

# FREMONT BUSINESS NOW



**VIRTUAL  
EDITION**

**A Publication of the Fremont Chamber of Commerce**

**Mar 2021**



**TAKE ADVANTAGE OF YOUR BENEFITS, PAGE 2**  
**BE AN EXPERT AT ZOOM, PAGE 3**  
**MEMBER HIGHLIGHT: HERS BREAST CANCER  
FOUNDATION, PAGE 4**  
**NEW SUPERVISOR DAVID HAUBERT, PAGE 6**  
**SPRING MARKETING IDEAS, PAGE 7**



**HIT REFRESH ON YOUR  
CAREER, PAGE 6**



**ONLINE MEETINGS: WE WANT  
TO HEAR FROM YOU, PAGE 3**

# CEO MESSAGE: ARE YOU TAKING ADVANTAGE OF ALL YOUR MEMBER BENEFITS?



BY CINDY BONIOR  
CEO, FREMONT CHAMBER OF COMMERCE

Your Chamber membership is more valuable than ever! Are you putting these newest benefits to work for you? Do it today...it's free with your membership!

## Shop Local

Our newest Shop Local programs are in full swing! Provide us with your specials and promotions and we will include them in our Shop Local postings. Or use one of our Shop Local graphics, add your own logo, and post on your social media platforms. And be on the lookout for our new Shop Local website that puts all this information at your fingertips! Visit [www.shopfremont.biz/](http://www.shopfremont.biz/)

## Member Highlight

Shine the spotlight on your business and tell your story in all the Chamber's communication venues. Complete the Member Highlight form found at [forms.gle/K5ZHfkfeMpvSqMuj9](https://forms.gle/K5ZHfkfeMpvSqMuj9) and we'll take it from there!

## Website Profile Enhancement

In January 2021, members received 697,639 referrals from the Chamber website. Are you looking your best and getting your share? Enhance your profile today by adding a description, pictures, videos, etc. and capture your share of attention. Contact Napoleon Batalao to get started.

## Staples Discount Partnership

Our new partnership with Staples offers a discount of 10% off all in-store purchases and 20% off all Print and Marketing in-store orders. Get registered for your discount today by contacting Napoleon Batalao!

## Ask the Expert

As an expert in your field, do you have information to share? Show off your [expertise](#) by answering a question in a concise three-minute video. Here's a [list of questions](#) on our website that need your expert answer. If you would like to submit your Expert video, email [Cindy Bonior](mailto:Cindy.Bonior@fremontchamber.com) and we'll help you get started.

## Ad Bank

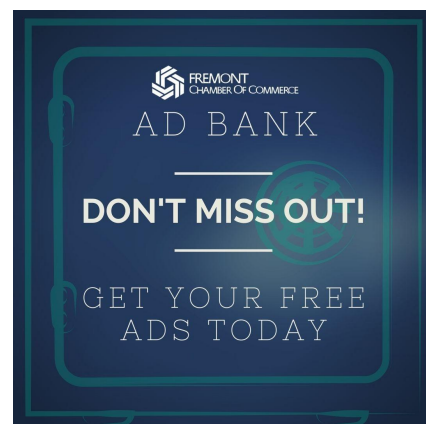
Advertise your business in Chamber publications at no cost from a fund that was established by several large businesses in our community. Reserve your space today by completing the Ad Bank form [forms.gle/YkUMrLStAaz2hC7P9](https://forms.gle/YkUMrLStAaz2hC7P9) and we'll reach out to you to take it from there. Our gratitude to Facebook, Washington Hospital, Robson Homes, and Kaiser Permanente for their generosity and support of the small business community.

## Tips & Tricks Videos

Demonstrate your expertise by offering tips, tricks and advice in a DIY style Tips & Tricks Video. Whatever your profession, share it in a Tips & Tricks Video and we will post it on our website, social media, and your business directory profile. If you want to submit a Tips & Tricks Video, contact Napoleon Batalao for more information. If you need help preparing to film your video, contact Jennifer Bonior and she can tell you how to shine like a real star in your video. Jennifer has also prepared [How To Film Yourself Like A Pro](#), a detailed article with advice on filming a top-notch video. And once it's safe for us to be together again, we'll be happy to help you film your video in person.

## Webinar Series

During the pandemic, we have offered a number of very successful webinars on a variety of business topics. We are continuing to build on that success and are now offering a Webinar series. We invite you to share your thoughts on a subject matter that would be meaningful to you and help you build your success. Please send your requests to Cindy Bonior and we will do our best to address them.





# BE AN EXPERT AT VIRTUAL MEETINGS

Virtual meetings have become commonplace since the start of the pandemic. It was the best way to conduct business while social distancing. For the Chamber, it has become somewhat of a lifeline to continue to stay engaged with our members and for staff to be productive. Although not perfect, it is the next best thing to meeting face to face.

While our virtual meeting skills have greatly improved with experience, I have been noticing that many people could stand to polish up those skills just a little more...me included!

Do's and don'ts for online meetings seems pretty simple, right? For most people it is, but it never hurts to review the obvious. Here we go:

**1 Join the meeting just a little early.** That will give you the opportunity to make any necessary adjustments in volume, camera angle and lighting. If you do join late, do not interrupt the meeting to announce your arrival. It is disruptive to the meeting.

**2 Mute your microphone when you are not speaking to eliminate background noise.** Be sure to turn on your mic when you want to speak. How many times have you heard "you're on mute"! I have, I'll own it! And, don't forget to mute your cell phone, if you can hear it, so can everyone else!

**3 Be aware of your actions and limit your movements while your video is on.** Excessive movement is very distracting. If you need to move away from the camera, turn off the video.

**4 Avoid multitasking.** Do not text, check email, or eat, give your full

attention throughout the meeting, and encourage participants to do the same. Always be aware of whether your video is off or on. People CAN see what you are doing which means, if you need to change your clothes or talk to your child, turn off the video. We have had a meeting where a participant changed clothes during a meeting, not realizing the video was on. We scrambled to turn off the video but weren't fast enough to avoid the entire show. Also, notify others in your home that you will be in a virtual meeting with the video on, so they don't inadvertently appear in your meeting.

**5 Most importantly, be professional in your actions, which means dress appropriately, no pajamas.** Sit attentively as you would in a face-to-face meeting, no lounging on the bed while meeting. Yes, I have seen it! Don't have side conversations with others in the meeting or in your house. We're all professionals, we do know how to act and because it's virtual, that shouldn't change. Of course, there will be the occasionally dog barking or child crying, we're human with families and responsibilities, so be patient with others if this occurs. I know that many people in my meetings have met my dog! If it's your child or dog is making noise, drop out of the meeting for a moment, handle the situation and return as quickly as possible.

Although I believe that face-to-face meetings can never be replaced by virtual meetings and are an important part of networking, it's pretty clear that virtual meetings are here to stay. In some cases, they are often more expedient and economical. By exercising a little consideration on everyone's part will make for a productive and pleasant virtual experience for us all!



## Your Turn: WANT TO HEAR FROM YOU!

Are virtual meetings here to stay? Tell us what you think!

**Do you prefer virtual meetings to face-to-face meetings?**

Yes  
No  
If yes, why?

**Will you continue to conduct meetings virtually post pandemic?**

All  
Some  
None

**What do you find most attractive about virtual meetings?**

**What do you find most frustrating about virtual meetings?**

We are collecting information for a future article. Let us know what your thoughts are and we will contact you for more details if needed. Send your comments to Cindy Bonior at [cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com)

# Fast Facts: HERS BREAST CANCER FOUNDATION



Location: Washington Hospital  
Healthcare System (at Washington  
West Women's Center)  
2500 Mowry Avenue, Suite 130  
Fremont, CA 94538

Tina Fernandez Steckler, Executive  
Director

Phone: 510-790-1911  
Fax: 510-505-9160

Website:  
hersbreastcancerfoundation.org  
Facebook:  
@hersbreastcancerfoundation  
Twitter:  
@HBCF\_SFBayArea  
Instagram:  
@hers\_bcfoundation  
LinkedIn:  
hers-breast-cancer-foundation

Chamber Member since 2002

Upcoming events:  
People With Purpose – A Pink Pajama  
Party  
Saturday, May 8, 2021  
7:00 p.m. – 8:00 p.m.

Walk/Run | HERS Breast Cancer  
Foundation  
Saturday & Sunday, September 25 &  
26, 2021

Breast Cancer Awareness Month  
October 2021



## Member Highlight: HERS BREAST CANCER FOUNDATION

HERS Breast Cancer Foundation's mission is to support all individuals healing from breast cancer by providing post-surgical products and services regardless of financial status. HERS is the only nonprofit organization in the Bay Area that provides appropriate products (such as bras, prostheses, and wigs) for breast cancer survivors, including under-served patients.

Services are available at three locations: the flagship program store at Washington Hospital in Fremont, at Stanford Health Care ValleyCare in Pleasanton, and at Kaiser Permanente Hospital in San Leandro.

HERS Breast Cancer Foundation services are designed to help individuals overcome what can be devastating emotional and physical effects of surgery and treatment. The program stores provide private, understanding environments for breast cancer survivors to be properly fitted for bras and prostheses, compression garments to alleviate lymphedema, and wigs and other head covering. The service and the products HERS provide patients help to restore survivors' sense of HERS -- Hope,



Empowerment, Renewal, and Support. HERS is truly "a soft place to fall" for survivors during one of the hardest times in their lives.

An active Fremont Chamber member for 19 years, the HERS Breast Cancer Foundation finds value in their ability to raise brand awareness and attract patients and stakeholders through the benefit of membership. Through participating in the Annual State of the City, as well as other mixers and events, HERS is able to connect with like-minded professionals in the community to continue to grow and develop the organization. HERS has also found their profile on the Chamber's website to be beneficial in helping potential clients to find and learn about their services, and uses the Chamber's newsletters and publications to promote their organization and learn about opportunities and news in the community.

# HOW TO HIT REFRESH ON YOUR CAREER



BY JENNIFER BONIOR  
DIRECTOR OF SPECIAL EVENTS

They say, “choose a job you love and never work a day in your life,” but does anyone actually buy that? On *day one* it was the most exciting job ever, full of possibilities! But what about on *day one hundred*; are you still loving every aspect of your nine-to-five? And has the shine finally worn off when *day one thousand* rolls around?

Every job comes with its own rollercoaster of highs and lows, but is there some way that we can give ourselves a little boost when we do get stuck in that inevitable rut? When we’ve been pushed to our breaking point by a difficult co-worker, an impossible task, an unbearable workload—you name it, we’ve all been there—is there some way that we can just hit the REFRESH button and start anew? Absolutely! Here are a few ways you can take charge and inject some new life into your career:

► **Talk It Out** - Don’t be a ticking time bomb, talk to your family, friends, coworkers, and/or boss. That work grudge you are holding is holding you

back at work.

► **Build Meaningful Relationships** -

Are you friends with your coworkers? You spend 40+ hours a week with these people, it’s time you got to know each other! It’s hard not to smile when you’re working with a friendly face.

► **Get or Become a Mentor** - Need a little direction? Or maybe you’ve found your calling and are ready to share the tricks of the trade? Guidance and growth is achieved through give and take, so embrace whatever stage of the journey you’re at now!

► **Find a Passion Project** - Recharge your batteries by owning and completing a task that you care deeply about. No matter how big or small the project, finding time to complete something simply for the joy of it will help spread joy into other aspects of your day-to-day.

► **Get curious** - When the exploration stops, the learning stops and we all know that life never stops teaching. So keep an open mind and look for new opportunities every chance you get; you never know what you’ll stumble across.

► **Ask for What you Want** - Do your homework, determine what you truly want (not just what you think you’ll get), and then in a kind and confident manner, ask for it. If you never ask, the

answer will always be ‘no.’

► **Practice Gratitude** - Focusing on the positives in your life diminishes the power that the negatives have over you. So be thankful for the good you see each day, it’ll pay dividends on your mood.

► **Shake Up Your Environment** - Take a few minutes to freshen up your workspace. Tidy that stack of papers, raise the blinds all the way up and let in some light, add an inspirational image; the smallest change can help your space, and you, feel like-new.

\* **Take a Break** - If you’ve been running non-stop or have just gone months without a vacation, find a way to break away from the monotony of your routine. Sometimes there is no substitute for a little space.

Perhaps the most important thing to remember though, is that we can only change what we can control. We can’t fix other people or make our job something it’s not. Instead, what we can do is work on ourselves, our outlooks and our attitudes, and we can decide to approach our jobs and responsibilities with a new-found sense of purpose and enthusiasm. Change only finds those who are open to receiving it—are you ready for change?





# DAVID HAUBERT BEGINS TERM AS ALAMEDA COUNTY DISTRICT 1 SUPERVISOR

BY MATT SENEKEREMIAN

DIRECTOR OF GOVERNMENT AND COMMUNITY AFFAIRS

Supervisor David Haubert was elected Alameda County District 1 Supervisor in November of 2020 and sworn in on January 4, 2021. He began his professional career in the food industry where he held sales positions and later founded Trinity Consulting to help small business startups with proof-of-concept development, sales and marketing plans, and business development.

Supervisor Haubert's career in public service began in 2000 when he volunteered for his daughter's school as School Site Council Chairman. In 2002, he was elected to the Dublin Unified School District Board of Trustees where he served for 10 years, with 4 of those years in the president and vice president role. He was elected to the Dublin City Council in 2012. In 2014, David was elected Mayor of Dublin and has been proudly serving his constituents in this role ever since.

One of his first tasks as Supervisor was appointing/ hiring Kathy Kimberlin

of Fremont as Field Director. In this role, Kimberlin will be responsible for constituent services in the district, representing the Supervisor in the community, and managing the new district office in Fremont once it opens. Kathy has been an active and engaged member of the Fremont community, particularly as President of Centerville Business & Community Association, and a member of the Fremont Chamber of Commerce Government Affairs Committee.

"It was critical for me to bring someone onto my staff who knows Fremont, understands the needs within Fremont, and can work with the residents of Fremont for a robust, purposeful and inclusive City / County partnership. Kathy is that person and we're excited she is on board" said Alameda County District 1 Supervisor David Haubert.

The Fremont Chamber of Commerce looks forward to working closely with Supervisor Haubert and his staff. In the coming months, we will once again be hosting our State of the County event.



Alameda County Supervisor David Haubert

[acgov.org/board/district1/](http://acgov.org/board/district1/)  
**CONTACT FORM**

Join the Chamber and local elected officials online visit [fremontbusiness.com](http://fremontbusiness.com) for more!



FREMONT  
CHAMBER  
OF COMMERCE



Online Coffee Series



# SPRING AHEAD WITH MARCH MARKETING IDEAS

BY GAUTAM TANDON  
ELLIPSIS MARKETING

The first day of Spring is March 20th and this is the month to spring into action with your local marketing. Even if Spring isn't your thing, there are other marketing opportunities that can help your business bloom. Here are some ways you can restart your success in the month known for new beginnings.

## 2021 March Marketing Calendar

- Entire Month of March: National Nutrition Month
- March 5th: Employee Appreciation Day
- March 14th: Pi Day
- March 15th: NCAA College Basketball Tournament Tips Off
- March 17th: St Patrick's Day
- March 20th: First day of Spring
- March 27th: Earth Hour
- Last Week of March: Easter Shopping Week

## First Day of Spring

Think warm thoughts and engage customers with Spring marketing ideas. Spring might seem far away when there's still snow on the ground but the first day of Spring is March 20 and celebrating the end of winter is a perfect reason to run a sale or promotion. You can use the excitement and fresh-start mindset of Spring to promote special offers. One idea is to develop a free virtual educational event, like an art class or cocktail making seminar, and offer a discount to attendees to encourage sales. No matter what you do, make sure to promote your offer online through channels like your website, social media, and

publishing a post to your Google My Business page so that people will discover your business and your offers.

## National Women's History Month

Take time to honor women who have made an impact. Celebrate your female employees by telling their stories on your blog, website, or social media sites. Donate to a women-focused charity and encourage your customers or social media followers to do the same. Ask your clients or social media followers to share their stories of inspiring women. Share inspiring quotes from women. If none of these are what you're looking for, check out the Women's History Month website for more information.

## Easter

Restaurants can create a special menu for the holiday, photographers can offer picture deals and promotions, and flower shops can host virtual floral arrangement classes or post instructional videos. You can even ask your followers and customers to share their Easter dinners, family pictures, and floral arrangements with you on social media so you can share them with your audience!

## St. Patrick's Day

You don't have to be Irish to celebrate St. Patrick's Day on March 17! St. Patrick's Day is a perfect opportunity to dress in green and post on social media. Give customers wearing green a special discount or prize for taking a picture and tagging your business. Make sure to use hashtags so your posts can be found by new followers and promote your business!

## Employee Appreciation Day, National Nutrition Month, And More

Take time to show appreciation for your employees with an employee spotlight blog post or social media shout-out. These gestures humanize your brand and make your business more appealing to potential customers.

March is National Nutrition Month, a great time for restaurants, daycares, and fitness centers to market their business. Provide nutrition tips and healthy recipes through blog posts, email, or social media to engage with people. Post recipes and meals on sites like Pinterest and Instagram, or use hashtags like #eatright and #NNM on Instagram and Twitter to get your posts noticed and shared.

The NCAA College Basketball Tournament tips off in March. Try creating a March Madness bracket to go with your business. Restaurants can have a competition of their most popular dishes and encourage customers to vote by ordering one of them. Small businesses can offer a discount to customers wearing something from their favorite school. You can also take pictures of employees getting in the spirit. Post pictures of employees and customers showing their team spirit on social media with hashtags so your posts will reach more people.

If you want help implementing a March marketing strategy or more ideas about how to promote your business visit us at [Ellipsis Marketing](#).

## THE FREMONT CHAMBER OF COMMERCE

DOLLARS FOR SCHOLARS  
AN AFFILIATE OF SCHOLARSHIP AMERICA

# BUILDING DREAMS

## POST SECONDARY SCHOLARSHIP

BASED ON NEED & MERIT

MIN AWARD \$1500  
MAX AWARD \$5000

APPLICATIONS CLOSE  
APRIL 30TH, 2021

[FREMONTCC.DOLLARSFORSCHOLARS.ORG](http://FREMONTCC.DOLLARSFORSCHOLARS.ORG)

## THE CHAMBER IS BUILDING DREAMS

The Fremont Chamber of Commerce Dollars for Scholars program, an affiliate of Scholarship America, is proud to announce the **BUILDING DREAMS** post secondary scholarship.

This scholarship is based on needs and merit. Minimum award: \$1,500. Maximum award: \$5,000. Apply on the Dollars for Scholars web page at: [fremontcc.dollarsforscholars.org](http://fremontcc.dollarsforscholars.org)

Since its inception in 2005, the Fremont Chamber of Commerce

Dollars for Scholars program has awarded more than \$50,000 in post-secondary scholarships to 35 of our community's graduating seniors enabling them to pursue their dreams of higher education.

In addition, this scholarship program has granted \$8,500 in scholarships to 14 business professionals attending Leadership Fremont, assisting the Chamber in building a better-educated workforce and provide life-long learning opportunities.

## ALAMEDA COUNTY NOW IN RED TIER

The Alameda County Public Health Department announced Tuesday, March 9 that Alameda County has advanced to the Red Tier of the Blueprint for a Safer Economy.

Businesses and activities permitted to open under the State's Red Tier must continue to comply with the State's Industry Guidance: Additional workplace resources can be found [here](#), and resources for Alameda County workers are available [here](#).

Businesses and activities permitted to open indoors, with capacity restrictions and modifications:

- Restaurants: 25 percent max capacity or 100 people
- Retail: 50 percent max capacity and food courts permitted with indoor dining restrictions
- Grocery stores: full capacity while following retail industry guidance
- Movie Theaters: 25 percent max capacity or 100 people
- Museums, Zoos and Aquariums: 25 percent max capacity
- Gyms, fitness centers and studios (including at hotels): 10 percent max capacity. Climbing walls ok.

Gatherings: Small and time-limited private gatherings among no more than 3 household are now permitted indoors under State guidance, but outdoors is still strongly encouraged. Large gatherings are still prohibited.

Find resources for employers and employees on the Fremont Chamber of Commerce COVID Resource page: [fremontbusiness.com/covid-19](http://fremontbusiness.com/covid-19)