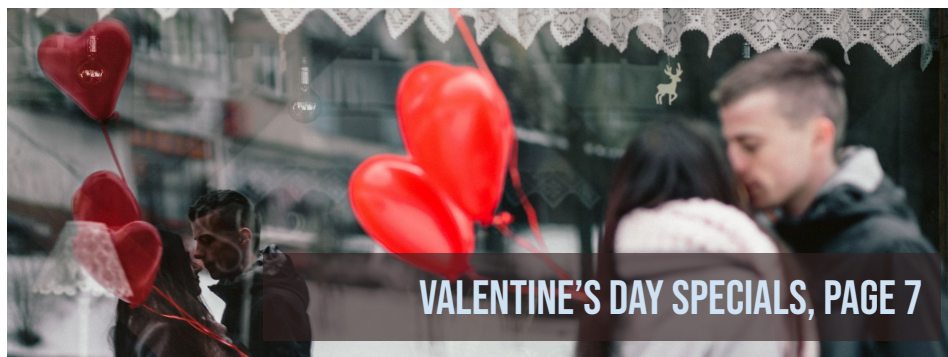


## 2021: LOOKING AHEAD

**WE'RE TURNING UP THE HEAT IN 2021, PAGE 2**  
**PREVENT COMMERCIAL BURGLARY, PAGE 4**  
**AVOID THE OVERWHELMING SIDE OF SOCIAL MEDIA, PAGE 6**



2021



## WE'RE TURNING UP THE HEAT IN 2021

Being a member of the Chamber of Commerce comes with an enormous number of benefits. Some benefits require your engagement, and some benefits just work for you while you're at work in your business. Either way, the value is unquestionable. But we're not stopping there, because in 2021, we're turning up the heat and adding value with a whole new slate of benefits to add to your membership.

### Shop Local

While we have always been a staunch advocate and promoter of Shop Local programs, we have elevated the program to provide you with ready-made Shop Local graphics for everyday promotions as well as special holiday promotions. Simply add your own logo, or special text, and post in your social media platforms. The Chamber will also collect special promotions from members and post those as well. We do the work for you, eliminating the expense of graphics and the time it takes to produce them. All you do is drop in your logo and click post. Be on the lookout as we make these available monthly. Here's a link to the most recent ads for every day [Shop Local](#), [Valentine's Day](#) and [St. Patrick's Day](#).

### Member Highlight

Our members are special and each of you has a story to tell! Beginning in March, we will help you tell that story by highlighting a member and

telling your story! You will be featured in the weekly e-newsletter *Fremont Business Brief*, in the monthly newsletter *Fremont Business Now*, on our social media platforms and on our website [fremontbusiness.com](http://fremontbusiness.com). All together, these platforms have a readership of 35,246. What a way to promote your business! Interested in being highlighted and want to tell your story? Let us know. Complete the [Member Highlight form](#) and we'll take it from there!

### Website Profile Enhancement

With more of us sheltering in our homes and spending more time using the internet to seek out products and services we need, we have seen the Chamber's business directory traffic swell exponentially! In fact, referrals were up 184%, just in the last month. We're stepping it up to give our members more presence and offer more opportunity for visibility with Enhanced Directory Profiles. Take a look at the example of Bernard, Balgley & Bonaccorsi on page 12. There's a stark difference between the before and after profile example and there is no doubt the enhanced profile will attract a whole lot more attention. Now, your profile in the online business directory can include a description of your company (250 characters), pictures and/or videos about your company and services, your social media handles, and your logo. It's a great way to increase interest in your company before that customer/client even walks in your

door or calls your office. It could even be the hook to get them to seek you out! Make this robust tool work for you and let's get you started on enhancing your profile today. We'll need your company description, YouTube links to your videos, pictures, and your logo. Contact [Napoleon Batalao](#) and he'll help you get started.

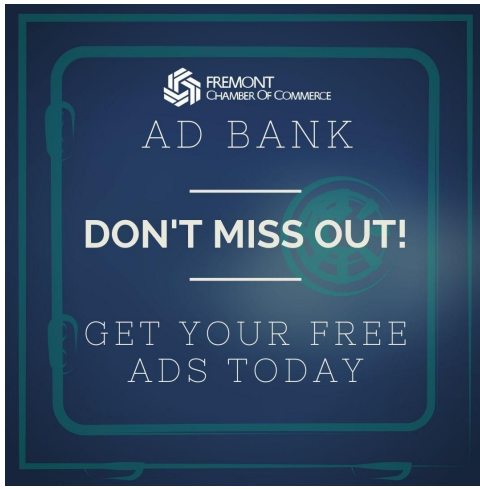
### Staples Discount Partnership

Let's lower a common, inevitable, overhead expense...office supplies! 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. Located in Fremont Hub, what could be more convenient for your office supply shopping? The only catch is you must be a Fremont Chamber member and you must register for the program. We're going to help you out with that, just email [Cindy Bonior](#) and ask to be registered for the program! She'll get you registered and notify you when your discount becomes effective. It's money in your pocket!

### Ask the Expert

Looking for information? Or do you have information to share? Look no further than our "Ask the Expert" videos. There are two ways to use this new feature. First, as a member, you can demonstrate your knowledge and expertise by answering a question on video. Of course, you and your company will be given attribution and your contact information provided. Potential customers will be comfortable knowing you have the relevant expertise they need before they even contact you. Second, the "Ask the Expert" library may have just the answer you need presented in a concise three-minute video available through a link on the chamber website as well as posts on social media. Interested in sharing your expertise? Here's a list of questions ([link to list of questions](#)) that need your expert answer. If you would like to submit your Expert video, please let us know and we can offer you tips on how to

film a great video. And once it's safe for us to be together again, we'll be happy to help you film your video. Have a question you need answered? Email [Cindy Bonior](#) your question and we'll go find the right expert to answer it.



### Ad Bank

What's keeping you from advertising? Often, it's the expense, right? During this trying time of COVID, several large businesses have answered our plea for support of our small businesses and have committed dollars to pay for advertising for Chamber members in Chamber publications. Until the fund is depleted, you may reserve space in any Chamber publication and the fee will be paid from the Ad Bank. You get the advertising benefit, and it doesn't cost you a dime! What a deal! Make your reservation today by completing the [Ad Bank form](#). Need help or have questions? Contact [Napoleon Batalao](#). Our gratitude to Facebook, Washington Hospital, Robson Homes, and Kaiser Permanente for their generosity and support of the small business community.

### Fremont Business Now

A long-standing publication of the Fremont Chamber of Commerce *Fremont Business Now* is our semi-annual newsletter that has enjoyed an estimated readership of more than 7,500 business leaders. *Fremont Business Now* has now become a monthly publication

available [online](#), on our social media platforms, and through your email which will provide a much more robust reach and readership. Fremont Business Now details member news and achievements, Chamber activities and programs, legislation impacting businesses, new benefits for members, and community happenings. Most importantly, you are welcome to share your news and expertise by submitting press releases and articles. Advertising may also be purchased in the publication. You'll now experience even more information from the Chamber and the reach of Fremont Business Now will be greatly increased, making news about your business much more visible to the community.

### Tips & Tricks Videos

If there is one thing that we have all learned during the pandemic is that we must pivot to offer additional services and information to stay connected and maintain relevance to customers. A great way to achieve this is to demonstrate your expertise in a Tips & Tricks Video in a DIY style. Show your customers how to set up a beautiful table landscape for a holiday, demonstrate the proper way to reheat take out foods to maintain proper taste and texture, or show how to set-up a marketing plan that will attract attention. Whatever your area of expertise, 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 and he can provide instructions for you. 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](#), 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 will continue to build on the success and offer a Webinar series. The webinars dates will be released as speakers are confirmed. While we continue to develop relevant topics and speakers, we invite you to share your thoughts on 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.

### Online Certificate of Origin

Do your customers require a Certificate of Origin when you deliver your products? We will begin to offer an online option to acquire certificates very soon. Please look for more information or contact [Cindy Bonior](#) to get your company set up to use the online system.

## WANT EVEN MORE ENGAGEMENT? FOLLOW US!

Get connected to the Fremont Chamber of Commerce on social media! Social media is a great way to connect and engage with current and potential customers. We use Facebook, Instagram, and Twitter to connect our members to the public. Follow us! Better yet, tag us and we will reshare, retweet, and regram your posts to our audience.

You should follow us!

Facebook - [@FremontBusiness](#)  
Twitter - [@FremontBusiness](#)  
Instagram - [@FremontBusiness](#)



## PREVENT COMMERCIAL BURGLARY

The Fremont Police Department encourages business owners to take the following precautions to help secure your business and make it less of a target.

### During business hours:

- Greet customers as they enter and exit the business.
- Keep windows clear of displays, posters, or other items.
- Keep small amounts of cash in registers at ALL times.

### After business hours:

- Lock all entrances to the building, including windows.
- Remove all high value items from the front of the store and display windows.
- Leave lights turned on inside and outside of the business. Automatic motion sensor lights can also be utilized.
- Leave registers EMPTY and OPEN. If an intruder were to make entry, this would help prevent unnecessary damage to the register.
- Get to know your neighboring businesses and lookout for one another.
- Utilize security systems such as alarms and video surveillance.

### Exterior Precautions:

- Lighting creates an atmosphere of exposure. Criminals are less likely to commit crime in well-lit areas.

- Keep bushes and shrubs trimmed and low to the ground to maintain clear visibility around the property; this prevents intruders from using them as cover.

### Interior Precautions:

- Safes: Do not leave large amounts of money at your business. If you have a safe, it should be at least 500 lbs. and or be bolted to the floor.
- Property Identification: Label all valuable business items with your company name and address. Be sure to document all associated serial numbers. This will help identify your items if they are stolen. Keep a complete, up-to date inventory log saved in a separate location away from the business site.

### If a burglary has occurred at your business, employees should:

- Call police immediately and wait for their response.
- Don't enter the business until it's been cleared and deemed safe by police. Intruders may still be inside.
- In order to preserve the scene, it's best to keep staff and customers out of the area until officers can respond and evaluate for evidence.
- Once safe, inventory loss, and report it to officers as soon as possible.

### Resources:

[2020 Commercial Burglary Workshop](#)

## REGISTER YOUR CAM

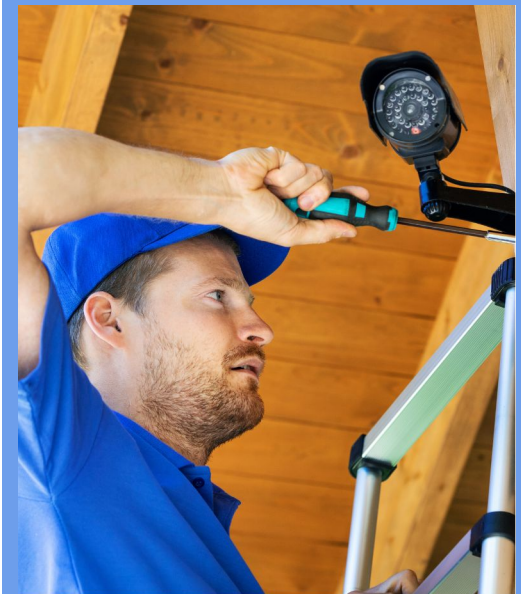
Do you currently utilize private video surveillance at your home or business? If you do, consider registering your video camera with the Police Department.

Video surveillance is one of the best methods for apprehending criminals and convicting suspects who are caught in the act of committing a crime. Installing and registering video surveillance is a great example of community-police partnerships and is something that is highly valued by our police department. Fremont Police Detectives and Patrol Officers have relied upon private video to investigate criminal activity in our community.

The registration and sharing of information is 100% optional and not required. Your information will only be shared with officers and law enforcement personnel who are investigating a crime in the vicinity of where your camera is located.

If you don't yet have a camera system and are thinking about getting one, read these tips for residential and neighborhood camera installation: [fremontpolice.org/videosurveillance](http://fremontpolice.org/videosurveillance).

To register your camera visit: [fremontpolice.org/registercamera](http://fremontpolice.org/registercamera).



## GET FREE SMALL BUSINESS HELP ONLINE WITH EAST BAY SCORE

East Bay SCORE is still providing free confidential business advice during the pandemic. SCORE is an organization of successful business entrepreneurs and industry executives who volunteer to counsel and mentor businesses at no cost – from start-up to success. Their mission is to provide resources and expertise to maximize the success of existing and emerging small businesses.

As a resource partner of the SBA, SCORE's free counseling service includes business plans, financing availability, and workshops that teach all aspects of business management.

East Bay SCORE's experienced business mentors provide advice on every aspect of business and can help you online or via phone. [Browse mentor profiles](#) and select the right mentor for you.

Do you have a business question but don't have time to browse through mentor profiles? Please fill out the form found [here](#) so that SCORE can pair you with the best mentor to help you with your business. You can schedule an appointment with a mentor, or have a mentor contact you. Since COVID, all counseling is being done via phone or email. No in person counseling is available.

# GRAPHIC: AMERICANS SUPPORT SMALL BIZ

You might think that Amazon and big box stores have pushed small businesses out of consumers' minds, but that is not the case. Most Americans still frequent their local small businesses.

SCORE's latest [infographic](#), sponsored by Nav, examines the popularity of small businesses across the country.

### Americans still patronize small businesses

- 91% of Americans shop at a small business at least once a week
- 47% frequent small businesses 2-4 times weekly
- 17% more than 4 times a week

### Local Favorite Destinations:

- Independently bakeries (40%)
- Clothing, access. & shoe stores (40%)
- Restaurants, bars and pubs (37%)
- Bookstores (32%)
- Gift, novelty and souvenir stores (30%)

- Restaurants, bars and pubs (37%)
- Bookstores (32%)
- Gift, novelty and souvenir stores (30%)

### Small businesses keep money in the community: For every \$1 you spend at a small business:

- 67 cents stays in the local community
- 44 cents goes to the small business owner & employee wages/benefits
- 23 cents gets reinvested in other local businesses
- And that \$1 creates an additional 50 cents of local economic impact
- 30 cents is spent by the small business owner on local vendors
- 20 cents is spent by the owner and employees locally

Work with a [SCORE mentor](#) to help prepare your small business for these events and year-round.

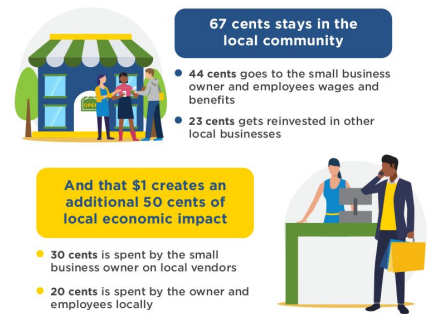


Small Business: one with fewer than 500 employees



Small businesses keep money in the community

For every \$1 you spend at a small business:



### Support Your Local Small Businesses



# AVOID THE OVERWHELMING SIDE OF SOCIAL MEDIA



**BY JENNIFER BONIOR**  
**DIRECTOR OF SPECIAL EVENTS**

Let's face it, managing your company's social media account(s) is no walk in the park. The platforms are ever-changing and then there's the trends and memes and hashtags to keep up with. It's high time we stopped pushing nonsense content because we haven't posted something in 24 hours or not posting anything at all because the whole process is just too overwhelming. Let's all cut ourselves a little slack and try to focus our time and energy on embracing social media in a more manageable way. Here are a few steps on how to regain control over your social presence:

**Learn.** Like anything, you can't expect to be good at something if you know nothing about it. So take a few minutes to do a little research and figure out which platform(s) actually work for you and your company. Are you more of a Twitter or Instagram company? Maybe you're both. Only you can decide! Most importantly, don't feel pressured to be on

everything. You should only have an account on platforms you actually intend to use; less can definitely be more in this case. Once you've picked your platform(s), then go dig a little deeper. While the basics are the same across the board, every platform has its own system and rules, and there's only one way to master them! There are countless lists of social media tutorials, tips, and courses online, so what are you waiting for?

**Listen.** You put your customers first in person and on the phone, so it only makes sense that you'll be putting them first online as well. When determining content, use your internal spam barometer; would I want a similar company to share something like or is it just nonsense spam? Only post information that is relevant to YOUR customers and then listen to what they have to say in response. Customers will let you know if you've missed the mark on content. If you're not seeing any likes or you're getting negative comments, try another approach. Social media is an extension of your customer service, it's a place for customers to express their thoughts which are invaluable to you providing a better service/product to them. So make sure you're listening!

**Engage.** When you post something and people are responding to it, respond back! Social media platforms are - surprise, surprise - meant for socializing! Posts aren't meant to be one-way conversations where you tell an audience a piece of information and then, 'the end.' You want your customers to engage with your posts just as much as they want you to engage with their comments. So don't post and walk away. Doing that could cause you to miss out on a prime opportunity to engage with potential customers, uncover problems, or

receive a little well deserved praise!

**Track.** Social media management is just another aspect of your business, so you should create clear cut goals and benchmarks for your posts and campaigns like you would any other project. You'll never know whether something was a success or failure if you don't measure the results. It doesn't matter what kind of marketing budget you have, you can still track your engagement, followers, clicks, and more. Every platform has its own analytics page, so take a moment to go acquaint yourself with your platform's data tracking options. The information is there, just waiting for you to discover and utilize it!

**Automate** - with caution. Who doesn't want to be more efficient? There's always room to tighten up your game, so once you determine how often your customers want to hear from you and at what days/times, consider utilizing some automation software. If you are able to schedule your posts in advance, you'll free up time to then dedicate to replying and engaging with your customers. Just remember, there is smart automation and then there's spam. Be thoughtful, consistent and push out content across all of your social media profiles at the same time.

Take it one step at a time. First, learn what the platforms you use are all about. Then choose content carefully, listen to the responses you get, and engage with your customers. It's not a competition of how many things you can post and track, it's about how meaningfully you can connect with old and new customers. And finally, figure out a content schedule that works for your company, then find ways to optimize. Don't be a slave to social media, it's a tool that can and should be working for you, not the other way around.

# MEMBERS: ADD MORE ZIP TO YOUR MEMBER PROFILE

Increase your engagement on the Fremont Chamber of Commerce's online member directory by adding member profile enhancements.

Fremont Chamber members get referrals via our online member directory which means an immediate benefit to members. The directory, located on our [website](#), is accessible via desktop browser as well as via mobile device browsers. Potential customers are looking for you!

Here are a few things you can do to increase the chance that someone will connect to you via our directory:

## Add your social media accounts

The directory can add the following social media pages: Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Flickr, Yelp, OpenTable, FourSquare, TripAdvisor, Houzz, Angie's List.

## Check your Category

Did you know you can have your business listed in two categories on the member directory? So if you own a print shop that also provides shipping services to customers, you can be listed in both categories. There is an extra charge for more than two [category listings](#).

## Embed a YouTube video

Your YouTube video can play directly on your member directory page! Give us your URL and we can embed it.

## Upload your logo

Logos make your listing stand out from the rest of the list.

[Contact Napoleon to learn more.](#)



## VALENTINE'S DAY SHOP LOCAL PUSH: WE WANT TO SHARE YOUR SPECIALS

"Valentine's Day is a sentimental tradition, but gift giving can be driven by the economy" - National Retail Federation President and CEO Matthew Shay.

With many families sheltering in place and non essential businesses closed due to the pandemic, it is more important than ever to offer something special for one of the most romantic days of the year. Let us know

something special for one of the most romantic days of the year. Let us know what special deals you will be offering and we will post them for you on our website, newsletters, and social media accounts. Must include: description of special, email address, a URL to link, & your social media accounts and/or third party delivery app link.

Valentine's Day is February 14th. [Fill out this form now.](#)



ROSES ARE RED  
VIOLETS ARE BLUE

SWEETHEARTS  
SHOP LOCAL

AND SO SHOULD YOU!

[TINYURL.COM/SHOPLOCALFREMONT](https://tinyurl.com/shoplocalfremont)





# Financial Navigators

## GET HELP EASILY

Are you having issues with your finances? Has COVID-19 put you or your family in a tight financial situation? Need help with prioritizing payments for expenses such as housing, food, and insurance? Financial Navigators are available over the phone to help all residents of Alameda County access available programs and services to manage income disruptions and other financial concerns.

Residents can access these remote services by completing an [online form](#) or calling the *Fremont Family Resource Center* at 510-574-2000 to sign up.

### What Happens In a Financial Navigation Session?

The session will last approximately 30 minutes. Navigators can help you prioritize financial concerns, identify immediate action steps, and make referrals to programs and services.

During the call Navigators can help with:

- Prioritizing daily living expenses, like housing, food, and insurance
- Maximizing income, by sharing referrals that offer benefit eligibility services, emergency cash assistance, and emergency loans
- Managing debt, from credit cards to student loans to child support
- Avoiding predatory scams
- Accessing other social services
- Budgeting for future loss of income

*Please note - Financial Navigators provide information relevant to your needs; they cannot provide direct financial assistance like cash or loans.*

After the session, your Financial Navigator will send you a follow-up email outlining next steps and referrals.



## LEARNING TO SWIM IS ESSENTIAL!

American Swim Academy and the United States Swim School Association (USSSA) have announced drowning prevention classes, including swim lessons, have been [deemed essential](#) by the California Department of Public Health (CDPH). This designation will help greatly in the continued mission to prevent drownings in the state of California. Learning to swim is a critical tool, as part of a multilayer drowning prevention plan, as demonstrated by a study conducted in 2009 showing that formal swim lessons between the ages of 1 and 4 can help [reduce the risk of drowning by 88%](#).

Each year, in California, hundreds of children suffer drowning incidents. For every fatal drowning, there are five other drowning incidents that end in victim resuscitation and brain injury due to hypoxia.

We understand and accept the fact that the COVID-19 pandemic requires the state and local health departments to be vigilant, in order to flatten the curve and prevent the continuation of COVID's hold on the landscape. Drowning is the leading cause of unintentional death for the one-to-four-year-old population, and one of the leading causes of unintentional [death](#) for the teen and youth population.

"As we work together to reduce the spread of COVID-19, we must also continue to carry out public health activities that prevent children from fatal accidents or being permanently

harmed by preventable unintentional injuries such as drowning," says Lisa Zarda, Executive Director at USSSA. "We cannot and should not ignore the importance of drowning prevention as an essential public health need in California, and we applaud leadership at the CDPH for recognizing this and deeming drowning prevention, including swim lessons, as essential."

This news also comes in the wake of recent studies and initiatives developed by USSSA to make learning to swim as safe as possible during COVID-19, including:

- Creation of a uniform manual, USSSA Action Plan 2.1, based on the Center for Disease Control (CDC) protocols to provide guidance for swim schools to open and continue to provide critical water safety and drowning prevention for children while maintaining everyone's health and safety.
- Surveys of USSSA member swim schools operating across the country, with our most recent survey showing nearly 44,600 students and staff participating in swim lessons for an average of three months with no COVID-19 transmissions to students in the facility, thus demonstrating that the numerous health and safety measures put in place by swim schools are working.
- Uncovering important information from industry experts on the various ways ventilation for indoor pools are far superior at minimizing virus transmission than most indoor spaces. *For more information, visit [www.americanswimacademy.com](http://www.americanswimacademy.com).*



# THREE WAYS TO FORTIFY YOUR BUSINESS DURING ONGOING UNCERTAINTY

**SUBMITTED BY**  
**ROSEMARY ALEMAN**  
**SF BAY BETTER BUSINESS BUREAU**

To say the last few months have been challenging for businesses everywhere is an understatement. Whether reducing their hours of operation or shutting down temporarily, many businesses across the world are taking a huge financial hit. Many wonder what the future holds as the pandemic continues to be a threat.

Though the future is still uncertain, there are at least three things businesses can do right now to minimize the financial toll COVID-19 has put on their bottom line.

## 1. Find New Ways to Add Value

Although keeping the status quo of business operations is nearly impossible for many businesses right now, there are still ways to deliver value to customers. It may require doing less of what you normally do, but in thinking outside the box, you might uncover some untapped business opportunities that could set you up for increased growth and profitability in the future. Many businesses have already found ways to pivot in order to reinforce their value.

For example, many health clubs are offering fitness classes on Zoom, restaurants are offering free delivery and curbside services, an underwear company is making protective face masks, liquor manufacturers are using their distilleries to create hand sanitizer, major grocery chains are opening up their stores earlier to accommodate high-risk shoppers, and there are [many others](#).

To help in coming up with new ways to innovate, consider reaching out to local business leaders and tapping into your network of BBB Accredited Businesses. Greg Sterling, from Search Engine Land, said it perfectly. "I would say generally it's critical for business owners to connect with one another. To the extent they can join or form groups for support or to share ideas, they should. The 'silver lining,' if there is one here, is the opportunity to reexamine business processes, try new things and think — out of necessity — very creatively about how to move forward." (Search Engine Land)

## 2. Follow Government Regulations & Guidelines

Government regulations continue to evolve and change in order to support businesses and protect citizens during the pandemic. Following these guidelines won't just help keep your doors open, they also show your customers and employees that you are doing whatever you can to keep them safe. Businesses who don't adhere to these safety measures, risk losing their employees and customers to competitors.

To ensure your organization is keeping up with all the current government regulations and guidelines, check with your local city, county, state government offices at least weekly. Listed below are a few resources to help you stay up-to-date and keep your business, employees, customers, and community safe.

*COVID-19 Government Regulation Resources*

[State by State Regulations](#)  
[United States Government Regulations](#)

## 3. Apply for Government Funding

If you haven't already looked into getting financial support, you might be missing out on a huge opportunity to help keep your operations running. Whether your business operates in the United States or Canada, there is government funding available to help support those that have lost revenue as a result of COVID-19.

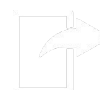
For organizations in the United States, visit [sba.gov](https://www.sba.gov) to find several loans that include: Paycheck Protection Program, Economic Injury Disaster Loans, Loan Advances, SBA Debt Relief, and SBA Express Bridge Loan. Many of these loans can apply to small businesses, private organizations, and nonprofits. They assist businesses in paying fixed debts, payroll, accounts payable, and other bills and also offer low interest rates and flexible repayment terms.

Before applying for any loan, do your research. The FTC warns of many scams targeting businesses impacted by the COVID-19 pandemic. To get accurate business loan information, visit [sba.gov/coronavirus](https://www.sba.gov/coronavirus) and the article [Seven Coronavirus Scams Targeting Your Business](#).

*BBB COVID-19 Business Resources*

In addition to links to government regulations by country and state, here are some other resources created by BBB to help support businesses.

[BBB Resources by Location](#)  
[BBB Coronavirus Checklist for Businesses](#)  
[Ways Businesses Can Impact Communities During COVID-19](#)



# REBOOT: COFFEE WITH YOUR ELECTED OFFICIAL GOES ONLINE



The Fremont Chamber of Commerce is rebooting our popular *Coffee Series* which ended in February of 2020 due to the pandemic. Back then, we met our elected officials at local coffee shops, hence the name "*Coffee With Your Council Member*." Unfortunately, in 2021 we are unable to meet face to face due to the shelter in place ordinance issued by the governor. We have therefore decided to host our meetings on Zoom!

The original intent for the series was to connect our local businesses & community members to Fremont City Council members. The 2021 Coffee Series continues this tradition to connect people, but we are expanding the elected officials to include officials from Alameda County Supervisors, State & Federal Congressmen.

The first Coffee Series Zoom meeting of 2021 will be with Fremont City

Councilmember Yang Shao on Wednesday, February 17, 2021 at 9:00 AM. Yang Shao is the Councilmember for Fremont's District 4 and was elected in 2018. [Register online](#) now so you can get to know Council member Shao.

After that, Fremont City Council member Raj Salwan will meet us on Friday, March 19 at 9:00 AM. Raj Salwan is the Councilmember for Fremont's District 5 and was elected in 2016. [Register](#) to meet with Raj online.

Keep an eye out for the latest Coffee Series invitation on our website or on social media. For more information, contact Matt Senekeremian at (510) 795-2244, ext. 105 or via [email](#).

## WHAT DOES THE GOVERNMENT AFFAIRS (GA) COMMITTEE AT THE CHAMBER DO?

The Fremont Chamber of Commerce has several committees tasked to work on specific projects or initiatives. The Government Affairs Committee is made up of 13 chamber members from various industries and backgrounds. This body monitors and regularly takes positions on local, regional, state, and federal policy initiatives, regulations, legislation, and ballot measures on behalf of our membership and in accordance with our Government Affairs Mission & Priorities.

The business community continually faces changes that can positively or negatively impact a business or industry. The Government Affairs Committee works closely with various stakeholders to ensure the opinion of business community is taken under consideration. From the start of the COVID-19 pandemic until today, the

Fremont Chamber of Commerce has focused its efforts advocating on behalf of small businesses on critical issues such as relief grants, emergency loans, and other business friendly policies.

Prior to the COVID-19 pandemic, the Government Affairs Committee had begun hosting a monthly coffee hour with a local elected official. The "Coffee with your Councilmember" event is a great opportunity for chamber members to meet their councilmember and have a dialogue with their local representative. We are excited to announce that our monthly coffee sessions will resume in February 2021.

For policy issues impacting your business, contact the Fremont Chamber of Commerce today!

## GA COMMITTEE MEMBERS

**Dirk Lorenz**, Fremont Flowers- Chair  
**Ana Apodaca**, Kaiser Permanente  
**Christina Briggs**, City of Fremont  
**Tom Handley**, Union Sanitary District  
**Wilson Hu**, Westgate Ventures  
**Kathy Kimberlin**, Centerville Business & Community Association  
**Nicholas Kozachenko**, Gonsalves & Kozachenko  
**Dave Lowman**, Penn Mutual  
**Kenneth Maxey**, Comcast Corporation  
**Adria Pulizzano**, CB Safety  
**Mark Robson**, Robson Homes  
**Paul Sethy**, Alameda County Water District

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# LOCAL MARKETING IDEAS FOR FEBRUARY

## SUBMITTED BY ELLIPSIS MARKETING

February is almost here! It's time to send out some positive vibes to your customers and local community. To kick start February, you need some fresh local marketing ideas for your business. We have put together the most important activities and events going down this month, which you can use to design special promotions and offers, and many more tips. Use these local marketing ideas to make February a memorable month for your customers.

### Valentine's Day marketing

Love is in the air, so make sure you share some with your clients. Among the holidays that offers businesses the chance to grow and attract more revenue is the Valentine's Day which is always marked on February 14.

➤ Create simple and cost effective appreciation campaign messages to your customers. A simple 'thank you or we love you' message as a token of appreciation makes your clients feel valued.

➤ Offer a sale or discount, putting together a thoughtful gift basket of popular items you sell or a gift card. Send a promotional message to your frequent clients. Tell them how you value their loyalty encouraging them to bring a friend with them next time. By doing so you can increase your exposure and expand your customer base significantly.

➤ Send charming emails. Send targeted emails that play on the theme of love or romance. Also, send out emails for free drinks or desert on the eve of Valentine's Day. These emails can get you booked up early or may lead to increased sales.

➤ Show love by giving back to the society during Valentine's Day. Small businesses of all types can donate

materials to the community organizations and local schools.

➤ Create a mood of the celebration by decorating the store of your small business accordingly. For instance, during the days preceding Valentine's Day, decorate your storefront with the colors of love such as red. You can also add small Valentine's Day signs at the physical location of your small business. Consumers will find it easier to visit your store to check what you are offering than to visit a similar business without such decorations.

### Heart Disease Awareness Month

February is often dedicated for raising awareness of the Heart Disease. This is a great opportunity for businesses dealing in health and wellness such as gyms, hospitals and fitness centers.

➤ Make and distribute branded T-shirts to be won on the day of celebrations.

➤ Also, write articles and blog posts on symptoms and risk factors of heart diseases and share it on social media. Any small business owner can market his or her business by educating clients on healthy living.

➤ Local businesses can also sponsor races to commemorate heart disease awareness month or host education sessions on the importance of healthy exercise.

➤ If you run a local pharmacy, put up posters and engaging promotions to market your healthy products for the heart.

### President's Day

Often celebrated on the third Monday in February, President's day can be a great boom for your small business.

➤ Hold a sale to bring in new customers. Promote your goods or services on social media for President's Day.

➤ Commemorate George Washington's legendary chopping down of the cherry tree by offering

discounts on cherry themed products. For example a local salon could offer cherry-filled pedicure services or face masks.

➤ In addition, you could also remember Lincoln's birthday by organizing a beard competition. Customers can post their pictures and vote for the winner. The winner gets a gift package of your product or service.

➤ Put up flash sales that go for few hours to help attract more customers to your business.

### Grammy Awards, Groundhog Day, and Others

This year, Grammy awards is set for February 10, 2019. It is a chance to engage with your customers using Grammy awards hashtags and promote your local businesses. Other holidays include Groundhog Day on February 2, Mardi Gras on February 13, The Daytona 500 on February 18, Ice Cream for Breakfast Day and World Nutella Day. The Valentine's Day celebrations is also preceded with related celebrations in the days preceding it including, Rose Day, Chocolate Day, Kiss Day, among others. Concisely, the new month has marketing opportunities for almost all sectors. This is certainly an opportunity that you should not let pass you.

*Ellipsis Marketing was established in early 2017 with an aim to provide uncompromising (badass) local marketing to time struck local business owners at prices they can afford. They believe most local marketing done today is superfluous, unnecessary, and ineffective. Unlike what most marketing people will tell you, the professionals at Ellipsis Marketing believe local marketing is not rocket science, and it shouldn't be out of reach of anyone who needs it. For more information, visit [Ellipsis Marketing](#), or email [Gautam Tandon](#), or call 925-344-6472.*

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