

# BUSINESS REVIEW

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Number 5

## Making a Difference

December 2011

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## A Prescription for Civic Health



by **Angus Cochran**  
Washington Hospital Healthcare System

In its landmark 2010 Citizens United ruling, the Supreme Court expanded the right of corporations to participate in elections. In exchange for this expanded privilege, I think companies now have an increased obligation to contribute to the civic life of the communities where they do business.

At Washington Hospital, we believe that civic engagement is a cornerstone of business success. By definition, of course, the business of hospitals is to improve the lives of neighbors in our community. But, truthfully, couldn't the same be said

of virtually every business? If the goods and services you bring to market aren't designed to raise quality of life, then what's the point?

At the Hospital, our mission and business practices dictate that we provide the highest quality health care to every patient who needs it, regardless of their financial circumstances. What kind of business model is this, you might ask? Well, it's an expensive one. Last year, Washington Hospital provided \$42 million in health-care

**Civic Health**  
page 2

## Sustainability Gives Firms an Edge

Finding new sources of revenue is more critical now than ever. The Fremont Chamber of Commerce is constantly on the lookout for new opportunities that will help local businesses increase profits and prosper. We believe we have recently identified a bull's eye for you!

A new approach is available to help small- to medium-sized enterprises (SMEs), between roughly 20 and 1,000 employees, get ahead of the curve, save money, help the environment and gain new

**Sustainability**  
page 3

## Small Business, Big Impact



by **Elise Balgley**  
Bernard, Balgley & Bonaccorsi

As the owner of a small business, the goal of "making a difference" in our community may

seem daunting at times. With more limited financial and human resources, it can seem impossible to keep up with "the big guys." I challenge other small business owners, such as myself, to think outside of the box to make this seemingly impossible goal a reality.

How to do that? I see two or three different ways to make it happen.

Maybe you can't write a check to a worthy non-profit, but you are able to donate a service that will simply take some of your time to provide while providing a financial benefit to the non-profit. I have done this with living trust packages and it seems to work well. Perhaps you could have an employee spend some working hours distributing scholarship applications so that

schools (and more importantly students) can be aware that a particular non-profit offers such scholarships. Again, there is no direct cost to your business, but potentially a big help to the organization and the affected individuals. Maybe you could volunteer (or allow an employee time to volunteer) to be a judge in a speech or other academic competition.

As far as impact, a small business may have greater impact acting through a service organization. There are numerous service clubs in great need of your energy and creativity. Concerned about women's issues? Consider

**Big Impact**  
page 2

## PetersenDean and MVR0P: A Beautiful Partnership

by **Rosemary Petersen**  
PetersenDean Roofing and Solar Systems

At a time when American students are experiencing the greatest cuts in educational history, PetersenDean Roofing and Solar Systems has chosen to ensure that the students of Mission Valley Regional Occupational Program (MVR0P) learn exactly what it takes to be successful in the roofing and solar installation industry.

For the third year in a row, PetersenDean, the nation's largest privately held roofing and solar company, is providing a free, custom-made lecture series conducted by 2-3 subject matter experts along with sufficient roofing/solar materials for the 90+

students in the class to experience hands-on application of the product.

Says Jim Petersen, founder of PetersenDean, "I know how valuable it is for a student learning the building trade to handle materials used in today's industry and to be mentored by subject matter experts in the proper handling and application of those materials. This is our way of helping schools provide the best experience for students."

### About the Program

PetersenDean's 13-week Lecture Series covers two safety sessions, basic roofing for

**PetersenDean**  
page 4

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

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# Holiday Message

As we enter another holiday season, we find ourselves looking back at another difficult year. Yet, we are encouraged as we begin to see slow and steady signs of a recovery in our future.

We find much encouragement in our members' ability to rise to the challenges of the economic crisis we have all experienced. Every day, we see our members show enormous tenacity and creativity. Some have expanded, some repositioned, some reinvented themselves, and many have

found new and innovative means to navigate their way to success.

Time and again, we find ourselves grateful for the support and commitment our members have invested in the Chamber over the years. We, too, attribute our success to our members and the time and skills they share with us.

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.



## Civic Health —

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services to indigent patients. This figure includes free care the Hospital provided as well as care subsidized for the Medi-Cal population. (Compensation from the State of California for Medi-Cal patients is much less than the cost of providing the care.)

We also wrote off an additional \$75 million to cover the cost of care for Medicare patients and patients with insufficient means to pay their bills. Even though it costs so much to provide care in the community, it's the right thing to do and it's the hallmark of our corporate citizenship.

As a hospital, we are duty-bound to help people adopt lifestyle choices that will help them avoid health problems down the road. So, we spent an additional \$3 million on community health programs, such as the mobile health clinic and our cable channel. All told, Washington Hospital provided more than \$120 million in aid to the community in 2010, a figure representing more than 25 percent of our total expenses.

True civic engagement consists not only of gifts of treasure, however, but also of time and talent. Healthy communities are built on collaborations between non-profit organizations, service clubs, and social service agencies. It is in

this spirit, therefore, that the Washington Hospital Employees' Association arranges an annual day of service, supporting a local not-for-profit. It is also what drives the Hospital to house charities such as SAVE, OneChild, and the HERS Breast Cancer Foundation on its campus.

Community service also extends to the leaders in the Hospital, who are expected to volunteer their time in service clubs and local charities. Currently, Hospital representatives serve in 18 local organizations.

To me, this is a picture of what corporate citizenship looks like – producing goods and services that improve people's lives and adopting a corporate philosophy that places civic engagement at the heart of business practices. Giving back to the community means putting your mission on a par with your balance sheet and expecting leaders in the organization to contribute to making their community a better place.

Angus Cochran is the Executive Director of the Washington Hospital Healthcare Foundation, a post that he has held since 2009. He has worked at the Foundation since 2006. He can be reached at [Angus\\_Cochran@whhs.com](mailto:Angus_Cochran@whhs.com) or at (510) 791-3428.

## Big Impact —

from page 1

Soroptimist International of the Tri-Cities. If your concern is more generally about local people in need, try the Kiwanis Club of Fremont. These are just two of the many organizations that need you. Even if you don't have time for their meetings, maybe you can work with one of your employees to help him or her to participate. This could help you *and* your employee make a difference.

Another alternative is to participate as a board member of a local organization focusing on something important to you. You can be part of forming a strategy to make a difference in that particular arena. Our local non-profits can always use a good mind and someone to help publicize their cause.

Bottom line, once you allow yourself to be creative in how you and your business can make a difference, it will happen. Once it happens, you will find it benefits you and your business in ways you cannot begin to imagine. I look forward to seeing you out and about doing great things!

Elise Balgley is a partner in the law firm of Bernard, Balgley & Bonaccorsi, a member of the Board of Directors of the Fremont Chamber of Commerce and a member of the following organizations: American Business Women's Association-Pathfinder Chapter; Kiwanis International of Fremont and Soroptimist International of Fremont/Tri-Cities. She can be reached at (510) 791-1888 or via email at [ebalgesq@aol.com](mailto:ebalgesq@aol.com).

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## Top of the Week REPORT

*Linking the Business Community*

Up to date business and community

news for Fremont

To subscribe: visit

<http://eepurl.com/cYMA6>

## Career & Community Resource Fair

January 20, 2012  
Fremont Adult School  
4700 Calaveras Ave, Fremont  
8:30 am to 12:30 pm  
Attendance is free.

More information: [www.fremontbusiness.com](http://www.fremontbusiness.com)

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Contact Nina Moore at (510) 795-2244, ext. 107 or email [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)





Sustainability Circle participants learn about energy efficient lighting

## Sustainability —

from page 1

market share.

The Fremont Chamber is partnering with True Market Solutions, a business education program, with a vision to “transform America’s small and mid-size enterprises into thriving businesses by guiding them to fully embrace sustainability in their operations and cultures.”

The program was sparked by a recognition of the gap between growing opportunities for organizations to improve their financial performance by fully embracing sustainable business practices, and the support available to help these companies grab hold of these opportunities.

While many large Fortune 1000 companies are making strides in sustainability, a lot of smaller businesses are being left behind.

Distinct from traditional consulting services, True Market Solutions provides coaching and access to a national network of experts in a local action and peer learning environment (called “Sustainability Circles”). Each Sustainability Circle brings up to nine organizations into a peer community meeting one day a month for six months, in addition to individualized coaching sessions.

At the end, organizations will have, among other outcomes, a completed sustainability action plan, a carbon footprint analysis, and a “strong business case for sustainability” backed up by some initial results.

Bob Ferguson, True Market Solutions’ National Development Director and lead team member in Iowa refers to Iowa State Bank president Chris Grimm as an example of someone who’s found significant value in the program.

While Chris was intrigued by the goal of Sustainability Circles, he believed that for a bank, not much could be achieved beyond perhaps some energy efficiency upgrades and a reduction in paper use. He’s since become convinced — especially after seeing a presentation from San Francisco’s New Resource Bank, an innovator in the field of finance and sustainability — that “opening the lens” and embracing sustainable practices could potentially change the organization’s entire business model.

As an early step, the bank is in the midst of exploring how it might make significant infrastructure and operational changes, which are projected to reduce both costs and negative impact on the environment.

Hope Haven, a nonprofit serving over 300 adults with disabilities, reports, “We’ve figured out how to substantially reduce our waste stream... and utility costs... as a direct result of our involvement with True Market Solutions.” Their staff has formed a “green team” that is further making a positive change in their corporate culture. Their executive director has written, “I would strongly recommend this process to other companies.”

Sustainability Circles have been successfully employed in both California and Iowa. Participation so far has included manufacturers, a public housing authority, banks, a greenhouse, a community college, cities, real estate property managers and others.

To learn more about Sustainability Circles and the program, we invite you to attend a free information session on either Tuesday Dec. 20th or Thursday Jan. 12th, both at the Fremont Chamber offices. To RSVP or for questions, please contact Nina Moore at (510) 795-2244 x 107 or [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com) or call Kim Ryle of True Market Solutions at (510) 427-6935.

# Calendar of Events

## December 2011

- 19 Leadership Fremont Steering Committee Meeting**  
8:30 a.m., Chamber Conference Room
- Membership Committee Meeting**  
12:15 p.m., Chamber Conference Room
- 20 Increasing Profits through Sustainability: Info Session**  
4-6 p.m., Chamber Conference Room  
Call Nina at (510) 795-2244 to register
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 21 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 26- Winter Holiday**
- Jan 1 Chamber Office Closed**

## January 2012

- 3 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 4 Ambassadors Meeting**  
8 a.m., Chamber Conference Room
- 5 Business Building Forums**  
Chamber Conference Room  
Check Schedule at [www.fremontbusiness.com](http://www.fremontbusiness.com).
- 10 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 11 Marketing / Technology Committee Meeting**  
4 p.m., Chamber Conference Room
- Club Sport of Fremont Mixer**  
5-7 p.m.  
46650 Landing Pkwy., Fremont  
Phone: (510) 226-8500  
Club Sport is a full service sports and fitness resort serving the greater tri-cities area. Whether it’s tennis, swimming, basketball, group fitness, or Pilates, chances are our Fremont fitness resort has the perfect activity for you. In fact, we have so many fun things going on that you can choose to do something different each time you visit.. 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.
- 12 Leadership Fremont, Class of 2012**  
8:30 a.m. – 5 p.m., Ohlone College TV Studio B
- Increasing Profits through Sustainability: Info Session**  
4-6 p.m., Chamber Conference Room  
Call Nina at (510) 795-2244 to register
- 13 Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 17 Leadership Fremont Steering Committee Meeting**  
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 18 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 20 Career and Community Resource Fair**  
8:30 a.m. – 12:30 p.m.  
Fremont Adult School, 4700 Calaveras Ave., Fremont. Hiring employers, resume reviewers, workshop presenters wanted!
- 23 Membership Committee Meeting**  
12:15 p.m., Chamber Conference Room

- 24 Executive Committee Meeting**  
Noon, Chamber Conference Room
- Finance Committee Meeting**  
4 p.m., Chamber Conference Room
- 25 Government Affairs Committee meeting**  
7:45 a.m., Chamber Conference Room
- Don Pegueros, OD Mixer**  
5-7 p.m.  
4527 Mattos Dr., Fremont.  
Phone: (510) 795-4750
- 27 State of the County Luncheon Forum**  
Featuring Alameda County Supervisor Scott Haggerty 11:30 a.m. Registration, Noon-1:30 p.m. Lunch and Program, Fremont Marriott Silicon Valley, 46100 Landing Pkwy., Fremont. Advance registration required.

## February 2012

- 1 Ambassadors Meeting**  
8 a.m., Chamber Conference Room
- Greenstein, Rogoff, Olsen & Co. Mixer**  
5-7 p.m.  
39159 Paseo Padre Pkwy., Ste 315, Fremont  
Phone: (510) 797-8661  
Established in 1964, GROCO is a full service CPA firm providing accounting, tax, financial and strategic planning services for the highly successful. Recognized as a top twenty-five best managed CPA firm in the nation by Inside Public Accounting.
- 2 Business Building Forums**  
Chamber Conference Room  
Check Schedule at [www.fremontbusiness.com](http://www.fremontbusiness.com).
- 7 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 8 Marketing / Technology Committee Meeting**  
4 p.m., Chamber Conference Room
- 10 Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 14 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 15 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Membership Bootcamp!**  
11:30 a.m., Chamber Conference Room
- Mixer TBD**  
5-7 p.m.
- 16 Leadership Fremont, Class of 2012**  
8:30 a.m. – 5 p.m.
- 21 Leadership Fremont Steering Committee Meeting**  
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 22 Government Affairs Committee meeting**  
7:45 a.m., Chamber Conference Room
- 24 ChamberPak Deadline**
- 27 Membership Committee Meeting**  
12:15 p.m., Chamber Conference Room
- 28 Executive Committee Meeting**  
Noon, Chamber Conference Room
- Finance Committee Meeting**  
4 p.m., Chamber Conference Room
- 29 Mixer TBD**  
5-7 p.m.

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

# New Members

## Bakery

### Nothing Bundt Cakes

Chiral Desai  
39052 Fremont Hub  
Fremont, CA 94538  
(510) 791-1645  
fremont@nothingbundtcakes.com  
www.nothingbundtcakes.com  
Nothing Bundt Cakes combines warmth of nostalgia with a fresh modern approach. Their luscious cakes are made with premium ingredients, come in various sizes and flavors, and can be decorated with cute and witty decorations for any special occasion. The store also features unique timeless gifts that complement their product line.

## Churches

### Temple Beth Torah

Jill Zillman  
42000 Paseo Padre Pkwy  
Fremont CA 94539  
(510) 656-7141  
tbtad@sbcglobal.net  
www.bethtorah-fremont.org

## Comic Books Retail

### Chris' Comics

Heather Ray  
37120 Maple St., Ste. A  
Fremont CA 94536  
(510) 742-6649  
chris\_comics@ymail.com  
Chris' Comics carries thousands of your favorite Marvel, DC, Independent, television shows, movies, cartoon shows and toys, from classic favorites like Spiderman, Batman and Superman to modern favorites like True Blood, Sponge Bob and Xmen. All comics come protected; subscription savers available. Come in and check us out!

## Computer IT Services

### EMBTel, Inc.

Sam Madan  
39159 Paseo Padre Pkwy., Ste. 119  
Fremont CA 94538  
(510) 789-6688  
sam@embtel.com  
www.embtel.com

## Environmental Services

### Schutze & Associates, Inc.

Jan Schutze  
44358 South Grimmer Blvd.  
Fremont CA 94538  
(510) 226-9944  
js@schutze-inc.com  
www.schutze-inc.com  
Schutze & Associates, Inc. is an environmental consulting company founded in the San Francisco Bay area in 2000. The president, Jan Schutze, is registered as a professional

geologist in California with 25 years of professional consulting experience in the area of geological/environment assessments and remediation strategies.

## Insurance

### Farmers Insurance

Shobna Krishna  
39210 State St., Ste. 100  
Fremont CA 94538  
(510) 404-7397  
skrishna@farmersagent.com  
www.farmersagent.com/skrishna

## Lighting

### Affordable Lighting

Frank Dinis  
4406-A Enterprise Pl.  
Fremont CA 94538  
(510) 226-7200  
frank@affordablelightingsource.com  
www.affordablelightingsource.com

## Meeting & Event Venue

### Century House & Gardens

Cheri Soriano-Escalante  
37447 Fremont Blvd.  
Fremont CA 94536  
(510) 796-0606  
centuryhouse@sbcglobal.com  
www.centuryhousegardens.com

## Newspapers &

### Periodicals

### Patch

Ella Felix  
(408) 332-6106  
ella.felix@patch.com  
www.newark.patch.com

## Real Estate –

### Development

### WestGate Ventures

Adam Tennant  
2551 San Ramon Valley Blvd., Ste. 224  
San Ramon CA 94583  
(925) 480-7301  
atennant@westgateventures.net  
www.westgateventures.net  
With a strategic emphasis on infill real estate opportunities, WestGate Ventures is experienced in managing challenging entitlement environments, facilitating neighborhood and community outreach. Their efforts are to gain support, creating effective site solutions, solving existing site conditions and understanding market conditions to create the best and highest use of properties.

## Retail – Games

### House of Games

Mike Beavers  
5174 Mowry Ave.  
Fremont CA 94538  
(510) 797-1433  
houseofgamesfremont@gmail.com  
House of Games sells games that do not require computer or internet. Their games are people powered. They sell board games, card games, miniature games, role playing games and puzzles. They believe in the social aspect of games and that games helps create communication between people.

## School Academic-

### Special Education

### Stellar Academy for

### Dyslexics

Beth Mattsson-Boze  
38325 Cedar Blvd.  
Newark CA 94560  
(510) 797-2227  
stellacademy@aol.com  
www.stellaracademy.org  
Stellar Academy unlocks the door of language and is an independent, non-profit school for students (grades 2nd -8th), with symptoms of dyslexia. It serves families across the Bay Area, through full day school, summer camp, tutoring and specialized testing. They are driven by the belief that simultaneously employing all three avenues of learning makes the greatest impact on the dyslexic mind.

## Smart Phone

### Applicaton Developer

### Afana Enterprises

David Afana  
(510) 862-2130  
david@afanaenterprises.com  
www.afanaenterprises.net  
Afana Enterprises specializes in assisting small to medium size business owners advertise and market their respective companies effectively and efficiently through the use of a Customized Smart Phone Mobile App Platform running on both the AppleTM and GoogleTM services.

## Transportation

### Altamont Commuter

### Express (ACE)

Thomas Reeves  
949 E. Channel St.  
Stockton CA 95202  
(209) 944-6220  
thomas@acerail.com  
www.acerail.com

## Website Design

### Zaaviya

Azhar Zeeshan  
38627 Cherry Ln., #96  
Fremont CA 94536  
(510) 240-9228  
contact@zaaviya.com  
www.zaaviya.com

## Wedding Dresses Retail

### Tocci Quinces & More

Esther Tocci  
3768 Peralta Blvd.  
Fremont CA 94536  
(510) 494-1431  
chiapaneca@comcast.net  
www.tocciquinces.com



Students listen to instructor in the MVROP class provided by PetersenDean

## PetersenDean—

from page 1

commercial and residential buildings, basic PV solar including rails/racks, panel installation, inverters and basic solar connect. Students handle state of the art product and practice installation techniques under the guidance of PetersenDean subject matter experts. Last year, to the thrill of many students, two of the graduates hired by PetersenDean from the previous year's class returned to demonstrate and train the students in a solar installation.

"Instruction was delayed by five minutes or so at the start of each class so that all the knuckle bumping and back slapping could calm down as former classmates exchanged greetings and news. Incredible to watch and very heartwarming," says Rosemary Petersen, director of public and educational outreach for PetersenDean.

"Because PetersenDean is both a roofing and solar company, we are able to emphasize the importance of protecting the integrity of a roof while installing solar panels. We demonstrate the entire process from roofing to solar installation. Through extensive lectures and hands-on experience, students learn we demand quality in everything we do," says Ron Vincent of the PetersenDean lecture team. The lecture series is custom-made to integrate with the MVROP curriculum in Building Trades

Construction Technology 1&2, a certificate program for high school and adult students.

### PetersenDean Investment

PetersenDean's donation of personnel and materials for three classes per lecture day is significant. Says Petersen, "From a budget perspective, I believe this to be the biggest donation of human resources and roofing and solar product by a privately held company in the history of MVROP."

### Real Opportunities for Real Jobs

After completing the 2-year MVROP course and enhanced hands-on training, all graduates are job ready. In addition, immediately upon graduation, a select group of students, 18 years and older, begin on-the-job training in full time employment with PetersenDean. To date, PetersenDean Roofing and Solar Systems has hired eight graduates of MVROP and hopes to hire more this year.

PetersenDean Roofing and Solar Systems, a full-service roofing and solar contractor, has been installing top-quality roofing systems for residential and commercial customers since 1984. Rosemary Petersen is their Director of Public and Educational Outreach Programs. For more information, visit PetersenDean at [www.petersendean.com](http://www.petersendean.com) or call 1-800-564-0362.

# Making a Difference: One Home at a Time



by **George Duarte**  
Horizon Financial

Every day in our lives we make a difference whether we know it, or intend it, or not. Whenever we interact with other people, in any capacity, we are affecting them and their day. It is so easy to become wrapped up in the minutia of our own lives that consequently, the concept of "making a difference" can be very overwhelming.

"I'm just me, what difference can I make?" Well, it's amazing what a difference we can make in one person's life in the most casual encounters when we pay attention or engage in the moment. A simple smile, a compliment, a "please" or "thank you" will frequently make all the difference in another person's day. We know this to be true; it has happened to all of us.

If you understand this, then the same principle applies to the big questions of our day: the economy, the environment, etc. Again, the natural reaction is, "What can I do about global warming and greenhouse gases?" To this question and these large concerns, I would reply: "Be the future you envision. If it is to be, it is up to me." Michael Jackson even did a song about it: "The Man in the Mirror".

In the problem of global warming, there is actually a lot that you can do. Whether you believe in

global warming or not, the real way to look at it is that increasing energy efficiency by reducing carbon fuels consumption results in SAVING MONEY. Everyone is interested in saving money in this economy: I know we can all agree on that!

Did you know that California now has legislation on the books (AB32) that requires greenhouse gases be reduced to 1990 levels by 2020? Every county and city must, by law, develop a Climate Action Plan (CAP) to outline how they intend to meet this goal. This can be a very contentious process. Currently, most citizens are completely unaware of this legislation and process. Consequently, they are unaware of the contributions they can personally make towards helping meet this goal that will benefit all of us and our California economy.

Happily, there is a solution: knowledge is true power. Alameda County happens to be one of two counties in California (Los Angeles being the other) that have taken lead roles in encouraging energy efficiency upgrades in residential properties. They have done this by providing rebates to help offset the cost of home energy efficiency

Do not wait for some regulation to be put in place that you will not like. Choose to make a difference.

audits as well as rebates to help offset the costs of the recommended home improvements. The beautiful thing about this is by making investments in our homes to increase energy efficiency (and reduce greenhouse gases), we lower our monthly energy costs (i.e., SAVE MONEY). In other words, the investments we make pay for themselves through lower energy bills. Not to mention that our properties are demonstrably more valuable by adding these energy efficiency improvements! In

this real estate market, having a home INCREASE in value is a beautiful thing. The National Association of REALTORS® and its local partners are assisting this process by introducing the "Green MLS," which will provide information about energy efficiency features of a home.

I have recently earned a CG-REP (Certified Green Real Estate Professional) designation through the non-profit organization Build it Green. It was a remarkable learning experience about the resources available to accomplish "whole house" energy efficiency, "net zero" concepts, lowering energy consumption, and SAVING MONEY. I look forward to applying the principles I learned to help make a difference in Fremont and Southern Alameda County. For further information, visit

builditgreen.org, energyupgradeca.org, and stopwaste.org. If you are a homeowner, you owe it to yourself to check this out. Do not wait for some regulation to be put in place that you will not like. Choose to make a difference. Seize the opportunity. We need to resurrect that American "can do" ethos that made our country great. It's not coming from Washington; it has to come from us, the 99 percent, as it always has!

*George Duarte, MBA, CMC,CRB, CG-REP is the Broker/Owner of Wentworth Enterprises, Inc., parent company of Horizon Financial Associates and Elite Real Estate Properties, mortgage and real estate brokerages located in Fremont since 1988. George is currently the Chairman of the Chamber Government Affairs Committee and a past Chairman of the Board of Directors of the Chamber of Commerce. He would be delighted to speak to anyone about the opportunities to make homes more energy efficient, and he can be reached at (510) 377-9059 or gduarte@horizonfinance.com.*

## SAVE THE DATE

### State of the County Luncheon and Forum

hosted by the Fremont Chamber of Commerce

With featured speaker

Alameda County Supervisor Scott Haggerty.

*Friday, January 27, 2012*

11:30 a.m. — Check in and networking

12:00 p.m. - 1:30 p.m. — Luncheon and Program

Fremont Marriott Silicon Valley

46100 Landing Parkway, Fremont

Visit [www.fremontbusiness.com](http://www.fremontbusiness.com) for registration and sponsorship opportunities.



## Connection Clubs: Dates, Meetings, Times



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.

Tuesday Noon:

11:45a.m. @ Newark Hilton Hotel  
Chair: Linda Snyder (510) 795-0800  
Vice: Karen Harry (510) 552-1499

Thursday AM:

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

Connect 2 Succeed (Thursday):

11:45a.m. @ Jack's Brewing (held on the 2nd & 4th Thursdays of each month)  
Chair: Bobette Grasty (650) 740-7499  
Vice: Ray Chui (510) 744-0744

Referrals Plus (Thursday):

12noon @ Jack's Brewing (held on the 1st & 3rd Thursdays of each month)  
Chair: Scott Capen (510) 207-6207  
Vice: Todd LaFrenz (510) 493-2555

Friday AM:

7:15a.m. on Fridays @ Best Western Garden Court Inn  
Chair: Melissa Fields (510) 796-8300  
Vice: Open

Friday Women In Business:

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)  
Chair: Josephine Abrigo (510) 401-4243  
Vice: Anna Cornelio (510) 791-1100

## December 2011 Anniversaries

### 40+ Years

Cloverleaf Family Bowl  
Fremont Hub Shopping Center  
Murco Development

### 20+ Years

Best Western Plus Garden Court Inn  
Fremont Adult School  
Fremont Symphony Orchestra  
Healthguard I.P.A. Medical Assoc., Inc.  
Mowry U-Stor  
Tri-Cities Waste Management  
Union Sanitary District

### 15+ Years

Allied Waste Services of Alameda County  
Country Drive Care Center  
D.A. Richards and Associates  
Fremont Express Courier Service  
Lum, Karl G., Jr., DDS  
Marquee Pest Management, Inc.  
Our Lady of Guadalupe

### 10+ Years

4C's of Alameda County  
Alameda County Fairgrounds  
American Cancer Society  
Archstone Fremont Center  
BisSilv Rentals  
Elephant Bar Restaurant  
Fremont Art Association  
Fremont Education Foundation  
Heritage Bank of Commerce  
Holiday Inn Express & Suites  
Indo-American Community Federation  
Joanne Louie Facility Management  
Keller-Williams Realty - Steve Pierce  
La Quinta Inn & Suites Fremont

### MassMutual Financial Group -

Brian Lee  
Outback Steak House  
Robert H. Avon, CPA  
Serra Center  
Total Business Care, LLC  
Troy Van Sloten CPA & Associates, PC  
W Silicon Valley

### 5+ Years

511 Rideshare Program  
Raymond F. Churchill III, A Professional Law Corporation  
Elite Sports Physical Therapy  
Fremont Foreign Auto  
Peet's Coffee & Tea  
St. Christina Orthodox Church  
Stage 1 Community Theatre  
State Farm Insurance - Gene Daniels

### 2+ Years

Bocchini, Carl H.  
BPS Advisors  
CMB Real Estate Solutions  
Fremont Family & Sports Chiropractic  
Pirates of Emerson  
Raymond Young, CPA  
Silicon Valley/San Jose Business Journal

### 1 Year

Go Green Now, LLC  
Morgan Stanley- William Pollak  
Picnic Sandwich Bistro  
Plumbing Squad  
Premier Nissan/Kia of Fremont  
RE/MAX Accord- Theresa DeAnda  
Shoop Electric & Solar, Inc.  
Staples  
Vibha Modha Accounting  
Wells Fargo Home Mortgage

*Congratulations to our members who have reached these milestones*

# Member News



## The Fremont/Newark YMCA hires new executive director

The Fremont/Newark YMCA is proud to welcome Julie Kurtz as their new Executive Director. Julie will be responsible for the overall management of programming and service delivery for youth, adults and seniors at the YMCA serving the tri-cities.

Kurtz joins the YMCA team after serving as a Deputy Director at FIRST 5 Santa Clara and prior to that as the Deputy Director at Kidango. Julie's 20 year career spans the fields of education, mental health, early intervention and health and wellness. Over the past 20 years, her commitment has been to social justice, social equity and providing services that are key to the Y including Social Responsibility, Youth Services and Healthy Living.

Her goal at the Y is to assess current service programming, determine programmatic needs and seek ways to expand services that are most needed in the communities of Fremont, Newark and Union City.

Kurtz says, "It is all about relationships. My number one goal is to build relationships with our members, community partners, donors and to build together on the strengths we already have." She held several "meet and greet" sessions at the YMCA during November in order to meet community members.

For more information on the Fremont/Newark YMCA, please call (510) 657-5200 or visit <http://fremont.ymcaeastbay.org/>

## PetersenDean launches "Giving for Living" program

*Petersen-Dean Roofing and Solar Systems* has launched a new fundraising program, "Giving for Living," to benefit local non-profit organizations. Working in partnership with selected non-profits, Petersen-Dean will donate between \$250 and \$1,000 to its non-profit partner when a homeowner purchases a roof or solar system and mentions the name of that non-profit partner. The amount of the donation depends on the purchase size.

Current "Giving for Living" non-profit partners in our area are: Dollars for Scholars, Tri-City Volunteers Food Bank, Viola

Blythe Community Service Center, New Haven Schools Foundation, NewarkCERT, Alston Montessori Foundation, and the Newark Schools Foundation.

The PetersenDean fundraising program was created to help non-profit organizations generate funds through their sales and channels, therefore expanding the non-profit's ability to reach the public. Non-profits can cultivate their own contacts when promoting their fundraising campaign and PetersenDean provides additional support by conducting free solar seminars, informing local citizens about the non-profit and creating collateral for the non-profit to distribute in advertising.

"Giving for Living" is a practical way to drive funds to great community organizations," says Jim Petersen, CEO and founder of PetersenDean Roofing and Solar Systems, "We all can't spend the time or money like the volunteers at these wonderful organizations so by participating in our fundraising program, homeowners can help others as a by-product of their purchase."

To learn more about the program, please contact Rosemary Petersen at (510) 494-9982 or [rpetersen@petersendean.com](mailto:rpetersen@petersendean.com). To learn more about PetersenDean, visit [www.petersendean.com](http://www.petersendean.com).



## Pegueros Optometry offers latest in lens technology

Are you bothered by nighttime glare and halos? Then you need the latest in lens technology: iZon High Resolution Lenses. These lenses represent a quantum leap forward in vision correction. Using technology unlike anything else in optometry, iZon Lenses offer a whole new standard for perfect vision. Your eyes have tiny microscopic irregularities, or aberrations, that often affect the quality of your vision. With a special wavefront scan of your eyes, *Pegueros Optometry* creates an I-print, which enables them to make your custom lenses that will allow you to see with far more sharpness, contrast and clarity

than ever before. For more information, contact Pegueros Optometry at (510) 797-4750 or visit [www.drdonpegueros.com](http://www.drdonpegueros.com).

## Stellar Academy for Dyslexics aims to educate

The *Stellar Academy for Dyslexics* invites you to a special showing of "Journey into Dyslexia," a film in which students and adults with dyslexia share their experiences of struggling in school and then succeeding in life. The film examines the complexities of this differently structured brain and debunks the myths and misconceptions about dyslexia.

Among the notable adults with dyslexia who recount their struggles and triumphs are consumer advocate Erin Brockovich; Ben Foss, inventor of the Intel Reader; and Dr. Carol Greider, 2009 Nobel Laureate in Physiology and Medicine.

The film will be shown on Thursday, January 26 at 6:30pm at Stellar Academy (38325 Cedar Blvd., Newark.) Following the showing, members of the Northern California Branch of the International Dyslexia Association will participate in a panel discussion. There is no cost to attend and no RSVP is required.

Additionally, Stellar Academy is piloting a tutoring program for 3rd to 5th graders struggling with symptoms of dyslexia. The program will run from January 17-March 8, 2012 on Tuesday and Thursday afternoons.

For more information, contact [stellaracademy@aol.com](mailto:stellaracademy@aol.com) or call (510) 797-2227.

## StopWaste.Org names Fremont's Kaiser Permanente a top waste-cutting firm

*StopWaste.Org* honored four Fremont organizations at the recent 2011 StopWaste Partnership Business Efficiency Awards. The awards are presented annually for outstanding achievements in waste reduction and environmental performance.

Kaiser Greater Southern Alameda Area (GSAA) was one of the organizations recognized for significant waste reduction at their Fremont medical center.

The Kaiser GSAA Green Team rolled out recycling in conference rooms, lobbies and outdoor areas simultaneously at five locations. They now recycle over 100 tons per year and save over \$6,000 annually by replacing bottled water with filtered tap water.

StopWaste.Org is a regional government agency and business support is free. If you have questions about how to save money by improving recycling and waste prevention

practices at your organization, contact the StopWaste Partnership at [Partnership@StopWaste.Org](mailto:Partnership@StopWaste.Org) or call (510) 891-6500 and ask to speak with the Business Partnership Team.

## League of Volunteers offers lots to entertain and delight

The *Tri-Cities League of Volunteers (LOV)* has a wealth of entertainment scheduled for January and February. On Sunday, January 8 at 2pm, LOV, in conjunction with the Newark Arts Council, will kick off the new year with Men of Worth, featuring folk music from Ireland and Scotland. The concert will be held at MacGregor School Auditorium (35653 Cedar Blvd., Newark).

Then on Sunday, February 5, also at 2pm at the MacGregor School Auditorium, enjoy the 22nd Annual Gala Celebrating the Arts featuring Greg Biles on guitar and vocal, Dixie Dominus of Fremont Christian School Dixieland Band, the Fremont Tappers and the Tri-Cities Children's Choir.

And lastly, don't miss LOV's *Elegant Affaire*, their annual five-course gourmet dinner benefiting arts in the schools and the community. This year's *Elegant Affaire* will be held on February 10th at the Newark Pavilion, and will, as always, feature entertainment, a drawing, and a silent and live auction. Seating is limited so please register early.

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

## George Duarte earns Certified Green Real Estate Professional designation

George Duarte, Broker/Owner of *Horizon Financial Associates and Elite Real Estate Properties*, has just earned the CG-REP (Certified Green Real Estate Professional) designation from BuildItGreen.org. The completion of this 16-hour course allows George to counsel homeowners and buyers about "whole house" energy efficiency awareness; programs and rebates available to help consumers adopt money- and energy-saving products and techniques. George also acquired the EES (Energy Efficiency Specialist) designation this summer through [energyupgradeca.org](http://energyupgradeca.org) and

Ohlone College. He can be reached at (510) 377-9059 and [gduarte@horizonfinance.com](mailto:gduarte@horizonfinance.com).

## City of Fremont hosts "Tri-City Homeowner Workshop"

Is your home uncomfortably cold in the winter or too warm in the summer? Are your utility bills too high? If so, attend the Tri-City Homeowner Workshop hosted by the *City of Fremont* on Wednesday, January 18, from 6:30 – 8:00pm. You will learn about incentives, rebates, and technical assistance to make your home more energy efficient, including learning how to install solar panels.

Representatives from Energy Upgrade California will describe how to qualify for incentives up to \$4,000. Attendees will also learn about SmartSolar, a nonprofit program funded by PG&E that offers free, independent energy efficiency and solar project advising.

The workshop will be held at the City of Fremont Development Services Center at 39550 Liberty Street, in the Niles Conference Room on the first floor. For more information and to RSVP, visit <http://tricityenergyupgrade.eventbrite.com/> For additional information, go to [EnergyUpGradeCA.org](http://EnergyUpGradeCA.org) and [Ebenergy.org/SmartSolar](http://Ebenergy.org/SmartSolar).

## Fremont Education Foundation honors Fremont Firefighters, Helen Paris

The 2012 annual Excellence in Education Gala, benefiting the *Fremont Education Foundation's (FEF's)* grant program to Fremont classrooms, will be held on Friday February 24th at the Fremont Marriott. Social hour and fun start at 5:30pm, followed by dinner and program at 7pm.

Each year, the Foundation selects a community honoree and an honoree from the school district (FUSD) to recognize for their ongoing and substantial contributions to Fremont's students and school programs.

This year, FEF is proud to honor the Fremont Firefighters Association as the 2012 Community Honoree and Helen Paris of Washington High School as the 2012 FUSD Honoree. To join in celebrating their contributions and supporting FEF, visit [www.fremont-education.org](http://www.fremont-education.org).

**Write an article for the Fremont Business Review**

Contact Nina Moore at (510) 795-2244  
[nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

# Teaching “Aloha Aina” and “Ohana”

by Christina Easiley  
Kilohana Outrigger Canoe Club

Over the past 14 years, Kilohana Outrigger Canoe Club has offered a keiki (the Hawaiian word for “child”) program to residents in and around Fremont. With its roots originally at Lake Elizabeth, the program has operated at Quarry Lakes since 2001. The club gives youth ages 7 to 19 a unique opportunity to experience the Hawaiian culture that surrounds outrigger canoeing: a culture that emphasizes aloha aina (love of the land), respect for the ocean, and most importantly, ohana (family).



Kilohana Club youth and adult participants in the 2010 Hawaii race

During the season which runs from May through August, our young participants not only learn the sport of outrigger canoeing, but lessons about teamwork, community, responsibility to one another and respect for the environment. The sport opens doors for children who may not find their footing in other athletic programs and also enhances their competitive abilities.

Throughout the season, participants compete with other Northern California outrigger canoe teams in various locations in and around the Bay Area such as Santa Cruz, Sacramento, Lake Tahoe and

their home territory, Quarry Lakes. In 2011, our young athletes were able to experience a couple of very large events in the outrigger canoeing community. Late August saw the historic arrival of the Pacific Voyagers (a group from many Pacific Island nations who sailed across the Pacific Ocean in voyaging canoes.) Our children were able to greet and sail with the voyagers in the San Francisco Bay as well as learn the history of these vessels. In September, a group of our Club’s canoers were able to compete in the world’s largest outrigger canoe race in Kona, Hawaii. These accomplishments would not have been possible without the commitment of our young participants and the community in which they are involved. As Kilohana approaches its 25th anniversary, we are committed to continuing to provide this experience to the children of Fremont and the surrounding areas. We hope that the youth who come through our program reflect into our community the lessons they learn and the aloha spirit.

*Christina “Cece” Easiley is the vice-president of the Kilohana Outrigger Canoe Club and she can be reached at [contact@kilohanaocc.org](mailto:contact@kilohanaocc.org).*



## SHOP FREMONT!

Shop Fremont bags from the City of Fremont Economic Development Department are available at the Fremont Chamber of Commerce

# Service Learning: Teaching Students to Make a Difference

by Jim Morris and James Maxwell  
Fremont Unified School District

The Fremont Unified School District Board of Education and staff believe that empowering students to make a difference in their community is an essential part of a well-rounded education. Fremont students are making a difference every day through our service-learning program.

Service-learning is a teaching strategy that connects the classroom to the community by engaging students in projects that serve the community while building social, civic, and academic skills. Far more than simply community service, service-learning connects the act of service with rigorous preparation and reflection. The act of service becomes a tool for learning. Service-learning is hands-on, experiential, authentic learning that also gives students a chance to make a positive contribution in their community. Teachers throughout Fremont work to integrate service-learning into their classrooms.

All Fremont Unified School District high school students need to complete 40 hours of service between 9th and 12th grades in order to graduate. Students can

earn hours through classroom or school projects or through an approved non-profit organization. Some examples of the ways that Fremont students are making a difference include:

- At American High School, we send multitudes of students to various science camps to act as science counselors. This offers students opportunities to mentor younger students as well as encourage them to utilize skills learned in their various science classes.
- At Irvington High School, students compiled a guideline list of the high-, medium-, and low-valued foods and gave them to the community organizations that conduct food drives so people wishing to donate foods would be informed and more conscious of the types of food items they donate.
- At Kennedy High School, there is active recycling on campus; students are responsible for collecting all recyclable materials from classrooms creating an ongoing green community. Students earned service hours on Kennedy’s November Beautification Day, November 12, with a fall clean-up and planting to keep Kennedy the GREENEST SCHOOL in

Fremont.

- At Mission San Jose High School, Neha Verma did a charity fashion show in August of 2011 to showcase her flair for design and at the same time support Oakland Children’s Hospital Oncology program. The event was a great success as she raised over \$9,000 dollars. Neha designed the dresses and had a tailor make them.
- At Washington High School, there are multiple service clubs on campus that boast membership of over 300 students. Additionally, there are two school-wide events where students participate: the Paws for a Cause Breast Cancer walk in October each year and the all-school Eco-Faire project in May each year.
- At Robertson High School, students participate in: clothes collection (Caruth Handicapped Children), Tri-City holiday canned food drives, youth counselors at YMCA Science Camp, Beyond the Locker (BTL) Minicamp (mentoring junior high students), elementary school tutoring, community programs (Candle Lighters, City Recreation Department), volunteering at Washington Hospital.

Our Board of Education has adopted service-learning to help



Fremont students are making a difference every day through our service-learning program

students develop the skills, knowledge, empathy, and initiative to overcome challenges in our ever-changing world. An important goal of service-learning is to build a sense of civic responsibility in students that will last a lifetime and help foster strong communities through the knowledge that each of us can make a difference.

*Jim Morris has served as the Superintendent of the Fremont Unified School District (FUSD) since 2010. He can be reached at [jmorris@fremont.k12.ca.us](mailto:jmorris@fremont.k12.ca.us). To find out*

*more about service learning or if you would like to share an idea for a service learning project, contact James Maxwell, FUSD’s Director of Secondary Schools, at [jmaxwell@fremont.k12.ca.us](mailto:jmaxwell@fremont.k12.ca.us).*

Join the Chamber today  
Call (510) 795-2244  
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[twitter.com/FremontBusiness](https://twitter.com/FremontBusiness)

# A Change of Environment Can Make a World of Difference

by **Bill Creasi**  
Sola-Brite

As the hours of daylight dwindle from October through December and into the new year, we tend to use more energy in our homes as we stay inside more and increase our use of lighting and heating. At the same time, we tend to be more sedentary, gain weight, feel "cooped up" and some half a million people in the United States alone suffer from Seasonal Affective Disorder (or SAD), a seasonal type of depression.

Daylighting systems, such as tubular daylighting devices and skylights, can make a positive difference in addressing these issues. They provide a way to reduce electric energy bills in the daytime and save money, while also making a positive "green" improvement. Décor is improved due to the quality of light in the room (also known as "color rendition.") Regarding 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. Do-it-yourself kits are available, or any of these products



Classroom with daylighting system

can be installed by persons with expertise in such technology.

At Sola-Brite in Pleasanton, we have installed daylighting systems in residences for nine years and have also installed them in many local businesses, including the Fremont Technology Center, the Marin Humane Society, Montessori School in Castro Valley, and the "Parrot Nanny" in Lafayette. Our customers have realized energy cost savings through their reduced "carbon footprint" and say that the natural lighting provides a real quality-of-life difference for customers, employees, students, and even pets!

As one chain store executive said after installing energy efficient lighting, heating, ventilation, A/C, and refrigeration systems, "We

have a duty to be environmentally responsible. It is a serious responsibility that continually benefits our customers and the communities in which we do business."

*Bill Creasi is Sales Director with Sola-Brite in Pleasanton, the premier Solatube® Daylighting Systems dealer. To learn more about energy savings and the benefits of natural lighting, contact Bill at (925) 600-1400 or bcreasi@solabrite.com, or visit www.solabrite.com. Contact your tax preparer for eligibility regarding the 10% Federal Tax Credit, available through December 31, 2011 for some of these products! You are also invited to visit the Sola-Brite showroom in Pleasanton to experience the beautiful, innovative new lineup of decorative ceiling fixtures called "Glass Distractions."*

## Your Input is Needed: Take the Green Building Survey!

In 2010, the City of Fremont adopted green building standards for residential buildings. At that time, the City Council directed City staff to conduct outreach with the business community regarding potential green building policies for commercial facilities. There are a range of possible approaches that could be adopted by City Council, from voluntary programs to mandatory requirements. The Fremont Chamber of Commerce is working with the City of Fremont

on outreach, and we would like to ask you to provide your input to a brief survey. The Green Building Survey can be accessed from the Chamber website at [www.fremontbusiness.com](http://www.fremontbusiness.com).

If you would like to discuss this matter in more detail or have specific questions, please contact the City's Office of Economic Development at 510-284-4020.

We will keep you informed on future proposals and opportunities for input.

Fremont  
Chamber of Commerce  
Dollars for SCHOLARS®

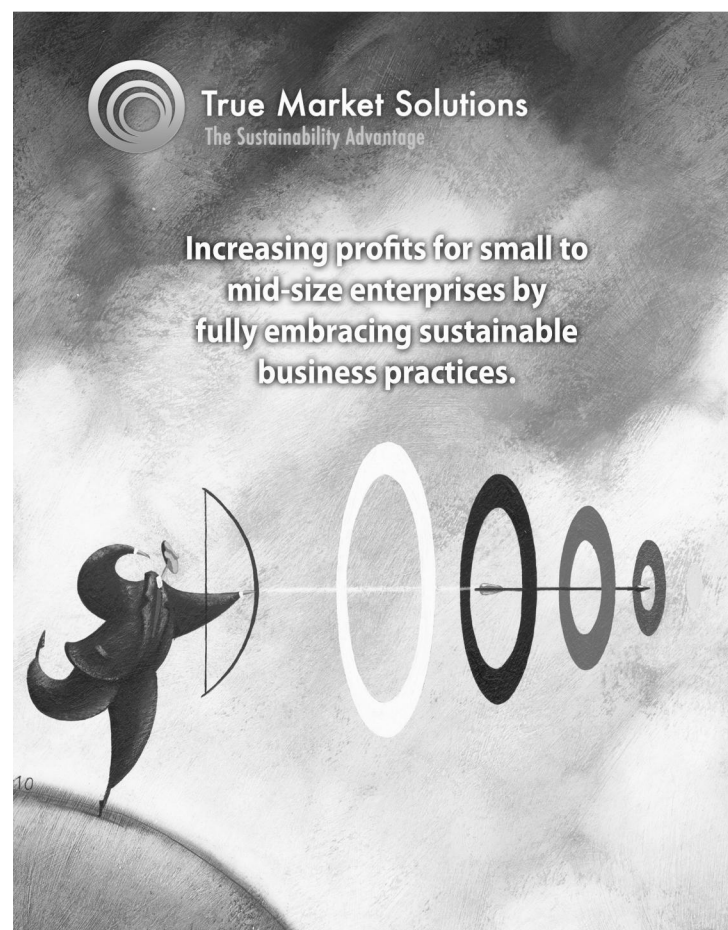
## Bowl-a-Thon

benefiting Dollars for Scholars

Saturday, February, 25, 2012, 1 p.m.  
Cloverleaf Family Bowl  
40645 Fremont Blvd., Fremont

### Bowlers Wanted!

Contact Nina Moore at (510) 795-2244, ext. 107  
or email [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com) for information or to register your team.



## Register for a FREE Sustainability Circle Preview

You are warmly invited to attend a Circle Preview on Thursday January 12, 2012. This is a no cost, introductory session with the True Market Solutions team to experience a taste of what the full Sustainability Circle is like.

The Fremont Chamber of Commerce is pleased to partner with True Market Solutions (TMS), an organization that provides training and coaching to companies to help them increase profits through embedding sustainable practices throughout their operations.

This program can help you to:

- Reduce costs
- Learn to meet significant new sustainability requirements
- Profit from embracing sustainability
- Provide employee training, integrated into your company's operations
- Secure new B2B customers
- Navigate a challenging economic landscape

A key point: this program can work for companies of all sizes, whether you have 20 or 1,000 employees!

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

For further information, contact Nina Moore at (510) 795-2244 x107 or [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)