

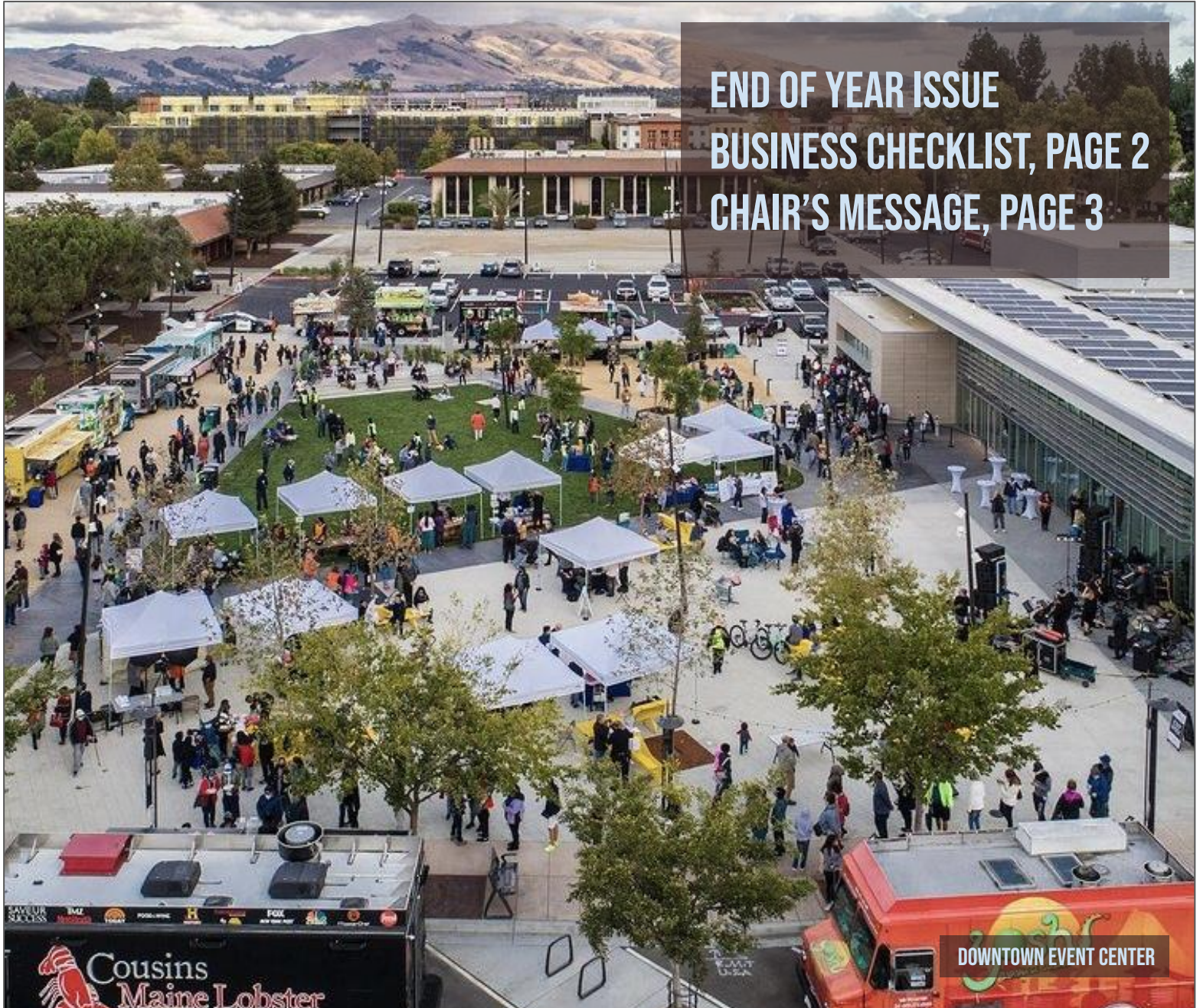
# FREMONT BUSINESS NOW

FREMONT  
CHAMBER OF COMMERCE

**VIRTUAL  
EDITION**

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**BY CINDY BONIOR  
CEO FREMONT CHAMBER OF COMMERCE**

We are just weeks away from the end of another year and traditionally it is a time for reflection and reflecting upon your business is no exception. Closely examining your finances, opportunities and goals will make room for devising a plan and arriving at decisions for your continued success. Here's a quick year-end checklist to help you sort through the details:

**GOALS & OPERATIONS**

- ❑ Did you achieve the goals you set for the previous year? How, or why not? Re-examine those goals and adjust accordingly, include both short-term and long-term goals.
- ❑ Once your goals are in place, develop an action plan so that you're ready to hit the ground running once the new year starts. Need someone to help you think through your plan, there are a number of creative [business consultants](#) who are Chamber members who can help you organize your thoughts.
- ❑ Review your insurance coverage. Is it still relevant to your business operations and equipment? Contact a professional to help.

# BUSINESS CHECKLIST

## *Planning is the key to success*

There are plenty of [insurance professionals](#) that can assist you in reviewing your insurance policies.

- ❑ Is it time to review contracts? A new year may bring with it changes to existing agreements or implementing new agreements. If you require assistance in the legalities of your contracts, contact an [attorney](#). There are many Chamber members with varying specialties, you're sure to find one that can help you.
- ❑ It's a good time to do an IT checkup. Cybercrime is one of the fastest growing crimes in America, are you protected? Consult one of the several [IT professionals](#) and put your mind to rest.
- ❑ Each year, there is legislation passed that has the potential to affect your business and operations. Need a professional to talk to about pending legislation? Contact [Matt Senekeremian](#), the Chamber's Director of Government & Community for a quick update on the important business issues on the government docket.

**MARKETING**

- ❑ Review your business plan. Has the changing business environment necessitated changes to your plan? Are there new opportunities because of the changing environment? Has your target audience shifted? Have your suppliers changed? The last two years have been all about change, no doubt there are plenty of considerations for you.
- ❑ Review your marketing activities. What worked, what didn't? Don't

continue to spend money on activities that did not contribute to your success. But remember, not all marketing activities show an obvious return. Activities such as community support, networking and sponsorship may not offer an obvious ROI, but their importance should not be overlooked. Need help developing a marketing plan, contact a [marketing professional](#).

- ❑ Is your Chamber membership up to date? Chamber membership offers important marketing opportunities such as networking, referrals, and increased awareness just to name a few. Schedule an appointment with the chamber staff to ensure you are taking advantage of all your benefits and be sure to visit the Chamber website for updated information.

**STAFF**

- ❑ Your staff is critical to your success. Have you been providing training opportunities and helping your staff sharpen their skills? Are they engaged and them motivated? There are several Chamber members who are [professional coaches and trainers](#) who help you turn good employees into exceptional employees, it's always easier to improve than replace. And just as important, be sure to acknowledge their contributions, your appreciation goes a long way.
- ❑ Is it time to add to your staff? The pandemic has made it particularly difficult to employ and engage new employees. To help with your search, contact a professional Chamber member who is an [employment service](#) provider. Also consider reaching out to the [Ohlone Career Center](#).

**CONTINUED NEXT PAGE...**

# CHAIR'S MESSAGE

Here we are at the end of 2021. How to describe the last two years—frightening, frustrating, difficult.... Nothing sounds particularly good or positive. Let's try that again. The last two years have been challenging and have presented opportunities for us, individually, in our businesses and as a Chamber of Commerce, to learn, grow and make changes which will be beneficial in the year and years ahead.

As we move into 2022, let's be grateful for what we have achieved and preserved. Let's be grateful for one another. We now know, better than ever, that we need one another and we are stronger together. We also know that we can have one another's backs. Let's celebrate where we are and where we can go moving forward.

As always, if you see a way that the Chamber can support you, please let us know. Ideas are always welcome and your participation is more than welcome.

Let's celebrate our future and look forward to 2022. On behalf of myself and the entire Chamber Board of Directors - Happy Holidays and here's to a wonderful 2022.

**Elise Balgley**  
*Board Chairperson*

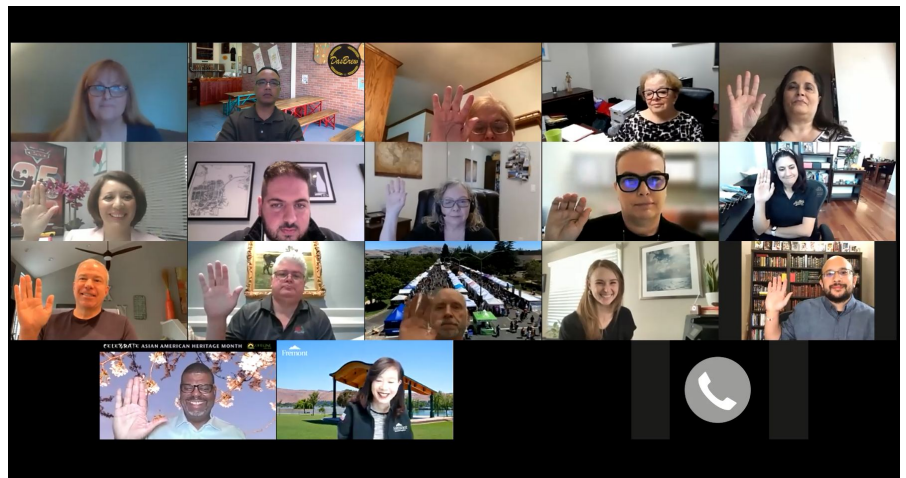
## ...FROM PREVIOUS PAGE

- ❑ Managing your employees and meeting human resource requirements can be daunting and distract you from the business of the day. Why not consider turning those responsibilities over to a [payroll or HR management](#) organization and free up some time. There are Chamber members with this expertise eager to assist.
- ❑ Have your employees gone through the state mandated sexual harassment training? If not, do not wait any longer. There are several courses online and the California Department of Fair Employment & Housing offers [free training for employees](#). Avoid potential fines and get your employees trained today.

## FINANCE

- ❑ Knowing your bottom line is critical to a business. Do you know yours? There is no better time to get your books in line. If book work is not your thing, there are a number of [bookkeepers](#) who are Chamber members who can help you untangle the numbers and get you organized.
- ❑ The beginning of a new year signals the beginning of tax season. It's important to consult an accountant. There are Chamber members who are qualified, [professional accountants](#) who can help with your taxes, review your tax strategies and help identify ways to become more profitable.
- ❑ And don't forget your personal wealth. Planning for your family's future is as important as business planning. An annual review with a [financial planner](#) will give you peace of mind knowing your family is protected.

Business success takes careful planning, but you never have to go it alone. Do not allow yourself to become bogged down with details when there are many professional resources available to help guide you in your success.



*Above:* The 2021 Chamber Board Retreat was held on Zoom.



*Left:* Board members and Fremont City Council members celebrate the First Bite Ceremony at the 2021 Fremont Street Eats.



# Fast Facts: BERGE-PAPPAS- SMITH CHAPEL OF THE ANGELS

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YouTube: [bergepappassmith](https://www.youtube.com/bergepappassmith)

Chamber Member since 1970



## MEMBER HIGHLIGHT: BERGE-PAPPAS-SMITH CHAPEL OF THE ANGELS

Berge-Pappas-Smith Chapel of the Angels, located in the heart of Fremont, helps families throughout the entire Bay Area and beyond during one of the most difficult times in their lives. Their commitment to the families they serve is simply stated: to provide a full range of personalized Funeral, Cremation and Memorial Services at an affordable price.

With over 100 years of experience, Berge-Pappas-Smith Chapel of the Angels is known for its unsurpassed quality of service and care. Seasoned professionals will listen, suggest, organize, and help to memorialize a life well lived for both the family and their loved one. Family-owned and operated, our professional staff holds fast to the tradition of our forefathers while maintaining a keen awareness of the ever-changing needs and desires of our community.

Compared to most funeral homes, Berge-Pappas-Smith Chapel of the Angels is unique in that their crematory is secured and owned by the Smith Family. This means that your loved one never leaves their care. Their crematory equipment is expertly maintained by master operators who all have years of experience operating cremation equipment.

Voted the best funeral home in Fremont for the past seven years, Berge-Pappas-Smith Chapel of the Angels takes great pride in providing exceptional memorialization at a great value and is committed to assisting to designing a service that reflects the family's values, customs and traditions.

An active Fremont Chamber member for 51 years, Berge-Pappas-Smith Chapel of the Angels first joined the Chamber to be a part of the local business community, socialize with the community and stay informed of the actions and happenings in Fremont. They believe that by far the most valuable benefit of membership is the unified voice the Chamber has in representing the business community to elected and government officials and acting as a conduit of information, opinions and stances. Additionally, the social interaction with other community business leaders that takes place at Chamber events is informative and insightful helping them to make informed business decisions for continued success.

Join the Fremont Chamber of Commerce  
Visit our website  
[fremontbusiness.com](https://www.fremontbusiness.com)

# PROTECTING YOUR INTERNET ACTIVITIES & DATA

BY TECHNOLOGY CREDIT UNION

With more of our financial activities occurring over the Internet, it is important to be aware of risks these activities entail and steps you can take to reduce the risk that someone will illegally gain access to your private information or financial accounts.

## COMMON INTERNET SCAMS

*Auction fraud* - This may take many forms including emails saying you have a second chance to buy an auction item, non-delivery of an item purchased in an auction, defective merchandise or receiving cheaper merchandise.

*Advance payment frauds* - Emails asking for help in getting money out of a country or advising you that you won a lottery lead to requests for money to cover legal fees, taxes, bribes, processing costs and taxes.

*Phishing* - Emails notifying you that an institution or store need confirmation of account information lead to a fake (or spoofed) website that looks legitimate but is just a place to disclose personal information to fraudsters.

*Hot stock promotions* - Emails, online newsletters and bulletin boards may be nothing more than a scam artist's attempt to have you drive up the price of a stock so they can sell their shares. This is often used with cheap and thinly traded stocks.

## PROTECTING YOUR ONLINE ACTIVITIES

Be careful using public computers. Using a computer at a cyber café or a free computer at a trade show can be dangerous. The computer may be programmed to capture user names and passwords. If you use this type of computer make sure no one is looking over your shoulder to memorize your personal data and be sure to sign off when you are done.



Wireless Internet networks have become common and convenient. Some are secure and some are not. Be careful using wireless networks that are free and not secure.

Wireless home networks deserve attention as well. It may be time consuming or more expensive to have a secure network at home, but that is better than having a fraudster sitting in a car on your street monitoring your activities and gaining access to your files and information.

It is important to install anti-virus software on your computer and keep it up to date. The same holds true for firewalls and security patches for your operating system.

## PASSWORDS

Many websites you visit require a user name and password. Having a strong password will make your online activities safer. Unfortunately, many passwords are chosen to be easily remembered rather than to protect the user.

Strong passwords are at least six characters long and preferably eight. They should contain a mixture of upper and lower case letters, numbers and special characters (#, \$, ^, &, !, ?, {, >, etc.). They should not be based on personal information and not be based on words found in a dictionary.

Changing passwords often and using different at different websites also increases protection. Keep any written record of your passwords in a safe location.

## DISPOSING OF CDs AND DISKETTES

The best way is to physically destroy the CD. Shred it if you have a shredder that can handle it without difficulties. Otherwise, you can break the CD into pieces. Be careful and wrap the CD in a paper towel to avoid shattered plastic.

Diskettes can be formatted to remove the data if you plan to reuse them. Otherwise, it is a good idea to break them into pieces or shred them.

## DISPOSING OF A PC HARD DRIVE

With the ways you use your PC and financial software you may use, think of the highly sensitive information that is stored on your hard drive. This is information that must be removed before disposing of an old PC.

Unfortunately, it is extremely difficult to completely erase that data from your hard drive. If you are considering disposing of, donating or recycling a PC, protect yourself and your data by removing destroying the hard drive.

# WHY LOCAL BUSINESS DESERVE YOUR TIME, MONEY AND SUPPORT



*And your monetary support doesn't stop there when you spend local. The choice to purchase goods and services in your own community means that those tax dollars are staying in your neighborhood and will be spent on things that you, your family and your community will benefit from.*

Chambers of Commerce play an important role in supporting small businesses. Chambers advocate at the local, state, and federal levels of government on behalf of businesses, particularly small businesses. Beyond their legislative efforts, Chambers are a valuable resource to grow one's business. They provide access to various tools, resources, and networks that can help businesses save money and improve their visibility and stature. At the Fremont Chamber of Commerce, we are committed to supporting local businesses and encouraging new businesses to establish themselves in Fremont.

**BY JENNIFER BONIOR AND MATT SENEKEREMIAN**

We often hear the phrases "shop local" or "support small business." But what do these phrases mean? What impact do they have on our local communities? According to the [Small Business Administration](#), there were 30.7 million small businesses in the United States in 2019 accounting for 59.9 million employees. That accounts for 47.3% of all US employees. Small businesses are the heart of our communities across the country. Small businesses are cornerstones of our communities and represent generations of family run businesses, a teenagers first job, or your favorite neighborhood coffee shop.

*Locally owned businesses tend to have that personal touch that makes shopping a special experience. When you've had a stressful day and just need to grab a few groceries for dinner or need to get that package sent without all the hassle,*

*nothing beats walking into a business where their priority is providing a valuable service for their community. Why wait in those big chain store lines when you could go somewhere that you know you'll be appreciated and welcomed? Plus shopping local can help you reduce your carbon footprint!*

At a local level in Fremont, there are 3,450 small businesses (with 35 or fewer employees). That accounts for 27,000 jobs in Fremont. That's 1 out of every 4 jobs in Fremont! When you support small businesses, it has a ripple effect in the metropolitan area. When one business grows, that business, in turn, does work with another business. This creates more jobs and more money stays in the local community.

*It's easy to forget the impact that your dollars have. Major corporations don't necessarily feel the benefit of a single purchase but often a small business will.*

*Do you support local businesses? Or are you a local business owner and in need of support? Contact the Fremont Chamber of Commerce today to discuss how we can get your story and mission out into the community.*



# SOCIAL MEDIA PLATFORMS FOR SMALL BUSINESSES



BY GAUTAM TANDON  
ELLIPSIS MARKETING

It would be great if there was enough time in the day to be effectively active on all the social media platforms but that's not the reality. Here are the three social media platforms we think are best for small businesses.

**Alignable** - [Alignable](#) is like LinkedIn except focused on local. According to their website, it has more than 6 million members, and millions of connections spanning more than 30,000 local communities, where you can drive leads and prospects, generate referrals, land new business, build relationships, and share advice. You can get industry information, connect with your local business community (or nationwide), and get people talking about you. Alignable is designed for local business communities to connect and help each other with discussions, networking, Q&A forums, messaging, and referrals. It allows you to: Expand your reach with other local businesses; Create a community for your company to boost traffic; Create promotions for your products or services.

**Nextdoor** - On [Nextdoor](#) you can list your business and offer deals to your local community. It's free and easy to create an account. Customers can recommend your products or services and leave reviews. You'll also appear in searches for businesses like yours and gain insights into what people are talking about through local conversations. Here's what Nextdoor offers for your business: *Business Page* - Your free landing page/business profile, where users can see your contact info, address, business hours, and what you have to offer, is also where you can access reviews. *Local Deals* - You can purchase ads to promote discounts or sales and target the neighborhoods you want to reach for 7 to 30 days. It doesn't take long to buy and post a deal, and after it's published, users see it in their newsfeeds and under the search results on the local deals and business pages. *Recommendations* - Recommendations are given by users when they tap the heart icon on your page. People can see how many Recommendations you've received wherever your business name is listed and give people a reason to trust you. *Neighborhood Favorites* - Nextdoor runs an annual contest where people can vote on their favorite business in various categories. People can usually vote for about three weeks and every vote you get is added to your page as a Recommendation. Winning this contest earns you a trophy badge icon next to your listing, a higher ranking in search results, a window sticker, and a letter of recognition from Nextdoor's CEO.

**Clubhouse** - An invitation-only, audio-based social media app that lets you listen in on live

conversations, interviews, panel discussions, and presentations in chat rooms. Any user can start a room about a topic, open the room to guests, and decide who gets to speak. Some potential benefits of Clubhouse include: *Learning From Experts* - You can join chats about things like marketing, finance, and business, and get free advice from industry leaders in these conversations. You can learn about a wide range of topics that can help you solve problems or strengthen your business by simply searching keywords. *Finding People You Need* - While visiting rooms relevant to your business, you can meet people with the knowledge and experience you need. It's not unheard of for businesses to even hire a new employee after connecting with them on Clubhouse. Try finding a chat room discussing the help you need, explaining what you're looking for, and then seeing how many people respond with messages about the services they offer. Then just follow up with them and see where it goes. *Giving Away Advice/Getting New Business* - You can create your own chat rooms, either one-time events or recurring, focused on your areas of expertise, and start to build a community of followers. If you're ambitious and have the time you can even host daily chat rooms. Even if you're not usually a heavy social media user, it can be a lot of fun and highly rewarding to connect with people and share information that's useful for them. And as an added bonus, these conversations can even turn into new customers for your business.

If you want help implementing a marketing strategy visit Gautam at [Ellipsis Marketing](#).

# IMAGES FROM 2021



Clockwise from top: Mayor Lily Mei addresses the group at the Chamber's Coffee with the Mayor event.; Fremont Police Chief Sean Washington and Fremont Main Library manager Brian Edwards; Brian Edwards receives a check from the Fremont Chamber for the Alameda County Library Foundation; the First Bite Ceremony at Fremont Street Eats; the Tri City Volunteers Food Farmacy van at Fremont Street Eats; the Ribbon Cutting Ceremony at Fremont's Grocery Outlet;