

**Solar Daylighting & Attic Fans** +

Save \$ and benefit indoor environment, p. 8

**Fremont Symphony Orchestra** +

Member Spotlight, p. 5

**Jewelry, The Ultimate Gift** +

An interview with Nader Ayad, p. 7

VOLUME 11,  
NUMBER 5

## Plugged In?

December  
2010

A Wish For Our Members	2
New Member Services	2
Calendar of Events	3
WHHS Wins Award	4
New Members/Anniversaries	4
Connection Clubs	5
Fremont Symphony	5
EMRs Offer Value	5
Member News	6
Jewelry: The Ultimate Gift	7
SCORE Success Stories	7
Slash Paper Costs	8
Solar Daylighting Systems	8

### Using Scanners and Shredders: Reduce Storage, Safeguard Records



by Raymond Young, CPA

In our offices, we started to use scanning technology because papers were overflowing all over the place, and it sometimes took us over an hour to find what we needed. Does this sound like your office?

We first started scanning around the year 2000, using fairly expensive SCSI scanners. Very slowly technology started getting better, and along the way we've learned a few things. This article is intended to share our experience and our benefits with you, including how to get rid of (almost) all the overflow in your file cabinets and how

to save yourself from a disastrous IRS audit!

#### PAPER SAVINGS AND OFFICE RENT SAVINGS

We've reduced at least 5,000 to 10,000 pages a month simply by not printing our copies of tax returns and instead making pdf copies. Instead of having an estimated 80 fully-filled 26-inch file cabinets, we now have 28 mostly-empty 26-inch file cabinets

—Scan and Shred  
page 4

**Read All about It!**  
New Member Services!

*nuAlerts*  
*The Chamber Link*  
*SuperAgent*

—See article by KK Kaneshiro on page 2



by Anita Daver

Roadrunner Mailing Service

Direct mail is still the most effective way of reaching your target audience. Reaching customers is an everyday challenge for marketers. Pundits suggest using all or most of the available marketing channels to be most effective and to ensure that your message reaches the full spectrum of your target market. Conventional methods like advertising and billboards are expensive, and while modern channels such as emails and social media are evolving, email filters make them ineffective a lot of the time.

### Direct Mailing: Time Tested Tool for Marketing

The key to an effective mailing campaign is repetition. The mail should not be a one-time event. It should be repeated with a certain frequency and on occasions that are related to your business. For example, a tax preparer would start mailing right before people receive their W2 forms and then would repeat during tax season.

Computers and the latest technology make direct mailing easier and cost effective. The most important aspects of your direct mailing campaign are your mail pieces, like the postcard, and your mailing list.

**An effective mail piece:** The mail piece must be eye-catching and appealing to your audience. The reason for doing business with you should be clear. Discounts and sales are among the most common offers because they immediately steer business your way

that might otherwise go to your competitors. A great technique is offering a pre-sale discount to customers on your mailing list. This is a very effective tool to retain your existing customers. If your business thrives on repeat customers, a well-timed reminder is as much customer service as it is a traffic builder. A dentist, for instance, can remind patients about teeth-cleaning and offer some discounts on other services. Professionals seeking new customers can offer anything from a free consultation to a get-acquainted cup of coffee. Anything that might get the attention and interest of a prospect can do the trick.

**The most important technology tip:** Do track how people have heard about you in your mailing list data-

—Direct Mail  
page 7

### Technological Advances Reduce Fremont's Energy Usage: Good for the Air and Good for Taxpayers!



by Dan Schoenholz  
City of Fremont

The City of Fremont is aggressively working to reduce its energy consumption as a way to reduce both costs and greenhouse gas emissions. Thanks to a variety of technological advances in recent years, energy conservation is easier and requires fewer compromises than ever before.

One example is fluorescent lighting, which has improved dramatically in both quality and efficiency. When the City retrofitted the Development Services Center on Liberty St., we were able to reduce the number of lamps by almost half because newer lamps produced so much more light. The City invested about \$15,000 (after rebates), with a resulting energy savings of about \$20,000/year thanks to this improved technology.

Light Emitting Diode (LED) technology has also advanced dramatically, providing options that didn't exist even a few years ago. Because of their long life compared to standard High Pressure Sodium bulbs, LEDs are particu-

—Technology  
page 6

To subscribe,  
Call (510) 795-2244

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

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

PSRST STD  
U.S. POSTAGE  
**PAID**  
FREMONT, CA  
Permit No. 8



**Board of Directors  
2010 – 2011**

*Chairperson of the Board*  
Joseph Joly.....Joly Chiropractic

*Immediate Past Chairperson*  
George Duarte.....Horizon Financial

*Chair-Elect*  
Tina Nunez.....Washington Hospital

*Vice Chairs*  
Elise Balgley.....Bernard, Balgley & Bonaccorsi  
Dirk Lorenz.....Fremont Flowers  
Douglas Rich.....Amgen  
Brendon Whateley.....Dark Indigo, Inc.  
Sister Karen Elizabeth  
Zavitz.....Dominican Sisters of  
Mission San Jose

*Directors*  
Bobbie Armor.....Armor & Associates  
Walt Birkedahl.....Ohlone College  
Matt Dickstein.....Attorney at Law  
Andrew Draeseke.....DCNS Computer  
Art Guzman.....La Piñata Restaurant  
Tom Handley.....Union Sanitary District  
Saki Kavouniaris.....Spin a Yarn  
Terri Landon.....BJ Travel Center  
Richard Li.....East West Bank  
Cyndy Mozzetti.....Mozzetti Trucking, Inc.  
Eric Ng.....Sunbelt Business Brokers  
Mark Robson.....Santa Clara Development  
Raj Salwan.....American Animal Care Center  
Jan Vincent.....JVA Business Services

**Staff**

Cindy Bonior, President & CEO,  
510-795-2244, ext. 106,  
cbonior@fremontbusiness.com

Nina Moore, Dir. Gov't & Comm Affairs,  
510-795-2244, ext. 107,  
nmoore@fremontbusiness.com

KK Kaneshiro, Dir. Member Services,  
510-795-2244, ext. 103,  
kkaneshiro@fremontbusiness.com

Napoleon Batalao, Webmaster, Layout Editor,  
510-795-2244, ext. 102,  
nbatalao@fremontbusiness.com

**Fremont Business Review**

Published monthly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: [www.fremontbusiness.com](http://www.fremontbusiness.com). email: [fmtrcc@fremontbusiness.com](mailto:fmtrcc@fremontbusiness.com)

**Printed using soy ink**

**Top  
of the  
Week  
REPORT**

*Linking the Business Community*  
Up to date business and community news for Fremont

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

Read the latest issue online at  
[www.fremontbusiness.com/  
newsToTWcurrent.htm](http://www.fremontbusiness.com/newsToTWcurrent.htm)

# A Wish for our Members...

The last few years have been a bumpy road to say the least. We are thankful for the many blessings we have, but also mindful of the difficulties that we have endured.

Thinking back over the year, we are humbled by the generous spirit you, our mem-

bers, have shown towards our community's non-profits in your donation of time, money and talent; we are encouraged by your perseverance and creativity in finding ways to navigate the difficult economic terrain; and we are proud that you have chosen the Fremont Chamber of Commerce

as a partner in your success.

We thank you for allowing us to share in your challenges and your triumphs, but most of all, we thank you for being a part of our Chamber. We wish for you happiness, good health, and prosperity in the years ahead.



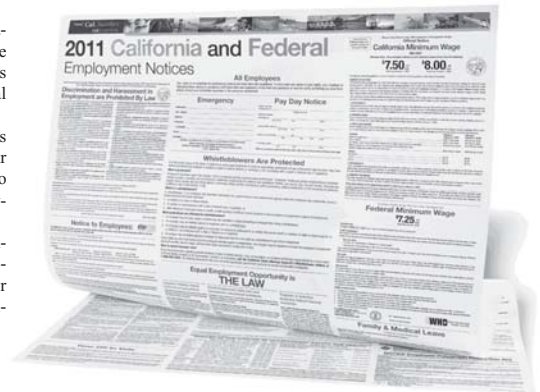
## 2011 California and Federal Employment Poster

Today more than ever, California businesses face increasing regulations in order to comply with labor laws. Whether you have one employee or 1,000, California businesses are required to post employment notices in a central location. Failure to display all required State and Federal posters can lead to fines of up to \$17,000.

January is the legal deadline for posting all 16 employment notices for 2011. Getting in compliance is easy and inexpensive: through our partnership with the California Chamber of Commerce, we are able to provide you with a single poster that combines all the required employment notices.

**2011 California and Federal Employment Poster:** ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Spanish. Member price \$30 (non-laminated); \$45 (laminated). Non-members \$60 (non-laminated); \$90 (laminated).

To order, call (510) 795-2244 or visit [www.fremontbusiness.com](http://www.fremontbusiness.com).



## Fremont Chamber Intros New Tech-Based Member Services

**by KK Kaneshiro**  
*Fremont Chamber of Commerce*

It seems like 2010 has flown by, and 2011 is fast approaching. Are you ready for the New Year? What are your New Year's business resolutions? Do you plan to integrate social networking into your marketing plans? Do you need an unbiased resource to inform you about the best ways to spend your healthcare insurance dollars? Or do you want to network more? The Fremont Chamber is launching new services to help meet your 2011 business goals.

The first service can help you with your business' social networking efforts. As we all are aware, it is critical that businesses take advantage of the social networking world, but the sheer number of these networking sites makes the task overwhelming. Through its partnership with **nuAlerts**, the Fremont Chamber is helping members minimize that task -- and at no cost. **nuAlerts** is the new way for Chamber members to promote them-

selves; with one click you can send your marketing message via email, Facebook, Twitter, text messaging, etc. It is a simple, easy-to-use online service that helps you get the word out to your community. You can post alerts about your upcoming events, news, promotions, tips, and discounts to get the word out everywhere. And you



Karen Kaneshiro  
Director of Member Services

will be able to post your alerts anytime and have them immediately visible to everyone. Driving business to your establishment couldn't be any easier. To learn how to access this free service, please contact Reena Jadhav from **nuAlerts** at [kreena@nualerts.com](mailto:kreena@nualerts.com) or contact KK Kaneshiro at [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com) for more information.

Everyone wants to know that their business offers the right healthcare plan at the right price. But understanding the effects of deductibles, co-pays, maximum out-of-pocket limits and co-insurance are real obstacles. That's where the Chamber's second new service shines. Introducing **SuperAgent!** No more guesswork. **SuperAgent** cuts through the clutter to show you side-by-side comparisons of plans from all eight major California carriers. **SuperAgent** is the first

comparative analytic tool that helps you select the best healthcare insurance plans while saving you money. **SuperAgent** compares over 300 plans in less than 20 seconds and presents plan analysis charts and graphs for easy selection of the best plans for your company. Many healthcare plans are in the midst of asking businesses to renew or have open enrollment periods, and this is the time to research whether the medical plan you currently have is still viable for your company and your budget. To learn how to access this free service, please contact Greg Walker from **SuperAgent** at [greg@superagent.com](mailto:greg@superagent.com) or contact KK Kaneshiro at [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com) for more information.

Our third new service to help you expand your networking is **The Chamber Link**. It is a service that posts chambers' events by county. The heart and soul of **The Chamber Link** is the county-wide calendar. Chambers' mixers and special events are promoted to Chamber of Commerce members throughout the county. This will give chamber events more exposure and attract highly active chamber members from neighboring chambers to join us. To learn how to access this service, please contact KK Kaneshiro at [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com).

The Fremont Chamber is excited to launch these new services and hopes they will be helpful in your 2011 success!

## Connect to the Fremont Chamber

Follow us on Twitter and become a fan on Facebook!

### Twitter:

<http://twitter.com/FremontBusiness>  
<http://twitter.com/FremontFestival>

### Facebook:

<http://www.facebook.com/FremontBusiness>  
<http://www.facebook.co/FremontFestival>



## Shop Fremont!



Visit [www.shopfremont.biz](http://www.shopfremont.biz)

### Got News? Let us know!

The Fremont Chamber will post appropriate business related news for Fremont Chamber of Commerce members.

Send articles, photos and press releases to Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

### The Chamber is Open for Business!

Do you have any coupons that you would like to share? Members can post their PDF files to our Open for Business section on the home page of [www.fremontbusiness.com](http://www.fremontbusiness.com). Send an email to [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com). We post them under the following sections: Shopping and Dining coupons, Member to Member discounts, Special Announcements, Job and Volunteer Opportunities, Events

# Chamber Calendar of Events

## December 2010

- 1 **Ambassador Meeting**  
8 a.m., Chamber Conference Room
- Mission Pass Towing & Transport Mixer**  
5-7 p.m.  
5530 Boscell Cmn., Fremont  
Phone: (510) 651-6110  
Mission Pass Towing & Transport offers emergency roadside service and towing for Fremont Police and CHP storage. Mission Pass Towing & Transport has served the city of Fremont and its citizens for over 34 years, actively supporting the community! They strive to provide the best possible service in the towing and storage of vehicles.
- 7 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 8 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Holiday Mixer at Fremont Chamber of Commerce**  
5-7 p.m.  
39488 Stevenson Pl., Ste 100, Fremont  
Phone: (510) 795-2244  
Please join us to celebrate the holiday with good food, good friends, and good times. Please bring a new, unwrapped toy for our annual "Toys for Tots" drive and help every child in the Tri-Cities have a wonderful holiday!
- 9 **Membership Committee Meeting**  
Noon, Chamber Conference Room
- 10 **Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- Last day to bring toys for the Toys for Tots drive**  
Drop off new and unwrapped toys to Chamber offices through Dec 10. All toys remain in the Tri-Cities.
- 13 **Finance Committee Meeting**  
8:30 a.m., Washington West Ambulatory Care Conference Room
- 14 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 16 **Leadership Fremont Class**  
8:30 a.m. - 5 p.m., Family Resource Center
- 17 **Leadership Fremont Steering Committee Meeting**  
8:30 a.m., Chamber Conference Room
- 24-
- 31 **Chamber office closed for the holidays - Reopens January 3, 2011**

## Happy Holidays!

Visit our online events calendar at [www.fremontbusiness.com](http://www.fremontbusiness.com)

## January 2011

- 4 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 5 **Ambassador Meeting**  
8 a.m., Chamber Conference Room
- 6 **Business Building Forums**  
Chamber Conference Room  
Check Schedule at [www.fremontbusiness.com](http://www.fremontbusiness.com).
- 11 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 12 **Club Sport of Fremont Mixer**  
5-7 p.m.  
46650 Landing Parkway, Fremont  
Phone: (510) 226-8500  
Club Sport is a full service sports and fitness resort serving the greater tri-cities area. Take your pick - whether it's tennis, swimming, basketball, group fitness, or Pilates - chances are our Fremont fitness resort has the perfect activity for you. Of course, you can also choose to relax and rejuvenate lying by the pool or with a refreshing spa treatment. Find out more about ClubSport Fremont and experience the fitness resort difference.
- 13 **Leadership Fremont Class**  
8:30 a.m. - 5 p.m., Ohlone College
- 14 **Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 18 **Fremont City Council Work Session**  
Time TBA, City Council Chambers
- 19 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Finance Committee Meeting**  
8:30 a.m., Washington West Ambulatory Care Conference Room
- 25 **Leadership Fremont Steering Committee Meeting**  
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 26 **Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Fremont Rotary Mixer at Spin-A-Yarn Restaurant**  
5-7 p.m.  
Spin-A-Yarn Restaurant, 45915 Warm Springs Blvd., Fremont  
Phone: (510) 656-9141  
As is true of Rotarians worldwide, Fremont Rotary Club members are volunteers who support local, regional, and international activities that improve lives and communities under the motto "Service above Self." Fremont Rotary Club members are business, professional, and community leaders who meet regularly to plan and implement community service activities, network with other professionals, and have fun. The Fremont Rotary Club meets Wednesdays for lunch at Spin-A-Yarn.
- 27 **Membership Committee Meeting**  
Noon, Chamber Conference Room

## Community Calendar

The Chamber also lists community events! Visit [www.fremontbusiness.com/commCalendar.htm](http://www.fremontbusiness.com/commCalendar.htm) for the latest community oriented events in Fremont and the Tri-Cities area. Got an event? email Nina Moore at [moore@fremontbusiness.com](mailto:moore@fremontbusiness.com) Look at our RSS feed: <http://tinyurl.com/6cgdow>



## Washington Hospital Wins StopWaste Award: First Class Care for People and the Environment!

by Rachel Balsley, StopWaste  
Business Partnership

Washington Hospital Healthcare System (WHHS) in Fremont is the largest employer among this year's StopWaste Business Efficiency Award winners. At an award ceremony on November 4, twelve Alameda County companies and organizations were recognized for their outstanding efforts in improving their environmental performance and business efficiency.

"We recognize the critical link between the health of each individual and the health of the environment," said Paul Kelley, Director of Biomedical Engineering and Green Initiative at Washington Hospital. "That's why we are committed to environmentally responsible practices and are taking the lead to promote a healthier community."

Kelley has chaired WHHS's "Green Team" Committee since August 2008. Since the committee's formation, the Hospital has implemented a wide range of waste reduction measures, including a facility-wide recycling and compostables collection program. To prevent waste, they have replaced plastic foam food service ware and other disposable products in their cafeteria with recyclable and compostable ware. Working with their suppliers, the hospital has switched from cardboard boxes to reusable totes for produce deliveries to the cafeteria, reducing cardboard waste.

While many of the waste reduction programs implemented by the Green Team could work for companies and organizations in any field, some are specific to the health care industry. For example, WHHS set up a take-back program for the public, allowing people to drop off unwanted or un-used medications for safe disposal. This program collected two tons of medications in 2009. The hospital also replaced disposable plastic containers for used syringes and other medical sharps with reusable ones throughout the facility.

Employee engagement is a critical element of WHHS's efforts. The Green Team keeps hospital staff informed and motivated through newsletters and sustainability education fairs, and values their suggestions for improvement. In 2009, WHHS hosted the first annual "Let's Go Green Together" community event with a farmers market, an exhibition hall for local agencies and vendors engaged in green activities, and educational games for families and children.

The StopWaste Business Partnership has worked with the Green Team at Washington Hospital since its inception, providing on-site technical assistance, grant funding for specific projects, educational resources and expert advice. The Partnership's free consulting services are available to medium and large businesses and organizations in Alameda County.



WHHS received a 2010 StopWaste Business Efficiency Award on November 4. (Left to right) Kathy Fox, Paul Kelley, Patricia Danielson. Photo credit: Scott Finsthwait.

For more information, visit [www.StopWastePartnership.org](http://www.StopWastePartnership.org) or call (510) 891-6500 and ask for the StopWaste Business Partnership team.

Rachel Balsley is a Program Manager with the StopWaste Business Partnership.

# Welcome New Members

## Business Consulting

### Business Labs, The

Raj Ganesan  
45405 Potawatami Dr.  
Fremont, CA 94539  
(925) 667-7576  
[rajganesan@thebusinesslabs.com](mailto:rajganesan@thebusinesslabs.com)  
[www.thebusinesslabs.com](http://www.thebusinesslabs.com)

## Computer IT Services

### Metabyte, Inc.

Manu Mehta  
39350 Civic Center Dr., Ste. 200  
Fremont, CA 94538  
(510) 494-9700  
[manu@metabyte.com](mailto:manu@metabyte.com)  
[www.metabyte.com](http://www.metabyte.com)

## Become a member:

Find out how the Fremont Chamber can help your business. Call KK today:  
(510) 795-2244, ext. 103

## Nonprofit Organizations

### National Federation of the Blind of California

Mary Willows  
39481 Gallaudet Dr., #127  
Fremont, CA 94538  
(510) 818-1641  
[mwillows@sbcglobal.net](mailto:mwillows@sbcglobal.net)  
[www.sixdots.org](http://www.sixdots.org)

## Cellular Telephone Equip/Pagers/Supplies/ Service

### Sprint by Wireless Lifestyle

43417 Christy St.  
Fremont, CA 94538  
(510) 438-9282

## Scan and Shred—

from page 1

that are largely unused (one set of four per person). So we don't have to rent space for 20 file cabinets; instead we just rent space for 7 file cabinets.

### HOW WE GOT RID OF OVER 80 FULL FILE CABINETS

We used to have industrial shredders. It turns out they create messes on your carpet when you get rid of the shreds. Heaven forbid it jams. You need to make sure the electricity is unplugged before you start putting your hands in the shredder's nether regions. After trial and error, we learned that you can arrange for a 40-gallon shredding bin to be picked up by a shredding company for only \$40 at a time. This is a lot cheaper than repeatedly buying industrial shredders at \$400 a pop, buying oil for the shredder, continuously vacuuming the carpet, worrying that your hands or tie might be shredded, and so forth.

### TIME SAVINGS

Sorting by name, it's easier to flip through pages on a 24" screen that's larger than 8.5" x 11" papers. The cost of 24" screens nowadays is about \$200 on sale.

### THE PAIN OF IRS AUDITS

Losing an itty bitty piece of paper can drive you crazy if you need to show evidence to the IRS! Having it on a computer, and backing up to a second, or even third, hard drive, makes it impossible to lose evidence for an IRS audit. This has saved us more than

once.

### WHAT FREMONT CHAMBER MEMBERS SHOULD LOOK FOR IN A SCANNER

After spending roughly \$20,000 on scanners, we have learned that you can get an excellent brand new scanner for about \$450. More expensive scanners are not necessarily better. Look for the following types of features:

It can automatically detect sizes (business cards vs. postcards vs. 8.5" x 11" vs 8.5" x 14").

It scans color just as fast as black and white, about 20 pages per minute single-sided and 40 pages double-sided.

Fixing jamming errors is easy.

It uses 20xx-mm-dd-hh-mm-ss as the default scan filename. We've used others that were 19xx-mm-dd(1) 19xx-mm-dd(2) and got in trouble when we merged files from different scanners into each other.

I hope this article has given you some ideas on ways you can reduce paper in your office, while improving access to information. Please contact us if you would like recommendations on specific equipment.

Raymond Young is owner of Raymond Young CPA and Associates, working with businesses to decrease their taxes, increase their sales, and decrease their operating expenses. Reach Raymond or any member of his team at (510) 353-9575 or [www.cpapphoto.com](http://www.cpapphoto.com).

## Nov & Dec 2010 Anniversaries

### 40+ Years

Cloverleaf Family Bowl  
Fremont Hub Shopping Center  
Murco Development

### 20+ Years

Best Western Garden Court Inn  
Fremont Adult School  
Fremont Symphony Orchestra  
Healthguard I.P.A. Medical  
Assoc., Inc.  
Mowry U-Slor  
Union Sanitary District

### 15+ Years

Allied Waste Services of  
Alameda County  
Country Drive Care Center  
Fremont Express Courier Service  
Lum, Karl G., Jr., DDS  
Our Lady of Guadalupe  
Tri-Cities Waste Management

### 10+ Years

4C's of Alameda County  
Alameda County Fairgrounds  
American Cancer Society  
Ardenwood Historical Farm  
Plaza Real Partners, Ltd. / DBA:  
D.A. Richards and Associates

Elephant Bar Restaurant  
Family Service of the Tri-Cities  
Heritage Bank of Commerce  
Holiday Inn Express & Suites  
Indo-American Community  
Federation

La Quinta Inn & Suites Fremont  
Marquee Pest Management, Inc.  
MassMutual Financial Group  
Nova Commercial Co., Inc.  
Outback Steak House  
Qualdeval International  
Robert H. Avon, CPA  
Serra Center  
Total Business Care, LLC  
Troy Van Sloten CPA & Associates, PC  
W Silicon Valley

### 5+ Years

511 Rideshare Program  
Archstone Fremont Center  
BisSilv Rentals  
Fremont Art Association  
Fremont Education Foundation  
Fremont Foreign Auto  
Joanne Louie Facility Management  
Keller-Williams Realty - Steve  
Pierce

Pee't's Coffee & Tea  
Raymond F. Churchill III, A  
Professional Law Corporation  
St. Christina Orthodox Church  
Stage 1 Community Theatre  
State Farm Insurance - Gene  
Daniels

### 2+ Years

Amlectric Electric Co.  
Carl H. Bocchini  
Elite Sports Physical Therapy  
Forni Chiropractic  
Fremont Family & Sports  
Chiropractic  
Silicon Valley/San Jose Business  
Journal  
Sunbelt Business Brokers San  
Francisco/Oakland

### 1 Year

CMB Real Estate Solutions  
NorCal Chapter National Electrical Contractors  
Pirates of Emerson  
Raymond Young, CPA  
Solar Universe Network (SUN)  
Solyndra Inc.

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

# Member Spotlight: Fremont Symphony Orchestra



Photo by James Sakane

by **Eman Isadiar**  
*Fremont Symphony Orchestra*

Since its creation in 1964, Fremont Symphony Orchestra has grown into the region's most respected professional performing arts organization. It offers a wide array of programs, the most significant of which is the evening subscription concerts featuring classical orchestral music and renowned recitalists, such as pianist Jon Nakamatsu who will perform next March.

The orchestra's development closely parallels the evolution of Fremont itself. As the city grew from a sleepy suburban community to one of the major centers of commerce in the state, so did the amateur orchestra of the mid-60s gradually become a fully professional symphony and an important player in the Bay Area's cultural landscape.

Much of Fremont Symphony's local rise to fame in recent years is due to its leadership role in Fremont's 50th anniversary celebrations in 2005, which commissioned the symphonic piece "Fanfare for Fremont" by composer Mark Volkert. The 50th anniversary celebration culminated with the performance of this piece, accompanied by a stunning laser light show, to an audience of thousands along the shores of Lake Elizabeth in Central Park.

The orchestra became a fully professional ensemble under the direction of David Sloss who has served as Fre-

mont Symphony's conductor and music director since 1980. Sloss is credited for the symphony's consistent artistic excellence, as recognized by Tri-City Voice, The Argus and the San Francisco Classical Voice to name only a few.

The Symphony also prides itself on its high quality programs for young audiences and families. These include the free children's concerts, which introduce thousands of fourth- through sixth-graders to symphonic music each year, and a fully-staged production of the Nutcracker Ballet in December with Yoko's Dance and Performing Arts Academy.

Fremont Symphony received significant media coverage earlier this year for the historic challenge grant made by Fremont philanthropists Steve and Edith Pietkiewicz, which, if fulfilled, would erase the symphony's existing debt. While the Pietkiewicz challenge got off to a slow start, the tempo picked up in the spring and reached fever pitch by the final days in June in what the Chronicle called "a delighted frenzy of fundraising."

By the way, the Pietkiewicz challenge was not only met, but was exceeded. This is yet another reminder of the message implicit in the organization's 47-year history: the Fremont Symphony Orchestra is clearly here to stay.

For more information about the Fremont Symphony, call (510) 371-4860 or send an email to them at [info@fremontsymphony.org](mailto:info@fremontsymphony.org) or visit [www.fremontsymphony.org](http://www.fremontsymphony.org).

## Host a Mixer

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

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

Check out our online calendar for the latest information on mixers on our website: [www.fremontbusiness.com](http://www.fremontbusiness.com)



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.

### TuesdayNoon

11:45a.m. @ Hilton Hotel  
Chair: Elise Balgley  
(510) 791-1888  
Vice-Chair: Jean Ingrassia  
(510) 279-7710

### ThursdayAM

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

### Connect 2 Succeed

11:45a.m. @ Jack's Brewing  
(held on the 2nd & 4th Thursdays of each month)  
Chair: Ray Chui  
(510) 744-0744  
Vice-Chair: Steve Smith  
(510) 475-9743

### Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)  
Chair: Francisco Acosta  
(510) 656-9307  
Vice-Chair: OPEN

### FridayAM

7:15a.m. @ The Depot Diner  
Chair: Daniel Kisner  
(510) 791-5790  
Vice-Chair: Melissa Fields  
(510) 796-8300

### Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)  
Chair: Anna Cornelio  
(510) 791-1100  
Vice-Chair: Harriet Whitney  
(510) 793-7405

# Electronic Medical Records Offer Value for Businesses Too



by **Tom Carter**  
*Kaiser Permanente*

There has been a great deal of discussion over the past few years about the importance of electronic medical records (EMR) in improving the quality of health care for patients, and rightly so.

With a fully-functional EMR system, physicians, nurses, and technicians have 24-hour access to a patient's up-to-the minute medical history, which means treatment is more coordinated. EMRs also make prevention more of a reality by automatically calculating, for example, when a patient is due for a screening exam.

But the benefits of EMRs don't stop at the hospital or medical office building door. Depending on their size, businesses can also benefit from the power of EMRs by working with health care providers and health insurers to obtain aggregated high-level data to help encourage their employees to be healthy. The businesses must be

large enough – 100 employees or more – so that this aggregated data does not reveal personal health information about individual employees.

With EMRs, health care providers and health insurers can arrange to provide employers with health information about their overall employee population - such as the percentage of employees who are current with their colorectal screening, or the percentage who smoke or have high cholesterol or high blood pressure. That is because the EMRs allow computers to collect and organize information across large numbers of people in real time.

Then, employers can use this information to better support employee health needs through targeted workplace health programs and activities. For example, if an employer has a high percentage of employees who are overweight, it makes sense to have a workforce wellness program that addresses weight management – especially since they can track the effectiveness of the initiative by using the same high-level aggregated data.

The California Public Employees' Retirement System (CalPERS) recently announced a comprehensive pilot workplace program with Kaiser Permanente that is designed to improve the health of employees at risk for diabetes – as well as overall employee health. (The pilot will be instituted this year at two CalPERS agencies: Sonoma County government employees and the faculty and staff of California State University at Northridge).

CalPERS is targeting diabetes because Kaiser Permanente can produce aggregated data from Kaiser Permanente's electronic medical record system – KP HealthConnect – that shows that the prevalence of diabetes among Kaiser Permanente members working for CalPERS agencies is higher than it is for Kaiser Permanente's California membership as a whole.

The CalPERS pilot program aims to improve the health of employees at the pilot agencies who are Kaiser Permanente members by motivating them to take a more active role in focusing on diabetes prevention. These employees will be encouraged to seek appropriate testing and take advantage of resources to improve their health – including telephone and online coaching.

Additionally, all CalPERS employees at the pilot agencies can participate in a range of wellness services, such as health promotion classes, online programs and healthy-eating initiatives.

Thanks to the capabilities of EMRs, employers can learn more about the health needs of their overall employee population, and then use that information to help their employees be healthy. That's not only good for the employees, it's also good for business.

Tom Carter is Vice President of Sales for Kaiser Permanente in California. For more information, please contact Kaiser Permanente Public Affairs for southern Alameda County at 510-618-5938.

# Member News

## Soroptimists seeks Applicants for Women's Awards

*Soroptimist International of the Tri-Cities* is seeking applicants for three of its programs honoring and supporting women. Applications for all three of the following awards are available online at [www.sitricities.org](http://www.sitricities.org) or by contacting Debbie Derham at (510) 494-0829. All applications for these awards must be received by Dec. 15, 2010.

**Women's Opportunity Awards for Educational Expenses:** Women who serve as the primary wage earners for their families and need financial assistance to return to school can apply for the Women's Opportunity Awards, offered by Soroptimist of the Tri-Cities. Award recipients will receive a cash reward of up to \$1,000 that can be used for tuition, books, childcare, transportation or any other education-related expense.

**Violet Richardson Award honoring Young Women Volunteers:** This award is targeted at young women, between the ages of 14 and 17, who make our community and world a better place through their volunteer activities. Award recipients will receive a cash award of up to \$200.

**Ruby Award for Women Helping Women:** The Ruby Award honors women who – through their professional or personal activities – have made extraordinary differences on behalf of women and girls. Women can nominate themselves or be nominated by someone else in the community. The recipient of this award will be eligible for awards at other levels of the international organization.

Lastly, we need your help! Soroptimists is in need of matching donations for their Pretty Bag Project. This project has been the identifying project of the club since its formation in 2002. The bags include such necessities as shampoo, conditioner, soap, a brush, toothbrush, tooth paste, dental floss, razors, and nail files. They are given to domestic violence survivors at Fremont-based SAVE and throughout Alameda County, as well as to organizations that help survivors of human trafficking. This year, the Club received a grant from Soroptimist International that will allow it to increase the number of bags it can provide from 75 to 200 per year; however the grant requires \$3,750 in matching funds. To donate, please visit [www.sitricities.org](http://www.sitricities.org).

Soroptimist International of the Tri-Cities is part of Soroptimist International of the Americas. The club joins Soroptimists in more than 120 countries and territories worldwide who offer programs that improve the lives of women and girls locally and around the world. A 501(c)(3) organization, Soroptimist relies on charitable donations to support its programs. For more information, visit [www.sitricities.org](http://www.sitricities.org).

## LOV Hosts Holiday Events and Concert Series

The *Tri-Cities League of Volunteers* invites you to join them on December 12th at 2 p.m. for a Holiday Pops Concert featuring the Newark Symphonic Winds under the direction of Richard Wong. Admission to the concert is a new unwrapped toy, benefiting Toys 4 Tots. The concert will be held at the MacGregor School Auditorium, 35753 Cedar Blvd., Newark. Doors open at 1 p.m. Complimentary refreshments will be served during intermission.

Then on December 18, LOV will be hosting a free Children's Holiday Party from noon to 2 p.m., also at the MacGregor School Auditorium. Santa and Mrs. Claus will be in attendance with treats for all. Children can also play bingo to win hundreds of dollars in prizes - dolls, games, stuffed toys, sports equipment and much more. For ages 17 and under, although all are welcome to come help the young ones. Doors open 11 a.m.

Lastly, on Sunday January 9, at 2 p.m., LOV and the Newark Arts Council present the first Sunday Afternoon Concert of the New Year with The Uptown Singers performing "The Best of Opera to Broadway." Enjoy show tunes from Tin Pan Alley to Oscar & Hammerstein, the Three Tenors, Andrew Lloyd Webber, contemporary Broadway, Opera arias, jazz cabaret, and more. Doors open at 1 p.m. at the MacGregor School Auditorium.

For more information, call (510) 793-5683 or visit [www.lov.org](http://www.lov.org).

## City of Fremont to Benefit from Metropolitan Transportation Commission Grant

The Metropolitan Transportation Commission (MTC) will award a \$2.8 million grant to bring 90 electric vehicles and charging stations to government fleets across the Bay Area, including the City of Fremont. City staff worked closely with the Bay Area Climate Collaborative and other municipal partners to secure the funding.

As part of the national demonstration project, the City of Fremont will purchase two electric vehicles for use by multiple departments at City Hall. Vehicle replacement funds normally used for conventional vehicles are being utilized as matching funds for the project. The MTC grant will also provide two charging stations for the vehicles, which will be located at City offices.

"The significance of this demonstration project to improving the City's budget through lowering fuel and maintenance costs cannot be overstated," said Fred Diaz, City Manager. "The MTC grant will enable the City of Fremont to continue its focus on implementing innovative, clean energy technologies that increase prosperity in the region and support the City's goal of reducing greenhouse gas emissions from City operations. We commend the MTC for its continued com-

mitment to fostering innovative clean transportation alternatives."

For more information, contact Dan Schoenholz, Policy and Special Projects Manager, City of Fremont at (510) 494-4438 or [dschoenholz@fremont.gov](mailto:dschoenholz@fremont.gov).

## Edward Jones Investments provides Toys for Tots Drop-Off Location

The *Edward Jones Investments* office of Eunice Sholten and Kathy Allen is proud to be a drop-off location for the 2010 Toys for Tots Drive. They invite you to drop off new and unwrapped toys for children of all ages to be distributed to those in need within our community by the *Tri-Cities League of Volunteers* and the U.S. Marine Corps.

They will be accepting toys through December 16, 2010 from 9 a.m. to 4 p.m., Monday through Friday at their office located at 39849 Paseo Padre Parkway, just south of the intersection of Stevenson and Paseo Padre Parkway (next to the Tri-City Voice building.)

If you have any questions, please call their office at (510) 770-1617. Please help make this a happy and merry holiday season for all the children in our community by dropping your toys off at a Toys for Tots location.

## Fremont Police Department Wins Awards at K9 Competition

On October 20th and 21st, the *Fremont Police Department K-9 Unit* participated in the 27th annual Witmer-Tyson K-9 Trials. The FPD K-9 Unit consists of Sergeant Kevin Gott, Officer Matt Snelson and K-9 Cris, Officer Jason Lambert and K-9 Dax, Officer Dennis Baca and K-9 Harkos, and Officer Kurtis Romley and K-9 Timo. The competition consists of four phases; Obedience, Obstacles, Search, and Protection. Each phase is scored individually to rank the competitors and an overall score combining all four phases is collated to determine overall position. There were 34 K-9 teams participating in this year's event.

FPD took home 8 awards, including at least one from each of the phases. Officer Snelson repeated his performance from the previous year and took home the best overall award.

## Now Open in your Fremont Neighborhood.

Come experience our latest phones and learn more about our lineup of innovative products and services on our new Any Mobile, Anytime Network.™ Welcome to the Now Network.™



Please visit your Sprint Store by Wireless Lifestyle  
43417 Christy St. • Fremont, CA 94538  
Sprint Phone Repair Center

## Technology—

from page 1

larly attractive for use in streetlights, where changing bulbs is particularly expensive. The City is about to undertake its first large-scale installation of LED streetlights in two locations: on Osgood Road and on Stevenson Boulevard. This is just the first step towards the City's ultimate goal of replacing more than 15,000 streetlights. At project completion, the City will save about \$500,000/year in utility and maintenance costs.

The City utilizes many other technologies to control energy costs. The Police Department building is cooled using an ice storage system that uses energy at night (when it is cheaper to purchase) to make ice, which then cools building air during the daytime. The Senior Center and the Fremont Main Library both feature cool roofs that reflect heat away from the building, minimizing cooling costs. Improvements in server technology al-

lowed the City to reduce the number of servers used to run the City's computer network by two thirds, resulting in big energy savings. The list goes on and on.

Technology will continue to improve in the future, driving down prices for mass-produced items like LED lights and solar panels. As energy prices continue to rise, energy efficiency upgrades and renewable energy generation will become more and more cost competitive. As the City of Fremont continues "greening" our operations, we will monitor advances in technology and adopt those that make sense for our organization and our community.

Dan Schoenholz, Policy and Special Projects Manager with the City of Fremont, has served in a variety of management roles with the City since 1998. He can be reached at 510-494-4438 or via email at [dschoenholz@fremont.gov](mailto:dschoenholz@fremont.gov).

## Got News?

The Fremont Chamber publishes newsworthy items from our members. Does your business have a special announcement? Did it reach a milestone? Let us know about it! Chamber members, e-mail Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com).

# Jewelry: The Ultimate Gift

## Take the mystery out of purchasing fine jewelry



**Nader Ayad**  
Mission Hills Gallery

Nothing brings squeals of excitement or gasps of appreciation quite like a gift of jewelry. The perfect piece of jewelry can express what is in your heart, it can show your appreciation, or it can seal the deal so to speak. Marilyn Monroe sure knew what she was talking about when she said "diamonds are a girl's best friend."

But let's face it, buying jewelry can sometimes be, well, intimidating. There are so many kinds of jewelry, so many styles, and so many gemstones, not to mention cuts and quality. Before you head out to the store to buy up some bling, it's important to do your homework. To help you get started, we interviewed expert Nader Ayad, owner of Mission Hills Gallery, for advice. Nader is a fourth-generation jeweler and a Gemologist who graduated from the Gemological Institute of America.

**Q: What should you consider when purchasing a gift of fine jewelry?**  
Nader: First, the purpose of the purchase. Budget is also important, but

not as much of a factor as purpose. The gift of fine jewelry has a very special meaning to people. It will be used and saved for a lifetime, handed down for generations. Jewelry is artwork in its compact form and can be much more affordable in comparison to wall artwork. In some cases, jewelry is bought as an investment to be sold in case of financial need. However, acquiring fine jewelry doesn't depreciate your net worth or portfolio.

In some places and cultures, high karat gold, such as 24k, is bought to be sold for a rainy day.

**Q: How do you help someone who is purchasing a gift choose the right style?**

Nader: Jewelry designers can be a great help as a guide in choosing, but beauty and style are always in the eye of the beholder. However, after many years helping clients to find the right style, I am still surprised by some of the choices made. I help guide clients by asking questions and then really listening to the purpose and emotion behind the purchase. I then show all the options available while discussing quality and cost. Ultimately, the right style is always the style the client is comfortable with; usually clients have reasons for their decision.

**Q: Considering the price of gold has been skyrocketing, what are good alternatives for jewelry metals?**

Nader: Silver comes immediately to mind. The cost of silver is approximately \$30 per ounce whereas the cost of gold is \$1,425 per ounce. So silver is a viable alternative, however, con-

sumers should be aware that oxidation, corrosion and tarnishing are not safe for jewelry. Gold has been used for thousands of years due to its non-oxidation property. Platinum is also a good choice. Platinum was not used in antiques because of its high melting temperature, and in the past jewelers were not able to create the temperature needed to melt it. Carbon fiber and titanium are also used.

**Q: Is it easy to differentiate between naturally occurring and synthetic gemstones?**

Nader: Yes, and no. Depending on the gemstones being dealt with, a new synthetic material may be difficult to trace and it's not always easy to tell the difference in newer materials. Synthetic gemstones possess the same physical and chemical compositions as the corresponding natural stone. However, by studying the inclusions, or characteristics, within a gem, it is possible to tell.

Understanding the characteristics of a gemstone is detailed and can be complex. You can find a short gemstone tutorial course video on my web site at [www.MissionHillsGallery.com](http://www.MissionHillsGallery.com). Click on Gem Info. This tutorial will guide you, step by step, through the characteristics of gemstones.

**Q: How do different cuts of gemstones affect the gem itself?**

Nader: Cutting gemstones mainly affects their value, shape, and color. Gemstones are mostly acquired for their color, brilliance, and rarity, and they are sold by weight. The best color is achieved in a gem if it is cut so that

color is concentrated at the bottom of the stone. Brilliance is emphasized by cutting the best angles for maximum light to be reflected in addition to highly polished facets, which contribute to the gemstone's pleasant appearance.

**Q: What's a safe gift if you are unsure of what to purchase or not ready to buy a ring?**

Nader: In my opinion, individuals can bond with their partner or upgrade their relationship with the purchase of fine jewelry. I can't imagine that someone would reject any gift of jewelry, but something safe and sparkling in a jewelry box can be a birthstone pendant, a bracelet or earrings. These are all very thoughtful. Your gift is a message, so you should put thought into your choice.

**Q: What are current trends in wedding and engagement rings?**

Nader: Trends are created faster than ever and include affordable silver to very high ticket items. I have seen a very strong white gold trend coming back from the fifties. White gold and platinum with all-around carvings are still very current and are both strong trends.

The most recent trends are very simple solitaires and personalized designs which are not mass-produced. Most jewelers will assist you in choosing by asking what you have seen and liked and then will guide you accordingly.

Internet based searching is increasingly popular, convenient and easy; however, regardless of how interactive

the internet program is, it cannot replace the actual touching, the beauty of seeing a piece in person or the experience gained by speaking with a real person.

**Q: What should a jewelry shopper look for in a reputable jeweler?**

Nader: Trust, but always verify, the jeweler's credentials. Also take into consideration the safety arrangement within the jewelry store as it often can give you a good idea about the operation. Always look for the accessibility of a microscope in the store; this is a must in doing business with a jeweler. If you do not see a microscope in the work place, walk out. It is also wise to check with the Better Business Bureau (BBB) for the jeweler's rating. And, before purchasing a large gem or diamond, insist on seeing an independent laboratory report, such as (GIA). Above all, the best strategy is to develop a good relationship with a local gemologist.

*Nader Ayad, Graduate Gemologist, (GIA) 1986; I.S.A. Designate 1992, is the owner of Mission Hills Gallery. A fourth-generation jeweler, he graduated as Gemologist from the Gemological Institute of America, Santa Monica, California. Nader has worked throughout the Bay Area including Union Square, San Francisco, Palo Alto and Fremont. In addition to beautiful designs and exquisite craftsmanship, Mission Hills Gallery also performs insurance appraisals and evaluations, gemstone identifications and gemstone testing, diamond consultations, expert opinions, appraisals and repairs.*

## A SUCCESS STORY:

### SCORE Reduces Paper Waste Using CDs



**by Gene Page**  
SCORE counselor

Our local chapter of SCORE ("Counselors To America's Small Business") found itself facing increasing costs for the binders and papers needed to create handouts for our monthly workshop. "Starting and Managing a Small Business." After deciding to convert our hard copy/paper material to a CD, we achieved the following results:

1. Less handling, resulting in staff time savings
2. Paper cost savings

3. Binder cost savings
4. Approximate workshop cost savings of \$4.00 per participant
5. Reduced storage needs; storage space available for other uses
6. Ability to provide participants with the same information as before, while allowing them to determine their own printing needs
7. Creation of an income opportunity: clients taking other workshops, participants in face-to-face counseling sessions, and visitors to our website are now able to purchase the CD at an estimated profit of \$8.00 per CD
8. Increased awareness of this resource by all SCORE Counselors and recognition of the opportunity (need) for each of us to market the CD in our individual face-to-face counseling sessions.

For more information about SCORE, visit [www.eastbaySCORE.org](http://www.eastbaySCORE.org). To schedule a free session with a Fremont-based SCORE counselor, please call the Fremont Chamber at (510) 795-2244.

## Direct Mail—

from page 1

base: which batch of your direct mail, which segment they belong to, etc. This will help you to conduct better mailing campaigns in the future.

**An effective mailing list:** You must use computers to compile a mailing list. Microsoft Excel is a good tool for creating lists that will allow you to save money by printing addresses directly on your mail piece rather than printing labels, which is more laborious and costly. Following are some tips to make the most out of your mailing lists:

1. Make sure that your mailing list is current; any address changes must be updated regularly. This is especially important when you are sending messages or special offers to existing customers or clients.
2. Your mailing list should be a database file and not a running text file in a word processor. This will help expedite processing of the file and lessen the cost for setup and reformatting.
3. Augment your mailing list by buy-

ing a current mailing list. Your mail house, like Roadrunner Mailing Service in Fremont, can use specialized software to help you combine these lists and eliminate duplicates, thereby saving on postage and mailer costs.

4. Segment your mailing list based upon criteria that is important for your business, such as geography, age, income level, education level.

Roadrunner Mailing Service is a full service mailing house, operating for over 27 years. Current owner Anita Daver assumed ownership in January of 2001. Roadrunner specializes in providing complete mailing services for its clients and helps them get their mail pieces to their target market in a cost effective manner. It offers mailing services including: Mailing Lists, List management, CASS Certification, Postage Statements, Indicia, mail for non-profit organizations, postcards printing and mailing, fliers printing and mailing, etc. Most importantly, at Roadrunner, we do it all while helping clients save on postage. For more

information, visit [www.roadrunnermailing.com](http://www.roadrunnermailing.com) or email [sales@roadrunnermailing.com](mailto:sales@roadrunnermailing.com).

**“Computers and the latest technology make direct mailing easier and cost effective.”**

# Slashing Paper Costs: Technology Does the Trick



by Justin Lehr  
StopWaste Business  
Partnership

Looking for ways to cut costs without investing too much time? Check your organization's use of paper, and you'll be surprised at how easily you can save money by reducing paper consumption. This doesn't mean you have to turn your work routines upside down. While many other practices aimed at increased efficiency require at least some changes in behavior, reducing paper-use in the home and office can be almost effortless with the help of technology.

No need to buy fancy programs—the following tips to reduce your paper footprint require only technology readily available on all computers:

- Don't print out emails unnecessarily.
- Create and distribute reports and memos electronically.
- Review and edit draft documents on-screen rather than on paper. Use the electronic track changes and comment features rather than marking up hard copies.
- If you need to print lengthy reports, consider adjusting the formatting to allow more text to fit on each page, or print two pages on each piece of paper, an easy adjustment in the print settings.
- Proof documents on-screen when possible, and always use Print Preview and the Spelling and Grammar check before printing.
- Adjust the default settings on word processing programs to use a slightly smaller font and slightly wider margins.

## Paper Reduction on Autopilot: Duplex Printing & Copying

About 67% of all copiers are duplex capable, but the duplexing (double-sided copying) rate in the U.S. is only 15 percent. Set up double-sided printing and copying as the default at individual workstations or for your office as a whole. This will cut your office paper-use in half with no extra effort. The impact on paper purchasing costs is often more substantial than expected and can be easily projected

with online calculators such as the Green IT Paper Reduction Calculator ([www.itbusinessedge.com/cm/docs/DOC-1313](http://www.itbusinessedge.com/cm/docs/DOC-1313)). This calculator lets you estimate the potential savings from five tactics: two-sided (duplex) printing, elimination of unnecessary reports, switching from paper forms to e-forms, switching from conventional faxes to e-faxes, and reducing the paper weight and thickness.

## Document Scanning & Digitization

Once the above practices are in place, you may be ready to look at the next level of solutions for reducing paper in the workplace. Commercially available document scanning services can help free up space and time spent thumbing through paper files by converting files into a digital format accessible through your network. This can require organizational changes and an investment in equipment, but most businesses will realize a quick payback through reduced costs and improved efficiency. To outsource this work, consider the Cerebral Palsy Center of the Bay Area's Professional Document Services Program (Contact: Bill Pelter at [bpelter@cpoak.org](mailto:bpelter@cpoak.org) or 510-531-3323.) They use the latest technology to digitize files while providing employment for adults with disabilities. Other strategies to reduce paper consumption include:

- Employ office intranet solutions that allow open or password-protected access to documents, presentations, or databases through an office network or via the web.
- Switch to electronic forms such as timesheets, purchase orders, and incident reports.
- Set up an electronic bill-paying system that sends out bills via email and allows customers to pay online.

Don't know where to begin? Let the StopWaste Business Partnership help you use less paper and start saving. A good first step is to download our comprehensive guide to paper use reduction, Paperless Express. Custom worksheets help you assess paper use reduction opportunities in your organization, while sample memos and pledge forms make internal communication efforts a snap. Visit [www.StopWaste.Org/paperless](http://www.StopWaste.Org/paperless) today to download this free guide.

**CASE STUDY:** Read how the East Bay Regional Park District reduced paper expenses by \$10,000 and saved \$12,000 annually on labor and office machine costs: <http://www.StopWaste.Org/Partnership/CaseStudies>. Also read article in this issue on Scanners and Shredders by Raymond Young.

Justin Lehr is a Program Manager with The StopWaste Business Partnership.

# Solar Daylighting Systems and Solar Attic Fans: Saving you Money AND Improving your Indoor Environment

by Bill Creasi  
Sola-Brite Daylighting Systems

Daylighting systems such as tubular daylighting devices and skylights are a way to reduce electric energy bills for lighting in the daytime, and save money. The end result is to brighten and transform any room in your home or office. This is also a great way to make a positive "green" improvement, as residential homes and commercial structures are becoming more energy efficient, locally and globally! And a side benefit is that the decor is enhanced due to the improved quality of the light, or "color rendition."

In the Fall, you may begin to experience feelings as fatigue, lethargy, weight gain, depression, or just feeling "cooped up." Your increased anxiety, oversleeping, or loss of energy may have nothing to do with simply going through "the winter blues." You may have a condition known as Seasonal Affective Disorder. Seasonal Affective Disorder, also known as SAD, is a cyclic, seasonal type of depression, which causes serious mood alterations in some people during lighting and temperature fluctuations caused by the four seasons. Annually, half-a-million people in the United States suffer from SAD. Several prominent studies have shown that increasing daily exposure to natural light can enhance mental and physical well-being, boost concentration and energy levels, and provide a number of other unexpected perks.

The leading tubular daylighting systems offer the most advanced, patented technology available, and can be installed on any roof type. Usually with a choice of 10" or 14" diameters, or even 21", these devices can brighten an area of 150, 250, and 400 square feet or more, respectively. Homeowners receive all the benefits of light without any of the common issues associated with skylights (leaking, heat gain/loss, fading). All of these products can be installed by persons with expertise on such technology. Do-it-yourself kits are also available.

Available upgrades help to qualify the products for a Federal Tax Credit. Contact your tax preparer for eligibility regarding the 30% Federal Tax Credit, available through December 31, 2010 for some of these products.

## Solar-powered attic fans

A hot attic acts like a giant radiator, transferring heat into your living spaces, sending both utility bills and temperatures soaring. Many homes and buildings have insufficient ventilation and air exchange. This causes high humidity levels from everyday activities. The moisture migrates through the ceiling towards the roof structure and can saturate insulation, promote fungal decay and create ply-

wood delamination. A solar-powered attic fan is another "green improvement" and costs nothing to operate. It reduces heat and moisture buildup, mold and fungal decay, and can increase the lifespan of insulation and the roofing structure materials. By placing the unit where it is most effective, the highest point on the roof, it can properly ventilate your attic space, transforming your home into a comfortable living environment. Homeowners can thus save on their electric energy cooling bills, whether they are using electric attic fans, ceiling fans, whole-house fans, or air conditioning. Certain models of these solar-powered attic fans, such as the Solatube "Solar Star", are whisper quiet and cannot be heard inside the living spaces. Please contact the Premier dealer in your area to ensure that the product is installed by a Certified Installation Consultant, or you may purchase a do-it-yourself kit. Save 30% with Federal Tax Credits available on some of these products, such as the "Solar Star," through December 31, 2016. (Contact your tax preparer for eligibility.)

Bill Creasi is Sales Director with Sola-Brite, a premier Dealership since



Bill Creasi (on left) and John Izzo, Solabrite President (on right)

2003, specializing in the design and installation of Solatube® Daylighting Systems, and the "whisper-quiet" solar-powered attic fan by Solatube® called Solar Star®. In the home or workplace, they offer FREE expert natural daylighting consultations with their friendly employees: manufacturer-certified installation consultants (CIC's). All their installations are backed with a five (5) year guarantee and they also sell Do-It-Yourself kits for residential customers and contractors. Stop by their newly remodeled Pleasanton showroom or visit [www.solabrite.com](http://www.solabrite.com). Bill can be reached at (925) 600-1400 or [bcreasi@solabrite.com](mailto:bcreasi@solabrite.com).



Left to Right: Paul Kelley, Director of Biomedical Engineering and Green Initiative, Kathy Fox, Green Initiative Intern, Kris LaVoy, Chief of Compliance, Yvonne Dobbenga-Rhodes, Clinical Nurse Specialist

## Congratulations, Washington Hospital Healthcare System

for preventing waste with reusable produce totes and sharps containers, and for collecting recyclable and compostable materials hospital-wide. These are just a few of many practices your team has put in place to cut costs, recycle and prevent waste, and protect the environment.



2010 BUSINESS EFFICIENCY AWARD WINNER  
Presented by the StopWaste Partnership



[www.StopWastePartnership.Org](http://www.StopWastePartnership.Org)  
Partnership@StopWaste.Org

EIGHT COMPANIES BECAME CHAMPIONS THIS YEAR. WILL YOURS BE NEXT?