

BUSINESS REVIEW

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Volume 12
Number 6

Game Face On!
Putting Your Best Self Out There

March
2012

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South Fremont/Warm Springs Strategy: *A Turn-Around Plan for Tomorrow's Job Center*



by Kelly Kline
City of Fremont

The Chamber theme of "putting your best self out there" ties in very nicely to an exciting strategy developing around new opportunities in South Fremont/Warm Springs.

Aided by a U.S. Economic Development Administration (EDA) grant, the City has produced a Jobs Recovery Strategy, which outlines a plan for revitalization of an 850-acre area surrounding the new Tesla Factory. The plan focuses on the creation of high-

wage, skilled jobs, promoting innovative technology uses and employment-focused transit oriented development.

This plan represents a stark turn-around from the back-to-back closures of New United Motor Manufacturing, Inc. (NUMMI) plant, and Solyndra, which resulted in the loss of over 4,500 and 1,400 direct jobs, respectively. The fact that Fremont has emerged as a leader in innovation, speaks to the entrepreneurial spirit of its business community, and serves as an example of strong recovery to the region, state and nation.

The South Fremont/Warm Springs area is critically important to the City because of a unique convergence of forces. The purchase of the NUMMI plant by electric car manufacturer, Tesla Motors, has allowed their operation to stay in Northern California. Immediately north and south of that facility is 160 acres of former NUMMI land now owned by Union Pacific Railroad (UP). UP is actively marketing these sites, acknowledging the potential for this

—Warm Springs
page 2

Listen with Your Eyes

The Importance of Non-Verbal Communication



by Rhonda Rigenhagen
Write Place

While Usher performed at Bill Clinton's 65th birthday concert, his pants began to rip. The consummate professional, he acknowledged it with a joke and kept on performing. His response said far more than the wardrobe malfunction itself.

Actions do speak louder than

words. Only 7% of communication effectiveness is based on what we say, a UCLA study concludes. Nonverbal messages have far more impact. Intentionally or not, we send all kinds of information without opening our mouths.

Visual

First impressions are formed within seconds – even before we speak. Among countless visual cues are:

Appearance – It's no secret that pierced tongues, visible tattoos and unusual hair influence hiring and purchasing decisions. Gender expectations can also play a role. Bald men are sexy, but a hairless woman is bizarre. Unless she's undergoing chemotherapy – then she's brave. Makeup on a guy is

taboo, but women have been fired for refusing to wear it.

Demeanor – People notice and respond to facial expressions, gestures, posture, etc. They can interpret crossed arms as hostility, although the individual might just be chilly.

Dress – We're all aware that tight, revealing or overly casual clothing can affect workplace perceptions. On the other hand, an overdressed employee might be viewed as overeager or unaware. Yarmulkes, turbans, Amish apparel, Goth attire and other unusual clothing also influence image.

Weight – Although 75 percent

—Listen
page 8

Marketing 101:

Five Pitfalls to Avoid

by Jane Mueller
Well Chosen Words

Most people think of marketing the way they think of brushing their teeth: you know you have to do it, but you just want to get it done and move on to something more interesting.

Unfortunately, marketing materials often reflect that attitude. They don't have to be that way, though. If you can avoid these five common pitfalls, you can make your marketing materials work harder for you.

Putting implementation ahead of planning

Like most businesses, you probably receive lots of solicitations about ways to promote yourself. A discount on advertising

or a great deal on e-mail newsletters may not be a bargain at all, though, if it doesn't accomplish your goals. Define exactly the outcome you want your marketing to produce. Until you know where you want to go, you can't make a good choice of transportation.

Trying to appeal to everyone

In the course of your business planning, you have thought about the specific people who are likely to do business with you. Target your marketing message to those people. Think about their needs and interests when writing content for Web sites, brochures, or

—Marketing
page 5

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Top of the Week
REPORT

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Warm Springs—

from page 1

area to be developed for a more valuable purpose. Additionally, there are other vacant and under-utilized parcels in the study area that are poised for transition.

The Warm Springs BART Station, located east of the northern UP site, is scheduled to open in 2015. The Station will enhance intermodal access to local bike routes, and bus lines that serve the entire Bay Area (VTA and AC Transit). By 2016, BART will extend an additional 10 miles to San Jose, connecting Fremont to the rest of Silicon Valley for the first time.

Transit-oriented development (T.O.D.) in Warm Springs is a given. However, the unique opportunity here is for the T.O.D. to be employment focused -- an emerging trend that is necessary for the transit line to function at its best. Where better to provide a major job center than in South Fremont, with connections to rapid transit, a national freight railroad, two interstate freeways, and an already successful industrial base of 40 million square feet?

The economic analysis funded by the E.D.A. grant validates the strength of a jobs-focused plan. Fremont is expected to grow significantly over the next 25 years with a 48% increase in demand for jobs by 2035. This is more than

10% higher than the rest of the region.

The series of studies comprising this plan are now complete and include market/economic analyses, land use alternatives, infrastructure and cost analyses, and a financial assessment. Three land use scenarios were studied and show employment growth ranging from 10,000 to 26,000 jobs, and housing development ranging from 0 to 3,900 units. All scenarios can accommodate catalyst projects, such as

conference facilities, and all three scenarios are financially feasible. The studies were presented to the Fremont City Council on February 21, 2012 at 7:00 p.m. and are available at: <http://www.fremont.gov/SouthFremontStudies>.

Kelly Kline was hired into the role of Economic Development Director for the City of Fremont in August 2011. In this position, she serves as a liaison to the business community and focuses on creating a strong and diverse local economy. She has worked in municipal government for the last 20 years, dedicating much of her career to downtown revitalization, retail recruitment, corporate retention, and small business development. Prior to joining

Fremont, Kelly was the Economic Development and Redevelopment Manager for the City of Cupertino, and Downtown Manager for the San Jose Redevelopment Agency. She can be reached at (510) 284-4024 or via email at kkline@fremont.gov.

“Where better to provide a major job center than in South Fremont, with connections to rapid transit, a national freight railroad, two interstate freeways, and an already successful industrial base of 40 million square feet?”

Reaching Your Audience – Only a Mobile App Away!



by David Afana
Afana Enterprises

Is my business growing? How can I realize the financial return on my investments that I hoped for or projected? These crucial questions are on the minds of many of the 24+ million business owners reported by the 2010 U.S. Census. During these

times of slow economic recovery following the recession, many owners of small to medium sized businesses are looking for effective methods to attract new customers while keeping marketing budgets to a minimum.

So how does a small to medium size business reach its targeted customers efficiently and effectively? Here are some statistics to consider when planning marketing strategies:

- Newspaper (daily circulation) about 480 million customers
- Cable and Satellite subscriptions about 850 million
- Personal computer owners about 1 billion
- Television sets about 1.5 billion owners
- Email users about 1.3 billion
- Internet users about 1.4 billion
- Mobile phone subscribers 5.5 billion

Mobile devices and tablets have surpassed the Internet as the most common method used by people to access information. Eighty percent of the U.S. population own and

use a mobile phone, carrying it with them an average of 8 to 10 hours per day. Revenue generated via mobile devices is expected to reach \$38 to \$58 billion by 2014 according to Forrester Research and Gartner Group. More than 850,000 (quickly approaching 1 million) smart phones are being activated on a daily basis worldwide. This opens a tremendous opportunity to reach thousands of potential customers each and every day through the use of mobile apps.

Given the current popularity of social media, mobile apps are an effective marketing tool. Mobile apps have the potential to benefit businesses by increasing web and foot traffic. Additionally, mobile apps can help to strengthen brand awareness and popularity. To tap into this potential, a business owner simply needs to offer a coupon or special deal to incentivize customers to download the company's app and share it with their social media friends. Then, reaching these customers to advertise specials or share new products is as simple as sending out a push notification, which is instantly delivered to everyone who has installed the business's mobile app. This environmentally friendly method of advertising allows for very cost effective viral marketing and a probable high return on your investment.

David Afana is the owner of Afana Enterprises. He specializes in providing small to medium size business owners with mobile marketing solutions to effectively and efficiently expand their respective businesses through use of a custom Smart Mobile Marketing App running on both the Apple IOSTM and Google AndroidTM platforms. He can be reached at (510) 862-2130, via email at david@afanaenterprises.com or contacted via his website at www.afanaenterprises.com.

Chairman's Circle

Chairman's Circle sponsorship is a comprehensive approach to Chamber participation that combines membership with sponsorship opportunities and benefits. It is truly the best approach to make the most of your Chamber investment.



Chairman's Circle
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jrosenberger@etslan.com
http://www.etslan.com

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Fremont CA 94538
(510) 565-7902
mhoward@ontara.com
http://www.ontara.com

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Dialysis Services

Davita Fremont Dialysis- Stevenson Blvd.

Jenny Cusi
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Fremont CA 94538
(510) 796-4385
jenny.cusi@davita.com

Designers – Commercial

Kiruku USA, Inc.

Malar Palaniappan
5402 Farina Ln.
Fremont CA 94538
(510) 817-0183
kiruku.designs@gmail.com
http://www.kirukuwroks.com
Kiruku USA is a design firm offering communication and product design services. They help small businesses with preparation of advertisements, logos, and all marketing collateral. Their corporate social responsibilities include art and creative writing programs in public schools and support artisans and people of high creativity.

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Fremont CA 94538
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ramil@mrengcon.com
http://www.mrengcon.com

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Manish Sharma
39639 Leslie St., Ste. 221
Fremont CA 94538
(510) 936-4971
msharma@foodspacific.com.fj
http://www.foodspacific.com

Government

Bill Quirk for Assembly 2012

Bill Quirk
P.O. Box 3254
San Leandro CA 94578
(510) 581-5498
bill@electbillquirk.com
http://www.electbillquirk.com
Bill Quirk is running for the new 20th Assembly District. The new district includes Hayward, Union City, the northern half of Fremont, and the unincorporated areas of San Lorenzo, Castro Valley, Fairview, Ashland and Sunol.

Insurance

TWFG Insurance Services- Alex Zaragoza

Alex Zaragoza
2410 Camino Ramon, Ste. 160
San Ramon CA 94583
(925) 236-9711
azaragoza@twfg.com

Legal Services

Legal Shield

Fard Bell
39361 Mozart Terrace, Ste. 205
Fremont CA 94538
(510) 470-1814
fabell@legalshield.com
http://www.mynewbenefits.com

Medical Diagnostics

Thermo Fisher Scientific

Parisa Khosropour
46117 Landing Pkwy
Fremont CA 94538
(510) 979-5000
http://www.thermofisherscientific.com

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Organizations

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Richard L. Brown
38002 Stenhamner Dr.
Fremont CA 94536
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richardl.brown@comcast.net

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Alain Pinel

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(925) 251-1111
rajbirravinder@yahoo.com
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Pawtucket RI 02860
(866) 537-1923
mhopp@collettevacations.com
http://www.collettevacations.com

Save the Date!





Tri-Cities Showcase

Celebrate Your Community!

Thursday, April 26, 2012
4:30 - 7:30 pm
Fremont/Newark Hilton
39900 Balentine Dr., Newark, CA 94560

The 2012 Tri-Cities Showcase is one of the best weapons in your marketing arsenal to generate leads, make new business contacts, and promote your business. Reserve your exhibitor space now!
E-mail kkaneshiro@fremontbusiness.com

Announcing the Argus 2012 Book Bucks Newsplash Family Reading Program

BOOK BUCK\$, the enduringly popular school reading program sponsored by The Argus, local school districts, and our Chamber, will return for the 21st year: March 26 – 30, 2012!

BOOK BUCK\$ is seeking promotion-minded business partners who want to help encourage families to read together, reward students and reap benefits concurrently!

Here's how it works:

Your tax-deductible donation will be a life buoy for the not-for-profit BOOK BUCK\$ literacy program – called NewsSplash this year!

Help immerse thousands of students and parents in the sea of knowledge found in the daily news. Every evening for one week, families will navigate their world – learning how to Think and Swim – while plunging into The Argus.

By Friday, after having absorbed information like little NewsSponges, students will collect BOOK BUCK\$ - Sand Dollars – which they will “spend” at local businesses throughout the East Bay.

That's how literacy swells!

You can help launch the 2012 BOOK BUCK\$ Family Reading Program. Four levels of sponsorship are available:

- Blue Ribbon:** \$1,000 or more
- Benefactor:** \$500 or more
- Booster:** \$250 or more
- Backer:** up to \$250

PRIZE DONORS are also needed to reward the students for their reading fulfillment. Almost anything kid-friendly will do!

Partners will be recognized in the BOOK BUCK\$ Argus and in the Cool

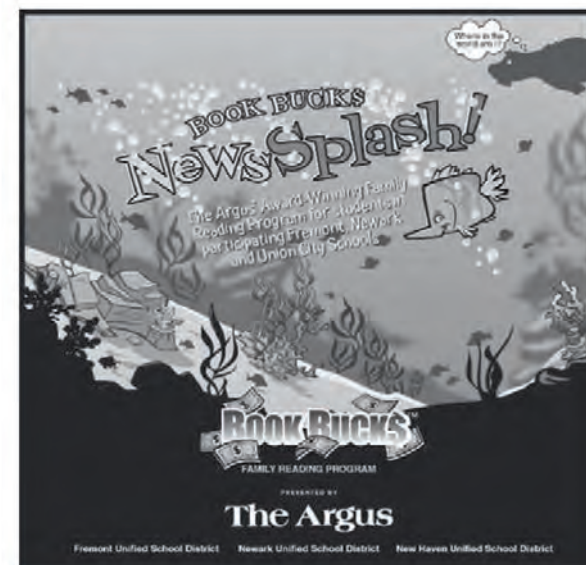
Stuff Catalog of Prizes – used by thousands of families during the project. Special benefits are available for Blue Ribbon sponsors, including headliner positioning. Let's talk.....

Please call Michael Dullaghan at 1-866-444-READ (7323) to sign up as a sponsor, prize donor or to ask for more information.

SPONSORS WANTED

Sign up as a sponsor, prize donor or ask for more information.

1-866-444-READ (7323)
Deadline: March 15, 2012



Calendar of Events

March 2012

- 1 Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- 6 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 7 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- 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 Marketing / Technology Committee Meeting**
4 p.m., Chamber Conference Room
- Friday Morning Connection Club Mixer**
5-7 p.m.
Fremont Chamber of Commerce offices, 39488
Stevenson Pl., Suite 100, Fremont
Phone: (510) 795-2244
- 15 Leadership Fremont, Class of 2012**
8:30 a.m. – 5 p.m.
Cargill Salt
- 20 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 21 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 26 Membership Committee Meeting**
12:15 p.m., Chamber Conference Room
- 27 Executive Committee Meeting**
Noon, Chamber Conference Room
- Finance Committee Meeting**
4 p.m., Chamber Conference Room
- 28 Government Affairs Committee meeting**
7:45 a.m., Chamber Conference Room
- Mixer TBD**
5-7 p.m.
- 30 State of the City Luncheon Forum**
Featuring Fremont Mayor Gus Morrison
11:30 a.m. Registration,
Noon-2:00 p.m. Lunch and Program
Fremont Marriott Silicon Valley,
46100 Landing Pkwy., Fremont
Advance registration required at
www.fremontbusiness.com

April 2012

- 3 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 4 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- 5 Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- 10 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 11 Marketing / Technology Committee Meeting**
4 p.m., Chamber Conference Room
- Mixer TBD**
5-7 p.m.
- 17 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 18 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Membership Bootcamp!**
11:30 a.m., Chamber Conference Room
- 19 Leadership Fremont, Class of 2012**
8:30 a.m. – 5 p.m.
Fremont Police Building
- Building Career Pathway Partnerships:
An Evening with ROP**
6 p.m. dinner, 6:30-8:00 p.m. program
Mission Valley ROP
5019 Stevenson Blvd., Fremont
No cost to attend, RVSP to nmoore@fremontbusiness.com
- 20 Annual Chamber Board Retreat**
8:00 a.m. – 3:00 p.m., Fremont Marriott
- 24 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- Executive Committee Meeting**
Noon, Chamber Conference Room
- Finance Committee Meeting**
4 p.m., Chamber Conference Room
- 25 Government Affairs Committee meeting**
7:45 a.m., Chamber Conference Room
- Floor Coverings International & CertaPro Painters Mixer**
5-7 p.m.
29461 Kohoutek Way, Union City
(510) 489-8805
Need help with home improvements? Then you cannot miss this mixer! Floor Coverings International & CertaPro Painters are co-hosting this networking opportunity! Floor Coverings International is inspiration at your feet. They can help you from custom design to installation of your new beautiful floors. CertaPro Painters is a painting company for all residential and commercial customers' exterior to interior needs.
- 26 Tri-Cities Showcase**
Sponsored by the Fremont, Newark, and Union City Chambers of Commerce
4:30-7 p.m.
Hilton Hotel, 39900 Balentine Dr, Newark
More info/registration: kkaneshiro@fremontbusiness.com
- 27 ChamberPak Deadline**

May 2012

- 1 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 2 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Mixer TBD**
5-7 p.m.
- 3 Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- Leadership Fremont, Class of 2012**
8:30 a.m. – 5 p.m.
Washington West
- 8 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 9 Leadership Fremont Graduation**
Noon, Washington West
- Marketing / Technology Committee Meeting**
4 p.m., Chamber Conference Room
- 11 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 15 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 16 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Tri-City Health Center Mixer**
5-7 p.m.
Main Street Village Wellness Connection
3607 Main St, Ste B, Fremont
(510) 252-6853
- 22 Executive Committee Meeting**
Noon, Chamber Conference Room
- Finance Committee Meeting**
4 p.m., Chamber Conference Room
- 2nd annual "Meet Greet & Play Ball" networking event**
With the Oakland A's and area networking groups
Pre-game mixer, 5:30 pm; Game, 7:05 pm
A's vs. LA Angels. Field tickets \$21
More info, contact
nmoore@fremontbusiness.com
- 23 Government Affairs Committee meeting**
7:45 a.m., Chamber Conference Room
- 30 Merrill Gardens at Fremont Mixer**
5 – 7 p.m.
2860 Country Dr., Fremont
(510) 790-1645

Register online
for
State of the City

March 30
Noon—2 pm

Marriott Fremont Silicon Valley
www.fremontbusiness.com

View our online calendar at
www.fremontbusiness.com

Leadership
FREMONT
A Program of the Fremont Chamber of Commerce

Graduation May 9, 12 noon
Washington West
RSVP (510) 795-2244



Jane Mueller

advertising. “Aiming at everyone is an oxymoron,” as Businessweek pointed out in its October issue. “The best marketers understand that by narrowing their target audience they can increase the intensity of

their brand’s appeal, piquing interest and driving margins.”

Being afraid to repeat yourself

Repetition is a virtue in promotional materials. You start with a clear marketing message, and then you repeat it in as many ways as you can. There’s a rule of thumb that says just about the time you are tired of your marketing campaign, your target audience is beginning to notice it. Here’s a place where you can save yourself some money. Instead of investing in a whole new campaign, simply refresh the dates and information and keep on repeating.

“There’s a rule of thumb that says just about the time you are tired of your marketing campaign, your target audience is beginning to notice it.”

Trying to get by on the cheap

Select your media—whether it’s brochures, Web sites, direct mail, e-mail blasts, social media, advertisements, blogs, or promotional items—according to what’s most likely to appeal to your target audience rather than what’s least expensive. Many businesses are attracted to press releases because they don’t cost much to produce, but if they aren’t published or your prospects don’t read them, they are a waste of time and money.

Not tracking the results

You’ve defined your marketing goals and invested in them, and you should expect a return on your investment. Make it a habit to ask

people how they heard about you. Devise a system for tracking your response rates. Drop the tactics that are not working, and do more of the ones that are getting you the results you want. Sounds simple, but it works.

Jane Mueller is the principal of the marketing communications firm Well Chosen Words, serving small and mid-sized businesses since 1998. She is a member of the Fremont Chamber’s Membership Committee and affiliated with the following organizations: International Association of Business Communicators, League of Women Voters, Abode Services, Mills College Alumnae Association, and Tri-City Ecology Center. She can be reached at (510) 792-4173 or via email at jmueller@wellchosenwords.net.

Connection Clubs: Dates, Meetings, Times



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.

Tuesday Noon:
11:45a.m. @ Newark Hilton Hotel
Chair: Open
Vice: Karen Harry (510) 552-1499

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

Connect 2 Succeed (Thursday):
11:45a.m. @ Massimo’s (held on the 2nd & 4th Thursdays of each month)
Chair: Bobette Grasty (650) 740-7499
Vice: Ray Chui (510) 744-0744

Referrals Plus (Thursday):
12noon @ Jack’s Brewing (held on the 1st & 3rd Thursdays of each month)
Chair: Scott Capen (510) 207-6207
Vice: Todd LaFrenz (510) 493-2555

Friday AM:
7:15a.m. on Fridays @ The Depot Diner
Chair: Melissa Fields (510) 796-8300
Vice: Open

Friday Women In Business:
Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Tammy Duran (510) 574-2086
Vice: Open

Members: Got News?

The Fremont Business Review publishes newsworthy items from our members every month in Member News. Add us to your press releases. email nmoore@fremontbusiness.com

Become a fan on Facebook:
facebook.com/FremontBusiness

Follow us on Twitter:
[@FremontBusiness](https://twitter.com/FremontBusiness)

January through March 2012 Anniversaries

40+ Years

Amsbaugh, Don
Cargill Salt
Four Winds Growers
Fremont Engineers, Inc.
Fremont Flowers
Niles Electric Company, Inc.
Wells Fargo Bank – Main

20+ Years

Alameda County Transportation Commission
Allegro Music
Ardenbrook, Inc.
Cal Self Storage
California Glass, a Saxco Co.
Club Sport of Fremont
Costco Wholesale
Creekside Village Apartments
Fremont Unified School District
Gonsalves & Kozachenko
Hylton’s Welding Service, Inc.
JVA Business Services
Kaiser Permanente
Kidango
M.L. Nielsen Construction, Inc.
Tonix Corp.

15+ Years

Blalock, Thomas M.
Coldwell Banker - Madeline Holmes
Keller-Williams Realty - Rick Geha
League of Volunteers (LOV)
Neufeld Grinding, Inc.
Sweet Tomatoes
Tri-City Health Center
Washington Hospital Healthcare System
Yoshida, Colin T., DDS

10+ Years

American Animal Care Center
City of Fremont
Countrywood Apartments

(Leasing Office)
DeVry University
Dutra Enterprises, Inc.
Fremont Fire Fighters, Local 1689
H&S Plastics, Inc.
Hyatt Place
KRTY Radio - KLIV Radio
Law Offices of Robert A. Wieckowski
MasterKey Real Estate-D. Roberts
Mission Peak Business Products, Inc.
Oakland Athletics
One Child
Prudential California Realty - John Juarez

5+ Years

Alma Via of Union City
Avalon Spa & Salon
Bassett Furniture Direct
Bay Area Rapid Transit District-BART
California Army National Guard
Carrington Apartments
Cartridge World - Central Fremont
ePingo.com
Fabulous Faces Revealed
Foot Solutions
Fremont Automall
Fremont Football League
Half Price Books
Ken Johnson & Associates
La Pinata #5 Mexican Restaurant
MRL Group - John Lee
Ohlone College Foundation
Palo Alto Medical Foundation
Prince of Peace Lutheran School
Pulaski Tickets & Tours
Ray Chui Insurance Agency
Robson Homes
Sedona Benefits

Sign A Rama
Silver & Black Telecom
Special Events
State Farm Insurance - Kevin Nuss
Technology Credit Union
Tri-Cities One Stop Career Center, Fremont
Village Profile.Com

2+ Years

Alameda County Library
Foundation
American Swim Academy
BLOX Racing
Boehringer Ingelheim
Borelli Investment Co.
Comerica Bank
Courtyard by Marriott Fremont-Silicon Valley
Cruises & Tours - Lewis Lau
dB Control
Falafel, Etc.
Fibrenew Alameda County
JJ&J Landscape Management Inc.
Jung SuWon Martial Art Academy
Les Schawb Tire Center
Life Chiropractic College West
Lighthouse Worldwide Solutions, Inc.
Maid to Order
Math Science Nucleus
Mission Peak Fitness
NewPark Mall Dental
Petersen Dean Roofing and Solar Inc
Pro-Star Auto Service & Towing
Roger Shanks Consulting
Rotary Club of Fremont
St. Anne’s Episcopal Church
Sylvan Learning
T3 Tax Terminators
Transcontinental
TW Designers

UPS Store #6139
Vintage Catering
Windows and Beyond
World Financial Group - Sam Low

1 Year

Actura Network Solutions
All-Sol, Inc.
Ann’s Automasters
Anson Travel
AquaPrix, Inc.
Centrosolar America
Connect You Two
Decitech Consulting
DGN Technologies
Doctors Express
Gautam Dutta, Atty
Edible Arrangements
Farmers Insurance- A. Allen
Fremont Grocery Outlet
Ron Hernandez, DDS
High Valley Financial
Holy Trinity Lutheran
iFaqeer Communications
Insight Education
J. Hilburn
Lam Research
Mass Mutal- B. Brunton
Move-Pros
New York Life- N. Long
No Drugs, Inc.
Olive Financial
OnHold Experience
Pacific Fish
Pampered Chef- Lori LaValley
Paw on the Run
Primerica- B. Sass
PurFresh
REI
Travel for Less
Union Pacific Railroad

Congratulations to our members who have reached these milestones

Member News

Get up to \$5,000 in Rebates & Free Consulting Services to Help Green Your Small Business!

Are you passionate about making green upgrades to your business but not sure where to begin? If so, check out *StopWaste.Org's* Small Commercial Green Materials Rebate Program. With over 20,000 small businesses in Alameda County, StopWaste.Org is helping small businesses by offering up to \$5,000 in green materials rebates and free consulting services.

The rebate money will help pay for recycled-content materials such as salvaged and composite wood, carpet, tile, insulation and recycled paint for building exteriors.

The free consulting service will help identify the best ways to green your commercial space; navigate the various energy and water-efficiency rebates available; and provide unbiased opinion on cost-effective strategies to help lower operating costs.

To be eligible, commercial building projects must be no more than 10,000 square feet and enrolled in the program by June 2012. The total amount of funding available is \$50,000, enough for 10 businesses to participate so act fast!

For more details, visit www.stopwaste.org. For questions, contact Wes Sullens at wsullens@stopwaste.org or 510.891.6500.

Fremont Unified School District Saves Taxpayers \$18.4 Million

The *Fremont Unified School District* is pleased to announce the savings of over \$18.4 million to Fremont taxpayers through the refunding of 2002 bonds.

"Refunding" (or refinancing) bonds is similar to refinancing a home mortgage. Homeowners refinance their home mortgages for lower interest rates, ultimately saving money by reducing their monthly mortgage payments and/or shortening the years of mortgage debt. Similarly, refunding the District's 2002 bonds means that the District will reduce the overall cost to taxpayers by refinancing to lower interest rates.

Bond refundings generate savings that go right back to taxpayers in the form of decreased property tax bills. The process and associated work typically requires 2-3 months for District officials. The District Administration completed the work for the transaction and our local Fremont taxpayers will receive the savings. 100% of the

savings goes back to taxpayers and not one penny to the District.

"We are excited to provide our taxpayers with \$18.4 million in property tax bill savings. We believe it is our responsibility to be fiscally responsible with our public dollars. Taking advantage of this bond refunding opportunity is just one example of our District's commitment to this," stated Lily Mei, Board President for the District.

For more information, contact Micaela Ochoa, the Assistant Superintendent of Business Services at (510) 659-2572.

You are invited: Join BART's Rust, Dust and Rail Tour on March 23!

BART's Rust, Dust and Rail Tour is coming to Concord in March! Don't miss out on this opportunity to go behind the gates of BART's aging system, walk underneath the cars, climb up to the towers and see some of the innovative approaches BART staff have created to maintain the nation's oldest passenger rail fleet.

Previous tours held in Hayward have been highly successful, drawing representatives from the US Congress, the State Senate and Assembly, key transportation leaders and local elected officials. Moving forward, these individuals will be working alongside BART in its big push to secure federal, state, and local transportation and transit dollars essential to ensuring the safety and reliability of the BART system.

Please join BART for the next Rust, Dust and Rail Tour, from 8:30 – 10:30 a.m. on Friday March 23rd. The Tour leaves from the Concord Maintenance Shop (1045 San Miguel Road.)

Breakfast will be provided and shuttle pick-up is available from the Concord BART station beginning at 8 a.m.

BART currently operates with a 95 percent on-time performance rating, and could not have reached this level of achievement without the work done at its maintenance shops.

To keep the Bay Area moving and meet future ridership demands, BART must ensure the current system is in a state of good repair.

If you are interested in attending the tour, please contact Kerry Hamill, Government and Community Relations Manager, at (510) 464-6153 or khamill@bart.gov.

Indo-American Community Federation hosts 11th Annual Unity Dinner: March 23

The *Indo-American Community Federation* is proud to host its 11th Annual Unity

Dinner on Friday, March 23rd, from 6:15 to 11:30 p.m. at the Fremont Marriott. The event will feature keynote speaker Carl Guardino, CEO of the Silicon Valley Leadership Group, and an award ceremony honoring members of our community who further the cause of unity.

Attendees will also be treated to an evening of cultural entertainment, following by dancing from 8:45 - 11:30 p.m.

Tickets are \$85 or \$800 for a table of 10. For more information about IACF and to reserve your seats, visit www.indocommunity.us.

Fremont/Newark YMCA Invites Kids and Families to Healthy Kids Day®: April 21

On Saturday, April 21, the *Fremont/Newark YMCA* is celebrating Healthy Kids Day®, a free community event that will help families with children engage in fun, interactive and educational opportunities to improve health and well-being. As part of the Y's commitment to strengthening community by addressing critical gaps in health and education, Healthy Kids Day will encourage kids and their caregivers to commit to keeping the body and mind active now and throughout the summer.

Healthy Kids Day starts at 8:00 a.m. with the inaugural Healthy Kids Day Fun Run/Walk around beautiful Lake Elizabeth. The 5K cost is \$15 per entry and proceeds will benefit youth in our community. We encourage families to participate together and in turn receive a discounted rate. The 5K will conclude with refreshments at the finish line, and all racers will receive a race day t-shirt. After the run, we encourage participants to visit the numerous booths providing interactive and engaging activities. In addition, child and youth performers will provide entertainment throughout the day at the Lake Elizabeth Pavilion.

Booths for Healthy Kids Day will open promptly following the 5K Run/Walk at 9:00 a.m. and are hosted by local organizations with a child-friendly focus. An abundance of information about family resources will be provided from the surrounding Tri-City area. Activities, games and free give-a-ways will be available at the booths.

Healthy Kids Day takes place from 9:00 a.m. to 1:00 p.m. at Lake Elizabeth following the 5K Fun Run/Walk which begins at 8 a.m. For more information, call (510)657-5200 or visit www.fremontymca.org.

Citizens for Better Community Invites You to Annual Spring Celebration: April 21

Citizens for Better Community is excited to announce its 20th annual Spring Celebration. This year's event will be held at the Fremont Marriott on Saturday April 21st, with a reception at 5:30 p.m. followed by dinner and entertainment at 6:30 pm. The theme for this year is "Cocktails and Couture – A Night of Glamour."

Individual tickets are \$88 per person, a table of 10 is \$800, and other levels of sponsorship are available. For more information and to purchase tickets, visit www.cbcsfbay.org or contact Kathy Jang at kjang@cbcsfbay.org or (510) 790-0740.

Purfresh Achieves Fifth Consecutive Year of Record Growth and Names Brian Westcott President and CEO

Purfresh, Inc., a market leader of ocean transport and supply chain management technologies that optimize the quality and safety of fresh produce as it moves around the world from the farm to the consumer, is pleased to announce the appointment of Dr. Brian Westcott as president and chief executive officer. A results-driven leader with more than 25 years of experience in operations, strategic management, and corporate development for both Fortune 500 and early stage companies, Dr. Westcott joins Purfresh to build upon the Company's leadership position and growth. Dr. Westcott succeeds Mr. David Cope, who will chair the Company's scientific advisory board.

"Purfresh is an industry disrupter, helping growers and shippers alike use the transformative powers of technology to change an age-old industry," said Dr. Westcott. "I'm excited to join an impressive team, along with worldwide recognized solutions and partners, operating the most innovative company in the space."

In academic and business circles alike, Dr. Westcott is a thought leader in strategic innovation. He has published and lectured in the areas of leadership, business policy, technology strategy, company change programs, product development, and operations management. His case studies on technology management are published through Harvard Business School and the Stanford Graduate School of Business.

Dr. Westcott has led a

distinguished career, which began at General Electric, Inc. more than 25 years ago. Before joining Purfresh, Dr. Westcott held senior positions for JDS Uniphase, Inc., Inogen, Inc., and AT Kearney. He was the first postdoctoral fellow at Stanford Graduate School of Business, earned a Ph.D. in management science and a master's degree in mechanical engineering from Stanford University, and holds a bachelor's degree in mechanical engineering from Lehigh University. Mr. Westcott was recognized as a Hero of U.S. Manufacturing by Fortune Magazine, and was the chief executive officer and founder of Westt, Inc., ranked #34 fastest growing company in America by Inc. Magazine.

Dr. Westcott's appointment comes on the cusp of the company's five-year anniversary of its Purfresh Transport technology. In early February, Purfresh announced a 200 percent year-over-year increase in demand for its Purfresh® Transport intelligent cargo protection solution, and the fifth consecutive year of record growth driven in large part by worldwide market adoption. In addition, the Company announced the acceleration of production of its Purfresh Transport system, which now displays the CE mark of approval.

For more information, visit purfresh.com.

Union Sanitary District Wins Regional Collection System of the Year Award

Union Sanitary District (USD) recently received the "Large Collection System of the Year" award from the San Francisco Bay Section of the California Water Environment Association (CWEA). The District received the award for outstanding performance in 2011 in the categories of regulatory compliance, maintenance, safety, training, emergency preparedness and administration for sewer systems of 500 miles or more. USD owns and maintains over 779 miles of sewer lines in the Tri-Cities.

USD's proactive evaluation of its main sewer line preventative maintenance program was among its 2011 accomplishments, as well as additions to its technical training facilities at the District's headquarters in Union City.

The Bay Section award automatically enrolls the District in CWEA's statewide competition. CWEA is the

— Member News

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Play: A Path to Your Best Self!

submitted by the YMCA of Fremont/Newark

In today's goal-oriented society, the notion of play can seem a frivolous pursuit for those past primary school age. But, experts agree, play can and should be embraced by family members of all ages.

"Overscheduled, stressed, etc., families can become so programmed to think in terms of achievements like earning more money, making a select soccer or swim team, getting good grades," said Julie Kurtz, Executive Director of the Fremont/Newark YMCA. "Instead of embracing play as a vital part of family life, it is sometimes viewed as a non-productive "waste" of time. But nothing could be further from the truth."

To start, grown-ups must

embrace the health and well-being benefits of play, which include increased energy levels; improved sleep patterns; better concentration at work or school; family connectedness; improved self-esteem, and stronger, healthier bodies.

"Play is like fruits and vegetables, an everyday necessity, not a candy or ice cream treat for every once in awhile," said Ms. Kurtz. "Families who recognize the power of play will, in fact, improve in all of those other areas of achievement."

Ms. Kurtz says families can develop stronger bonds when they share common experiences. Physical activity is a positive experience that families can share as they improve their overall health. Kids and

parents who play in a physically active way are healthier and happier. Studies suggest playing, just for the sake of movement and enjoyment and interaction, boosts self-esteem, builds healthy

relationships and contributes to a physical health and well-being.

How can busy families put more play in their days?

- Spend at least 20 minutes doing something physically active as a family, ideally outdoors. Play fetch with the dog, a game of tag before dinner, play in the leaves, play "chase" in the house, play "horse" with little ones. Take a family bike ride to the bank or post office.
- Schedule family recess time by putting play on the weekly schedule, just like soccer games and piano practice. Block out time for a trip to the park playground or a family trip to the pool. Shoot hoops, jump rope, play hopscotch in the driveway.
- Count each effort no matter how large or small. Take quick breaks in-between chores, meal

preparation, and homework to dance or run around the house.

- Create a play jar allowing each family member to put in desired fun activities for weekends or other days off. Turn chore time into play time. Crank up the stereo for a Saturday clean the house party.

YMCA of the USA and Eli Lilly and Company have partnered to create Healthy Family Home to leverage two of the most powerful forces in health today – the family home and the proven impact of small, sustained changes. Healthy Family Home provides tools and support for families who are ready to take a positive step in living a healthier, happier life. For more information and free resources for families visit www.healthyfamilyhome.org or contact your local YMCA at www.fremontymca.org.



Member News—

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California industry association for wastewater professionals, with about 9,000 members statewide and over 1,600 in the San Francisco Bay section, which includes Alameda, Contra Costa, San Francisco, and part of San Mateo Counties. USD won CWEA's Statewide Awards for Large Collection System of the Year and Large Treatment Plant of the Year for 2009.

Union Sanitary District operates a 30 million gallon per day wastewater treatment facility in Union City and provides collection, treatment and disposal services to the cities of Fremont, Newark and Union City. For more information about USD's awards, contact Andy Morrison, Collection Services Manager, at (510) 477-7542.

Ohlone College Offers Online Tax School

Ohlone College and the College Tax School are pleased to offer online tax education courses to prepare tax professionals for the new IRS standards in California. The course will address the new Internal Revenue Service testing requirements for tax preparers expected to affect 300,000 to 500,000 existing tax preparers nationwide. Be prepared for the change with immediate access to online tax education courses and the opportunity to earn a certificate of completion.

Start anytime, courses are offered online only:

- \$500: 72 hours Basic Tax Course
- \$599: 87 hours Basic Tax Course with CTEX Qualifying Education

For more information or to register, visit <http://ohlone.augusoft.net> or call (510) 742-2303.

Fremont Rotary hosts Summer Banquet

The Rotary Club of Fremont is pleased to invite you to their Summer Kickoff Banquet on Sunday, May 20th from 4:30 – 8 p.m. at Callippe Preserve Golf Club in Pleasanton. Enjoy a gourmet dinner, dancing to the jazz trio "Charlie and Friends," and a silent auction. Tickets are \$70 per person. For more information, visit www.thefremontrotaryclub.org.

Kennedy High School and Mission Valley ROP win Planning Grant for Green Technology Career Pathway

John F. Kennedy High School in Fremont is receiving \$15,000 in planning grant funds from the State's Clean Technology and Renewable Energy California Partnership Academy program (SBX1 1). The funds are being used to plan the Green Technology Academy at Kennedy High in collaboration with the Mission Valley Regional Occupational Program to educate and train students for opportunities in the industry.

"The community support for this type of educational program is tremendous," said Assemblymember Bob Wieckowski, who was among those advocating for the program during the grant application process. "The collaboration among Kennedy High, Mission Valley ROP, labor and the local business community was instrumental in obtaining this planning grant. "It's still in the early stages, but the goal is to graduate students

with the knowledge and skills to pursue a career in this expanding field."

Mission Valley ROP is collaborating with Kennedy High to serve as the Career Technical Education (CTE) component for the pathway. Mission Valley ROP already has a successful working partnership with Kennedy High, providing the CTE capstone course for Kennedy High's Green Ventures Academy.

"Students will benefit from real world learning opportunities through internships, technical lectures from trade experts, job shadowing, hands-on projects, and community-based learning," said Mission Valley ROP Superintendent, Pete Murchison.

Fremont Flowers and Assemblymember Wieckowski partner on legislation

Assemblymember Bob Wieckowski has introduced legislation proposed by Dirk Lorenz, owner of Fremont Flowers and Gifts, through Wieckowski's annual "There Ought to be a Law" contest, to crack down on out of state floral companies who misrepresent their geographic locations to lure customers to their websites.

Mr. Lorenz proposed the bill to combat companies that falsely portray themselves as a local floral shop. "AB 1581 is all about truth in advertising" said Lorenz. "This bill will require floral retailers who choose to market their businesses outside of their traditional geographic trade area to include the address of their physical location of their place of business in all advertisements. The desired effect of this bill is to provide full disclosure to consumers." Reflecting on

the recent trend to shop locally, Lorenz said, "Savvy consumers today know the value of shopping local. Local non-chain businesses reinvest 45 cents of every dollar back into our community."

"California florists are indebted to Assemblymember Wieckowski for his efforts to protect small, Main Street businesses," Lorenz said. "Assemblymember Wieckowski's legislation will help in the effort to prevent deception of consumers in the marketplace, keeping these dollars where they were intended to be spent.

He knows and values that the sales tax generated by local

sales provides funding for essential services in our community. I applaud his efforts on the part of the California brick and mortar retail florists."

Twenty-eight states have passed similar bills, including Texas where Gov. Rick Perry signed a bill last year. The bill is also supported by the California State Floral Association.

Wieckowski sought recommendations for his "There Ought to be a Law" contest late last year from residents throughout the 20th Assembly District.

Save the Date!



Mission Valley ROP and the Tri-Cities Chambers invite you to join us for

Building Career Pathway Partnerships CTE and You: Developing Our Future Workforce

April 19, 2012

Dinner served promptly at 6 pm

Program 6:30 – 8 pm

Mission Valley ROP
5019 Stevenson Blvd.
Fremont, CA 94538

Please RSVP your attendance to Nina Moore
510.409.9940
nmoore@fremontbusiness.com

Dressing for Success—Are There New Rules?



by Barbara Jenkins
Independent Fashion Consultant

EEK, I can hear many of you now! ‘Who cares’ or ‘why should I care’?! “It probably doesn’t affect me or my employer anyway!”

I believe my responsibility as a Fashion Consultant is to share overall guidelines, standard rules and trends, and what works best for you individually. Much of this, however, changes very little from year to year—fashion styles, trends, colors and ‘what’s hot and what’s not’ generally change semi-

annually. However, **the basic rules for attire** in the business environment relative to what is appropriate and acceptable do not change! This applies to both women and men in the working world.

I would like to share some general guidelines, rules and trend information:

Ask Yourself: Is it Appropriate?

While each office environment is different (casual vs. very professional), the same rules apply. Does it fit properly? Is it appropriate for the office? Do the buttons pull at the chest or bust area? Is it cut too low, showing cleavage, or simply too form-fitting? You must wear the proper size for your body at this time (not where you want to be!)

In many offices, more casual attire is accepted. Generally speaking however, if your job is one where you see and meet with clients, shorts or cut-offs, tank tops, cropped pants, torn, tattered and damaged clothes are never accepted. And unless you work in a manufacturing plant or warehouse, I

also caution against wearing jeans. If your company has a ‘Friday dress-down’ day, a designer or dressier jean can easily work. For men, polos and khakis work very well. However, it is important to know your company’s dress policy. When in doubt, dress more traditionally or conservatively.

Attire Tips

At this time of the year in particular, layering works wonders. **Women** can easily add layering options to give transitional dresses, skirts, pants and jeans more versatility and flair. Shawl wraps and lightweight blazers and sweaters are the way to give sleeveless basics more longevity as you move from winter to spring.

For Men: a navy blue blazer (or other sports coat in a color that works for you) is all many of you need to layer effectively. They work as well with a shirt and tie as they do with polos, turtlenecks and khakis. Sweaters over dress shirts are also a good professional layering option if that fits your style.

Know your fabrics. Your own body temperature will guide you in knowing which of your woools can

transition from winter to spring. In our geographic area, you will be putting away your heavy wool coats (if you even own one!) very soon. Dark-colored sweaters, and/or those made of merino wool or heavy cashmere can be worn through early spring. Lighter weight woools, such as Gabardine, are smoother and lighter in weight and tend to transition better into spring, especially when paired with cotton, silk and other light-weight tops and scarves. Many light-weight cashmere sweaters can easily be worn through the summer.

Use color strategically. Color is still the best way we know to change the look of our basic foundation/neutrals. Those neutrals are black, navy, brown and gray. Pairing colorful shirts, ties, knit tops and blouses with darker base neutral clothing (i.e. pants, skirts and jackets) is an easy way to start lightening things up early in the season and to change your look. This works for a trendy new look, and is a smart and economical method of shopping and changing your overall look. Changing your accessories is another way to add a fresh twist to your wardrobe.

Cautiously mix in current trends. Currently, these include animal prints, graphics, hot hues and bright colors (tangerine and magenta), colored denim, dresses, tunics or dolman tops, cardigans, pencil skirts and a more feminine cut & style blouse.

The bottom line – it should always be business first, fashion/trend second! It’s really about boundaries, respect, appropriateness, and, of course, good taste. These things never go out of style — especially in a business environment!

Barbara Jenkins is an Independent Fashion Consultant representing Jockey Person to Person. She provides home presentations, fashion shows, private consultations and seminars. She can be reached at 510-657-0573 or at bbjhasfashions@comcast.net.

Write an article for the Fremont Business Review. Email Nina Moore at nmoore@fremontbusiness.com or call (510) 795-2244

Never Let Them See You Sweat



by Mark Stackpole
DeVry University

This phrase has become a bit of a mantra for nervous people trying to play it calm, cool, and collected. However, this clever tidbit does not derive from literature or psychological research. It was not written by a professor or life coach. A man by the name of Phil Slott is credited with writing it. Never heard of him? Didn’t think so. A veteran advertising professional, Slott’s job was to sell you deodorant. In June of 1984, a commercial told us for the first time when we were allowed to sweat and who was allowed to see it.

So, let’s acknowledge that the world is a better (smelling) place because of deodorant commercials. With that out of the way, we can also interpret this message to say that while it is acceptable to feel

nervous, it is never good to *appear* nervous. The people interviewing you for a job, the board of directors ready to hear your business pitch, your partner on that first date – they all want to see you as someone in whom they can place their faith and trust. Be yourself, of course, but try to be your best yourself.

One of the most important keys to combating a crippling case of the nerves is to work on improving our confidence in general. This brings us to another very famous mantra: “Fake it till you make it.” (I confess to not knowing who first muttered this phrase.) The thought behind this is not to be inauthentic, but rather to “act as if” you belong in the big leagues until you feel like you belong there. Maybe it’s a new hairdo or a stylish suit. Never underestimate the power of a great pair of shoes. Of course, you don’t have to make a single purchase in order to make this journey. (Though it does provide a good excuse to go shopping.) Look in the mirror and practice your smile. Stand up a little straighter and throw your shoulders back a little bit. Practice the firm (but not too firm) handshake. Never talk to anyone around the water cooler? Start. It only takes two letters: “Hi!” If eventually, you build up to whole words and conversations, good for you, but you don’t have to

start there. This is not an all-or-nothing situation. It is a process.

However subtle these upgrades, eventually people will start to take notice of your new “look.” This (hopefully positive) feedback is critical to growing your confidence. Feeling better about yourself likely means that you will be more comfortable trying out new things. Not all of these things will necessarily “fit,” but at least now you have the courage to keep trying new things in pursuit of being the best you that you can be. That’s not “faking it.” That’s “making it.”

Eventually, you may just find yourself not caring who sees you sweat...because they all work for you. (Just don’t forget about the deodorant...)

Mark Stackpole holds an M.A. in Counseling Psychology and is working towards his doctorate in educational leadership. After 17 years as a teacher, Mark now serves as the Associate Dean for the College of Liberal Arts & Sciences at DeVry University. DeVry University fosters student learning through high-quality, career-oriented education integrating technology, sciences, business and the arts. Mark can be reached at mstackpole@devry.edu or for more information, visit www.devry.edu.

Listen—

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of Americans are overweight, two of three business managers say qualified but obese job candidates have a harder time getting hired. Unfairly, they can be perceived as lazy, indulgent or undisciplined.

Audible

As “The King’s Speech” illustrated, image is also based on auditory factors, including speech impediments, accents, volume, nasal tones, laughter, etc. People who punctuate presentations with “umm” or similar verbal tics can appear unprepared, unprofessional or untruthful. Frequently repeating oneself might come off as mental deterioration or a lack of confidence in the person you’re addressing.

Written

With people continuously basing opinions on so many nonverbal factors, one might conclude written communication is safer. An audience doesn’t have to be in the same room, however, to pick up on nonverbal signals.

Improper spelling, grammar and punctuation are considered unprofessional, and 84% of executives say one or two typos in a resume often remove a job candidate from consideration.

Emails can be misconstrued when the reader can’t hear the author’s tone or see his facial expression. Carelessness might be inferred when you send an email to the wrong person, forget an attachment, or hit “Reply” when

you meant to “Forward.” People who misuse “Reply All” are regarded as inconsiderate or clueless.

One woman was convinced a coworker was angry with her because he wrote a note in red ink. Design, font and color can portray you as fun, conservative or inconsiderate (if it’s hard to read).

Other

“The most important thing in communication is hearing what isn’t said,” according to author Peter Drucker. You can create a poor impression by failing to return voicemails or emails promptly, checking your phone when someone is talking, being tardy, or failing to show appreciation.

Communication methods are also telling. Don’t email when you should speak face-to-face, and don’t hint when you should be direct.

We speak volumes without saying a word. So next time you prepare an important presentation, remember your remarks, handouts and PowerPoint deliver only 7% of your message. Pay attention to your nonverbal cues, because your audience is also listening with their eyes.

Rhonda Rigenhagen has three decades of communications experience. Her company, Write Place, provides corporate communications and community relations consulting. Contact her at HelpMeRhonda@WritePlace.biz or (510) 648-0103.