some of the most visited websites on the Internet. Google and Yahoo's networks reach over 95% of all online searches, with 60% of searches for local goods and services. To market your business successfully on the web, take advantage of the options that search engines have

to offer.

### Think Like a Searcher

The main role for search engines is not to market your website. Search engines are driven to present the best answers to a searcher's question - the "keyphrase". They analyze actual searches and the end results of the searches. Successful (the searcher stops looking) and unsuccessful searches are evaluated. Google "spiders" over 100 characteristics of a website, compares your pages with all the others - 8.5 billion and counting - and determines the best answers.

Spiders, which are software programs, review common "meta-tags"

—**Search Engines**  
*page 6*

## Free Business Management Workshops Offered

Ohlone Community College, in collaboration with the Fremont Chamber of Commerce and Newark Chamber of Commerce, is offering a series of free workshops to help local businesses achieve maximum success.

The series of eight workshops relates to critical and sustainable business practices which are designed to give business owners the necessary skills to prepare themselves and their businesses for future growth. Subsidized by a grant from the California Community College Chancellor's Office of Economic & Development Program, the workshops are free to participants.

A schedule of workshops is inserted in this newsletter, or you can obtain more information by visiting [www.fremontbusiness.com](http://www.fremontbusiness.com) or call (510) 979-7942. Space is limited to 20 participants per class, so we recommend you act quickly to register and secure your spot.

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

Fremont Chamber of Commerce  
39488 Stevenson Place, Suite 100  
Fremont, CA 94539

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FREMONT  
CHAMBER OF COMMERCE

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*Weekenders*

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*Giant Y Inc.*

Chair Elect 2006-2007.....Dirk Lorenz  
*Fremont Flowers*

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

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

Robert Profaca.....*Fremont Bank*

Victoria O'Gorman.....*Kaiser Permanente*

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**Fremont Business Review**

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**15 Years of Excellence**

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

FIFTEEN YEARS



ACCREDITED  
CHAMBER OF COMMERCE  
CHAMBER OF COMMERCE  
OF THE UNITED STATES

Message from the Guest Editor

**The Heartbeat of Your Office**

by Andrew Draeseke  
*Owner*

*DCNS Computer & Networking Services*

Look around your office today and what do you see? Chances are there are items in your office that didn't exist 20 or 30 years ago. How many of us work without a computer now? What did we do with documents before the fax machine became widespread? How would your business operate if email didn't exist? The changes effected by technology are dramatic. Even the telephone has undergone more change in the last twenty years than in the previous eighty.

Office technology has gone from something only the wealthiest of businesses could afford, to a set of devices and practices that are utterly indispensable. Ever changing, occasionally

impressive, and sometimes utterly frustrating, technology has become central to the way most offices operate. With the dizzying array of devices, products, software packages and processes, it's good to remember that there are experts available for every type of technology you might be considering for your business.

Some of the best advice you can get is from others in your industry or business niche - not only what has worked for them, but what has not worked as planned. The Fremont Chamber of Commerce most likely has other members in your business specialty from which you can glean advice. Industry associations can provide a wealth of knowledge too.

Another useful source of information will mostly likely come from technical sales representatives and technology consultants. A reputable salesperson or consultant could allow you

to save a lot of time and/or money when making decisions about your office automation. This is NOT to say that any decision about something vital to your business should be handed over to the first salesperson that walks through the door. On the contrary, any potential claim of the benefits of a piece of technology should be verifiable. Gone are the days of buying technology for technology's sake.

Always remember that you should be the master of your office, not the other way around. If you are wasting too much time fighting with your computer or your phone system, bring in somebody to help you. You should always be focused on your own business, not technical manuals or phone calls to tech support. Your time management, your business (and possibly your sanity) will be better served by leaving it to a reputable expert rather than yourself or a harried office manager.

**5 Ways To Determine Your Aging Loved Ones' Living Status**

*Taking Notice During Family Holiday Gatherings Can Prevent a Crisis Later On*

by Jennifer Abrams, CSA, CHES  
*Comfort Keepers*

We live in a very mobile society where families don't always live in the same town or even state for that matter. Unlike the "old days", entire families throughout America don't have the opportunity to come together every week for a Saturday BBQ or Sunday dinner. Families still cherish togetherness and the holiday season is often the only time of the year they can do so.

It is not uncommon for the adult children of seniors to have some concerns about their aging parents. This year while you're enjoying the companionship of your family and catching up on lost time, make good use of your visit to review your aging parents' and loved ones' living status.

Many holiday traditions tempt your five senses. These five senses can also be used to evaluate the status of elderly family members. Families often overlook a variety of warning signs such as forgetfulness, lack of house cleaning or a decrease in physical appearance by writing them off to "old age". Below is a checklist using each of your five senses that lists key indicators or warning signs to help determine if your family members are in need of additional care or assistance:

cause their mental state to decrease further.

- Do they call you by name?
- Are they speaking normally?
- Are they up on the news?
- Have they continued their outside activities?
- Do they have future plans or goals?
- If not, could they be depressed?

**SMELL** - Using your nose as an indicator can help you determine if your family member is bathing properly, participating in otherwise normal activities (cleaning their house), or whether they are eating regularly (if they have spoiled food in their kitchen).

- Does their living environment possess any unpleasant odors?

tors or pharmacies?

- What about the expiration dates on the medications?

**TOUCH** - A simple hug could tell you that your family member is fragile, losing weight and putting him or herself in jeopardy of injury or even malnourishment from not eating properly.

- Do they appear healthy?
- Touch their skin - is it soft, supple and is the color normal?
- Do they have unusual tearing or bruising of the skin?
- Are they losing weight?
- How are their sight, hearing and taste?

If you sense a problem based on the above indicators, you and other family members should waste no time in taking the appropriate next steps. As difficult as the process might be, keep reminding yourself that by being proactive, as a result of your observations, you will not only provide safety for your family member, but will also keep them happy and healthy for years to come.

As a result of assisting hundreds of families throughout the Bay Area during this difficult process, here is some advice based on the experiences we encounter every day while working with these families. Below are the next steps that you and your family should follow:

**1. Discuss the situation with the individual** - Don't be afraid to ask or talk to your aging family members. Often seniors will not tell you if they are having trouble unless you ask. It is important to reassure seniors about your questions. They do not want to lose their independence and are afraid of being moved out of their home into a strange environment. Let them know about other care alternatives before you ask questions such as: Are you having trouble walking? Have you fallen? Do you have trouble driving at night?

**2. Make a doctor's appointment for the individual** - Be sure and make the appointment when you, another family member or someone else can relay the concerns directly to the doctor. Sometimes these warning signs can be a direct result of outdated medication or perhaps a dosage that



- Does the refrigerator or cupboards smell?
- Are the plants thriving?
- Is there an unusual amount of garbage, clutter, dust, or dirt?

**TASTE** - Tasting their food and sorting through their medications can help you determine if they are eating healthy or even worse, taking expired medicine.

- Do they have fresh and stocked pantry items?
- Look at the expiration dates. How does the food taste?
- Does the person appear to move around the kitchen safely?
- Are there many different prescriptions?
- Do the medications come from different doc-

**SIGHT** - Looking at the senior's appearance can be a sign that they are being limited either physically or mentally from completing otherwise normal daily tasks.

- Are they wearing clothing with food stains?
- Is their hair completely combed?
- Do their teeth appear clean?
- Does she continue to wear makeup?
- How do their shoes look?
- Is the house orderly and clean?

**SOUND** - Listening to what and how seniors speak can tell you a lot about their current mental status. Don't assume that "old age" is causing these problems; doing so can sometimes

—Assisting Seniors  
page 6

# Office Automation From an IT User and Consultant's Perspective

by Mark Buechler

Business Technology Consultant  
m.b.consulting

As a Technology user, I am always looking to make my ability to work more efficient. This allows me to dedicate more time to personal pursuits. For those who spend any significant time away from the office, the ultimate time sappers are e-mail and document, project and information collaboration. It is now easier than ever to have mobile, often referred to as remote users, operate as if they are at the office, whether they are at an off-site meeting, on sales calls, work exclusively from home or, dare I say, on weekends or holidays.

Using Microsoft® Small Business Server 2003, a laptop with wireless internet access and JiWire®, and a Sony® Treo® 650, I am able to stay in touch, working on office files and shared projects. This setup allows me to connect to the office any time and anywhere, handle e-mail throughout the day, and to free up my "free time".

With SBS2003, Microsoft® has designed a small business network operating system that incorporates most of the server services a small business uses. This includes file and printer sharing, messaging, shared calendars, tasks and resources, document and project sharing and collabo-

ration, mobile and remote access, web server and more. With a fairly straight forward setup, a "basic" install with secure settings is possible in a few days. Adding further security and usability enhancements can take a couple weeks or more.

Configuring a secure network to use the SBS2003 Server requires a bit of planning and know-how. When the network and internet connection are properly configured, a laptop that has been connected to the Small Business Server 2003 network Domain will have all the settings needed to connect to the network from remote locations. Additionally, any cell phone or PDA with corporate e-mail capabilities will be able to connect to the SBS2003 Server and send and receive e-mail and synchronize with an Outlook/Exchange calendar.

For busy small business owners, sales people, staffers and remote users, automation means having access to the most current company data and information with least amount of effort. A properly configured Small Business Server 2003 and mobile device frees up the users time for more productivity and free time for life's more enjoyable pursuits.

Mark Buechler is a Business Technology Consultant and owner of m.b.consulting. Mark specializes in helping small businesses achieve maximum results through the proper application of technology practices. For more information regarding small business technology, contact Mark Buechler of m.b. consulting at (510) 520-1922 or email mark@mbconsulting-it.com, or visit www.mbconsulting-it.com.

## 2006 Business Marketplace

### Fremont Chamber of Commerce Annual Trade Show

Business Marketplace 2006 provides members with an outlet to showcase products and services while assembling with community business professionals. It is an excellent opportunity to attract new customers, generate sales leads, develop strategic partnerships and discover new business opportunities.

Reservations for exhibit space are now being accepted. We encourage you to act quickly as space is selling fast and is expected to sell out soon. To reserve booth space visit [www.fremontbusiness.com](http://www.fremontbusiness.com) or call KK Kaneshiro at 510/795-2244, ext. 103

Chamber members: sign up for your booth space today! Pricing:

\$250 8' X 8' booth  
\$450 16' X 8' booth

**2006 Business Marketplace**  
**January 26, 2006**

4:30 - 7:00 p.m.  
Golden Peacock Banquet Hall  
3681 Peralta Blvd. Fremont



Jim Urda, CFP



Drew Thompson

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## December Calendar of Events

**5 Communications/Web Site Team Meeting**  
1:30 p.m., Chamber Conference Room

**Executive Board of Directors Meeting**  
4 p.m., Chamber Conference Room

**FCCTV December Show** "Technology: Uncovering Computer Mysteries" Premieres  
8:30 p.m., Fremont Cable Channel 29

**6 Fremont City Council Meeting**  
7 p.m., City Council Chambers

**7 Ambassadors Club Meeting**  
8 a.m., Chamber Conference Room

**SAVE Mixer**  
5-7 p.m.

39155 Liberty St., Ste. C310, Fremont, CA  
Phone: (510) 574-2250

SAVE (Shelters Against Violent Environments) is a nonprofit organization established to address the needs of people who experience violence in their families and home environments. At its mixer, SAVE will sponsor a sock drive, please bring a new pair of socks, any size, any color!

**9 Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room

**The Future of Education Public Policy Forum**

Registration at 11:45 a.m., Lunch and program at Noon, Marriott Hotel, 46100 Landing Pkwy.

Speakers Doug Gephardt, Superintendent, FUSD; Jeff Poe, President, Fremont Unified District Teachers Association; and Scott Plotkin, Executive Director, California School Boards Association will address California's education crisis and the direction of our educational system. For more information or to register visit [www.fremontbusiness.com](http://www.fremontbusiness.com) or call Billy Sandbrink at (510) 795-2244.

**12 Newsletter Deadline**

**13 Government Affairs Committee Meeting**  
7:30 a.m., Chamber Conference Room

**Fremont City Council Work Session**  
5:15 p.m., City Council Chambers

**14 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room

**Chamber's Holiday Mixer**  
5-7 p.m.

39488 Stevenson Pl., Ste. 100, Fremont  
Phone (510) 795-2244

Join the Fremont Chamber of Commerce to celebrate the holidays at one of the finest mixers of the year. It's our way of saying thank you to our members. A Toys-for-Tots barrel will be on hand so that we may spread our good cheer to those less fortunate. All donated gifts must be unwrapped. They'll be door prizes, plus a raffle for a sponsorship of the 2006 Festival of the Arts valued at \$5,000 with all proceeds donated to the Fremont Chamber of Commerce Dollars for Scholars Foundation.

**15 Leadership Fremont, Class of 2006 Session**  
8:30 a.m., Fremont Police Department

**19 Communications/Web Site Team Meeting**  
1:30 p.m., Chamber Conference Room

**20 Leadership Steering Committee Meeting**  
8 a.m., Chamber Conference Room

**Fremont City Council Work Session**  
Time TBD, City Council Chambers

**23 Christmas Holidays**  
Chamber Office Closed December 23 through Jan 3, 2006

# Welcome, New Members

## Automobile Renting

### AVIS

Roger Fritter, Agency Operator  
39025 State St.  
Fremont, CA 94538  
Phone: (510) 796-1308  
Fax: (510) 796-2635  
www.avis.com

## Banks

### Pan Pacific Bank

Nancy Lee, Chief Marketing Officer  
4706 Warm Springs Blvd.  
Fremont, CA 94539  
Phone: (510) 809-8888  
Fax: (510) 809-8889  
nlee@panpacificbank.com  
www.panpacificbank.com  
Pan Pacific Bank is a community bank serving the greater Alameda and Santa Clara Counties. We opened in July 2005 with a team of experienced banking professionals committed to providing personalized and

responsive bank services. We offer a full range of products and services reflecting the growing sophistication and complex needs of our business and individual clients.

## Banquet Facilities

### Century House and Gardens

Rashid Rashid, Owner  
37447 Fremont Blvd.  
Fremont, CA 94536  
Phone: (510) 796-0606  
arr18@aol.com  
www.centuryhouseandgardens.com  
The Century House and Gardens is ideal for special events or meetings. Our historic and elegant Gregorian building is located in the heart of Fremont's Centerville district. Its beautiful gardens are excellent for wedding ceremonies or company outings. Indoor capacity is 250, while outdoor is 450. It also offers a full bar, parking, and a diverse catering menu.

## Anniversaries

### 30+ Years

Fremont Hub Shopping Center

### 20+ Years

Fremont Adult School  
Signer Buick-Cadillac

### 10+ Years

Allied Waste Industries  
Bell, Faria & Bell, APC  
Coldwell Banker - Elaine Arnt  
Coldwell Banker - Faye Carlson  
Country Drive Care Center  
Fremont Express Courier Service  
Fremont Symphony Orchestra  
Karl G. Lum, Jr., DDS  
Mission Hills Travel-AMEX  
Our Lady of Guadalupe  
Prismatic Signs  
Sunol Valley Golf & Recreation Co.

### 5+ Years

Alameda County Fairgrounds  
Community Child Care  
Coordinating Council of Alameda County  
Elephant Bar Restaurant  
Express Personnel Services  
Far East National Bank  
Flash Electronics  
Heritage Bank East Bay (A Division of Heritage Bank of Commerce)  
Indo-American Community Federation  
Keith Webber Company  
La Quinta Inn & Suites Fremont  
Lab Vision  
Nitto Denko America, Inc.  
Nova Commercial Co., Inc.  
Ohlone College  
Entrepreneurial Programs

Congratulations to all our members who have reached these milestones

Ohlone College-Newark/Ohlone Center  
Plaza Real Partners, Ltd.  
Qualdeval International  
S.O.S. Human Resources Group  
Select Personnel Services  
Serra Residential Center  
Total Business Care  
W Silicon Valley  
Walsh's Chem-Dry

### 2+ Years

BPS Reprographic Services  
Fremont Education Foundation  
Joanne Louie Facility Management  
Keller-Williams Realty—Rusty Cowan  
Keller-Williams Realty—Sandy Wofford  
Mediation Services  
Pacific Contract Solutions  
Raymond F. Churchill, Attorney at Law  
Scott Design  
Stellar Academy for Dyslexics

### 1 Year

Ace Advertising Specialties & Business Printing  
Bikram Yoga Fremont  
Century 21 El Camino  
Coldwell Banker - Ginger Ikono  
Davis Computing Solutions  
First Thing Tomorrow  
HND Solutions Inc.  
Kitchen Tune-up  
Office Max  
RAFT - Resource Area For Teaching  
Scarlet Girl  
Stage 1 Community Theatre  
The UPS Store  
Woodbury Financial Services

## Concrete & Asphalt Removal

### American Bobkats

Joseph Terrasas, Owner  
38133 Miller Place  
Fremont, CA 94536  
Phone: (510) 376-0047  
American Bobkats is a complete tractor service with over 18 years of experience in the Bay Area. We specialize in all your tractor needs including grading, lot clearing, and asphalt and concrete removal. From start to finish we provide excellent customer service. Residential or commercial, big or small, at American Bobkats we do it all.

## Handyman Services

### Mr. Handyman

David Hearn, President  
40087 Mission Blvd.  
Fremont, CA 94539  
Phone: (510) 304-3380  
Fax: (510) 279-5659  
mrhandymanca@yahoo.com  
www.mrhandyman.com  
Mr. Handyman serves the busy homeowner by providing professional, insured, reliable, uniformed home repair technicians that can do everything on your "to do" list all in one visit! We arrive on-time, in well marked company vans, and get all your jobs done with a smile. Mr. Handyman is your reliable handyman.

## Investments/Securities/Stock Brokerage

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Fremont, CA 94539  
Phone: (510) 657-8776  
Fax: (888) 494-6291  
www.edwardjones.com

## Real Estate - Residential

### Century 21 Alpha

Karen List, Realtor  
1901 S. Bascom Ave., Ste. 500  
Campbell, CA 95008  
Fax: (408) 377-9943  
karenlist@mail.com  
www.karenlist.com

## Real Estate-Loans

### Golden State Financing

Faridooon Lodin, President/Broker  
37600 Central Court, Ste. 270  
Newark, CA 94560  
Phone: (510) 377-2008  
Fax: (510) 742-9100  
lodin555@aol.com  
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## Member News

### Homemade Gourmet is selected as one of America's Best Products

*Homemade Gourmet* will be part of a 13-part series, airing on National Television in December, called America's Best Products. The series airs on the Travel Channel and is being produced by Broken Sound Productions (BSP) out of Boca Raton, Florida. BSP is well known for producing Great Escapes as well as Modern Style. *Homemade Gourmet, Inc.* offers a complete line of meal planning solutions. The products offered by the company enable busy families to create nutritious meals in the comfort of their own homes. The company markets products through a network of independent distributors and is a member of the Direct Selling Association.

### IBA Lights Up the Holidays in Irvington

The Irvington Business Association will be holding its annual Holiday Celebration by lighting the Monument at the corner of Fremont Blvd. and Bay

St. on Saturday, December 10th from 5 - 7 p.m. Santa and Mrs. Claus will arrive by sleigh followed by pictures with Santa, Christmas carols, refreshments and a raffle. All are welcome to join in the fun and celebrate the holidays.

### Westlake Senior Living to be purchased by Merrill Gardens

*Westlake Senior Living* is among six existing retirement communities to be purchased by Merrill Gardens, the largest operator of senior housing in Washington. The change in ownership which will be completed by the end of 2005 will be a seamless transition to residents who currently enjoy a high quality of living at Westlake. Merrill Gardens will offer seniors an anytime dining program, a Connection program which teaches the use of email and the internet, and an innovative approach to senior fitness with individualized programs to improve overall health and healthful aging. Merrill Gardens is a recognized leader in senior hous-

## Restaurants

### Pizzeria SFO Bar & Grill

Chandru Gurnani, President  
39350 Paseo Padre Parkway  
Fremont, CA 94538  
Phone: (510) 574-0300  
Fax: (510) 574-0010  
cgurnani@sbcglobal.net  
www.sfo.com  
Handmade fresh daily! As our slogan says, our products are made fresh daily from scratch, using only the freshest products available. We serve a variety of pizzas, pastas, steaks and ribs, seafood, sandwiches, burgers, and salads. We guarantee to serve high-quality, great-tasting food to every guest. Best food around!

## Retail Sales

### The Toy Box

Erica Lozano, Owner  
37372 Niles Blvd.  
Fremont, CA 94536  
Phone: (510) 796-7050  
Fax: (510) 796-7051  
info@thetoyboxdowntown.com  
www.thetoyboxdowntown.com  
We are a unique specialty store where you will find a large variety of quality educational, classic and interactive toys to spark the imagination and stimulate the mind. We offer a wide variety of products and services for all ages and interests. Preview our store at www.thetoyboxdowntown.com

### Food Vendors Wanted for 2006 Alameda County Fair

The Alameda County Agricultural Fair has food concession locations available for potential concessionaires at the 2006 Fair. The 17-day fair will be held June 23rd through July 9th, 2006. The Fair Operation's Committee follows a published guidelines and criteria for the selection process. Careful consideration is given to concessionaire's background, gross sales, appearance of the food trailer, etc. Proposals must be submitted by January 16, 2006 and final selection will take place in February. To obtain a proposal packet, contact (925) 426-7506. Proposal information is also available at www.alamedacountyfair.com.

## Connection Clubs

### Meeting Dates, Times, Places

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

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

**Tuesday Noon**  
meets at 11:45 a.m.

**Fellini O's**  
3900 Newpark Mall Road, Ste. 101, Newark  
Chair: Stefanie Pavis, 510-252-4653  
Vice Chair: Tom Schmidt, 510-657-2501  
www.tuesdayconnectionclub.com

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am

**La Piñata Restaurant**  
39136 Paseo Padre Parkway, Fremont  
Chair: Dr. Joe Joly, 510-249-9037  
Co-Chair: TBD  
www.connect2succeed.com

**Fridays Women In Business**  
meets at 7:30 a.m.

**Best Western Garden Court Inn**  
5400 Mowry Ave., Fremont  
Chair: Sharon Scripiliti, 510-659-1212  
Vice: Harriett Whitney, 510-793-7405  
www.fremontwib.com

**Pro Source**  
meets at 11:30a.m. on 3rd Thursday

See website for location  
Chair: Kevin Dean, 510-687-9737  
Vice: Rich Hemmerling, 408-234-4394  
www.theprofessionalsource.com

**Wednesday Noon**  
meets at 12 noon

**La Piñata Restaurant -- NEW LOCATION**  
39136 Paseo Padre Parkway, Fremont  
Chair: Gordon Golletto, 510-827-7727  
Vice Chair: Staci Talan, 510-745-7445  
www.fremontreferrals.com

**Thursday AM**  
meets at 7:30 a.m.

**The Depot Cafe**  
37260 Fremont Blvd., Fremont  
Chair: Terri Landon, 510-796-8300  
Vice: Renee White, 510-440-1100  
www.thursdayAM.com

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 11:45 am

**Nouvelle Bistro**  
43543 Mission Blvd., Fremont  
Chair: Andrew Draeseke, 510-299-4968  
Vice Chair: Melinda Yee, 510-651-2448  
www.thursdayreferralsplus.com

**Friday AM Connection Club**  
meets at 7:15 a.m.

**The Depot Cafe, Fremont**  
37260 Fremont Blvd., Fremont  
Chair: Mark Buechler, 510-520-1922  
Vice: Jose Gonzalez, 510-894-0764  
www.fridayconnections.com

# Member Benefit: SCORE

Running your own business can be difficult and it's not unusual for a small business owner to need advice and counseling from time to time. Small business owners benefit from numerous perspectives. And, an effective leader takes insights from many sources to distill the ideas, insights and advice into what's right for his or her business.

Service Corps of Retired Executives, otherwise known as SCORE, is the premiere small business counseling and advice organization in the United States. SCORE is a nonprofit, charitable organization composed of 11,500 volunteer business mentors both working and retired who counsel businesses from nearly 400 counseling offices throughout the country.

SCORE business counselors volunteer their time as confidential and impartial advisors that you can turn to for business mentoring. A SCORE business counselor can help you think

through business challenges and opportunities. SCORE advisors can assemble a counseling team with experts from different disciplines to help you get advice on topics from finance and marketing to operations.

And, SCORE can sit down with "you the business owner" to talk about the advice you receive from several of your trusted sources, to help you make sense of how the advice applies to your unique business circumstances. SCORE counselors listen to you and serve as a sounding board to give "you the business owner" a support system that helps you lead your company.

You can meet with SCORE once or on an ongoing basis. If you have a simple business question or just want an explanation of how a cash flow statement works, SCORE can provide you with answers. However, you can really get optimum benefits from SCORE when you set up a series of meetings to talk about a business prob-

lem or opportunity.

In addition, SCORE's web site (www.score.org) has a wealth of information and hotlinks to help entrepreneurs. SCORE also offers business counseling through the web site. The online service is called Email Counseling. You can visit the web site and go to Email Counseling. Then, just enter keywords about a business topic or problem and our online skills database will retrieve mini-resumes of our counselors. You pick the counselor that you think is a good match and email your question. It's as simple as that.

Interested in more information? SCORE counseling sessions are on an appointment basis. Counselors will meet with you at the Fremont Chamber of Commerce office on Monday and you may make an appointment by calling (510) 795-2244; for other East Bay locations and days call the SCORE Chapter office (510) 273-6611.

## Is your business plan in place?

Schedule an appointment with Gene Page by calling 510-795-224. Gene is available for your small business counseling needs.

Available times:  
Mondays from 9 a.m. to 1 p.m.



**FREMONT SYMPHONY ORCHESTRA**

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Proudly present Fremont's *FIRST* full-length production of Tchaikovsky's

## NUTCRACKER BALLET

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Yoko's Dance and Performing Arts Academy and guest artists

**Friday, December 2 at 8 pm**  
**Saturday, December 3 at 8 pm**  
**Sunday, December 4 at 2 pm**

The Fremont Symphony Guild has organized a special *Sugar Plum Party* following the Sunday matinee performance with holiday treats and photo op with costumed dancers.

Concert tickets: \$15 children/students, \$25 adults  
*Sugar Plum Party* tickets: \$5

To order tickets, visit  
[www.fremontsymphony.org](http://www.fremontsymphony.org)  
or call (510) 794-1659

## Doing Business Over Lunch

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



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



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



**Pearl's Cafe**  
4096 Bay St.  
Fremont (510) 490-2190  
**Lunch (Mon-Fr): 11:30 am - 5 pm**  
**Dinner (Mon-Sat): after 5 pm**  
**NEW! Longer lunch hours**



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



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



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



**zpizza**

46703 Mission Blvd.  
Fremont  
**(510) 360-9900**  
Sun-Thur: 11 am - 9 pm  
Fri-Sat: 11 am - 9:30 pm

# Online Fraud—

from page 1

victims' accounts through legitimate company websites.

## Tips for safeguarding your business

- 1. Install spam filters and pop-up blockers.** Cutting down on the amount of unsolicited traffic that comes into your office through the Internet is a good way to limit your exposure to fraud.
- 2. Use a financial services provider that safeguards your accounts.** Most financial providers say that they're committed to account security—but only a few are working to keep up with the latest trends in fraud prevention.

Two-way, two-factor authentication is the latest in online security technology, through which your financial institution first authenticates you by identifying your user name and password; identifies you through your registered computer, and issues you challenge questions if you're logging in through an unregistered computer. Once you've logged onto the site, you'll know that it's not spoofed by looking for the unique welcome phrase and unique security image that you selected when you registered for online banking.

**3. Educate yourself and your staff.** If you're working with a bank or credit union that offers the latest in online security (like the two-way, two-factor

authentication system mentioned above), chances are that it will also provide a wealth of information about online security as well. Take a look at your financial institution's website for educational articles that you can share with your staff to ensure your company doesn't fall prey to scammers.

*With over \$1 billion in assets and 40 years' experience, industry leader Technology Credit Union is known for its financial expertise, lending power, superior online security, and responsive service. For more information, visit [www.techcu.com](http://www.techcu.com).*

# Search Engines—

from page 1

- titles, keyphrases, and descriptions along with headers, alternate tags, incoming links, and even the frequency of page updates, and the age of the URL. Spiders will only review pages they can find, so internally linking pages is important.

Information is updated on a cyclical basis - frequently for popular sites like CNN.com to every six weeks for the average website.

## Web Page Optimization

You can start to "optimize" your site for search engines by focusing on the phrases that your prospects would use to find your products or services. This helps the spider understand your page versus the others it checks.

Trying to optimize for the keyphrase "Mexican travel", there are over 20 million web pages competing for the top spots! Optimization will take lots of money and time, if it is possible at all. Try optimizing for "affordable Mexican travel services in Fre-

mont Ca" instead and compete against "only" 166,000 pages. Determine relevant keyphrases for your business and research the number of searches performed on those phrases. Focus on phrases with adequate traffic and low competition.

Optimized pages can take several months to get listed, but the investment can pay back for a long time.

## Get Listed in Minutes!

Search engines offer an alternative way to get listed in top spots even for highly competitive phrases using a method called "Pay Per Click". Areas of search engine pages contain ads which look like organic results. Prices are determined by auction for position. Advertisers paying more per click can receive higher placement, but are charged only if someone clicks the ad.

Clicks cost as low as five cents to one hundred dollars or more based on the value to advertisers. Reach local, regional, national and international

prospects.

Select the right keyphrases, create quality ads and focus on creating quality "landing pages". Response rates increase dramatically with landing pages closely related to search phrases. Budgets are managed on a daily basis and campaigns can be stopped immediately.

Search Engine Optimization and Pay Per Click offer different opportunities on the web. Implemented properly, a company can dramatically increase their website traffic and turn searchers into customers.

*Kevin Dean is an Internet Business Consultant with WSI Internet Consulting. WSI Internet Consulting provides businesses with internet solutions to fully realize the advantages and the power of the internet. Learn to harness your internet power by contacting Kevin Dean, WSI Internet Consulting at (510) 687-9437, email [kdean@WSINetAdvantage.com](mailto:kdean@WSINetAdvantage.com), or visit [www.WSINetAdvantage.com](http://www.WSINetAdvantage.com).*

# Assisting Seniors—

from page 2

needs to be changed.

**3. Determine what services are available in your community** - Talk with your local social service agencies or community organizations such as City of Fremont's Human Services or Family Caregiver Alliance. It's important to weigh all of your options when it comes to providing the best care for your family member.

**4. Make minor adjustments in their lifestyle** - It may be necessary to bring in outside help to provide companionship and to assist with daily activities such as meal preparation, light housekeeping, trips to doctor's appointments, etc. These precautions and changes can be done while allowing your loved one to stay in the comfort of their own home. But be cautious about hiring independent caregivers - you or your parent will be responsible for paying payroll taxes, worker's compensation insurance, as well as screening and hiring the caregiver. Many reputable companies now exist that carefully screen their caregivers, handle all of the employment issues, provide on-going training, as well as taking care of bonding and insurance.

**5. Use this time to plan ahead for unforeseen events** - This is good

advice for everyone, not just seniors! Take this time to establish advanced directives including establishing a power of attorney, will, living will, etc. There is no such thing as being too prepared.

Remember, the holiday season is a time for family, togetherness and establishing lifelong memories. By taking the time to address these issues before they reach the crisis stage, your family will have the much-needed sense of security, comfort and hopefully the ability to create new memories with your aging loved ones for many years to come!

*Comfort Keepers provides guidance and assistance to families throughout the Bay Area, as well as offers companionship and other non-medical services for aging adults, new mothers and others needing assistance. In-home services include companionship, meal preparation, light housekeeping, grocery shopping, transportation and more. If you are in need of assistance or are interested in learning more about Comfort Keepers, please call (510) 790-9555 or (925) 469-9555 or visit [www.comfortkeepers.com](http://www.comfortkeepers.com).*

# 15 Month Oct 2005 thru Dec 2006 Firefighter Community Calendar

Featuring Firefighters from Fremont, Newark, and Union City, California

Our bravest heroes are captured in a variety of photos depicting their work and involvement in the community. The calendar is a celebration of the firefighter's dedication to the safety and well being of our community. A portion of the proceeds from the sale of this calendar will go to the Alisa Ann Ruch Burn Foundation.

**\$18 per calendar.** Call 795-2244 or visit [www.fremontbusiness.com](http://www.fremontbusiness.com) to order your calendar

Each month features community events around the Tri-City Area (Fremont, Newark, Union City) along with event contact info.

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# New Tax Incentives for You and Your Business

by Holly L. Ito CPA

H&R Block Tax & Business Services

As you probably have heard, Congress recently passed the *Energy Tax Incentives Act of 2005*. This legislation provides more than \$14 billion in tax breaks, primarily for businesses in the energy sector. Many of the incentives are targeted at improving the national power grid to prevent major blackouts like those in the Northeast and Midwest two years ago.

But the Act also provides some incentives for individuals and businesses to make certain energy conservation or alternative energy expenditures. While these credits and deductions may not net you a significant tax break, you should consider them if you - or your business - are planning energy-efficient improvements or purchases, and want to save money while doing your part for the environment.

## Individuals

*Credit for energy-efficient purchases for existing homes.* A new 10% credit is available for energy-efficient

improvements and property purchases for a principal residence. This credit applies to qualifying energy-efficient items such as insulation, exterior windows, skylights and doors placed in service in 2006 or 2007. It also applies to the purchase price of home energy equipment including circulating fans, hot water boilers, heat pumps, central air conditioners, and natural gas, propane or oil furnaces. The credit is sub-



Adding energy generating devices, like this solar panel, will earn you a tax credit.

ject to an overall \$500 limit- for both years combined. Within that cap, there are also category limits:

- \$200 for windows, skylights and doors,
- \$50 for fans,

- \$150 for furnaces and boilers, and
- \$300 for heat pumps and air conditioners.

*Credit for energy-generating or storage property.* Homeowners can qualify for a 30% tax credit by installing a solar hot water heater, electricity-generating solar equipment or a fuel cell. The maximum credit is \$2,000 for the solar equipment and \$500 for each 0.5 kilowatt of fuel cell capacity. This credit is available for property placed in service in 2006 or 2007 - but not for equipment used to heat swimming pools and hot tubs.

## Businesses

*Credits for energy-generating or storage property.* Businesses are eligible for several credits ranging from 10% to 30% for purchase of qualifying solar energy property and for fuel cell and microturbine power plants placed in service in 2006 and 2007.

*Credits for energy-efficient new homes.* Contractors are eligible for a credit of \$2,000 per home for new construction that meets a 50% energy efficiency standard, is located in the U.S. and is sold in 2006 or 2007. The Act also provides a \$1,000 credit for manufactured homes that meet a 30% energy-efficiency

standard.

*Energy-efficient commercial building deduction.* A deduction, based on a square-footage calculation, is available for the cost of major energy-saving improvements to commercial buildings in 2006 or 2007.

These latest acts come on the heels of several other major tax acts over the past few years. Plus, Congress will be back in session after Labor Day - and back to work on a variety of additional tax, tax reform and social security reform legislation. So, more tax law changes may occur soon.

Holly L. Ito CPA with H&R Block Tax & Business Services in Fremont offers this information to help you understand how the Act may affect you and how you might take advantage of it to reduce your tax liability. Please send us an e-mail at [hito@hrblock.com](mailto:hito@hrblock.com) or call us at 510-793-2130 or (800 933 1839) and let us know how we can help you take full advantage of these tax law changes. We look forward to working with you to keep more of your money where it belongs—the government's but in your pocket.

**Elise Balgley**

Attorney at Law

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## Free E-file Service For Sales And Use Tax

The State Board of Equalization (BOE) recently announced that it will offer free electronic filing or "BOE-File" service for eligible taxpayers' sales and use tax returns on BOE website. This will provide taxpayers a fast and convenient method to easily file sales and use tax returns.

"This innovation is part of our continued effort to offer taxpayers free electronic services," said John Chiang, Chairman of the State Board of Equalization.

Single-outlet retail taxpayer accounts, including temporary accounts, are eligible to E-File forms BOE-401-EZ and BOE-401-A with Schedule A and T only. Taxpayers who are required to remit payment via Electronic Fund Transfer (EFT) are not currently eligible.

The BOE has offered electronic filing of sales and use tax returns since 2001 through a partnership with third party service providers for fees ranging from \$4.95 to \$9.95. Nearly 2,000

returns were filed the first year, and the number of electronic filers has increased annually. Over 16,600 returns were e-filed in the last fiscal year.

The BOE plans to provide additional electronic services in the future. More information on the free service is available by clicking "E-file" on the BOE website at [www.boe.ca.gov](http://www.boe.ca.gov).

The five-member Board of Equalization is a publicly elected tax board. The Board collects more than \$44 billion annually in taxes and fees support-

ing state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and plays a significant role in the assessment and administration of property taxes.

For more information regarding the State Board of Equalization, visit [www.boe.ca.gov](http://www.boe.ca.gov).



**Your ad could be here**

Don't miss out on a great opportunity to grow your business and make the most of the *Fremont Business Review*. The *Fremont Business Review* is distributed to over 2,500 business decision makers in the Tri-Cities. Advertise in the *Fremont Business Review* by calling today!

**Call (510) 795-2244, ext 105 for details**

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We specialize in year-round:

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- Tax Planning for Business, Corporation or Estates
- Tax Preparation, Bookkeeping & Accounting
- Tax Strategy Workshops

Contact: Allan Huty  
**510.791.8962**

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Preparing Taxpayers, Not Just Forms



# FCCTV:

**Fremont Chamber of Commerce Television**

## Technology

*Uncovering Computer Mysteries*

Technology, it can either be your best friend or worst enemy. But with careful assessment of your needs, proper planning, adequate research and some helpful advice, technology can be just the tool to organize your home or the catalyst for business success. During December's FCCTV "Technology: Uncovering Computer Mysteries". KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce

television show (FCCTV) interviews Andrew Draeseke, owner of DCNS Computer & Networking Services. Andrew offers tips for assessing your computer needs before heading off to purchase software or hardware. Common sense advice is also given to help protect your identity when purchasing products online, as well as protecting your children from online predators.

## FCCTV Times & Channels

**Fremont-**  
Ch 29 Mon 8:30 p.m.  
Ch 26 Mon 7:30 p.m.

**Newark-**  
Ch 27 Fri 5 p.m.

**Alameda-**  
Ch 28 Sat 3:30 p.m.  
Sun 8:30 p.m.

**Union City-**  
Ch 15 Thu 10 p.m.  
Sat 3:30 p.m.  
Sun 8:30 p.m.

**Hayward, San Leandro, San Lorenzo and Castro Valley-**

Ch 28 Thu 10 p.m.  
Sat 3:30 p.m.  
Sun 8:30 p.m.

**FCCTV is shown in over 646,000 households! Would you like to be a guest? Call KK Kaneshiro at 510-795-2244, ext. 103. Fremont Chamber of Commerce Television (FCCTV) highlights Fremont Chamber of Commerce members**

## Top of the Week REPORT

*Linking the Business Community*

The Top of the Week Report is a weekly digest of important Chamber events, local news, government updates, and Fremont's companies making news. Just send an email message to [nbatalao@fremontbusiness.com](mailto:nbatalao@fremontbusiness.com), with "SUBSCRIBE" (all caps, no quotes) in the subject line. You will receive a confirmation notice immediately and instructions for unsubscribing.

**Linking the Business Community**

### Are you linked?

Members are linked to our online business directory at [fremontbusiness.com](http://fremontbusiness.com). Make sure you update your link info: [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)



### Submit an article

Would you like to submit an article or become a guest editor? Contact Cindy Bonior to learn more about the guest editor program. 510-795-2244, ext 106

## Election Results—

from page 1

spective, but what is also morally and ethically sound."

Here is a summary of how the election went for the Fremont Chamber:

**Proposition 74 - Teacher Tenure**  
Chamber position: NO  
Actual result: NO (55.1% to 44.9%)

**Proposition 75 - Public Employee Union Dues**  
Chamber position: YES  
Actual result: NO (53.4% to 44.6%)

**Proposition 76 - Live within Our Means Budget Act**  
Chamber position: NO  
Actual result: NO (62.2% to 37.8%)

**Proposition 77 - Redistricting**  
Chamber position: YES  
Actual result: NO (59.6% to 40.4%)

**Proposition 78 - Prescription drug program - Drug manufacturer supported**  
Chamber position: YES  
Actual result: NO (58.6% to 41.4%)

**Proposition 79 - Prescription drug program - Consumer group supported**  
Chamber position: NO  
Actual result: NO (60.9% to 39.1%)

**Proposition 80: Electricity regulation**  
Chamber position: NO  
Actual result: NO (65.6% to 34.4%)

For official elections results on all statewide results for the Special Election, visit <http://vote2005.ss.ca.gov/Returns/prop/00.htm>.

**Legislative Priority Update:** Board approves *Legislative Priority: Education*

At the November 10, 2005 Board of Directors meeting, the Board unanimously voted to approve the latest Legislative Priority established by the *Fremont Chamber: Legislative Priority: Education*.

Nina Moore "I am proud of the Chamber's position in *Legislative Priority: Education*. It really demonstrates the Chamber's commitment to educating our children for tomorrow's workforce and tomorrow's world" said Nina Moore, director and member of the Government Affairs Committee. "With this position established, the Fremont Chamber has put itself in a position

to be involved and an effective partner in the educational community."

The highlights of *Legislative Priority: Education* include emphasis on workforce preparation, so today's students are prepared to enter tomorrow's workforce and enjoy success. In stressing workforce preparation, the Chamber noted the importance of hands-on training and real world experience, curriculum that is reflective of the economy, the development of partnerships between the educational system and businesses, and the development of the complete student.

To read *Legislative Priority: Education*, visit the Fremont Chamber's website at [fremontbusiness.com](http://fremontbusiness.com) and click on the "*Legislative Priority: Education*".

### Do you want to be an Ambassador?

Ambassadors attend Mixers, help out at Ribbon Cuttings, mentor new Chamber members and get to wear cool burgundy jackets!

Call KK Kaneshiro today!  
510/795.2244, ext.101  
[kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com)

# Annual Holiday Mixer

Wednesday

December 14, 2005

5:00—7:00 p.m.

Fremont Chamber of Commerce  
39488 Stevenson Place, Ste. 100  
(510) 795-2244

Help us make this a merrier Holiday for our community's less fortunate children, please bring a new, unwrapped toy to contribute to the Toys for Tots Drive. Also featuring: The Chamber Holiday Mixer Raffle. Enter the raffle to win a sponsorship package for the 2006 Fremont Festival of the Arts, a \$5,000 value. Raffle tickets are \$5 each for \$40 for ten tickets. Raffle proceeds to benefit Fremont Chamber of Commerce Dollars for Scholars Foundation

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