

**District News**

More summer events around Fremont, page 10

**Non-Profits at the Festival**

How the festival helps, page 3

**Music Lineup**

Two days of free music, page 7

VOLUME 9,  
NUMBER 3

## Fremont Festival of the Arts: A Spectacular Silver Celebration

July  
2008

### Festival of the Arts Celebrates Its Silver Anniversary!

On August 2 and 3, the Fremont Festival of the Arts celebrates 25 years of fun in the sun! Over the past quarter century, the Fremont Festival of the Arts has grown and established itself as the largest free street festival on the West Coast. It attracts people from all over the region-about 400,000 of us!

"We are truly excited to be celebrating our 25th year," said Cindy Bonior, President/CEO at the Fremont Chamber of Commerce, producers of the Festival. "It's quite an accomplishment for an event of this nature to continue to grow and flourish after so many years."

Spread over more than four walking miles of spacious boulevards are 700 arts and crafts vendors selling everything from original photography and watercolors to handcrafted jewelry and glass and metal sculpture. The Fremont Festival of the Arts has long been known for its vast and varied selection of artistic creations. All art and craft pieces must be hand-made and are carefully juried with new artisans added each year to keep the mix fresh and interesting.

If browsing makes you hungry, you can stop at any of the thirty food booths operated by local non-profit

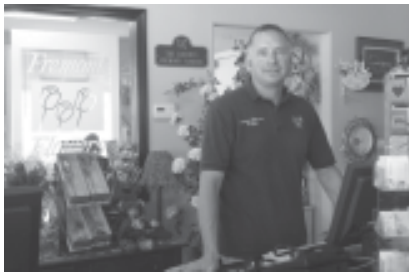
organizations selling a diverse array of delicious food. You can find traditional fair food such as hot dogs, lemonade, strawberry shortcake, and ice cream, but there's more! Adventurous festival guests can enjoy cultural favorites like kabobs, lumpia, linguica sandwiches, sushi, burritos, Cajun ribs, Hawaiian plate lunch, Chinese BBQ pork buns, satay, pizza, pearl tea, and churros. Not only will your taste buds be satisfied, but you can feel good knowing that your purchases help to support one

—25 Years of Fun  
page 9



Dancing at the Paseo Padre Stage at the 2007 Fremont Festival

### Festival Grows Greener and Greener



By Dirk Lorenz  
Fremont Flowers

reduce litter. We have installed a grey water waste container each of the past three years.

Other strategies we've employed are reducing the amount of paper we consume by using our website for all RFQ's and distributing all vendor packets and fol-

low-up literature via e-mail and the website.

This year, we are embracing new concepts and technologies that we hope will accelerate the pace for years to come. We are encouraging our non-profit food vendors to use the new starch-based products for serving food, and we have educated them about where they can purchase the products.

We also ask our participating non-profits to print their messages on napkins to reduce waste. And, of course, Allied Waste continues to work with us to provide recycling containers and, this year, will help provide some opportunities for food scrap collection as a pilot program.

We are also working closely with the City of Fremont's Environmental Services department to make our Festival greener each year. This year, they have prepared a fact sheet for our participants listing steps they can take to reduce solid waste. These include:

- Buy in bulk to reduce packaging materials.
- Utilize the recycle bins for cardboard and other recyclable material.
- Print on both sides of recycled

—A Greener Festival  
page 12

### Kid City: Even Bigger and Better Than Ever!

Progress knows no boundaries, even at the Fremont Festival of the Arts where we've outgrown Kid Zone and stepped it up to the new Kid City. Entering from State Street, families will encounter more than 55,000 square feet of fun that stretches beyond the traditional thrilling rides. Kid City will also include a mock campground, sports games, and activities centered around crafts, health, and literacy.

The "city" will feature playhouses designed to look like city buildings and a stage with family-centered entertainment. Fifth grade candidates for Mayor of Kid City have already applied by submitting a project through their schools, afterschool programs, or YMCA day camps. The Kid City mayor will be announced and sworn

—New Kid City  
page 12

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*Our Mission is to  
promote, support and  
enhance a positive  
business environment.*

Fremont Chamber of Commerce  
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Top  
of the  
**Week**  
REPORT

Linking the Business Community

email Napoleon Batalao at  
[nbatalao@fremontbusiness.com](mailto:nbatalao@fremontbusiness.com) with  
SUBSCRIBE in the subject line. Read the  
latest issue online at  
[www.fremontbusiness.com/  
newsToTWcurrent.htm](http://www.fremontbusiness.com/newsToTWcurrent.htm)



**Cindy Bonior**  
CEO, Fremont  
Chamber of Commerce

CEO Message

**Stay home with us!**

If this summer was like any other, by now you would have your road trip mapped out, the luggage packed up and the kids loaded into the car ready to pull out of the driveway headed towards your summer vacation away from home. But this year is different, gas prices are soaring and the promise of an adventurous road trip has turned into a pipe dream.

Don't despair, you can stay home with us because we have plenty of fun right here in Fremont, so unpack those bags and let's begin planning your staycation!

First and foremost, pick up a pen and write on your calendar, in ink, the Fremont Festival of the Arts on August 2nd and 3rd. Celebrating our 25th year, the Fremont Festival of the Arts better than ever. You'll see hundreds of artisans with creative pieces that will make great gifts for you or someone you love. This is a great opportunity to begin your Holiday shopping.

Kid Zone has outgrown its name and has stepped up to become Kid City. Hosted by the YMCA, Kid City will offer families a wide range of experiences that include camping, sports and wellness activities, and hands-on arts and crafts. All this is in addition to the traditional thrill rides that you have come to know and love. This will be quite an experience for families.

Of course, I would be remiss if I failed to mention all the attractions that make the Fremont Festival stand out above the rest. The Wine Garden is back again with premium wines, great buffet lunch, relaxing shade and preferred parking. In Gourmet Marketplace you'll find several new vendors with tempting foods to take home and whip into a gourmet meal. And, Business Alley will feature Chamber members who provide a wealth

of products and services to our community.

The Fremont Festival of the Arts has something for everybody. You'll enjoy great music, good food, and new this year, icy cold margaritas. One of the best things about the festival is that it is free to attend! So, right now, don't wait another minute, write the dates for the Fremont Festival of the Arts in your calendar and plan to join us for the fun.

The fun in Fremont doesn't stop there; our community has plenty to offer our staycationers this summer. Fremont Day at the A's will be held on July 25th as the Oakland A's face off against the Texas Rangers. A portion of the ticket sales for this game directly benefit Fremont charities, so please make your reservations today.

And not to be overlooked is the Niles Dog Show hosted by the Niles Main Street Association that will be held on July 19th and will be a fun celebration of man's best friend. The following week, July 27th is the Chili Cook-off & Firefighter Combat Challenge hosted by the Fremont Rotary. Meet your neighbors and celebrate your community on August 5th during National Night Out. On August 16th is the Hot August Niles Car show where you can see well preserved classics, hot muscle cars and everything in between. And when you're finished admiring the highly polished beauties, soak up some culture at the annual Festival of India and Parade sponsored by the Federation of Indian Associations on August 16th and 17th.

The summer is wrapped up with the 44th Annual Niles Antique Fair and Flea Market, sponsored by Niles Main Street Association on Sunday, August 31st. Antique collectors will enjoy the many treasures to be found at this popular event.

Fremont is jam-packed full of fun and exciting events this summer. No sense in pouring your hard earned money into your gas tank. Stay home with us and enjoy your community and the great things it has to offer. Happy Staycation!



**George Duarte**  
Chairman of the Board

Chairman's Message

**Share a Unique Bay Area Tradition With Us!**

Well, that time of year is almost here again, folks. Yes, it's the annual Fremont Festival of the Arts, the largest, most successful and entertaining street fair west of the Mississippi, with attendance of almost 400,000 people from all over

Northern California.

This year the Festival takes place on Saturday August 2nd and Sunday August 3rd. The Festival planning is in full swing now, taking the full energies of the highly capable Fremont Chamber of Commerce staff, led by CEO Cindy Bonior, as well as the Festival Committee, led by Committee Chairman Dirk Lorenz. The Fremont Chamber of Commerce is always the host and planner of the Festival, and the Chamber derives more than half its operating budget annually from the Festival.

In addition to its importance to the Chamber, the Festival is integral to the fundraising efforts of many local non-profit and community service organizations. You will see these organizations hosting food booths of all kinds, so be sure to bring your appetite to sample the wide variety of culinary goodies!

The Festival also serves as a showcase for the City of Fremont, bringing many people to Fremont for the first time, so they can see how good

we have it here. Clearly, the Festival generates revenues for the guest artisans who display their handcrafted wares from all over the West Coast, but it also generates tax revenue for the City's general fund and business for local Fremont shops and restaurants.

The Festival provides significant benefits to Chamber members in a many ways. First is the opportunity to have a booth at Business Alley, an area set aside for local businesses to display their wares and services to the thousands of visitors streaming through, and hopefully pick up some business and contacts. Another very nice benefit to Chamber members is a reduced rate for tickets to the Wine Garden Connoisseurs' Circle. The Wine Garden is a shady and secluded retreat where ticket holders can enjoy premium wines and a delicious buffet from one of Fremont's finest dining establishments in a relaxed environment. This is great for festival-goers when they wish to take a break from the action, and from the more than four miles of walking and shopping!

Be sure to get your tickets in advance from a Board member; they go fast. There will be some old favorites as major sponsors, as well as some great new ones to amuse and engage people.

Don't forget there will be an expanded Kid City for the little ones, as well as two full days of a variety of great music on the stages. So, come early, bring your hat (or buy one there), your sunglasses (or buy some there), your appetite and a lot of money, and get ready for a great time out for the whole family. See you there!!

“The Festival provides significant benefits to Chamber members in a many ways”



**Is your business plan in place?**

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539

Available times: Tuesdays from 9 a.m. to 1 p.m.  
Fridays from 10 a.m. to 12 noon

# Time Flies

It's hard to believe the Festival is in its 25th year, but the calendar doesn't lie. I was there in 1983, when the first festival was held at the Hub. It was called the Art & Wine Festival then. Even though the official name was changed to Fremont Festival of the Arts years ago, I notice many of us—probably the longest-time residents among us—still refer to it just as often by its former name. Some habits just get ingrained.

Over the years, I've worked in booths for non-profits, volunteered as a Chamber member to set up the Wine Garden, wandered among the arts and crafts booths, gotten a sunburn some years and frozen my nose other years, eaten a vast selection of foods, listened to a wide variety of music. I even got a lot of my Christmas shopping done one year. People who attend can design their own experience.

**“In this issue, you can read all about the features of this year’s festival that make it special”**

There's a lot to choose from.

In this issue, you can read all about the features of this year's festival that make it special. Read Dirk Lorenz' article about the expanded "green" festival aspects or peruse the Kid City article to see all the new things planned to entertain children. The article "Festival of the Arts Celebrates 25 years" gives you a rundown of "must sees" and Elise Balgley tells you about the ways non-profit organizations are participating and benefiting.

On the weekend of the festival, you can pull out the center section of this issue and take it along to use as a guide. Wear sunscreen. Leave your pets home. Have a great time!

*Jane Mueller is a marketing communications consultant and the owner of Well Chosen Words. She is a ten-year Chamber member and serves on the Communication Team.*



## Non-profits Give Festival a Unique Flavor

*Historic Community Partnership with Chamber Benefits All*

**By Elise Balgley  
Bernard, Balgley and  
Bonaccorsi**



From the very early days of the Fremont Festival of the Arts, Fremont community non-profit organizations have played an important role in the Festival's success. From running food booths to creating tie-ins that add both money and visibility for their organizations, participation by non-prof-

leadership skills, and practicing teamwork," said Steve Berger, Troop 273 Leader. How true that is. The Kiwanis Club of Fremont has had a food booth at the Festival since the beginning, starting with garlic bread and then moving on to pizza. The Club members together with high school Key Clubbers have a wonderful time working as a team to organize and run the booth.

The festival has generated some imaginative partnerships between non-profits and sponsors as well. Festival organizers provide the incentive of additional publicity to sponsors who team up with non-profits. The American Automobile Association (AAA), a festival sponsor and event host, partnered last year with Saving Our Youth, Inc. (SOY, Inc) by donating ten cases of water for the organization to sell at its food booth. NBC11, the Festival's official television sponsor, donated the funds raised at its Football Toss booth to the Fremont Newark YMCA. Avon Foundation teamed up with SAVE in 2006, and Champion Mortgage got free additional coverage on NBC11 when it teamed up with the YMCA on a festival pancake breakfast.

The point is that the Fremont Festival of the Arts is not just an opportunity to enjoy the largest free street festival on the West Coast. For local non-profits, it is an opportunity to raise funds to continue their work and to publicize their activities. For all attending, it is an opportunity to give back to our community. I look forward to seeing you on August 2 and 3 to celebrate another great Festival.

*Elise Balgley is an attorney who focuses on assisting individuals and small businesses in planning and litigation matters. She currently serves on the Boards of the Fremont Chamber of Commerce (serving as Chair in 2001-2002) and the Newark Chamber of Commerce. She is an active member of the Kiwanis Club of Fremont, the American Business Women's Association, and Soroptimist International.*

its has been at the very heart of the community partnership that makes the Festival an exceptional event.

Many of the non-profit organizations that operate food booths name the Fremont Festival of the Arts as their single largest fundraiser of the year. Only non-profit organizations are allowed to sell food at the event. It is estimated that over the 25 years of the festival, these non-profit organizations have raised over \$8,000,000. The non-profits return that money to the community through a variety of significant services, creating improved quality of life for area residents.

In addition to food booths, various non-profits take on other volunteer responsibilities at the Festival. For example, since 2000, Boy Scout Troop 273 from the Mission Peak District of the San Francisco Bay Area Council has been an important part of the festival operations, providing clean-up and recycling services throughout the weekend. In return, festival organizers make a donation that helps the boys pay for summer camp.

"In addition to the income, the boys benefit from this service project by learning organizational and

**“It is estimated that over the 25 years of the festival, these non-profit organizations have raised over \$8,000,000.”**

# July

- 4 Independence Day**  
Chamber Office Closed
- 8 City Council Meeting**  
7 p.m., City Council Chambers
- 9 Ambassadors Meeting**  
8 a.m., Chamber Conference Room
- BJ Travel Mixer**  
5-7 p.m.  
39102 State St., Fremont  
Phone: (510) 796-8300  
BJ Travel is a full service travel agency, providing quality and professional travel assistance. Located in Fremont for 30 years, they specialize in Hawaiian cruises, trips to Europe, and customized vacations.
- 10 Festival of the Arts Food Booth meeting**  
6 p.m., Chamber Conference Room
- 11 Chamber Board of Directors meeting**  
7:30 a.m., Chamber Conference Room
- 15 City Council Work Session**  
5 p.m., City Council Chambers
- Festival of the Arts Captains meeting**  
6 p.m., Chamber Conference Room
- 16 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 22 Leadership Fremont Steering Committee meeting**  
8 a.m., Chamber Conference room
- Festival of the Arts Committee meeting**  
6 p.m., Chamber Conference Room
- City Council Meeting**  
7 p.m., City Council Chambers
- 23 Government Affairs Committee meeting**  
7:45 a.m., Chamber Conference Room

**East West Bank Mixer**  
5-7 p.m.  
6036 Stevenson Blvd., Fremont  
Phone: (510) 979-0065  
East West Bank is a publicly owned company, with \$11.8 billion in assets. It is a full-service commercial bank serving consumers and businesses throughout California. The Fremont branch is your one-stop financial service bank for consumers and business customers alike.

- 25 ChamberPak deadline**
- Fremont Day at the A's**  
7:05 p.m., McAfee Coliseum
- 28 ABC Training for the Festival**  
6-8 p.m., Chamber Conference Room

# August

- 2-3 Fremont Festival of the Arts**  
10 a.m.- 6 p.m.  
Central Fremont, Paseo Padre Parkway @ Walnut Ave.
- 4-8 Chamber Offices Closed**

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



# New Members

## Advertising Specialties

### EB Marketing Co.

Peter Lee  
696 Penny Lane  
Hayward, CA 94541  
Phone: (510) 278-8626  
Fax: (510) 280-7304  
petl811@cs.com

## Funeral Directors

### Neptune Society of Northern CA

Lynne LaVallee  
2419 Grove Way  
Castro Valley, CA 94546  
Phone: (510) 889-7110  
Fax: (510) 889-7861  
llavall33@stei.com  
www.neptune-society.com

## Garage Doors

### R and S Erection of So. Alameda Co.

Jerry Trask  
31298 San Antonio St.  
Hayward, CA 94544  
Phone: (510) 489-6881  
Fax: (510) 489-2861  
rnsdoors@aol.com  
rswholesaledoors.com

## Hauling

### American Junk Removal Services, LLC

Marlon Manasala  
4450 Enterprise St., Ste. 115  
Fremont, CA 94538  
Phone: (866) 781-5865  
Fax: (510) 441-2530  
marlon@americanjunkremoval.com  
www.americanjunkremoval.com

## Instruction—Dance—Ballet

### Making The Point Ballet Academy

Willie Anderson  
5437 Central Ave., Ste. 6  
Newark, CA 94560  
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Fax: (510) 792-2153  
info@makingthepointe.org  
www.makingthepointe.org

## Janitorial Service

### Infinity Cleaning and General Maintenance

Evelyn Castillo  
2450 Peralta Blvd., Ste. 201-B  
Fremont, CA 94536  
Phone: (510) 574-1810  
Fax: (510) 574-1840  
cleaninfinity@att.net

## Nonprofit Organizations

### Need the Needs

Esperanza Fletcher  
P. O. Box 8396  
Fremont, CA 94537  
Phone: (510) 978-0754  
needtheneeds@hotmail.com  
www.needtheneeds.org

### Oakland Zoo (East Bay Zoological Society)

Dr. Joel Parrott, DVM  
9777 Golf Links Rd.  
Oakland, CA 94605  
Phone: (510) 632-9525  
Fax: (510) 635-5719  
drparrott@oaklandzoo.org  
www.oaklandzoo.org  
The Oakland Zoo inspires respect for and stewardship of the natural world. We accomplish this mission by developing and maintaining naturalistic habitats for animals in our care; providing leadership in superior animal management practices; and delivering quality conservation and education programs. The Oakland Zoo is one of the largest community attractions in the Bay Area.

## Warm Springs Business & Community Association

Michelle Koan  
46200 Landing Parkway  
Fremont, CA 94538  
Phone: (510) 861-2023

## Restaurants

### Dickey's Barbeque Pit

Jimmy Lu  
43321 Boscell Rd.  
Fremont, CA 94538  
Phone: (510) 687-1805  
Fax: (510) 687-1021  
dickeysfremont@hotmail.com  
www.dickeys.com

## Travel Agencies & Bureaus

### Dfares LLC

Dee Thairani  
43575 Mission Blvd., Ste. 427  
Fremont, CA 94538  
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dFares is a Boutique Corporate Travel Service serving small to medium sized businesses. We also provide "Green" travel solutions. When businesses review actual expenditure on travel and travel management, they realize that they should be getting more for their money. We manage your travel needs with one-stop shopping service.



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# Anniversaries

- |  |   |   |  |  |
|--|---|---|--|--|
| <p><b>50+</b><br/>Central Chevrolet</p> <p><b>40+</b><br/>Clint Gregg<br/>Greenstein, Rogoff, Olsen &amp; Co., LLP</p> <p><b>30+</b><br/>Berge-Pappas-Smith Chapel of the Angels<br/>Rogers Camping Trailers, Inc.<br/>YMCA Fremont-Newark</p> <p><b>25+ Years</b><br/>B J Travel Center<br/>Bernard, Balgley &amp; Bonaccorsi<br/>ProLogis<br/>The Lipman Company, Inc.<br/>WyoTech</p> <p><b>20+ Years</b><br/>AppleOne Employment Services<br/>Check Center<br/>Coldwell Banker—Will Butler<br/>Horizon Financial Associates<br/>The Mission Peak Company<br/>Tri-City Rock, Inc.</p> <p><b>10+ Years</b><br/>1st United Services Credit Union<br/>Alameda County Supervisor<br/>Athletics Baseball</p> | <p>Century 21 Banner Realty—J. Ingrassia-DeLosReyes<br/>Comcast Spotlight<br/>Estate Strategies Group<br/>Flamingo/Mirage Palace<br/>Fremont Irvington Certified Farmers' Markets<br/>Good-Nite Inn<br/>Hexion Specialty Chemicals<br/>Keller Graduate School of Management<br/>Kiwanis Club of Fremont<br/>Lori's Income Tax Service<br/>Mattson Technology<br/>ROSS Organic Specialty Sales<br/>Saf Keep Self Storage<br/>Spin a Yarn<br/>St. Joseph School<br/>Summerville at Atherton Court<br/>Tri-City Volunteers, Inc. / Food Bank &amp; Thrift Store .<br/>Westaff</p> <p><b>5+ Years</b><br/>American Business Women's Association<br/>Autopia Car Wash &amp; Detail Center<br/>Avid Communication Networks<br/>Black Angus Steakhouse<br/>Chapel of the Chimes<br/>Comfort Keepers<br/>Daniel R. Huckabay Muscular Therapy/Onsite Chair Massage</p> | <p>DCNS Computer &amp; Networking Services<br/>Electro Imaging Systems<br/>Estates at Park Place<br/>First American Title<br/>Fremont Marriott Hotel<br/>Juice Plus +<br/>Longs Drug Stores #467<br/>Matt Dickstein, Attorney at Law<br/>MRL—Fazlur Khan<br/>Music for Minors II<br/>Southern Heritage Bar-B-Q<br/>Svetich Chiropractic<br/>The Depot Diner<br/>Thermoscape<br/>WSI-Internet Consulting &amp; Education</p> <p><b>2+ Years</b><br/>24 Hour Fitness<br/>A &amp; S Enterprise<br/>Adventure Web Design<br/>All Home Repairs, Inc.<br/>American Wholesale Lighting Services<br/>Automall Autospa<br/>Avon—Vanessa Ieraci<br/>Bay Area Home Improvements<br/>Business Computer Associates, LLC<br/>California Energy Service<br/>Casa Robles Mexican Restaurant<br/>Cathy Steele Model &amp; Talent Mgmt.</p> | <p>Clayton Insurance<br/>Dark Indigo, Inc.<br/>Diversified Capital—Aimee Brown<br/>Dr. Joseph Joly, Chiropractor<br/>Edward Jones Investments—Eunice Scholten<br/>Executive Metro Mortgage—Emilia Alfaro-Luna<br/>Fitness 19<br/>Forest Chiropractic<br/>Fremont Professional Massage and Bodyworks<br/>Georgina Landry &amp; Associates—Shell Vacations<br/>Helloworld<br/>Help-U-Sell Tri-City—Howard Beckerman<br/>Holiday Inn Express Hotel &amp; Suites—Newark<br/>Kokopelli Painting<br/>Law Office of Laura J. Spano<br/>Metro Medical Billing, Inc.<br/>Moore's Karate<br/>Mozzetti Trucking<br/>Music At The Mission Concert Series<br/>On Lok SeniorHealth<br/>Pacific Dental Spa—Dr. Guy Nazerine, DDS<br/>Padgett Business Services<br/>Pre-Paid Legal Services—Laurence Hansen<br/>Pump It Up of Union City<br/>Sharks Ice at Fremont</p> | <p>Skyline Displays Bay Area, Inc.<br/>Spectrum Center<br/>Stopwaste Partnership<br/>Washington Mutual Bank<br/>Zpizza Fremont</p> <p><b>1 Year</b><br/>Abit Miakhan<br/>Akeena Solar<br/>Alliance Credit Union<br/>American Laser Centers<br/>Bob's Foam Factory, Inc.<br/>Children's Hospital &amp; Research Center Oakland<br/>Cummins Graphics<br/>Home Pros Kitchen &amp; Bath, Inc.<br/>Investco Management &amp; Development<br/>LeMans Karting<br/>Levy Zax Construction, Inc.<br/>Mid Peninsula Fencing<br/>Night Private Security, Inc.<br/>Pacific Cleaners<br/>Renewable Power Solutions, Inc.<br/>San Francisco Bay Area Limousines<br/>Shmango.com<br/>Standard Pacific Homes<br/>Staples<br/>Suncraft Construction<br/>The Pro Shop<br/>The Taylor Family Foundation<br/>V. J. Haavisto Enterprises, Inc.</p> |
|--|---|---|--|--|

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

# Yummy! Eat Delicious Food and Help a Non-Profit at the Same Time

Local non-profit organizations operate food booths at the Fremont Festival of the Arts as fundraisers to enhance the quality of life in our community. Please support these organizations in their endeavors by purchasing a meal at the Festival. If your non-profit organization would like to operate a food booth at the Festival; contact Lana Hillary-Windom at 510-795-2244 ext. 105 or email lhillary-windom@fremontbusiness.com.

## American High School (Band Parents Organization)

*Ice Cream*  
Benefits American High School Music Program.

## Bridges Intervention Services

*Teriyaki Chicken*  
Benefits "at risk" teens and young adults in the Tri-City area.

## Cal Ripken Little League Baseball

*Ice Cream*  
Benefits Little League baseball program.

## Centerville National Little League

*Garlic Fries / Chili Fries / Soda*  
Benefits league, field upgrades, equipment and repairs.

## Dawn Breakers Lions Club Chicken Kabobs

Benefits service projects with emphasis on helping the blind and deaf.

## Fremont Chamber of Commerce Dollars for Scholars

*BBQ Beef & Chicken*  
Benefits college scholarship program.

## Fremont American Little League

*Hot Dogs / Soda*  
Benefits youth sports programs.

## Fremont Rotary Club

*Hot Dogs / Polish Sausages*  
Benefits community service programs.

## German School of Fremont

*Shrimp Cocktail / Watermelon / Strawberries & Cream*  
Benefits German language education program.

## St. Anne's Episcopal Church

*Ice Cream*  
Benefits community outreach projects and services.

## Job's Daughters Bethel 253

*Lumpia / Beverages*  
Benefits operating expenses for local chapter.

## John F. Kennedy High School

*Ice Cream*  
Benefits John F. Kennedy High School Grad Nite.

## Kilohana Outrigger Canoe Club

*Hawaiian BBQ Plate Lunch*  
Benefits club training programs, and equipment.

## Kiwanis Club of Fremont

*Pizza*  
Benefits youth, families and senior citizens in the Tri-City Area.

## Knights of Columbus - Council 2692

*Linguicia Sandwich*  
Benefits educational, charitable, religious, social welfare, war relief and public relief programs.

## Leadership Fremont

*Chicken Wings*  
Benefits Leadership Fremont scholarships.

## Milpitas Host Lions Club

*Bar-B-Que Ribs / Nachos*  
Benefits Milpitas Food Pantry, Lions Blind Center of Santa Clara County, and other community programs.

## Mission Valley Elite Cougars

*Carne Asada Tacos*  
Benefits the Mission Valley Elite Cougars Youth Basketball program.

## Ohlone College Men's Basketball

*Ice Cream*  
Benefits men's basketball program.

## Our Lady of Guadalupe School

*Funnel Cake*  
Benefits school's financial assistance program.

## Rotary Club of Fremont Sunrise

*Tri-Tip Sandwich*  
Benefits Kennedy High School attendance area and a variety of community service organizations.

## Rotary Club of Mission San Jose

*Linguicia Sandwich / Corn-on-the-Cob*  
Benefits Rotary's worldwide humanitarian projects.

## S.O.Y., Inc. (Saving Our Youth)

*Cheese Steak Sandwiches*  
Benefits education for "at-risk" youth in our community.

## St. Joseph School

*Cheese Chicken Salad / Spring Rolls / Spring Rolls*  
Benefits St. Joseph School Scholarship Fund.

## Stage 1 Theatre

*Kettlecorn*  
Benefits Stage 1 Theatre's operational costs.

## Sunol Glen School

*Ice Cream Carts*  
Benefits a variety of school activities.

## Tri-City Ecology Center

*Lemonade*  
Benefits children's ecological education and books to the Fremont main library.

## Warm Springs Business Association

*Burritos & Nachos*  
Benefits Warm Springs Christmas Tree Lighting community event.



Food booths at the 2007 Fremont Festival of the Arts



# Business Alley At The Fremont Festival Of The Arts

*This outdoor trade show is always a hit with visitors*

Don't miss out on your opportunity to market and showcase your business to nearly 400,000 festival attendees!!! Business Alley is a tradeshow venue set aside for Fremont Chamber of Commerce members to market and showcase their businesses. The Fremont Festival of the Arts, which will celebrate its 25th anniversary, is the largest festival of its kind west of the Mississippi. A wide range of activities for the entire family, including music, arts and crafts and the newly expanded Kid Zone make this a one-of-a-kind event. Business Alley space is limited; if you would like to introduce your company and services to hundreds of thousands of people, don't miss out on this opportunity. For more information, contact Lana Hillary-Windom at lhillarywindom@fremontbusiness.com or 510-795-2244 ext. 105.

## Join these 2008 Business Alley Participants

24 Hour Fitness  
 Afana Enterprises  
 Alameda County Department of Child Support Services  
 All Ways Towing & Transport  
 Amcon Sunrooms  
 American Laser Centers  
 ATP Acupuncture & Chinese Medicine  
 Avon  
 Bally Total Fitness  
 California State Auto Association  
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Stop by the **Afana Enterprises** booth in business alley at the Fremont Festival of the Arts August 2nd-3rd and take advantage of *free product sampling, special discount savings, business opportunities and great prizes.*

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# 2008 Festival Music Lineup

## Paseo Padre Stage

### Saturday, Aug 2

10-11:30am	Michael McNevin	Folk
12-1:30pm	Appaloosa	Country
2-3:30pm	Jukebox Heroes	Classic Rock
4-5:30pm	The Sun Kings	Beatles Tribute

### Sunday, Aug 3

10-11:30am	D-Lucca	Contemporary Jazz
12-1:30pm	Greg Lamboy	Rock/Pop
2-3:30pm	Busta Groove	R&B/Pop
4-5:30pm	Party Council	Classic Hits

## State Street Nightclub Stage

### Saturday, Aug 2

11am-12pm	The Bright Spots	Jazz
12:30-1:15pm	Black Pearl Project	Soul/R&B
1:30-2:15pm	Black Pearl Project	Soul/R&B
2:45-4pm	Big Earl & the Crying Shame	Blues
4:30-5:30pm	Random Play	Danceable Rock

### Sunday, Aug 3

11am-12:30pm	Daybreak	Smooth Jazz
1-2:30pm	Memphis Exchange	Country
3-4pm	Rhythm Deluxe	Blues
4:30-5:30pm	Mission Gold Jazz Band	Dixieland



**Musicians at the Fremont Festival**  
 Above: Party Council will appear on Sunday at 4 p.m. on the Paseo Padre Stage  
 Right: Local musician Michael McNevin will appear on Saturday at 10 a.m. on the Paseo Padre Stage

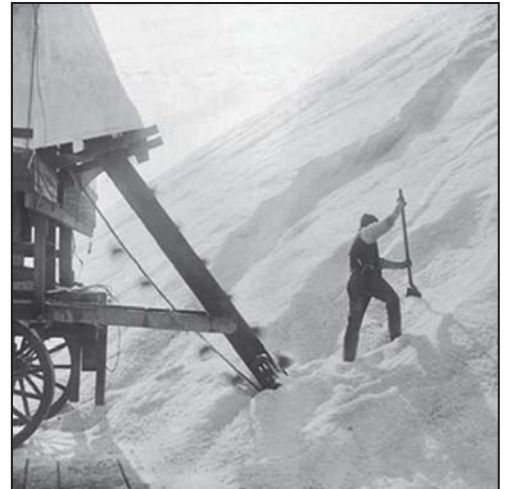


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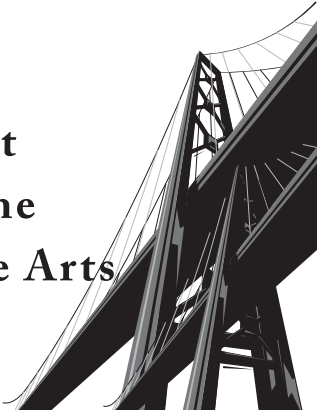



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# Gourmet Marketplace

## Tastes to Tempt and Tantalize! (and Take Home)

The Festival's Gourmet Marketplace is now in its fifth year, featuring a broad array of gourmet foods and cooking ingredients for the most discriminating palates. These are not your everyday products that you can buy in the supermarket, however. Each vendor participating in Gourmet Marketplace produces their own product; no mass-produced or imported items are accepted. Sample these taste sensations, and you will surely take some home. The challenge will be in deciding between them!

While applications are still being accepted, we are pleased to highlight the delectable treats from our returning and first-time Gourmet Marketplace participants:

### Betca Sisters

Fifteen different varieties of wine jellies, made with fine wines and handcrafted

### Bistro Blends

Balsamic vinegars and olive oil blends

### Charm N Candy

Gourmet wine fudge, cookies, and candy bouquets

### Cookie Canvas

hand-made and decorated baked goods made from the finest ingredients

### Diamond Valley Gourmet

Gourmet mixes for dips and cheeseballs

### Gourmet Temptations

Culinary sauces, dessert sauces, exotic jams, wine jelly, balsamic vinegars, exotic mustards, savory and spicy sauces, honey products, grapeseed oils, tapenades

### Miracle Muffins

Muffin & brownie mixes, muffins, brownies for diabetics

### Oliver's Almonds

Cinnamon roasted almonds and pecans

### Primo's Gourmet Food Co.

Hand-blended gourmet spices, dips, mustards, pickled garlic, olives, marinades, fruit butters, olive oils

### Pure and Simple, Inc.

African Redbush tea in four flavors

### Singing Pig Food Company

Fruit butters, mustards, salsas, dips, marinades

### Spice Hound

Spices, spice blends, and gift sets

### Sunshine Family Popcorn

Gourmet popcorn in a variety of flavors

### The Killer Baking Company

Gourmet brownies and cookies  
"Brownies to Die For"®

### The Nutty Gourmet by Mel

Candy almonds, pistachios, and cashews

### Tres Classique

Custom infused balsamic vinegars and oils

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## Why Pets Are Not Allowed

Sorry, pets are not allowed at the festival. This is not to deprive you of time with your pet. Rather, it is a kindness to your pet companions (dogs, cats, birds, iguanas, goldfish, hamsters, whatever) to leave them in the comfort of their own home.

"Pets and the heat, sun, and crowds don't mix," points out Justine Schroeder, owner of 3A Pet Sitting. "Pets can get sunburns, pad burns, and heat stroke before people show any signs of discomfort. Large crowds and heat can disorientate and upset a normally docile pet. So please pamper your pets by leaving them home, where they will have plenty of shade, water and comfort."



# Connection Club Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

**To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.**

**Tuesday Noon**  
meets weekly at 11:45 a.m.  
Ginger Cafe at Newark Hilton  
39900 Balentine Dr., Newark  
Chair: Justine Schroeder, (510) 673-4646  
Vice: Russell Bender (510) 770-9360  
www.tuesdayconnectionclub.com

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am  
La Piñata Restaurant  
39139 Paseo Padre Pkwy., Fremont  
Chair: Sandra Madonna (510) 910-2681  
Vice-Chair: tba  
www.connect2succeed.com

**Fridays Women In Business**  
meets weekly at 7:30 a.m.  
on the 2<sup>nd</sup> & 4<sup>th</sup> Fridays in June, July & August  
Best Western Garden Court Inn  
5400 Mowry Ave., Fremont  
Chair: Tammy Duran, (510) 693-5054  
Vice-Chair: Maria Sicalbo, (510) 791-0852  
www.fremontwib.com

**Thursday AM**  
meets weekly at 7:30 a.m.  
The Depot Diner  
37260 Fremont Blvd., Fremont  
Chair: Renee White (510) 790-0822  
Vice: Madeline Holmes (510) 599-1215  
www.thursdayAM.com

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 11:45 am  
The Outback Steakhouse  
5525 Stevenson Blvd., Fremont  
Chair: Laura Spano, (510) 209-9542  
Vice: Scott Doruff, (510) 505-1011  
www.thursdayreferralsplus.com

**Friday AM Connection Club**  
meets weekly at 7:15 a.m.  
The Depot Diner  
37260 Fremont Blvd., Fremont  
Chair: Dan Strauss, (510) 366-5082  
Vice-Chair: Guido Bertoli, (510) 790-2444  
www.fridayconnections.com

## 25 Years of Fun—

from page 1

of the many charitable organizations in our community.

Thirsty? Cold sodas and water are available throughout the festival. But, for those who enjoy ice cold beer or flavorful wines while mulling over which creative treasure to take home, this year's Festival will feature a commemorative 25-year anniversary beer mug or wine glass. And for the first time, attendees will also be able to quench their thirst with icy margaritas in plastic reusable cups.

Appearing at the festival for the fifth straight year is Gourmet Marketplace, where attendees can purchase packaged gourmet specialties to take home that you won't find in your local grocery store. Indeed, our Gourmet Marketplace vendors produce

products for the most discriminating palates. Come to sample and you won't be able to resist an assortment of delectable cookies, gourmet brownies, wine jellies, popcorn in assorted flavors, fruit butters, specialty sauces, spices, nuts, fudge, dips, vinegars, oils, mustards, and preserves.

Looking for more entertainment? There are two stages strategically placed within the Festival area where Festival-goers can enjoy a variety of musical entertainment. The Sun Kings take the stage on Saturday afternoon to magically transport you back to the era of the Fab Four. Sunday, Party Council will rock the festival with the popular and classic rock tunes. Fremont favorites such as Michael McNevin, Appaloosa and the Mission Gold Jazz Band will also be appearing. Sit and enjoy, get up and dance, or listen while

you shop.

If your children are in tow or you're just a kid at heart, you won't want to miss the expanded Kid City for rides and activities. The name change from last year's Kids Zone to this year's Kid City pretty much says it all!

And don't miss Business Alley, the tradeshow within the festival, where you might find that local Chamber business that provides exactly the service or product you need. Fremont is a wealth of resources and Business Alley is the right place to look.

For a tranquil respite, purchase a \$50 ticket to the Wine Garden. Since being added to the Festival of the Arts, the Wine Garden has quickly become one of the Festival's more popular attractions, allowing attendees to enjoy premium wines poured by wine professionals eager to share their expertise and speak to guests about tasting techniques and different wine varieties. The package includes some of Fremont's most loved restaurants serving a specially catered buffet lunch, exclusive entertainment and to complete the package, you get a preferred parking space near the Wine Garden with each wine garden ticket. Now that's a bargain!

Please come and enjoy the 25th Annual Fremont Festival of the Arts with us!

**"Over the past quarter century, the Fremont Festival of the Arts has grown and established itself as the largest free street festival on the West Coast"**



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45915 Warm Springs Bl.  
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Dinner: 5-10 pm (M-F & Sun)  
5 pm-12 am (Sat)  
Sun. Brunch: 10 am-2 pm



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Fri-Sat: 11 am -9:30 pm

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to [fntcc@fremontbusiness.com](mailto:fntcc@fremontbusiness.com)

### Online Business Directory Referrals Report

**May 2008**

site: [fremontbusiness.com](http://fremontbusiness.com)

Total visits: **12,014**

Average visits per month: **11,167**

Total # of referrals: **9,334**

Each member averaged **12.63** referrals from the directory in March

Each day in March there was an average of **301** referrals from the directory

The top 150 display referrals received a total of **8,528** display referrals from the directory

The top 150 clicked on referrals received a total of **710** click thrus to their websites

The total emails sent from our directory was **9**

The total map referrals from our directory was **114**

Data provided by ChamberWebblink

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# District Business Association News

## Niles Main Street's 10th Annual Niles Dog Show



Niles Dog Show contestant at the 2007 show.  
Photo by John Fisher

Niles Main Street Association is excited to host its 10th annual Niles Dog Show on Saturday July 19th, from 9 a.m. to 3 p.m. at Niles Community Park at 3<sup>rd</sup> and H Street in Niles. For those of you who have not attended in

the past, this is a not-to-be-missed fun show, with far more than your standard best-trained, best example-of-breed awards.

For example, there is an award for best costume—yes, that's right! Dogs and owners have the option of dressing alike or selecting any theme in dressing their dogs.

Other "not-your-standard-dog-show" awards are given for "best veteran" (oldest dog), most unusual mix (defined as the mongrel/cross-breed that is most unique), and best performer (think "Most Unusual Pet Tricks!")

As the day proceeds, awards are

also given to:

- Prettiest female (to 45 lbs. and 46 lbs. and above)
- Most handsome male (to 45 lbs. and 46 lbs. and above)
- Best rescued dog (with consideration given for how long the exhibitor and dog have been together, and the story of each dog's rescue)
- Best in Show (Champion and Reserve Champion)

The day also features the "Adoption Parade" where rescue groups present dogs for adoption, special demonstrations, and drawing prizes. Food and drink are available, along with lots of pet-related information and products.

Bring the whole family - and the dog of course! To find out more, become a sponsor or vendor, or pre-register your dog, visit [www.niles.org/dogshow.html](http://www.niles.org/dogshow.html).



Niles Dog Show photos from 2007  
Photos by John Fisher



## Niles Merchants upcoming events

Niles Merchants would like to invite you to join us for two events in August

We will be celebrating National Night out on Tuesday, August 5th from 6:00 p.m. to 8:00 p.m. We celebrate this national event focused on drug/crime prevention as a time to meet the merchants and neighbors of Niles. The evening is celebrated throughout the United States with block parties, cook-

outs, parades and other events. We will be serving hot dogs and hamburgers throughout the 2 hour event.

Our second August event is our 12th Annual Hot August Niles Car Show. This will be held on August 16th beginning at 9:00 a.m. and wrapping up at 3:00 p.m. If past behavior is a predictor of the future, this will be a bright shiny day with cars from every era and of every color polished to per-

fection. Enjoy music by the "Hot Rods" and make your way down Niles Boulevard taking in all the cars, cars, cars. Stop in the shops, the museum and the restaurants for a break from all the heavy metal.

We look forward to seeing you there!



## Got News?

The Fremont Business Review features newsworthy items from Fremont Chamber of Commerce members every month in our *Member News* section. Send press releases and stories to [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

## Calendar of Upcoming Historic District Events

- July 4: Independence Day Parade  
10 a.m., Centerville
- July 19: 10th Annual Niles Dog Show  
Sponsored by Niles Main Street Association  
9 a.m. - 3 p.m., Niles Park
- August 5: National Night Out celebration  
Sponsored by Niles Merchants  
6 - 8 p.m., Niles
- August 16: Hot August Niles Car Show  
Sponsored by Niles Merchants Assn.  
9 a.m. - 3 p.m., Niles
- August 31: 44th Annual Niles Antique Fair and Flea Market  
Sponsored by Niles Main Street Association  
6 a.m. - 4 p.m., Niles

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## Member News

### ACTIA presents South Alameda County Transportation Forum on July 17

Please join the Alameda County Transportation Improvement Authority (ACTIA) and its Citizens Advisory Committee for a local forum to highlight the major South County transportation projects scheduled to be implemented within the next five years. The projects to be highlighted are:

- Bart Extension to Warm Springs
- Union City Intermodal Station
- I-680 Smart Lanes
- Dumbarton Corridor Improvements
- I-880/Mission Blvd. Interchange
- East-West Connector in North Fremont and Union City
- City of Fremont Paratransit program

These projects are funded through local sales tax dollars, state, federal and other funds.

The forum will be held at the Fremont Main Library from 6:30-8:30 p.m. on the 17th. Come hear about and discuss project details, schedules and contracting opportunities. For more info, contact ACTIA at 510-893-3347 or [www.actia2022.com](http://www.actia2022.com).

### AC Transit among first to adopt TransLink, a prepayment transit card

AC Transit is one of the first transit systems to accept

TransLink, the Metropolitan Transportation Commission's new smart card. TransLink allows riders to pre-pay for transit and not have to carry exact change or purchase monthly passes, making it more convenient and secure for transit riders.

The Metropolitan Transit Commission is rolling out TransLink throughout the Bay Area over the next few years, and AC Transit is an early adopter. For more information about this program, please visit [www.translink.org](http://www.translink.org) or call 877-878-8883.

### Fremont's 2008 Summer Concert Series, presented by The Saddle Rack, returns

The 2008 Central Park Summer Concert Series, presented by The Saddle Rack, will kick off at Central Park's Performance Pavilion on Thursday, July 10 at 6:30 p.m. with a Country and Western theme, and Appaloosa, the Saddle Rack's house band. The evening will also feature The Saddle Rack's barbecue with an ala carte menu for concert-goers.

This year's series will feature family-friendly fun music and a new Kids' Corral zone, sponsored by the American Swim Academy (formerly Fremont Swim School). Concerts will include live music, along with "Bistro in the Park" for dinners-to-go. Meals will be sold

at the Fremont Senior Center, starting July 17 through August 14, and can be pre-ordered the week of each concert at the Fremont Senior Center office or purchased at the concert. Concert-goers may also bring their own food. Each concert runs from 6:30-8:30 p.m.

For more information, contact the City's Parks and Recreation Department at 510-494-4300 or visit [www.fremont.gov/Recreation/SummerConcert](http://www.fremont.gov/Recreation/SummerConcert).



### Dr. Yoshida's Free Dentistry Day a huge success!

Despite the warm weather hitting the mid 90's on Saturday, May 17, the "No Cost Dental Emergency Day" sponsored by Dr. Colin Yoshida, DDS turned out to be a great success, doubling the number of patients seen at last year's event. Tri-City residents along with others from surrounding cities were

welcomed and treated by Dr. Yoshida and other local dentists. Free food & drinks donated by local Fremont businesses were also served.

An estimated \$20,000 worth of dental services were provided for free. Treatments included x-rays, exams, emergency root canal, fillings, extraction and more. "Meeting smile after smile and having the opportunity to touch people's lives is a remarkable experience that is worth a million," stated Dr. Yoshida. "It was a terrific and rewarding experience, and we look forward to doing it again," said Dr. Yoshida's staff. Dr. Yoshida noted that this is a way of giving back to the community.

For more information about this and future events, please contact Dr. Yoshida's office at (510)745-1800, or visit [www.fremontdentistry.com](http://www.fremontdentistry.com).

### Kaiser Permanente Fremont Medical Center receives national award for environmental achievement

The Kaiser Permanente Fremont Medical Center is the recipi-

ent of a "Partner for Change" award for its commitment to reducing waste and pollution as well as initiating a variety of recycling programs. This prestigious national award from Practice Greenhealth is given to health care facilities that have successful pollution prevention programs, recycle at least 10 percent of their solid waste, are working toward total mercury elimination, and have several successful programs underway.

The Fremont Medical Center as well as all Kaiser Permanente facilities is virtually mercury-free. It has also implemented programs to recycle fluorescent lamps and a battery collection program at all departments and nursing stations. As an example, a recycling program initiated in 2007 in the Fremont hospital operation has already resulted in a reduction of 2,501 pounds of waste.

According to Practice Greenhealth, hospitals generate more than 6,600 tons of waste daily in the U.S.

Kaiser Permanente received the award at this year's Practice Greenhealth Environmental Excellence Awards held on May 20 in Pittsburgh, Pennsylvania at a global conference for environmental leaders in health care. Kaiser Permanente was only one of 50 organizations throughout the U.S. to receive this award.

# A Public Policy Forum on Wheels: Affordable Housing

By Nina Moore  
Director of Government and  
Community Affairs

Sometimes with all the Festival preparations going on, it is amazing to realize that other Chamber business still continues. Ribbon cuttings, mixers, day-to-day member services, educational seminars, policy analysis and government advocacy all continue.

The recent Housing Tour is an example of one such activity. On June 10th, a group of fifty Fremont business and city leaders, including Mayor Wasserman, along with Councilmembers Cho and Natarajan, participated in the Chamber-organized "Mixed Use Affordable Housing Traveling Seminar". This bus tour provided an opportunity for attendees to visit four mixed use rental housing developments in Redwood City and Foster City, each of which demonstrated a different approach to combining affordable housing with retail and office space.

Tour participants also had the opportunity hear from speakers on topics ranging from who qualifies for affordable housing to its impact on local retail, crime and revitalization efforts. In both cities, participants heard

from the Redevelopment or Planning Director as well as retail property managers and/or owners.

Attendees learned that people who may qualify for very low to moderate income affordable housing include bank tellers, retail clerks, waiters/waitresses, medical assistants, construction workers, auto mechanics, security



City Center Plaza, Redwood City

guards, secretaries, senior citizens, teachers, and childcare workers. "There are a lot of people who would qualify for affordable housing who don't even know it," noted Brian Hughes of Fremont Bank.

In Redwood City, Redevelopment Manager Susan Moeller showed off three projects: City Center and Villa Montgomery, both of which consist of 100 percent affordable housing, and

Franklin Street, which consists of 10 percent affordable housing. Each project had some aspect of retail, and in each case, tour participants heard about what worked and what didn't, as well as lessons learned.

City Center is located right next to City Hall, across a plaza from the library, and near public transit. "Having people live in a mixed-use area gives it life 24 hours a day," commented Jane Mueller, of Well Chosen Words, reflecting on some of the key 'take-away' messages of the day. Key to revitalization of this previously blighted area were concerts and events scheduled by the City to introduce people to the renovated area.

Phil Raiser, City Center's retail property owner, talked about retail successes in his complex, but also noted how challenging it is to get the right mix of retail and residential, and how it can take many years. To Mark Dinh of the Centerville Business and Community Association, his main 'take-away' of the day was that "there is no set formula for mixed use, but you must have a mix of affordable housing levels (moderate to low), combined with a good amount of mixed retail (both chain and 'mom and pop' stores)." Dirk Lorenz also commented

on the need for "critical mass" in the above mix.

Other key points were how important street visibility and street design (traffic slowing measures) are to retail success.

The Marlin Cove development in Foster City is a redevelopment project that replaced twelve acres of failing strip mall with six acres of retail frontage (with offices behind and above) and six acres of housing, of which 30 percent is affordable. Marlin Cove developer Nick Podell and George Arce, the retail property manager, discussed the importance of the adjacent housing to the success of the retail, the importance of adequate parking, and commented on how sensitive the retail market is to the demographics of the surrounding community. One grocery store failed while another one in the same location is doing great, and attracting other business.

In both cities, there was no increased crime associated with the affordable housing. Officer Robyn Berlin of the Fremont Police Department spoke to tour participants about how it is not the income of the residents that impacts the crime rate, but rather how well applicants are screened, how well the apartments are managed, and the

openness of the development's design.

Business leaders who attended the tour had many positive comments. "The tour gave me the opportunity to see the positive meaning of affordable housing, the quality of the building complex, and the team effort necessary to ensure that the project is affordable and safe," said Michelle Koan of the Warm Springs Business and Community Association.

The Chamber would like to thank its sponsors: Presenting Sponsor Fremont Bank, along with sponsors Assemblymember Alberto Torrico, Robson Homes, and the League of Women Voters of Fremont Newark and Union City. Thanks also to all our speakers and organizers: Director Elise Tierney along with May Lee, Fremont Redevelopment Agency; Officer Robyn Berlin, Fremont Police Department Street Crimes Unit; Susan Moeller, Redwood City Redevelopment Manager; Leslie Carmichael, Foster City Planning Manager; Phil Raiser, City Center's retail property owner; George Arce, Marlin Cove's retail property manager; Nick Podell, Marlin Cove developer; Teifion Rice-Evans, Principal of Economic & Planning Systems Inc, and Councilmember Anu Natarajan.





## New Kid City—

from page 1

in by Fremont Mayor Bob Wasserman at Noon on Saturday August 2nd.

As the Fremont Festival of the Arts has grown, the number of young families who attend has grown as well.

This year, the Fremont Chamber of Commerce has partnered with the Fremont/Newark YMCA to design a family-centered area that is both engaging and entertaining. YMCA of the East Bay is assisting as well. The result is a unique activity space that goes beyond the more typical fair offering for children of carnival rides.

“We envision Kid City as a manifestation of values that make up our own key program areas,” points out

David Hembree, Executive Director for Fremont/Newark YMCA, “such as healthy and active lifestyles, civic responsibility, literacy, and enjoyment of the outdoors. We jumped at the chance to partner with the Chamber in creating a large activity space with the imagery and backdrop of a city that will be entertaining for kids and families.”

Kids and families can still anticipate the rides and activities that they have enjoyed in other years, including Berry-Go-Round, Truck Stop, the trackless train, Frog Hopper free fall ride, Bounce House, and the Super Slide!

Kid City is open both days of the Festival to all families with children ages 12 and under. There is no admission fee, though there are a few rides and attractions that require purchasing a ticket.

“We jumped at the chance to partner with the Chamber in creating a large activity space with the imagery and backdrop of a city that will be entertaining for kids and families”

## A Greener Festival—

from page 1

paper with soy based ink.

- Avoid date-stamping banners or outreach materials.
- Donate food leftovers to a local food bank.
- Let people know you are using environmentally friendly products.

As citizens of our community and as the leading business organization in Fremont, we feel a responsibility to take advantage of the opportunity to

set this example and to make information available to our huge festival customer base. We have a phenomenal opportunity to educate festival patrons about the many green options that are available today. Use of and exposure to green products – and simple lifestyle choices that cause no inconvenience – can reap huge environmental rewards.

As of press time, we are still exploring ways to help encourage green

behavior, such as sponsoring a “bike valet” to encourage riding to the festival. We welcome your ideas so that each year, we can continue to educate the public and our vendors to make our world a “greener place!”

*Dirk Lorenz is the owner of Fremont Flowers, a past board chairman of the Fremont Chamber of Commerce, and current chairman of the Fremont Festival of the Arts.*



### WE'VE ALWAYS MADE YOUR BED, NOW WE'VE MADE IT BETTER.

This April, Marriott celebrates Environmental Awareness Month with the theme, The Greening of Marriott.

- We've decreased our energy use by replacing light bulbs with fluorescent lighting

- Marriott received the 2007 ENERGY STAR Sustained Excellence Award from the U.S. Environmental Protection Agency

- We've reduced our hot water usage by 10% by replacing showerheads

- We've reduced our hot water, use of detergents and saved energy on hot water by encouraging guests to reuse their linens and towels during their hotel stays

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At Fremont Marriott Silicon Valley, we are working toward more sustainable environmental practices.

## A Salute to Volunteers

The foundation of the festival's success

As with any other event, changes are inevitable when it comes to planning, but in 24 years of producing the Festival of the Arts, there is one thing that remains strong year after year: our volunteers. They graciously and wholeheartedly give 110 percent of their hearts to help us. And because of their help, we are always able to finish “the list” on time, year after year. We've often thought that if it weren't for our volunteers, every festival would need two years to plan.

We are very proud to produce an event in which our community takes great pride, but we have to be honest, we are the ones who are humbled by receiving the biggest compliment any organization can receive, which is that

many of our volunteers continue to work for the festival, some since its inception back in 1983. A huge thank you to all our volunteers, you are truly the strength of our festival.

### Festival Committee

Dirk Lorenz, Chair  
Paul Dhillon  
Jim Douglas  
Gerry Fogel  
Barbara Jenkins  
Jon Lopes  
David Lowman  
Tom Mikkelsen  
Billy Sandbrink  
Tammy Souza  
Joyce Twomey  
Shirley Wein  
Harriet Whitney

### Beverage Hosts

BIG Design  
BJ Travel  
Fuller Spangler Enterprises  
TGIF Body Shop & Towing  
Karen's Word Processing  
Keller Williams  
US Bank

### Wine Garden

Joyce Twomey  
Bobbie Armor

### Headquarters

Harriet Whitney

## Fremont Day

with the Oakland A's



July 25, 2008

A's vs. Texas Rangers, 7:05 pm start  
A portion of ticket sales benefit local charities  
visit fremontbusiness.com for more info