




BUSINESS REVIEW

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VOLUME 11, NUMBER 3 **The Fremont Festival of the Arts: World Class Fun Close to Home** July 2010

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Non-profits and the Chamber: A Beautiful Friendship

by Elise Balgley
Bernard, Balgley & Bonaccorsi

The Fremont Chamber of Commerce has many wonderful programs to benefit its members, including non-profit organizations. But, I'm not here to talk about that today. It's time for the Fremont Festival of the Arts!

Since the very beginning, 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-profits has been at the very heart of the community partnership that makes the Festival an exceptional event.

For a number of the non-profit organizations that operate food booths, the Fremont Festival of the Arts is 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 first 26 years of the Festival, the non-profit community raised over \$8,000,000 at the Festival.

That money returns to our community through a variety of significant services, improving the quality of life for area residents. In this time of financial hardship, these services are more critical than ever and must be supported.

The financial motivation is great, but there is more. For example, 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. This is a great opportunity for all concerned to work together and have some fun in the sun in addition to raising funds.

Besides the food booths, non-profits can take on other volunteer responsibilities at the Festival. Over the years, the Boy Scouts, high school service clubs, and high school sports

—Food Booths
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Shopping in Fremont - A Great Time Out!



by Angela Tsui
City of Fremont

The Annual Fremont Festival of the Arts is around the corner and promises another year of food, fun, and shopping! The City of Fremont is proud to be home to the largest free

street festival west of the Mississippi. The Festival, produced by the Fremont Chamber of Commerce, draws close to 400,000 festival-goers over the two-day event and is the premier showplace for music, arts, crafts and exhibition space for local businesses.

Where else can you go where there is something for everyone in the family to enjoy? This annual two-day event is a wonderful opportunity for local residents and visitors from throughout the region to enjoy free family entertainment in Fremont, experience the vitality of our community, and invest in Fremont through their purchases. Four walking miles of closed-off city streets will be dedicated to over 600 booths exhibiting quality arts and crafts; over 30 food booths serving tasty cuisine from around the world; booths serving chilled wine,

beer, and margaritas; a fun, interactive children's area; and professional sound stages featuring fabulous musicians and entertainment.

The Festival is a great opportunity for finding special handcrafted gifts and one-of-a kind treasures for yourself or to share with others. In addition to the artisan booths, Business Alley plays a key role in showcasing a variety of local merchants and service providers located within our community. Supporting these local businesses generates employment and economic vitality in Fremont. Purchasing from artisans at the Festival contributes to local revenues through the sales taxes generated. The City receives over \$150,000 in revenues from sales taxes

—Shop Fremont
page 2

Go BIG with Business Alley!

by KK Kaneshiro
Fremont Chamber of Commerce

One of the most common requests we receive from our Chamber members is the ability to have a greater level of exposure for their businesses at little or no cost. We have many marketing venues for our members to use every day at little or no cost, including Open for Business, Business Building Forums, and New Business Lists. But, why stop there: how about going BIG? And, we mean REALLY BIG!

Business Alley provides that BIG, REALLY BIG opportunity by leveraging the Fremont Festival of the Arts attendance of 350,000-400,000 people every year. Business Alley is a tradeshow and marketing venue unlike

any other in the area, offering Chamber members a level of exposure this is simply not found at other venues. Business Alley is anchored by a musical stage at one end and Kid City at the other end. Both are big draws for Festival attendees, giving Business Alley a captive audience - which gives members the opportunity to showcase their products, services, pass out samples, take appointments and reach that super-sized audience they've always wanted.

The 10'x10' booth, table and chairs are included in the price of \$575. All you have to do is decorate your booth, bring your com-

—Go BIG!
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To subscribe, Call (510) 795-2244

Business News? Call (510) 795-2244, or e-mail fmc@fremontbusiness.com Visit www.fremontbusiness.com



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



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2010 – 2011**

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**June 18 to July 23
Chamber Food Drive
Drop non-perishables at
the Chamber office.
All donated food helps
those in our community.**



Message from the Guest Editor: George Duarte

The Fremont Chamber of Commerce is celebrating the 27th year of the Annual Festival of the Arts, and I have the honor of being the Guest Editor of the Business Review for the Festival edition.

Wikipedia defines a festival as an "event, usually staged by a local community that showcases or celebrates some unique aspect of that community." The terms "festival" and "feast" were historically interchangeable, and the words are derived from the Latin word "festivus." For many of you, this is too much information, but it bears mentioning because it brings us to the "feast" part of the Festival of the Arts – a very important and popular component that grows every year (like my waistline – hmmm, a connection, maybe?) All the food I consume at the Festival every year is strictly in the interests of Quality Control sampling, I promise.

This year, the very popular Gourmet Marketplace is expanded with new vendors and yummy offerings to tempt your palate and purse - and surprise! - yummy treats for your pets too! Also, we are welcoming a new major sponsor this year with Mission Foods, which promises to have an impressive exhibit that I, for one, am looking forward to, and I'm sure will be a major hit with festival-goers!

Also remember that many local non-profit organizations will again have their very popular food booths strategically placed throughout the Festival, to tempt you with a wide variety of favorites like hot dogs, grilled sausages, funnel cakes, BBQ beef, pulled pork, sushi, kettle corn, all kinds of other treats, and don't forget ICE CREAM.

For those over 21, there are the ever popular varieties of wines and beers that are available with commemorative glasses and steins, to help you wash down all the culinary delights you will be consuming. The popular Wine Garden will be returning for those who would like to have some good food and wine in a cool, more secluded area (preferred parking, too).

Lastly, but most importantly, remember this is an Arts Festival, and there are hundreds of artists and artisans from all over California and the West who are here to showcase and tempt us with their skills and wares. Be sure to carefully and leisurely stroll all the artist exhibit booths, lest you miss that one "must have" item. For many artists, the Festival is their only appearance in the Bay Area for the year, so "you snooze - you lose." This is always a great place to do holiday and unique gift shopping!

Welcome and enjoy!

George Duarte is the owner of Horizon Financial Associates and the immediate past Chairman of the Board of the Fremont Chamber of Commerce. He can be reached at (510) 377-9059 or via email at gduarte@horizonfinance.com.



Message from the Festival Chair

Break out your walking shoes; it's time for the Fremont Festival of the Arts! As the Chairperson of this time-honored event, please allow me to officially welcome you to our 27th year. May you shop till you drop, sample sumptuous wines and food and enjoy two fun and sun filled days of terrific entertainment.

I am once again honored to lead the Fremont Chamber of Commerce Festival Team – a dedicated and enthusiastic group of individuals comprised of Chamber members that generously give of their time and talent. I could take the next few pages to brag about the many non-profit groups and businesses involved in this successful event. To date, the Fremont Festival of the Arts has helped raise over \$8,000,000 for our local non-profit organizations. According to the City of Fremont Economic Development Department, the Festival generates over \$150,000 in sales tax every year!

In 2010, you can expect an expanded list of artist participation. Also back are perennial favorites – the Wine Garden, our lineup of entertainment on our main stage, Kid City – along with added convenience items

such as ATM machines located throughout the festival site. Back by popular demand is our Gourmet Marketplace, where you can sample gourmet items and purchase those that are favorites!

I want to extend a special thanks to Cindy Bonior, President and CEO of the Fremont Chamber of Commerce. Her passion for this event is remarkable. I am sincere when I say that all credit for a successful event goes to her, her staff (KK Kaneshiro, Nina Moore, and Napoleon Batalao) and the other volunteer Festival Committee members: Dave Lowman, Len Gasiorek, Harriet Whitney, Shirley Wein, Jim Douglas, Tom Mikkelsen, Barbara Jenkins, Tammi Souza, Dave Hembree, Paul Dhillon, Kathy Fouts, and Gerry Fogel. These individuals dedicate hundreds of volunteer hours every year because they, too, realize what this event does for our community!

Please allow me to officially welcome you to the 27th Annual Fremont Festival of the Arts. It bears repeating...may you shop till you drop; sample sumptuous wines and food, and leave this event with a heightened anticipation for our 28th year!

Dirk Lorenz is the owner of Fremont Flowers and the Depot Caf e, and is a member of the Chamber's Board of Directors. He has been involved with the Festival for the past 26 years, and is in his fourth year as Festival Chair.

Shop Fremont—

from page 1

during this event, which helps fund local services.

But don't let the shopping and dining end at the Festival! Support your community and stay local for your shopping and dining needs. Retail and specialty stores

are conveniently located throughout Fremont, where home items, books, fine foods and gifts, and apparel for the entire family can easily be found. In addition, there are hundreds of local restaurants to choose from that feature cuisines from around the globe. From Afghan cuisine to southern barbecue – Fremont has a broad variety of dining options. Shopping locally can also save you time and money. Over 100 local retailers and restaurants offer discounts and specials available online at www.ShopFremont.biz.

During the Festival, be sure to visit the City's booth for information on City programs and services. While you are there, pick up one of our soon-to-be released Community & Dining Guides. We look forward to seeing you at the Festival and having you shop and dine in Fremont!

Angela Tsui is the Economic Development Coordinator with the City of Fremont. She can be reached at atsui@fremont.gov or at 510-284-4023. The Economic Development Department works to help existing businesses succeed by providing tools and services, such as the free "Shop Fremont!" program, as well as providing site selection and permitting assistance.

The City receives over
\$150,000 in revenues from
sales taxes during this
event, which helps fund
local services.

Shop Fremont!



Visit www.shopfremont.biz

Chamber Calendar of Events

July

- 6 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 7 **Ambassador Meeting**
8 a.m., Chamber Conference Room
- 8 **Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 9 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 13 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 14 **Finance Committee Meeting**
8:30 a.m., Washington West Strategic Development Conference Room
- Emeritus at Atherton Court Mixer**
5 - 7 p.m.
38035 Martha Avenue, Fremont
Phone: (510) 797-4011
- 15 **Festival of the Arts Committee Meeting**
5 p.m., Chamber Conference Room
- 20 **Fremont City Council Work Session**
Time TBA., City Council Chambers
- 21 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 22 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 23 **Chamber Food Drive Ends**
- 27 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 28 **Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Newpark Mall Dental Group Mixer**
5 - 7 p.m.
1131 Newpark Mall, Newark
Phone: (510) 796-8888
Newpark Mall Dental Group aims to be your one-stop resource for all dental services from pediatric care through orthodontics, adult care, veneers, whitening, implants and anything else you may need, all using state-of-the-art equipment. They look forward to making you smile!

7/31- Fremont Festival of the Arts
8/01 10 a.m. - 6 p.m.

August

- 2-6 **Chamber Offices Closed**
- 11 **Ambassador Meeting**
8 a.m., Chamber Conference Room
- Mixer (check Chamber website)**
5-7 p.m.
- 12 **Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 13 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 18 **Finance Committee Meeting**
8:30 a.m., Washington West Strategic Development Conference Room
- Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 25 **Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Mixer (check Chamber website)**
5 - 7 p.m.
- 26 **Membership Committee Meeting**
Noon, Chamber Conference Room

Top
of the
Week
REPORT

Linking the Business Community

Up to date business and community news for Fremont

email Napoleon Batalao at
nbatalao@fremontbusiness.com
with SUBSCRIBE in the subject line.

Read the latest issue online at
www.fremontbusiness.com/newsToTWcurrent.htm

September

- 1 **Ambassador Meeting**
8 a.m., Chamber Conference Room
- 2 **Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 7 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 8 **Mixer (check Chamber website)**
5 - 7 p.m.
- 10 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 14 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 15 **Finance Committee Meeting**
8:30 a.m., Washington West Strategic Development Conference Room
- Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Member Briefing**
11:30 a.m., Chamber Conference Room
- 21 **Fremont City Council Work Session**
Time TBA., City Council Chambers
- 22 **Green Forum with Mixer & Green Trade Show**
Forum 3-5 p.m.
Mixer and Green Trade Show 5-7 p.m.
Location TBD (check Chamber website)
- 23 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 28 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 29 **Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room

Grow your business, increase your network. Free business building forums and networking events

Visit our online events calendar at www.fremontbusiness.com



Community Calendar

The Chamber also lists community events! Visit www.fremontbusiness.com/commCalendar.htm for the latest community oriented events in Fremont and the Tri-Cities area. Got an event? email Nina Moore at moore@fremontbusiness.com Look at our RSS feed: <http://tinyurl.com/6cgdow>



Save the Date!

September 22 Green Forum & Expo

3 - 5 pm Forum
5 - 7 pm Mixer and Exhibits
Green and Clean Exhibitors Wanted.
Sponsorship Opportunities Available.

Contact Nina Moore for details
(510) 795-2244, ext. 107

New Members

Accountants

Boxwood Enterprise

Hoesada, Ronny
39899 Balentine Dr., Ste. 200
Newark, CA 94560
(877) 331-9899
ron@boxwoodenterprise.com
www.boxwoodenterprise.com

Automobile Repair & Service

Precision Tune Autocare

Bob Dean
4299 Peralta Blvd.
Fremont, CA 94536
(510) 713-8863
bdeantp@gmail.com
www.precision.com
Precision Tune Autocare is a full service automobile service facility. We can do all the way from basic oil changes and smog checks, and diagnosis and repair up to and including engine or transmission replacement. Our warranty is honored at 250 Precision Tunes across the nation - although with our skilled, experienced high integrity techs, we think you will not need that!!

Automobile Towing

Jack James Tow, Inc.

Dale Johnson
42800 Boyce Rd.
Fremont, CA 94538
(510) 581-1950
djohnson@jackjamestow.com
www.jackjamestow.com

Contractors - Home Improvement

Platinum Builders

Gary Wilson
5685 Carberry Ave.
Oakland, CA 94609
(925) 305-1234
gwilson@apmusa.net
www.platinumbuildersandelectric.com

Floor Coverings

Floor Coverings International

Todd Lafrentz
43106 Christy St.
Fremont, CA 94538
(510) 493-2555
todd.lafrentz@floorcoveringsinternational.com
www.fremont.floorcoveringsinternational.com
Floor Coverings International is a boutique flooring company providing all types of materials you might consider for designing your home. From carpet and hardwood, to tile and other specialty products. Our ultimate goal is to provide you with the perfect floors for your home while delivering a delightful customer experience.

Marketing & Promotions

Send Out Cards

Bobette Grasty
Fremont, CA 94538
(510) 745-0732
grastyb@aol.com
www.sendoutcards.com/bobbette
When using Send Out Cards you create a greeting card from your computer with a personal message for less than a dollar a card. Choose a card from our extensive card catalog, type your custom message and click to send. Remember birthdays and keep in touch with family, friends and customers.

Nonprofit Organizations

Islamic Circle of North America-SF Bay Area

Obaid Siddiqui
2086-A Walsh Ave.
Santa Clara, CA 95050
(408) 313-8792
info@icnabay.us
www.icnabay.us

Kilohana Outrigger Canoe Club

Lisa Bie
6486 Jasmine Ave.
Newark, CA 94560
(510) 790-2788
Lisa@bieohana.com

Mission Valley Elite Cougars

Mike Tostado
37950 Vallejo St.
Fremont, CA 94536
(510) 910-3941
mtostado2@comcast.net
www.league lineup.com / mvelitecougars

Save Our Young - SOY

Darryl Major
27781 S. Leeanna Ln.
Tracy, CA 95304
(510) 593-3811
chefmajor2008@gmail.com

Pet Services

Sit Means Sit-Dog Training

Brian Uyeno
14591 Big Basin Wy.
Saratoga, CA 95070
(408) 316-7989
brianuyeno@sitmeanssit.com
www.sitmeanssit.com

Restaurants

Jack's Brewing Company

Kurt Steedman
39176 Argonaut Wy.
Fremont, CA 94538
(510) 796-2036
info@jacksbrewingcompany.com
www.jacksbrewingcompany.com

Security Guard & Patrol Services

Falcons Bay Area Security

Ismail Shaban
4642 Balboa Wy.
Fremont, CA 94536
(510) 453-2312
ishaban@earthlink.net

Senior Apartment Community

Acacia Creek Senior Living Community

Lydia Hertzler
34400 Mission Blvd., Bldg A
Union City, CA 94587
(510) 429-6429
lhertzler@acaciacreek.org
www.acaciacreek.org

Become a member today!

Call the Fremont Chamber at (510) 795-2244, ext. 103, to speak to KK, our Director of Membership Services

www.fremontbusiness.com

July Anniversaries

20+ Years

BJ Travel
Bernard, Balgley & Bonaccorsi
Catellus, A ProLogis Company
The Lipman Company, Inc.
Tri-City Rock, Inc.
U.S. Bank
WyoTech
YMCA Fremont-Newark

15+ Years

Comcast Spotlight
Good-Nite Inn
ROSS Organic Specialty Sales, Inc.
Saf Keep Storage

10+ Years

Fremont Marriott Hotel
Lori's Income Tax Service
Robert Half International

5+ Years

ABWA-Pathfinder Chapter
Classic Party Rentals
DCNS Computer & Networking Services
Electro Imaging Systems
Dr. Joseph Joly Chiropractor
Niles Main Street Association
Sharks Ice at Fremont
Thermoscope

2+ Years

Bob's Foam Factory, Inc.
Budget Truck & Car Rental
Clayton Insurance
Fremont Elks Lodge
Friend and Champion-Laurence Hansen
Mozzetti Trucking
New Life Coaching & Counseling
Newark Pet Clinic
Pacific Dental Spa - Dr. Guy Nazareno, DDS
Randhawa Dental

1 Year

AAA Furnace & Air
AFLAC- Razi/Harrleson
Autos Wholesale
Bath Fitter
Central Payment Corp-Ely Benson
CFOToday Ledger Plus
Dutra Cerro Graden
FORM Inc.
Fremont Chiropractic
Fremont Community Church
Kitchen Experts of California
Mrs. Arli's Precious Lambs Daycare
Nor Cal Events
Prestige Dental Group
Sola-Brite
T&J Remodeling
Western Roofing Systems

Congratulations to all our Chamber members who have reached these milestones

An Oasis within the Festival of the Arts

by **Barbara Jenkins**
JOCKEY Person to Person

There has been a hidden treasure within the Festival of the Arts for many years--The WINE GARDEN!! What??.you have never been to it or didn't even know it was there??

The Wine Garden is a private, secluded, restful shaded area that has grown and evolved over the past 9 years. It started initially as the Chamber's 'corporate or sponsored' area where Festival corporate sponsors could come to eat, drink, 'catch their breath', seek some shade, and revive during a lunch or shift break. It changed, however, when more festival attendees wanted to join in the fun! It is now a special experience that any attendee can enjoy.

Premium wines poured by our local wineries, catered food and special entertainment are an integral part of the Wine Garden experience. This also provides our attendees the experience to sample and learn more about wines from these experts. New this year, guests can enjoy refreshing Mojito Sangria and Red Sangria compliments of Fremont's Vida y Vino Wine Bistro. In-and-out privileges are encour-

aged so you don't miss all of the other Festival and artisan opportunities.

The WINE GARDEN provides your company the opportunity for recognition or to say "thank you" to those special employees or customers. As a Connoisseurs' Circle member, you will receive 10 tickets, special signage recognition within the Wine Garden, and recognition in Wine Garden ads and publications, including the Fremont Business Review.

Additionally, the Wine Garden offers preferred parking, a Festival wine glass, and Festival drink ticket to be used outside the Wine Garden.

Take advantage of this special retreat and experience by purchasing your Wine Garden ticket for only \$50 now! Seating is limited and you will be sorry if you miss out on this delightful opportunity! You can purchase your tickets online at www.fremontfestival.net/winegarden or by calling Nina Moore at (510) 795-2244.

We hope to see you there!



Wine Garden guests enjoy delicious food in a relaxing setting

Barbara Jenkins is an Independent Fashion Consultant with Jockey Person2Person, and has been a Chamber member for 10 years. Barbara was a former Chamber board member for eight years, including serving as Chair of the Board in 2005. She has been a volunteer helping with the Festival of the Arts, and the Wine Garden, for nine years. She can be reached at 510-657-0573 or via email: bbjhasfashions@comcast.net. Her website is www.myjockey2p.com/barbarajenkins.

Food Booths—

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teams have taken on responsibilities from staffing parking lots to ice distribution to clean up, in return for a donation to their organization.

The festival has generated some imaginative partnerships between non-profits and sponsors as well. If you have an idea along that line, let us know.

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'll be there on July 31 and August 1. How about you?

Elise Balgley is a partner in the law firm of Bernard, Balgley & Bonaccorsi and a member of the Fremont Chamber Board of Directors. This year's Festival will be the 16th Festival in which Elise has participated as a volunteer for a non-profit. She can be reached at (510) 791-1888 or by email at ebalgesq@aol.com.

“It is estimated that over the first 26 years of the Festival, the non-profit community raised over \$8,000,000 at the Festival.”



Top: Fremont Sunrise Rotary cooks tri-tips for their booth.
Above: The line for linguica sandwiches provided by the Knights of Columbus starts as soon as the Festival opens.

Food Booths for 2010

Organization	Food Item
Bridges Intervention Services	Teriyaki Chicken
Centerville National Little League	Garlic Fries
Christian Community School	Meatball Sandwich
Dawn Breakers Lions Club	Burritos
Dollars for Scholars	Ball Tip Sandwiches/Ribs
Elks Lodge	Pulled Pork Sandwich
Emergency Response America	Chicken Wings
Fremont American Little League	Hot Dogs
Fremont Rotary Club	Iced Coffee
Greek Orthodox Church	Gyro
Holy Trinity Lutheran Church	Nachos
Kilohana Outrigger Canoe Club	Hawaiian BBQ Plate Lunch
Kiwanis Club of Fremont	Pizza
Knights of Columbus - Council 2692	Linguica Sandwich
Milpitas Host Lions Club	BBQ Ribs
Mission San Jose High School PUPS	Chicken/Beef Rice Bowl
Mission Valley Elite Cougars	Carne Asada Tacos
Ohlone College Men's Basketball	Hamburgers
Ohlone College Women's Basketball	Hot Dogs, Polish Dogs
Ohlone College Women's Softball	Strawberry Shortcake
Our Lady of Guadalupe School	Funnel Cake
Prince of Peace Cub Scouts, Pack 132	Pizza
Rotary Club of Fremont Sunrise	Tri-Tip Sandwich
Rotary Club of Mission San Jose	Linguica Sandwich
S.O.Y., Inc. (Saving Our Youth)	Philly Cheese Steak Sandwiches
St. Joseph's BSA Troop 199	Root Beer Floats
Stage 1 Theatre	Kettlecorn
Tri-City Ecology Center	Lemonade

Ice Cream Cart Vendors

- American High School (Band Parents Organization)
- Irvington High School - Conservatory Theatre
- Fremont Chamber of Commerce



Above: American High School band members raise funds for their music program by selling ice cream at the Fremont Festival

Radio Station Sponsors



Go BIG!—

from page 1

pany banner, posters, product samples, brochures, giveaways, and display items. You may give demonstrations and invite attendees to participate in hands on activities, raffle prizes, or have a contest.

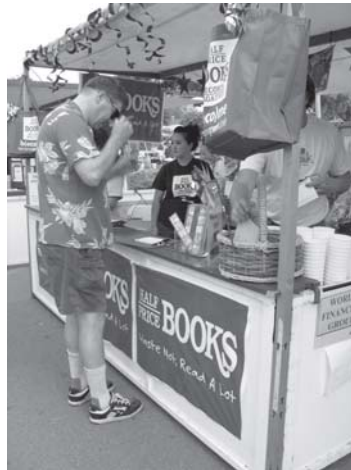
Here are some suggestions for your success:

- Wear comfortable clothing, but make sure everyone working in your booth wears the same shirt. This will make it easier for attendees to identify those who can answer their questions.
- Raffle a prize or produce an activity that attendees need to sign up for. This is your opportunity to collect your leads. Remember, the point of participating in any tradeshow is to collect leads.
- Use your company colors or theme for your booth to unify your booth's appearance.
- On average most businesses distribute 3,000 giveaways. This means you will need 3,000 business cards, 3,000 brochures, 3,000 of each item you pass out.
- Pass out product samples.
- Design demonstrations to showcase how beneficial your services are to attendees.
- Make appointments for your services.
- Make a discount/special promotion for Festival attendees only.

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If you would like to sign up or would like more information about Business Alley, please contact Cindy Bonior at cbonior@fremontbusiness.com or KK Kaneshiro at kkaneshiro@fremontbusiness.com. You may also register online at www.fremontfestival.net

KK Kaneshiro is the Director of Member Services at the Fremont Chamber of Commerce and a member of the Festival Management Team. This is her tenth year with the Chamber and her eleventh Festival of the Arts.



Many Business Alley vendors are returning for 2010. Clockwise from top left: Club Sport, Dr. Joe Joly, Ohlone College, Half Price Books.

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 Choi's Martial Arts
 Club Sport of Fremont
 Danmer Custom Shutters
 Ellis Eye and Laser Medical
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 Prince of Peace School
 Pro-Star Auto Service & Towing
 Randhawa Dental Corp.
 Re-Bath of Alameda County
 Relax the Back
 Sit Means Sit Dog Training
 Sleep Diagnostics of Fremont
 Solar Universe, Inc.
 Steele Model and Talent
 Management
 T & J Remodeling
 Total Business Care
 U.S. Postal Service
 Washington Hospital
 Washington Township Medical
 Group, Inc.

the *Wine* GARDEN

The Wine Garden offers a tranquil respite from the heat and crowds of the Fremont Festival of the Arts. Guests of the Wine Garden will take pleasure in tasting premium wines and learning more about their favorite selections. Gourmet food will be served while you relax and enjoy exclusive entertainment and wine presentations.

To complete the package, a preferred parking space near the Wine Garden will be available for your convenience.



Tickets are \$50 per person each day.

The Wine Garden is open from noon to 5 p.m. each day of the festival. Each ticket is good for admission on either Saturday or Sunday. Wine Garden tickets include:

- A preferred parking space near the Wine Garden
- A 2010 Festival wine glass
- A 2010 Festival drink ticket that can be used outside the Wine Garden
- Gourmet buffet served by some of Fremont's leading restaurants
- Premium wines poured by wine experts and representatives from wineries.
- Entertainment presented for the exclusive pleasure of Wine Garden attendees.

No one under 21 will be admitted into the Wine Garden.

Order Wine Garden tickets online at www.fremontfestival.net/WineGarden.htm

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 our Director of Membership Services

MEMBER NEWS

Tri-City Health Center awarded \$30,000 grant

Tri-City Health Center (TCHC) has been awarded a \$30,000 grant by The Boston Scientific Foundation for the Homeless Outreach for People Empowerment (HOPE) project. The HOPE project operates a state-of-the-art mobile health clinic in collaboration with TCHC as the medical service provider to bring "one-stop" health care and social services to homeless individuals and families residing in shelters, transitional and impermanent housing situations.

Between May 1, 2010 and April 30, 2011, TCHC will use the grant funds to provide medical services to 500 individuals, refer 100 homeless patients for health insurance assessment & review, provide winter relief to 25 patients, provide 298 transportation vouchers, and refer all patients without lab tests to TCHC's lab.

"The Foundation's contribution to the HOPE project will ensure that we can best meet the needs of the homeless population despite the inflation of the cost of services and financial insecurities" said Kathy Lievre, TCHC's CEO.

The HOPE Project, now in its 10th year of service, is supported by multiple partners and includes: Tri-City Health Center (medical care), Abode Services (homeless housing and social services), the Cities of Fremont and Livermore, California (fiscal agents) and local churches and community groups (site locations, meals, supplies). In collaboration with these partners, TCHC is committed to providing critical services to the homeless population.

Tri-City Health Center (TCHC), located in at 39500 Liberty Street in Fremont, is a nonprofit, federally qualified health center that serves nearly 20,000 low-income, uninsured and homeless residents living in Alameda County, California. For more information, visit www.tri-cityhealth.org.

ACTIA to merge with Alameda County Congestion Management Agency

At a joint board meeting on June 24th, the *Alameda County Transportation Improvement Authority* (ACTIA) and the Alameda County Congestion Management Agency (ACCMA) gave final approval to a Joint Powers Agreement (JPA) that creates a new countywide transportation agency: the Alameda County Transportation Commission (Alameda CTC).

The actions taken on June 24th by ACTIA and ACCMA completed the first step in merging the two agencies into a single entity. The goal of the merger is to eliminate redundancies and create efficiencies in planning and project delivery and to streamline legislative, policy and funding strategies. The JPA had

previously been approved by all 14 cities in the County, the County Board of Supervisors, AC Transit and BART. The merger will take place based upon a specific schedule, with joint meetings starting in July of this year, full integration of accounting and operations in 2011-2012, and office consolidation in 2014. Until all merger actions are complete, a 22-member Board with representation from all Alameda County cities, the County, AC Transit and BART, will act on behalf of ACTIA, ACCMA, and the new Alameda County Transportation Commission.

Union City Mayor Mark Green, who serves as Chair of both ACTIA and ACCMA commented, "This action today brings a unified voice for Alameda County transportation by streamlining administration, planning, funding and delivery of projects and programs, providing a positive economic benefit for the residents, businesses and other governmental agencies in Alameda County."

ACTIA hosts Southern Alameda County Transportation Forum

ACTIA and its Community Advisory Committee (CAC) will host a South County Transportation Forum on July 15 at the Ruggieri Senior Center (33997 Alvarado-Niles Road) in Union City. The evening will begin with an open house at 6:30 p.m., followed by formal presentations at 7 p.m. Meet project sponsors and find out how your Measure B half-cent sales tax dollars are improving mobility in South Alameda County (Fremont, Newark, Union City). For more information, visit www.actia2022.com.

Fremont Police Department launches NIXLE Community Notification Service

The *Fremont Police Department* has launched a Community Notification Service called NIXLE, designed to improve communication with people who live, work, and visit our area. NIXLE will be in addition to the City's Code Red notification system with the ability to have attachments. NIXLE is a secure communications service available to municipal, county, and state government agencies. There is NO spam or advertising associated with NIXLE Municipal Wire messages. The system is free (standard text message rates apply for subscribers who do not have text plans with their cell phone providers) and provides a quick, efficient, and secure way to get neighborhood-level information out to community members and subscribers. By accessing www.nixle.com, the department is able to send text messages (SMS) and e-mail alerts to subscribers in areas as small as ¼ of a mile.

Notifications can be used in a number of circumstances including missing children,

neighborhood emergencies, incidents causing road closures, and large-scale public works projects.

NIXLE allows the Police Department to deliver messages to citizens via e-mail and cell phones, effectively expanding their community outreach efforts. This system is most effective when there are large numbers of subscribers. Sign up at www.nixle.com to see how the system works and receive alerts for both work and home.

Initially the Police Department will be posting "Police Blotter" and Community Service Announcements, and will expand to other types of announcements later in the year.

City of Fremont partners with PG&E and ACWD to Provide Free 'Green House Calls' to Fremont Residents

Want to save money on your utility bills while helping the environment? Then sign up for a free 'green house call' this summer from California Youth Energy Services (CYES).

Funded by the *City of Fremont* (using federal stimulus funds), PG&E, and Alameda County Water District, the program hires and trains local youth ages 15-22 to conduct energy audits and install FREE conservation measures like compact fluorescent light bulbs, low-flow shower heads, and more. CYES may also make recommendations for more extensive work such as new insulation or appliances.

This free-and very popular-program is open to all Fremont residents, but capacity is limited, so reserve your spot today by calling 510-665-1501. For more information about CYES, go to www.risingsunenergy.org/cyes.htm.

Smith Center partners with San Francisco Opera to present HD Opera Screenings

This summer the Smith Center at *Ohlone College* is partnering with the San Francisco Opera to present high-definition (HD) screenings of the Company's acclaimed productions of Puccini's *Madame Butterfly* (7/9, 8/29), Mozart's *Don Giovanni* (7/16), Puccini's *La Rondine* (8/7), and Saint-Saëns's *Samson and Delilah* (8/21) at the Smith Center in Fremont. This inaugural series of popular grand operas provides an exceptional high quality experience that will have you feeling like you are watching this performance from your favorite seat in the Opera House. Tickets for San Francisco Opera's Grand Opera Cinema Series at the Smith Center are priced at \$10 and up and

are available via <http://www.ohlone.edu/org/smithcenter/> and at the Smith Center Box Office (510) 659-6031. A Wine & Cheese Service will be available for an additional charge thirty minutes prior to each screening.

Washington Hospital Healthcare System presents Fremont's Summer Concert Series

Fremont's Central Park will come alive with the sound of music when the 2010 Central Park Summer Concert Series, presented by its new title sponsor *Washington Hospital Healthcare System*, kicks off on July 8. Zoo Station, the highly acclaimed U2 cover band, is set to headline the first concert. All concerts will be held on Thursdays at Central Park's Performance Pavilion over a 6-week period, from 6:30 to 8:30 p.m.

This year's series promises something fun for everyone. It will feature family-friendly music and the popular Kids' Corral zone, sponsored by the *Newpark Mall Dental Group*, complete with interactive games and crafts. Thanks to Washington Hospital Healthcare System, Dale Hardware, Newpark Mall Dental Group, Niles Rotary, and Bay Area Jump, each concert is free and open to the public. This year the concert series will feature Chaka's MMM specialty barbecue to purchase. Concert-goers may also bring their own food.

Concerts are scheduled for the following Thursday evenings, from 6:30-8:30 p.m.

- July 8 Zoo Station
U2 Cover Band
- July 15 Mersey Beach
'60s Party Band
- July 22 Juke Box Heroes
Decades of Billboard Hits
- July 29 East Bay Mudd
Big Horn Band - R&B Hits
- Aug. 5 Lava
Latin Jazz, Rock, Salsa, & Funk
- Aug. 12 Too Smooth
Soul, R&B, Top 40

The Performance Pavilion is located in Central Park (Lake Elizabeth) near the Fremont Community Center, 40204 Paseo Padre Parkway. For more information about the Summer Concert Series, please contact the City's Parks and Recreation Department at (510) 494-4300 or go to Fremont.gov/Concerts.

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Connection Clubs: Meeting Dates, Times, Places

Open only to Fremont Chamber members. Six groups meet at a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Purpose: 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 are allowed. Each club may have only one representative of any given profession or specialty to prevent competition.

Tuesday Noon

11:45a.m. @ Hilton Hotel
Chair: Elise Balgley
(510) 791-1888
Vice-Chair: Jean Ingrassia
(510) 279-7710

Thursday AM

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

Connect 2 Succeed

11:45a.m. @ Jack's Brewing
(held on the 2nd & 4th Thursdays of each month)
Chair: Ray Chui
(510) 744-0744
Vice-Chair: Steve Smith
(510) 475-9743

Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
Chair: Tim Garcia
(510) 943-9069
Vice-Chair: Francisco Acosta
(510) 656-9307

Friday AM

7:15a.m. @ The Depot Diner
Chair: Daniel Kisner
(510) 791-5790
Vice-Chair: Melissa Fields
(510) 796-8300

Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Anna Cornelio
(510) 791-1100
Vice-Chair: Harriet Whitney
(510) 793-7405

The Greening of the Festival of Arts

by Lori Marra
City of Fremont

The Chamber of Commerce continually strives to make the Festival of the Arts more environmentally friendly. Greening the largest free street festival in the West is no easy task. In the past, the Chamber has recycled cardboard, bottles and cans at over 50 recycling stations, promoted alternate transportation to the Festival and recruited "green and clean" companies to showcase their products and services to the roughly 400,000 attendees.

At the 2010 Festival of Arts, the Chamber is expanding their green efforts. One way to have a great impact on waste is to consider purchases up front. Vendors were encouraged to serve their food in recyclable or compostable containers, instead of styrofoam™. This proactive position was taken early in response to a new

regulation that will prohibit styrofoam™ food take-out packaging in Fremont starting next year.

For the first time, food scrap composting is available for the public throughout the Festival. All leftover food, napkins and the compostable containers can be composted. Here are some examples of containers that can be composted or recycled.

Festival goers will be able to recycle more than bottles and cans: all paper and plastics #1-7 (except #6 styrofoam™) will be collected at the recycling stations. To reduce waste as much as possible, extra efforts will go into upgrading recycling bins and post-

ing clear signage at each recycling station. Recycling stations will be staffed by friendly volunteers who can coach the public on how to recycle and com-

post food scraps. Staff from the City of Fremont Environmental Services Division will be on hand at a booth to answer questions about Festival recycling efforts and other environmental programs.

Look for the new recycling stations, check out the green businesses and sponsors at the Festival, and have fun in the sun!

Lori Marra is an Environmental Specialist with the City of Fremont. She can be reached at (510) 494-4581 or at lmarra@fremont.gov.



Find delicious food to take home at the Gourmet Marketplace

left: Primo's Gourmet Food Co. is one of the vendors at the Gourmet Marketplace.

Find out more about the Gourmet Marketplace vendors on the Fremont Festival website:
www.fremontfestival.net/gourmet.htm

Gourmet Marketplace

Gourmet Marketplace: Not just for people anymore!

by Nina Moore
Fremont Chamber of Commerce

The Festival's Gourmet Marketplace is now in its seventh year, featuring a tantalizing assortment of gourmet foods and cooking ingredients, packaged to take home, with something to please every palate. And for the first time this year, we are also including gourmet items for the most popular member of the family - your family pet!

Whether for you or your pet, these are not your everyday products that you can buy in the supermarket. Each vendor participating in Gourmet Marketplace produces their own product; no mass-produced or imported items are accepted.

If you are looking for that perfect party appetizer, unique flavoring, gourmet gift package, or treat to bring the next time you're visiting friends - come sample the taste sensations in Gourmet Marketplace. We guarantee you won't leave empty handed! No sampling of pet items though - pets are not allowed at the Festival of the Arts but we know our pets love when we bring them treats too!

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

Beef and Buffalo Jerky Store
Gourmet beef, buffalo and game jerky: USDA approved and preservative-free!

Biscotti di Bianchi
Hand-made biscotti in assorted flavors

Bistro Blends
Gourmet balsamic vinegar and olive oil blends

Crazy Charley *NEW!
Cajun barbecue sauce, Cajun and Creole foods

Dazzles *NEW!
Pre-packaged oven-baked corn in a variety of flavors: no kernels, no hulls. MSG- and gluten-free. Non-GMO corn.

De Cio Pasta
Hand-made gourmet pasta

Dominique Honeybees *NEW!
Honey Stix, varietal honeys, creamed honey with cinnamon

Fairfax Food Company
NO BULL steak grilling sauce: all natural, soy-based, no sugar or sweeteners

Farm Fresh to You
Organic produce delivered fresh from the farm straight to your door

The Fudge Guy
Gourmet fudge in a variety of flavors and styles, caramel and fudge apples

Gourmet Temptations
Mustard blends, marinades & finishing sauces, exotic jams & jellies, honey & honey products, butters & chutneys, vinaigrettes & dressings, fruit curds & baking mixes

Kiki's Confections
Candies, cookies, fudge, candy apples

The Killer Baking Company
Gourmet brownies and brownie bites - "Brownies to Die For"®

Live-For-More-Fudge *NEW
Fudge, caramel apples, marshmallow pops

Miracle Muffins
Sugar-free muffin, brownie and cookie mixes; baked muffins, brownies, and cookies for diabetics

Mokulele Farms
100% Kona coffee, macadamia nuts, honey

Nan's Gourmet Foods *NEW!
Blended olive oils, barrel-aged balsamic vinegars, handmade pastas, grilling sauces, marinades

The Nutty Gourmet by Mel
Candy almonds, pistachios, cashews, and walnuts

Oliver's Almonds
Cinnamon roasted almonds and pecans

Primo's Gourmet Food Co.
Hand-blended gourmet spices, dips, mustards, pickled garlic, olives, sauces, fruit butters

The Salsa Connection *NEW!
Salsa seasoning mix

Spice Hound
Spices, herbs, blends, salts, and spice accessories

Tres Classique
Custom infused, hand-made balsamic vinegars and oils

Wholesome Classics *NEW!
Bake mixes - delicious, nutritious, low-fat and all-natural - packaged in beer and wine bottles

GOURMET PET TREATS

Lucky Dogs Bakery *NEW!
Hand-made certified organic dog biscuits

M&M Brittany Homemade Gourmet Dog Biscuits *NEW!
Handmade organic gourmet dog bone biscuits and nuggets; smoked & dehydrated pork, beef and vegetable chips

Entertainment Schedule

PASEO PADRE STAGE

Saturday

10-11am	Grain	Rock/Pop
11:30-12:30pm	Blues Kitchen	Blues
1-2pm	Jukebox Heroes	Rock/Pop
2:30-3:30pm	The Rangers	Country
4-5:30pm	The Rising	Springsteen Tribute

Sunday

10-11:30am	Georgie and the Rough Week	Blues
12-1:30pm	Dirty Dub Band	Reggae
2-3:30pm	Luv Planet	Rock/Pop
4-5:30pm	Zoo Station	U2 Tribute

NIGHTCLUB STAGE

Saturday

10-11am	Hula Halau O Nalua & Otea Api	Polynesian Dance
11:30am-1pm	Groovy Judy	Pop
1:30-2:30pm	Chain of Blues	Blues
3-4pm	Chain of Blues	Blues
4:30-5:30pm	Silent Chaos	Rock

Sunday

10-11am	Wild Motion	Classic Rock
11:30am-12:30pm	Bsides Classic	Rock
1-2pm	Bsides Classic	Rock
3-4pm	Crosstown 5	Classic Rock
4:30-5:30pm	Crosstown 5	Classic Rock

Visit the festival website for links to band pages and more:
www.fremontfestival.net/music.htm



The Rising plays Saturday at the Paseo Padre Stage

Music at the Festival - A Crowd-Pleaser Year after Year!

by Leslie Douglas
Prime Time Entertainment

It's time once again for everyone's favorite event of the summer, the Fremont Festival of the Arts. The Festival always has a variety of art, food and fun that pleases people of all ages. One of the highlights of the festival is the music. This year's variety surely won't let you down!

Main Stage

On Saturday July 31, the Main Stage on Paseo Padre Parkway will open up at 10:00 a.m. with some great music from Grain. This is an up and coming band from San Jose playing rock, Americana and Indie music. At 11:30 a.m., we kick off the afternoon with Blues Kitchen. Grab some lunch and head on over to dance to a really great blues band. Performing at 1:00 will be hometown favorites Jukebox Heroes putting their own brand on your favorite danceable radio tunes. Following Jukebox Heroes at 2:30, we will put on our cowboy boots and hats for The Rangers. It will be your chance to line dance to some of the best local country musicians in the area. Finally, wrapping up day one of the festival will be The Rising. If you are a fan of the Boss, then you will know that they are one of the finest Bruce Springsteen tribute bands you will ever hear.

Sunday morning will start off with rock and fun! Georgie and the Rough Week is performing on the Main Stage at 10:00 a.m. with a blues influence and rock flair. At 12:00 p.m., they are followed by The Dirty Dub Band. This is one of the hottest reggae bands to come out of Northern California! Next, at 2:30 get ready for Luv Planet.



Zoo Station plays Sunday at the Paseo Padre Stage

This is fresh, original music with vocal harmonies that will knock you out! Winding up an exciting weekend will be an act you won't want to miss! Zoo Station is a spot-on tribute to one of the most legendary bands in the world...U2! This band performs a complete U2 experience you will never forget.

State Street Stage

As you are wandering down State Street enjoying the vendors you will find another music stage! This is a wonderful, shady spot to enjoy more fantastic music. Starting Saturday morning at 10:00, we welcome Hula Halau 'O Nalua & Otea Api Polynesian dance and music. What a wonderful way to welcome the morning! Following at 11:30, we will live

in the spirit of the late 60's and early 70's with the music of Groovy Judy. From 1:30-2:30 and again from 3:00-4:00, Chain of Blues will have you moving and grooving to the blues! From 4:30-5:30, we move into the now as we rock with the music of Silent Chaos, a contemporary rock band.

On Sunday, the State Street Stage jumps right off at 10:00 a.m. with Wild Motion and some classic rock. At 11:30 and again at 1:00 p.m. keep rocking with Bsides. This energetic band will provide you with two hours of dancing! Wrapping up the festival at 3:00 and 4:30 p.m., we have Crosstown 5. This band has a comprehensive mix of music with exciting, professional musicians. You definitely will need to bring your dancing shoes for this show!



Clockwise from top left: Georgie and the Rough Week, Jukebox Heroes, Luv Planet. Find out more about the bands at the Fremont Festival website:
www.fremontfestival.net/music.htm

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Neeraj Datta, VP-Business Development, Abjayan, Inc., Fremont

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Volunteers...the Hearts of the Festival!



by Harriet Whitney,
Harriet's Hands

The Fremont Festival of the Arts is quickly approaching, and once again, it will be successful thanks to the efforts of our volunteers. Visitors

come from miles around, each year, because our Festival is the biggest and best in California. It has also been called the largest street fair this side of the Mississippi.

There are three things that we believe account for this: One, the festival has 600-750 craft artists where other street fairs only have half that amount. Two, the festival attracts 350,000 to 400,000 attendees; doubling Fremont's population in just two days. And three, our greatest source of pride is the 2,000 wonderful volunteers who help to produce this premier event for our community. The Festival would never be as successful as it is without the help of our volunteers.

Volunteers help in every facet of the Festival, from identifying potential sponsors and vendors to planning street layout and Festival logistics. In addition, volunteers help staff the food

booths, Kid City, the Wine Garden, Beer and Wine booths, and they help set up the Festival Friday night, restage the festival on Saturday night, run Festival headquarters, and clean up and tear down on Sunday night.

"Year after year, it is truly amazing how a mini-city like the Festival can be set up in one night...and there is no way this could be done if it weren't for our volunteers." Cindy Bonior, President/CEO of the Fremont Chamber of Commerce.

The Festival reflects the heart of its volunteers. Every year, we hear how each volunteer takes great pride in acting as host/hostess to all Festival attendees. The Festival provides a fantastic opportunity for everyone to contribute to improving our great city. Teenagers, who are 16 years or older are able to fulfill community hours for graduation by participating in needed

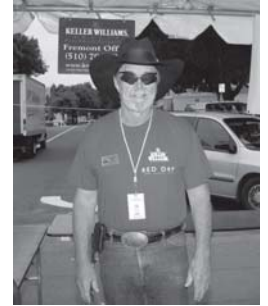
tasks. Each member of the community can contribute hours to help make the Festival successful and help our Great City shine.

Volunteers are the reason why the Festival is so successful. Call the Fremont Chamber at (510) 795-2244 and offer to become a part of Fremont's premier event, bringing people to our City year after year, and introducing them to all that Fremont has to offer.

Harriet Whitney is the owner of Harriet's Hands and a massage therapist. She is a longtime member of the Fremont Chamber of Commerce, a longtime Chamber Ambassador, and a longtime Festival volunteer. For the past three years, Harriet has served as Festival Headquarters Captain for the duration of the Festival, and is an integral member of our team.



Top: Volunteers at the Wine Garden
Above: Cowboy Bob volunteers for Keller Williams



YMCA Kid City: Back again at the Fremont Festival of the Arts!

by David Hembree
Fremont/Newark YMCA

Family Fun at the Fremont Festival of the Arts is just down the street from the many artisans and performers at the Festival. Stroll through the Festival to State Street and your kids will be rewarded with a place where they can enjoy activities just for them.

This family-centered area is filled with activities that are engaging and entertaining. Performers on the Kid City stage, hands on activities provided by the Fremont/Newark YMCA and the traditional amusements and rides provide a unique activity space that goes beyond the typical fair offering of carnival rides.

YMCA Kid City will feature designated stations for attendees to visit to experience various fun and interac-

tive learning activities. At the Health Center sponsored by Palo Alto Medical Foundation, you'll find plenty of free sun screen and activities about how to make healthy choices. A visit to the Kid City library offers an opportunity to read and participate in scheduled story time. And City Hall visitors can contribute their ideas as to how to make Fremont a GREENER city. By completing the route through these and the many other Kid City attractions, visitors will receive their citizenship in Kid City and be entered into a prize drawing.

This year, we will again feature playhouses for silent auction and have added a raffle of custom doghouses. Donated by local organizations, the proceeds from the raffle and silent auction go to benefit the "campership" program of the Fremont/Newark

YMCA. Tickets for the raffle may be purchased by contacting the Fremont/Newark YMCA, or you can buy a ticket at the Festival in Kid City or where the houses are displayed along the avenue.

"At Kid City we bring the YMCA to the community by providing program areas that reflect our values and our commitment to children and families in the area," says David Hembree, Executive Director for the Fremont/Newark YMCA. "Activities that support healthy lifestyles, literacy, caring stewardship of the natural environment and civic responsibility are all part of how we put our mission into play and practice" said Hembree. "We love being a part of this event; the folks at the Fremont Chamber are awesome to work with!"

The Mayor of YMCA Kid City will preside at opening ceremonies on Saturday at 11:30am. The mayor is chosen from contest entries written by local fifth grade students who answer the question "If I was mayor of Fremont, I would make my city GREENER by..."

There is fun for the entire family at the Fremont Festival of the Arts! Come to YMCA Kid City and create an arts and crafts project, play music in one of the interactive areas, and watch performances on the Kid City stage. Make sure you visit all of the activities to enter your name in the prize drawing. YMCA Kid City is open both days and admission is free to families with children 12 and under. Rides and attractions require purchas-

ing a ticket. See you there!

David Hembree is the Executive Director of the Fremont/Newark YMCA. He can be reached at (510) 279-2909 or dhembree@ymcaeastbay.org.

Host a Mixer

Mixers are a great way to showcase your business and network with potential clients.

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2010-2011. Mixers are held on the 2nd & 4th Wednesday of each month (exception Feb., Nov., & Dec.); Call now to see what dates are still available in 2010 or plan ahead and reserve a date in 2011.

Check out our online calendar for the latest information on mixers on our website: www.fremontbusiness.com



Left: Playhouses return to Kid City; Right: Fun carnival rides



Ask SCORE: Business questions answered via email

The Fremont Chamber of Commerce and SCORE are working together to provide you with assistance to make your business successful. One is through the advice offered by SCORE to both current businesses and startups regarding marketing, sales, finance, management, and human resource issues. SCORE can help you achieve the business success you are seeking by avoiding the daily pit-

falls you may encounter. SCORE counselors are now accepting your questions via email and will publish the answer to one question in each issue of the Fremont Business Review. Please send your question to score@fremontbusiness.com. Please be sure to include your name, address and phone number. Anonymous emails will not be published.

email your business related questions to:
score@fremontbusiness.com