

Fremont BUSINESS REVIEW

Tim Tikalsky Earns Prestigious Certification

 Details and more Member News, *page 6*

Health Savings Accounts

 A Tax-advantaged Way to Reduce Health Insurance Costs, *page 7*

Managing Your Employees

 Irene Koehler is the featured guest for May's FCCTV, *details page 8*

 VOLUME 6,
NUMBER 2

Human Resources: It's Tricky Business

 May
2005

Fremont Chamber of Commerce Selects Brent Hodson of Washington Hospital for Excellence in Leadership Award

 by Natalia Smothers
Marketing Coordinator

Brent Hodson, Chief of Community Support Services at the Washington Hospital, Executive Director of the Washington Hospital Healthcare Foundation, and member of the Executive Committee of the Fremont Chamber of Commerce, has been selected to receive the Excellence in Leadership Award at the Chamber's Annual Gala on May 13.

The Fremont Chamber introduced this award a year ago to honor achievements of Leadership Fremont graduates. During the ten years the Chamber has had the Leadership Fremont program, about 150 representatives of local businesses and non-profit organizations graduated from this prestigious nine-month series of courses. Most of the program alumni continue the honorable tradition of the program to stay actively engaged in the community.

"The Leadership Fremont Program Helped Me Make a Career Change"

For Brent Hodson, his involvement in the Leadership Fremont Class of 1996-1997 was a

career changing experience. At that time, he had over 22 years behind him as a Director of Rehabilitation Services at Washington Hospital. Leadership Fremont helped him make the transition to greater administrative and community involvement in his role at the hospital.

"Leadership Fremont gave me courage and confidence to extend myself and accept a more significant administrative role dealing with organizations and groups outside the healthcare system," said Brent Hodson. "I was able to develop new and stronger relationships with Fremont as well as other local city officials. Our class project was to work with a City committee on getting 'All American City' designation for Fremont. Our class met many city council members, school superintendents,

and other local leaders. We were also introduced to several community organizations and charitable programs. After all our projects and introductions, I felt much better prepared to take on a larger leadership position."

Since then, in his role as Chief of Community Support Services, Brent has helped develop even stronger ties between the hospital and the Cities of Fremont, Newark and Union City. He has worked on building awareness of the hospital's mission as a community healthcare organization among residents of the Tri-City, Sunol, and South Hayward. He always emphasizes that the various services the hospital provides specifically reflect the needs of the community members.

In 1998, Brent took on the additional responsibility as an Executive Director of Washington

—Brent Hodson
page 3



Brent Hodson at the Fremont Festival of the Arts

WANTED: Volunteer Trainers Chamber seeks volunteer trainers for new educational program

Do you have a skill or talent that you can pass onto others? If so, the Fremont Chamber of Commerce needs you! We are in the process of assembling a group of volunteers to act as trainers for a new educational seminar series that will begin in September, 2005.

The educational seminar series will focus on the development of business skills designed to improve small businesses and will be offered as an exclusive benefit to members of the Fremont Chamber of Commerce. Each seminar is expected to last approximately 1 to 2 hours in length.

If you are interested in showcasing your expertise and teaching your skills to other members, please send your skill training idea and proposed outline to Cindy Bonior via email at cbonior@fremontbusiness.com or fax to (510) 795-2240. Questions may also be directed to Cindy at (510) 795-2244, ext. 106.

Murder Among the Stars!

Chamber celebrates its annual gala at an event to die for

An ominous feeling swept over the city of Fremont as the moon rose over Mission Peak. The Gibson House Murder Mystery Players made their way to the Center Theatre under a foreboding aura. It was Friday the 13th and anything was possible.

Still several miles from Fremont, the van carrying the cast to its performance gave a final sputter as it grinded to a halt. The van had broken down only to leave a disappointed audience in its wake eagerly awaiting the cast's arrival.

Fortunately, Madame Zodiak was among

—Chamber Gala
page 7

Shopping for Employee Benefits Is Like Buying a Suit

 by Larry Lipman
President, Humanex

When employers consider benefit packages for their employees, often they feel overwhelmed with the vast variety of choices. Myriad questions usually go through the mind of a company executive. What would employees value most? Which combination would be most effective in retaining their loyalty? Would they feel emotionally attached to the company?

This decision process reminds me of my recent experience at a men's clothing store. I took my 11 year old son to buy him a suit for a science fair presentation. I thought it was a pretty frivolous purchase. However, he put such an effort into building his presentation! He prepared a PowerPoint, handouts, bound report for his teacher, which included hours of research. I knew he had worked hard and was proud of his efforts.

Walking into the store, I was overwhelmed with the feelings I had when my father purchased my first suit for me. I was 13 years old. The occasion was my Bar Mitzvah. I had never worn a suit, not to mention a sport coat. Sitting in that store with my son, my memories yielded up how proud I was wearing that suit. How I

—Buying a Suit
page 3

Inside this issue

Jacks & Jills of All Trades.....	2
Workforce Planning.....	2
April Calendar of Events.....	3
New Members, Anniversaries.....	4
Member Benefit: Mixers.....	4
Connection Clubs, Business Lunch.....	5
Member News.....	6
GA Update.....	6
Is Stress Good For You?.....	6
Health Savings Accounts.....	7
FCCTV: Human Resources.....	8
Trends in Equity Compensation.....	8

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

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15 Years of Excellence

The United States Chamber of Commerce has acknowledged the excellence of the Fremont Chamber of Commerce by granting the designation of "Accredited Chamber" Only 12% of all Chambers nationwide have received this honor.

FIFTEEN
YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES



Mark Wolter
Guest Editor
Humanex, Inc.

Message from the Guest Editor

Human Resources Professionals, the Jacks of all Trades

It has often been said, "the third time is the charm". Well, I'm not too sure who first coined that phrase, or even if it was meant to be good or bad, but I am the third Guest Editor of the Fremont Business Review. Julie and Jane, Guest Editors #1 and #2, have already laid a solid foundation for the rest of us to follow.

Humanex, the company I represent, has been a member of the Fremont Chamber of Commerce for over 10 years and

started providing human resources services to the Chamber employees shortly after joining the Chamber. Everyone at the Chamber thought that as a contact person from Humanex, I would be an appropriate Guest Editor for the May issue because it focuses on Human Resources. I could not resist the power of the Chamber staff, and here I am.

First I decided to check the formal meaning of the term **Human Resources**. Webster's Dictionary defines it as "The field of personnel recruitment and management." Heck, sounds pretty simple: recruit people and manage them...job well done! My experience though tells me that Human Resources profession is not as simple as Webster's would make it seem.

Jack of all Trades

Human Resources professionals have such a wide spectrum of duties and responsibilities critical to their company's success that they truly are the 'Jacks or Jills' of all trades. Nearly every aspect of a company's operation can be connected to Human Resources in one way or another. In the 15 years I have worked with Human Resource professionals, I have known them to create job descriptions, post jobs, route resumes, conduct new hire interviews, conduct exit interviews, new hire orientation, process payroll, file paperwork, prepare invoices for payment, plan monthly birthday pot lucks, plan annual sales meeting, plan annual company picnic, plan annual holiday party (breath), order company supplies, order Friday morning goodies, file more paperwork, hang required OSHA posters, assist employees with Worker's Comp/ Disability/ FMLA/ Medical/Dental claims, become an ergonomic expert, (breath), listen to happy employees, listen to unhappy employees, listen to happy managers, listen to unhappy managers, be the company psychiatrist, be the company cheerleader, be the company "bad guy" (only because they were told to be.. see *unhappy manager*). I'll stop here, but you can see that HR has a plate that is quite full. Good thing HR professionals have degrees in Stress Management too! I am glad we have Stephanie Rothman, a Chamber member, who poses the question in her article this month "Is Stress Good for You?"

Reverse Smorgasbord?

Have you ever been to a smorgasbord with lots of wonderful things to put on your plate? I often pondered, how was I going to get all the items I wanted onto my plate? Short of inventing a plastic circular "fence" about 3 inches high to attach to the rim of my plate to stop the items from falling off, I would have to select only what my plate would hold and anything I could balance. What if we reversed the smorgasbord etiquette for Human Resources professionals by beginning with a full plate and started taking things off the plate? This is the concept of "outsourcing." Outsourcing isn't new, but the reason behind outsourcing has never been more relevant to HR functions than today. Management is continually relying on their Human Resources department to provide programs that are not only efficient, effective, and competitively priced but also able to increase productivity and decrease turnover. Many of the tasks listed above on the HR plate can be taken off the plate through outsourcing. These are mostly transactional tasks that take time away from more strategic overall company goals and objectives, such as workforce planning or compensation strategies. In this issue, we have two articles covering these important strategies: Diane Gamburg from Kaiser Permanente explains in her article that "Workforce Planning is the Key to Tomorrow's Workforce", while Terri Zelmer from Ask HR explores the current trends in equity compensation.

"Help Me Help You"

This phrase came from the movie "Jerry Maguire", about a sports agent trying to help his football star client, and the relationship they forge when times are tough. As an Employee Benefits Consultant, my relationship with my clients is everything! I learned that from my mentor Larry Lipman. Larry shares a story in this issue describing a recent buying experience that emphasizes the importance of relationships in doing business.

I want to show my clients how I can help take the employee benefits portion off their plate, to free up some time for strategic planning. I want to show them how Humanex, Inc. can process their payroll, create handbooks, conduct new hire orientations, assist with annual insurance open enrollments, handle employee claim issues etc. I want my clients to know that I will take as much of the employee benefits away as they want to give. Help me ease your burden, and I will help you find more time. I would feel my task as the Guest Editor was well done if you find some useful information in this Human Resources issue of the Fremont Business Review.

Mark Wolter is an Account Executive at Humanex, Inc., offering a complete solution for Employee Benefits, HR Outsourcing, Payroll Processing, Flexible Spending and COBRA administration. We work with companies in size from 2 employees to over 1000. Mark can be reached at (510) 857-1960, or mwolter@humanexinc.com.

Workforce Planning: The Key To Tomorrow's Workforce

by Diane Gamburg

Human Resources Workforce Planning Director, Kaiser Permanente

While many large companies currently have an abundance of skilled workers to choose from, these companies must implement a workforce planning process to be better prepared for the upcoming workforce shortages. With future job growth being concentrated in highly skilled, knowledge-based, and customer-service oriented work, and estimates of new jobs exceeding the number of new entrants to the workforce by 2010, companies will lose their status quo and competitive edge if they are not prepared with a workforce strategy.

Workforce planning is a Human Resource function that is aimed at translating business goals and objectives into the current and future human capital needs required to achieve. Workforce Planning focuses on having the right people, in the right job, at the right time, with the right skill set.

A workforce planning process typically includes four key steps:

- **Set a strategic direction.** A company's strategic vision, mission and objectives ultimately determine current and future capital needs.
- **Conduct a workforce analysis.** Create a supply and demand analysis, as well as a gap analysis. Consider internal and external forces that are supporting and/or inhibiting the ability of the company to acquire and sustain a viable workforce.
- **Develop and implement a strategic workforce plan.** This plan should

include elements of recruiting, succession planning, training and development, academic outreach, youth outreach and other related Human Resources programs.

• **Monitor, evaluate and revise the strategy and plan.** At a minimum, a strategic workforce plan should cover a three to five year time frame. In the case of addressing an aging workforce or industry/ service expansion, companies will need to have a plan for a longer time frame (10 years or beyond).

Workforce planning also helps managers and leaders avoid overstaffing. In addition, it also prevents the pitfalls of understaffing that lead to employee burnout, low morale, decreased productivity, and turnover.

Planning so far out, may seem futile in some cases, when the number of schools and graduates may be so few, but planning today will be essential for managing tomorrow's industry demands. As an HR professional, I encourage industry leaders to craft strategies to the best of their ability and continue to monitor them so they are more proactive than reactive.

Diane Gamburg is the Human Resources Workforce Planning Director for the South Bay Service Area of Kaiser Permanente. In this role, she serves as a leader and consultant for strategic workforce planning between internal and external partners as well as senior and regional leaders. She has over 25 years of clinical healthcare, staff development and management experience in a variety of acute hospital and ambulatory care settings, and has published articles on Nursing Documentation and Quality Assurance. Kaiser South Bay Workforce Planning team have been recognized by the California State Senate and the California State Assembly.

Brent Hodson—

from page 1

Hospital Healthcare Foundation. Under his leadership, the Foundation's major fundraising events have continued to attract increasing number of participants. In the last five years, this increase reached over 20 percent. The annual golf tournament is the largest in South Alameda County, attracting over 250 golfers. This year the golf tournament is scheduled for May 16 at Castlewood Country Club. As usual, the proceeds from the tournament will go to support local hospice care and cancer services at the Washington Hospital.

Brent is particularly proud of the Top Hat Dinner Dance fundraiser taking place every October. Over 550 people enjoy an elegant evening of dining and dancing at Fremont Marriott. Those who attend look forward to returning to this stylish, well-designed event knowing that their contributions would be used for purchasing new minimally invasive surgical equipment, an additional ultrasound machine, or other equipment or service at the hospital.

Brent is also active in the Fremont Rotary Club and served as that club's President last year. Club projects included participating in park cleanups, installing a softball batting cage at the American High School, and helping finance a well in El Salvador. His leadership role has increased at his church too. In the past, he served as the Bishop of the Centerville Ward of the Church of Jesus Christ of Latter-day Saints. He is currently the President of the Fremont Stake which includes seven wards and two branches.

Brent Hodson's Legacy at the Chamber

Over the years, Brent has continued his involvement in the Leadership Fremont program. For four years since his graduation in 1997, he was the Chair of the Steering Committee, which planned and organized the projects for monthly sessions of the program. Brent remained on the committee even when he was elected the Chairman of the

Fremont Chamber of Commerce in 2002. This was a difficult period in the Chamber history. Financial challenges forced the Board of Directors and the Chairman to make hard decisions reducing the Chamber staff and establishing strategic reserves. Timely adjustments and dedication of the Chamber members and staff laid the foundation for the subsequent financial stability and unity in the organization.

Brent has been with the Leadership Fremont program from the student to the advisory position for nine of the program's ten-year history. The program has earned its prestige through a significant positive impact in the community. For example, two years ago, the program partnered with the Fremont Education Foundation (FEF) and helped raise funds for musical instruments and classes for the FEF music program. As a result, a large number of children who wanted to learn to play music but could not afford the instruments received this opportunity.

This year, the class of 2005 partnered with the Shelters Against Violent Environments (SAVE) and launched the Cut Abuse – Salons Against Violence program, building awareness of domestic abuse and training beauty salon professionals to recognize warning signs and refer clients to local resources such as SAVE.

"We are fortunate to have such enthusiastic leaders as Brent Hodson," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "With his help, Leadership Fremont has become an inspiration to program graduates. Many of them have effectively assumed proactive leadership roles in their communities. I believe the program has enjoyed such success because it empowers people with unique knowledge, skills, and training."

The Fremont Chamber of Commerce established the Excellence in Leadership Award in 2004 to honor achievements of graduates of the Leadership Fremont program. The recipients are selected based on their leadership accomplishments in giving back to the community. Last year, the Excellence in Leadership Award was given to Tina Nunez of Washington Hospital Healthcare System and Fremont Police Chief Craig Steckler. To learn more about the Leadership Fremont program, please visit the Chamber's website at www.fremontbusiness.com and select Community section.

Buying a Suit—

from page 1

thought I resembled my father, who was also my idol. And, I remember how important that suit made me feel.

I didn't give my son, or the store salesman, any directions on what to choose. I wanted to see what my son would choose. I wanted to understand his sense of style. I wanted to learn his decision making process. What concerns would he have? What questions would he ask? Ultimately, to which suit would he have an emotional attachment?

At first, he went down the path of looking at blazers. After he was measured, the salesman guided him to the section with the appropriate size. My son tried on his first blazer. He went for the ugliest blazer I'd ever seen, college tweed with elbow patches. I held my breath, and my lunch, as he continued trying on different blazers, one wilder than the last. Each time, he made sure it fit properly and then he marched to the mirrors to check out his look.

Then he realized he needed a shirt, tie, shoes and pants! He asked me if he could try on suits. I told him that I would be really happy if he would! He told the salesman, "I want a black suit, with a black shirt and black shoes like my dad wears." I was beaming. I didn't think my kids ever noticed how I dressed. In the end, he chose a fantastic black suit, with a beautiful black dress shirt, very stylish but understated black leather shoes and a great look-

ing monochromatic black tie. The tailor came in, measured him and assured us that the suit would be ready in time for my son's event.

What does buying a suit for my son have to do with Employee Benefits? Everything! At this stage of my career, whenever I work with a client, I'm working with a friend. I have an emotional and professional stake in that company and employees. I don't take entering into managing their benefits lightly. It's a relationship that should last a very long time.

I think every employer should take time to consider all their options. There are so many times during the renewal process and during the initial buying process that the employer and their broker look at price before they look at how the benefits will affect their employees' lives. It is a matter of tailoring. It is a matter of understanding what is competitive. It is a matter of understanding what's conceivable given the resources available. It is a matter of understanding that distinct nature of that particular employer.

Too often, I hear an employer telling me, "I want to keep the benefits I have at a lower cost with better service." What I would rather hear is this: "I'm spending a ton of money on benefits. No one is happy and I want this fixed". I love hearing the truth.

Larry Lipman is the president of Humanex, Inc. and a member of the Fremont Chamber of Commerce for over 15 years. Please contact Larry Lipman at Larry@humanexinc.com or call him at 510-713-0112.

May Calendar of Events

- 3 Fremont City Council Meeting**
7 p.m., City Council Chambers
- FCCTV May Show "Human Resources: Managing Your Employees is Tricky Business" Premieres**
8:30 p.m., Fremont Cable Channel 29
- 4 Ambassadors' Club Meeting**
8 a.m., Chamber Conference Room
- 6 Business Resource Fair**
8-11 a.m., Fremont City Council Chambers
- 8 Mother's Day**
- 10 Festival of the Arts Committee Meeting**
6:00 p.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 11 Valley Yellow Pages Mixer**
5-7 p.m.
3857 Breakwater Ave., Hayward, CA
(510) 785-8881
Valley Yellow Pages is the largest independent telephone directory publisher in California and the fourth largest in the United States with distribution of over 7 million directories in 46 markets each year.
- 13 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- Fremont Chamber of Commerce Annual Gala "Murder Among the Stars"**
6 – 10:30 p.m.
Center Theatre
37411 Fremont Blvd., Fremont, CA
The evening will feature a deadly and mysterious performance by the Gibson House Mystery Performers, presentation of the annual Excellence in Leadership Award to Brent Hodson, and of course, chilling cocktails, delicious hors d'oeuvres and a scrumptious dessert bar. It will be an event to die for!
- 16 June Newsletter Deadline**
- 17 Fremont City Council Work Session**
5 p.m., City Council Chambers
- 18 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Operation Restoration: Fundraiser to Restore Fremont's Antique Fire Engine**
6-8 p.m., La Piñata Restaurant
- 24 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 25 Government Affairs Committee**
7:45 a.m., Chamber Conference Room
- Leadership Fremont Graduation Ceremony**
11:30 a.m. – 1:30 p.m., Washington West
- Keller Williams Mixer**
5-7 p.m.
39500 Stevenson Place, Ste. 108, Fremont, CA
(510) 505-7730
At Keller Williams, their relationship is with their client. Simply stated, if a negotiation is not benefiting both a buyer and a seller, it's not a deal. Keller Williams realizes that customers work with agents they know and trust.
- 30 Memorial Day**
Chamber Office Closed



Multiple Categories Now Available

Multiple business category listings are available for members in both the 2006 Membership Directory and the Chamber's web site. This option came about in response to the members who are diversifying their business practices and wish to offer a wider variety of services.

Members can take advantage of this offer by indicating the additional categories on their information verification forms which were recently mailed to all members.

For help in selecting your additional category listings or for more information, contact Danna Bergstrom at (510) 795-2244 ext. 105 or email dbergstrom@fremontbusiness.com.

Welcome, New Members

Art Galleries, Dealers & Consultant

Nova Gallery of Fine Art

Sally Gifford
43801 Osgood Road
Fremont, CA 94539
(510) 353-1464
(510) 353-1466
Nova Gallery of Fine Art carries exclusive original oil paintings, magnificent ivory items, and fantastic crystal glass art works. Our philosophy is bringing cultural beauty home. Please come and explore our collection.

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Deccan Spa

Ramesh Karipineni
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Fremont, CA 94538
(510) 284-4160
(510) 284-4158
www.deccanspa.com
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(888) 803-6811
www.hostedbiz.com

Ceramics Studio

Color Me Mine of Fremont

Daria Wagganer
43301 Mission Blvd.
Fremont, CA 94539
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(510) 226-6184
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Computer Network & Systems

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(510) 796-7048

Employment Agencies & Services

Tri-Cities One Stop Career Center, Fremont

Karen Wright
39155 Liberty St., Ste. B200
Fremont, CA 94538
(510) 794-3669
(510) 794-2400

Event Planning & Management

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www.theuniquecelebrations.co
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Ribbon Cutting of new member Deccan Spa in April, 2005

invitations, gift baskets, and decorative photo albums. Allow us to "Add a Touch of Elegance to Your Next Event."

Floor Coverings

Happy House Interiors/ Abbey Carpet of Fremont

William Lester
4588 Peralta Blvd., Ste 19
Fremont, CA 94536
wlester380@aol.com
Phone: (510) 792-5914
Fax: (510) 792-8734
For top quality carpet, hardwood, laminate, area rugs, or vinyl fashion and style in your home, choose Happy House Abbey Carpet of Fremont. Our expert sales staff will guide you through the selection process and coordinate installation with your schedule. Our skilled installers are California licensed contractors with years of experience.

Graphic Designers

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Julia Furbee
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Fremont, CA 94536
(510) 793-4990
(510) 793-4990
www.furbeecreative.com
Furbee Creative is a graphic design firm specializing in creating marketing materials that combine distinctive imagery with compelling messages to help reach your target audience. Whether your company needs a logo, printed brochure, or

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Fremont, CA 94555
(510) 471-6114
www.nicolebacondesigns.com

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www.organiccleaningsservice.com

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New Members, page 5

Anniversaries

30+ Years

Fremont Chapel of the Roses
(FD-1007)

20+ Years

Fremont Divorce & Document Services
Newpark Associates

10+ Years

Larry K. Arguello, Attorney
At Law
Aspen Dental Care/
Bright Now! Dental
Autowest Dodge Chrysler
Carlton Plaza of Fremont
Child Care Links
Coldwell Banker-Rick Hood
Fremont Bank - Warm Springs
Fremont Main Library
Golden Neo-Life Diamite International
Logitech, Inc.
Martinek Manufacturing
Mission Property Management Co., Inc.
Old Mission San Jose
Opportunity Capital Partners
Prime Time Entertainment
Sylvan Learning Center

5+ Years

AskHR
Budget Rent A Car
California State Auto Assoc.
Annette Kwan
The Men's Wearhouse
Parkwood Place Apartments

Patelco Credit Union
TelePacific Communications
TownePlace Suites by Marriott
Well Chosen Words

2+ Years

AAA Events/A-1 Party Rental
Arform Associates
Cal Coast Financial
California State University, Hayward,
Continuing Education/
International Education
Chess & Tea Corp.
Collective Discovery, Inc.
Courtyard by Marriott, Newark-Silicon Valley
DataShred, Inc.
Design Partners
Doyle Construction Inc.
Famsoft Corp.
Foresters-Doug Eschen
Fremont Bulletin
Fremont Chiropractic/Chiroport Group
House of Bread
JD Global Law Group
The Kitchen Connection
Marblestone Funding
Network Services
1 Stop Web Solutions
The Original Pancake House
Pacific Color Graphics
Primerica Financial Services-Eve Meyer
Qwest Communications-Jason Wong
S. Brounstein & Associates
Saddlerack

T & H Computers, Inc.
TH Computer Solutions, Inc.
TriCities Assoc. of Evangelicals (TCAE)
Welch Business Systems, Inc.

1 Year

A Personal Touch Concierge Grp., LLC
Alliance for Affordable Services
AXA-Advisors
Butterfly Life
Cal-Air, Inc.
Cookie Lee Fashion Jewelry
Curves-Civic Center
Curves-Niles District
Diamond Head Computers, Inc.
Fremont Minuteman Press
Fremont Pediatric Medical Group m.b.consulting
Monarch Studios
Photographic Art by Jeanette
Pinnacle Financial & Insurance Group
Platinum Group Funding-Travis Gutke
PMR Real Estate Professionals
Protection One
South East Bay Pediatric Medical Group, Inc.
State Wide Home Loans
State Wide Home Loans-Troy Johnson
State Wide Home Loans-Nelva Samiee
Time Savers
U.S. Air Force Recruiting Office

Member Benefit

Networking Mixers

It's no secret that mixers are a great way to meet other business professionals. Being a part of this popular networking opportunity by hosting a mixer is a great way to build exposure for your business and introduce prospective customers and clients to the services and benefits offered by your business.

Mixers are among the most popular of networking opportunities offered by Chambers so it's no surprise that the average attendance at mixers has risen approximately 45 percent within the last two years. For our members, mixers have become the networking venue, and most mixer hosts would agree that the captive audience found at mixers have given their businesses a boost not found through other promotional efforts.

Mixer hosts have used the opportunity to introduce members to a new facility, promote a new service, or to

reconnect with those whom they may have lost touch. Whatever the reason, mixers are by far, one of the most productive and efficient means to connect with business colleagues.

All members are eligible to host a mixer and although most mixers are evening events from 5-7 pm. Some members have chosen to host mixers in the early morning hours from 7:30-9:30 am. The Ambassadors attend all mixers to help facilitate the mixing of guests, and KK Kaneshiro, the Chamber's Director of Member Services can offer plenty of tips and suggestions to help you host a successful event.

If you are interested in more information on how you can host a mixer, please contact KK Kaneshiro at (510) 795-2244, ext. 102 or email kkaneshiro@fremontbusiness.com.



David Weber and Matt Dickstein (r) at a Chamber mixer

Congratulations to all our members who have reached these milestones

New Members, continued

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Fremont, CA 94539
(510) 517-7883
www.richgeha.com

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Are you linked?

Chamber members are linked to our online business directory at fremontbusiness.com. Make sure you update your link info: fmtcc@fremontbusiness.com

Connection Clubs

Meeting Dates, Times, Places

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

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

Tuesday Noon
meets at 11:45 a.m.
Fellini O's
3900 Newpark Mall Road Ste. 101, Newark
Chair: Stefanie Pavis, 510-657-1350
Vice Chair: Tom Schmidt, 510-657-2501
www.tuesdayconnectionclub.com

Wednesday Noon
meets at 12 noon
La Pinata Restaurant -- NEW LOCATION
39136 Paseo Padre Parkway, Fremont
Chair: Gordon Golito, 510-827-7727
Vice Chair: Staci Talan 510-745-7445

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
Express Personnel
39111 Paseo Padre Parkway 117, Fremont
Chair: Donna Mize, 510-797-5100
Co-Chair: Barbara Behrman
www.connect2succeed.com

Thursday AM
meets at 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd, Fremont
Chair: Terri Landon, 510-796-8300
Vice: Renee White, 510-440-1100
www.thursdayAM.com

Fridays Women In Business
meets at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Sharon Scripittini, 510-659-1212
Vice: Harriett Whitney, 510-793-7405
www.fremontwib.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Nouvelle Bistro
43543 Mission Blvd., Fremont
Chair: Andrew Draeseke, 510-299-4968
Vice Chair: Gavin Fahl, 510-565-6897
www.thursdayreferralsplus.com

Pro Source
meets at 11:30a.m. on 3rd Thursday
See website for location
Chair: Kevin Dean, 510-687-9737
Vice: AiRung Liu, 510-727-2175
www.theprofessionalsource.com

Friday AM Connection Club
meets at 7:15 a.m.
The Depot Cafe, Fremont
37260 Fremont Blvd, Fremont
Chair: Mark Buechler, 510-520-1922
Vice: Jose Gonzalez, 510-894-0764
www.fridayconnections.com

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Dinner: 5 pm-9:30 pm
Sundays: 4 pm-9 pm



39401 Fremont Blvd
Fremont **(510) 657-2436**
Sun -Thurs: 11 am -9 pm
Fri & Sat 11 am -10 pm



Pearl's Cafe
4096 Bay St.
Fremont (510) 490-2190
Lunch (Tu-Fr): 11:30 am-2:30 pm
Dinner (Tu-Sat): after 5 pm



40645 Fremont Bl, #23, Fmt
(510) 668-1850
Tu-Thur: 11:30 am-9 pm
Fri-Sat: 11:30 am-9:30 pm
Sun: 1 pm - 8 pm



5200 Mowry Ave, Fremont
(510) 792-2000
Lunch(M-F): 11:30 am- 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F: 11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



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11 am-10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
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Member News

Alameda County Fair Parade now accepting entries

The Alameda County Fair is accepting entries for its annual parade scheduled for Saturday, June 25, 2005. The parade will feature a wide variety of entertaining entries, including floats, classic cars, beautiful horses, and marching bands. The parade theme - "Come Out And Play!" - mirrors the 2005 County Fair theme and entries are encouraged to incorporate this theme into their float or other parade entry. The one-mile parade route will wind through historic downtown Pleasanton, and all official parade entrants will receive free admission to the Fair. All entries will be reviewed for acceptance. Entries will be judged, and awards will be awarded to the top entries in each category. Applications are available online at www.AlamedaCountyFair.com, or by contacting the Alameda County Fair at (925) 426-7511.

Alameda County Library kicks off it's summer programs

Children of all ages are invited to take a thrilling trip to the land of Calora this summer by playing the Alameda County Library summer reading game, Search for Dragonfire. The game will be available at all Alameda County Library branches beginning June 20 and continuing through August 20. Children begin by picking up their game board at any Alameda County Library branch. They make their way down the game board's path by reading and each 30-minute period of reading entitles an adventurer to one spin of the special dial available at all Alameda County Library branches. The game is open to all ages. Children not yet reading on

their own may count time listening to others read. Readers who reach the first prize square on the path receive a dragon bookmark and a temporary tattoo. They may continue reading and spinning until they reach the end of the path, thus qualifying for special grand prizes - a book, a pizza certificate from Round Table, a free pass to the Lawrence Hall of Science, and a prize from the San Francisco Giants! In addition to the Search for Dragonfire reading game, special events (storytellers, puppet shows, musicians, etc.) will be offered at all of the Alameda County Library branches. For more information on the summer reading game, library open hours, and special events, please call the branch directly or visit our website at www.aclibrary.org.

Ohlone College Newark Center For Tech and Health Sciences Groundbreaking Ceremony

Ohlone College will celebrate the groundbreaking of the Newark Center for Technology and Health Sciences on Tuesday, May 24th and 4:00 p.m. The new center is located at 9375 Cherry Street in Newark. The groundbreaking includes a performance by Native American dancers and the consecration of the ground by Ohlone elders. For more information, contact the Office of College Relations at Ohlone, 510-659-6206 or visit www.ohlone.edu.

Federal Technology Center received national award

The Federal Technology Center (The FTC) received the Outstanding Center Award, a national award presented by the Association of Procurement Technical Assistance Centers at the

association's annual conference. This award is presented every year to the center which best represents the Association's high standards and dedication to the procurement profession. The FTC is one of 93 procurement technical assistance centers located throughout the United States and is responsible for promoting economic development in California by facilitating technology transfer between government and the private sector, and by helping small businesses successfully compete for federal, state, and local government contracts. They provide many free government contracting courses and seminars, and offer one-on-one counseling in all aspects of government contracting. Small businesses interested in taking advantage of The FTC's free services, should go online to www.TheFTC.org or call 916.334.9388.

Briones Kajukenbo promotes 40 students!

Before a "standing room" only crowd, 40 students of all ages took on the rigorous testing required to advance to the next belt level at Briones Kajukenbo Karate. The testing, which took place on April 12, 2005, lasted approximately 1 and a half hours and resulted in students advancing from white to blue/green belts.

Sematech selects Mattson's 300 mm advanced strip system to develop 45 nm porous

Mattson Technology, Inc. announced the shipment of an enhanced version of its Aspen III Highlands system to SEMATECH in Austin, TX. The 300 mm system is being installed at ATDF, SEMATECH's R&D wafer fab, which

also supports external customers. Mattson's strip system will be used by SEMATECH's Interconnect Division to develop advanced interconnect structures for 45 nanometer (nm) and below chip generations targeted for Keff of 2.5 and lower. Mattson and SEMATECH will work together to develop and optimize low sidewall damage ash processes for the integration of copper with porous ultra-low dielectric constant (ULK) materials. For more information, contact Mattson Technology, Inc., 510-657-5900 or visit www.mattson.com.

Symphony gears up to roast conductor

The Fremont Symphony, southern Alameda County's only professional orchestra will celebrate conductor David Sloss' silver anniversary on Saturday, June 4, 2005 at 7:00 p.m. The gala event featuring a celebrity roast of the well-loved maestro will take place at the Fairmont San Jose. The star-studded event will include a formal dinner, followed by a raffle and live and silent auction. The evening will be completed with a Celebrity Roast hosted by composer and performer Henry Mollicone, famous for his work in opera. During his 25 years at the conductor's podium, David Sloss has been instrumental in raising the quality of the orchestra and in gaining the respect and attention of the Bay Area's music lovers. All proceeds from the event will benefit the Fremont Symphony Orchestra, a non-profit organization based in Alameda County. For information and reservations, call 510-794-1659 or visit www.fremontsymphony.org.

Tim Tikalsky of RINA Accountancy earns certification

Tim Tikalsky, a stockholder of RINA Accountancy Corporation recently earned the Strategic Performance Management (CSPM) certification. This designation is granted to fewer than one hundred CPA's in the United States each year. The CSPM certification addresses many of the cultural and technological issues that impact the day-to-day management of performance. For more information about employing strategic performance management in your firm, contact Tim Tikalsky at 925-210-2180 or visit www.rina.com.



Tim Tikalsky

East Bay SCORE assists Berkeley's Hass School of Business

East Bay SCORE is assisting Berkeley's School of Young Entrepreneurs at Haas (YEAH). The program is a youth outreach program that introduces middle and high school students to careers in business and entrepreneurship while at the same time promoting the pursuit of higher education. Parent workshops and events are held in an effort to get parents to be active participants in the program. At the April 2nd YEAH parent event, SCORE members will present "The Fundamentals of Starting a Small Business." The Fremont Chamber's SCORE Counselor, Gene Page, will discuss risk management at the event.

Government Affairs Update:

Sign Ordinance, Policy Handbook and Legislative Priorities

by Billy Sandbrink

Director of Government Affairs

Sign Ordinance

The Chamber moved another step closer to the completion of the revised ordinance after receiving input from the sign ordinance sub-committees. The sub-committees, which consist of 20 members of the business community, were divided into four areas of interest: 1) freestanding signs 2) temporary signage 3) objectives and procedures and 4) building signs. Specific sections of the sign ordinance were assigned to each sub-committee based on the categories above and sub-committee members were assigned to the sections of the ordinance in which they expressed interest. This format allowed each group to take a focused look at their assigned section and provide input specific to that topic.

Over the course of the next few months, the Chamber will be working with the City to take the comments from the sub-committees and revise the sign ordinance into a workable document. The goal of this project is to create a sign ordinance that works for both the private sector and public sector as well.



Billy Sandbrink
GA Director

Policy Handbook

In April, the Chamber board of directors approved the Government Affairs Public Policy Handbook. This handbook is the result of a five-month effort of the Chamber to create a consistent and responsive action plan for dealing with public issues.

With approval of the handbook, the Chamber has increased its effectiveness in advocating for the business community.

The handbook gives the basic guidelines for the structure of the decision-making process relating to government affairs. It defines the types of organizations the Chamber partners with, the Chamber's mission as it relates to GA, and the factors the Chamber will consider when deciding what issues to take a position on. The handbook also gives a list of the major policy issues the Chamber is focusing on and outlines the process how to go about implementing supported policies.

Currently the Chamber is focusing on economic development, cost of doing business, and infrastructure. Under each of these categories is a subset of issues that have an impact on the business community.

Economic development:

- international trade
- ease of doing business
- business recruitment

Cost of doing business:

- health care
- workers' compensation
- unemployment insurance
- employee benefits
- taxes and fees

Infrastructure:

- public safety
- transportation
- housing
- education
- telecommunications
- water

Legislative Priorities 2005

The Government Affairs committee has also begun work on Legislative Priorities 2005, a compilation of the Chamber's positions on the issues that impact business in Fremont. Legislative Priorities 2005 provide detailed positions on the three policy issues in the policy handbook and the sub-categories as well.

If you have any questions related to government affairs, contact Billy Sandbrink, Director of Government Affairs, at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.

Is Stress Good for You?

by Stephanie Rothman
Certified Hypnotherapist

What an odd notion to think that stress might be good for you. But just think about it. If you were too relaxed, peaceful, and serene you'd never get anything done! It's impossible to tell your customer you'll get to it tomorrow, or in the next few days, they just won't understand. So a little bit of stress, and a lot of good focus and concentration is what you need to succeed. It is when the stress begins to paralyze you, or cause you to feel too overwhelmed, that you need to take notice, and you need to do something about it.



Stephanie Rothman

It's not news that stress causes disease and that stress can kill. So, what can you do to function productively, yet relatively stress free. Most importantly, breathe! When we are stressed, or anxious, one of the things we naturally do is hold our breath, or breathe shallowly. This is precisely the opposite of what we need to do to combat

stress. Try this now: from the belly, and all the way up into the throat, take a long deep, slow breath, inhaling through the nose. When you get to the top of the breath, slooowly release the breath out of your mouth until there is absolutely no breath left. You might have to "catch your breath" at the end, because you would have completely emptied your body of the breath. Do

three of these in a row, making sure to drop your shoulders with each exhalation. Do these wonderful breaths, as needed. Now get back to work!

Stephanie Rothman, Certified Hypnotherapist, a full-time hypnotherapist since 1993, is trained in many modalities which she incorporates into her healing practice.

Her agenda for you is to provide you with the help you need in the least of amount of time with the best and most lasting results, and to teach you ways you can help yourself for the rest of your life. Please visit her website: <http://www.lets-talk.com> and her blog: <http://hypnoticreflections.blogspot.com>

Health Savings Accounts: A Tax-advantaged Way to Reduce Health Insurance Costs

by Richard Hemmerling
Benefit Specialist
Sedona Benefits

Congress modernized more than Medicare with the passage of the Medicare Prescription Drug, Improvement, and Modernization Act of 2003. The act also created Health Savings Accounts (HSAs), a pre-tax savings account employees can use to offset the rising costs of healthcare. HSAs provide a significant new way to lower employer health care benefits costs and reduce employees' taxes.

HSAs offer distinct advantages over the more familiar Flexible Spending Accounts (FSAs). Both accounts allow employees to contribute pre-tax dollars to a savings account for reimbursement of medical expenditures not covered by health insurance. But under FSA rules, any balance left over at the end of a calendar year is forfeited. The new HSAs allow an unused balance to be rolled over to future years.

The account balance may also accrue interest with no tax on the earnings as long as the funds are only used to pay for qualified medical expenses.

Funds can be withdrawn after retirement for any purpose penalty-free (although not tax free).

HSAs will help reduce the number of uninsured Americans by allowing small businesses more choice in the current small group market. By allowing more flexibility, HSAs afford employers a better opportunity to offer employees health insurance at reasonable rates.

HSAs are similar to consumer-directed health plans, which many employers are trying as an alternative to managed care in their attempts to cut health benefit costs. They give employees the opportunity to control their health care spending and choose a plan where they can manage some of their own health care dollars. If you assume responsibility for managing

your own health care dollars you have to think about how you spend them. You don't want to rush off to the emergency room for every little snuffle.

Anyone, including an employer, can make contributions on behalf of the individual. All contributions are aggregated. If the employer contributes, the amount will be excluded from income and the employer gets the benefit of the deduction.

Example. Dan Schmidt owns Mercury Office Supply, a Minnesota office supply retailer with 13 employees. For 2004, Mercury's annual health care premiums were set to increase to \$36,000. Dan considered dropping coverage for his employees.

Instead, he was one of the first to sign up for a group HSA. The plan became effective on January 1, 2004. With the HSA, Dan's new premiums were just \$24,500, saving Mercury approximately \$11,500 this year. Dan

has used the savings to help fund his employees HSA accounts. Dan's employees now have the coverage that they need and more control over their health care spending.

These accounts signal a historic change in the way we look at health care - introducing lower costs, increased control, and the ability to plan for the future. HSAs reduce insurance costs, enabling more employers to begin or retain health insurance benefits for their employees. They give people more control over who they see for health care services. And they encourage saving for future medical expenses, including retiree health expenses.

Rich is Owner of Sedona Benefits, a full service insurance brokerage firm servicing small companies. For more information, please contact Rich at 408-234-4394 or rich@sedonabenefits.com



Richard Hemmerling
Sedona Benefits

Elise Balgley

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Chamber Gala—

from page 1

those in the audience, and the world famous astrologer graciously consented to entertain the audience until the players arrived. While speaking, she lets out a final gasp and dies, an apparent poisoning. Her new husband Taurus and her scatterbrained assistant, Gemini, along with the help of Professor Leo Turnbull jump into action to solve the crime. But, it will be up to Horace Cope, the young security guard, to ultimately solve the mystery and determine the perpetrator of this dastardly deed.

Is this a sudden spike in Fremont's crime statistics? Hardly, it's just a tiny glimpse into the fun and festivities planned for the Fremont Chamber of

Commerce Gala 2005 on Friday, May 13th from 6 to 10:30 p.m. The evening will feature a deadly and mysterious performance by the Gibson House Mystery Performers, the presentation of the annual Excellence in Leadership Award to Brent Hodson, and of course, chilling cocktails, delicious hors d'oeuvres and a scrumptious dessert bar.

"The annual Gala is really a celebration of the start of a new Chamber year," said Barbara Jenkins, Chamber chair. "Our plan was to give our members an exciting evening, and for fun, a twist of mystery and intrigue. The entertaining murder mystery theme offers our members a new and unique venue for our annual gala." Jenkins

was formally installed into office on Friday April 1, 2005, will be present to greet guests in attendance and kick-off her year of leadership.

At the event, the Chamber will also present its annual Excellence in Leadership award to Brent Hodson of Washington Hospital Healthcare System. This award celebrates the achievements of Leadership Fremont graduates and the recipient is selected based upon his or her application of the skills and experiences learned through the program as demonstrated in the actions and service of the recipient to the Chamber and community.

Hodson is an enthusiastic supporter of Leadership Fremont and has

held many positions of leadership in the Fremont community.

Washington Hospital Healthcare System, a staunch supporter of the Fremont Chamber and its activities, has already snatched up the Producer sponsorship opportunity, but other sponsorship opportunities still exist.

Sleuths and thrill seekers alike are encouraged to make your reservations today. Seats and sponsorships are selling fast and we expect to have a packed house. It will be an event to die for!

For sponsorship information, contact Danna Bergstrom at (510) 795-2244, ext. 105. For more information or tickets, contact Lana Hillary-Windom at (510) 795-2244, ext. 101.

Top
of the
Week
REPORT
Linking the Business Community

Have you subscribed to the Chamber's e-newsletter yet? The Top of the Week Report is a weekly digest of important Chamber events, local news, government updates, and Fremont's companies making news. Signing up is simple: Just send an email message to nbatalao@fremontbusiness.com, with "SUBSCRIBE" (all caps, no quotes) in the subject line. You will receive a confirmation notice immediately and instructions for unsubscribing.

Linking the Business
Community



**Monthly Visits
to the Chamber
Website**

www.fremontbusiness.com

11,372

Total number of visits during the month of March 2005

10,369.67

Average # of visits per month (2005)

[data provided by Deep Metrix LiveStats]

DEEP METRIX

FREMONT CHAMBER OF COMMERCE ANNUAL GALA Come enjoy a night to die for!

The Fremont Chamber of Commerce invites you to join us for cocktails, hors d'oeuvres, and desserts as we honor Brent Hodson for his Excellence in Leadership.

Try and guess "who dunnit" as the Gibson House performs a murder you'll never forget!

Producer Sponsor



Washington Hospital
Healthcare System
S I N C E 1 9 4 8

**Friday May 13, 2005
6:00 p.m. to 10:30 p.m.**

Center Theatre
37411 Fremont Blvd.

\$60 for reserved seating
\$45 for general seating

RSVP to (510) 795-2244 or lhillary-windom@fremontbusiness.com

register online at www.fremontbusiness.com



FCCTV

Fremont Chamber of Commerce Television
Human Resources

Managing Your Employees is Tricky Business

Managing employees is tricky business. Sometimes it's difficult to know who the right person is for the job, or to help an employee transition into a new job with increased responsibilities. Having employees extends far beyond the hiring process, it also encompasses training, encouraging, motivating and evaluating. KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce



Irene Koehler can be seen on FCCTV in May. See schedule for show times.

television show (FCCTV) interviews guest Irene Koehler, human resource consultant and owner of First Thing Tomorrow. Irene shares insights into managing employees and grooming employees for added responsibilities. Irene also discusses the benefits of employee handbooks and covers the dangers you may be facing if your company lacks this important document.

FCCTV Schedule:

Fremont-Channel 29	Mondays 8:30 p.m.
Channel 26	Mondays 7:30 p.m.
Newark-Channel 27	Friday 5 p.m.
Alameda-Channel 28	Saturdays 3:30 p.m. Sundays 8:30 p.m.
Union City-Channel 15	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.
Hayward, San Leandro, San Lorenzo and Castro Valley-Channel 28	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.

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And ... for every website purchased by a Fremont Chamber of Commerce member, WSI will donate \$50 to the 2005 Firefighter Combat Challenge Fund

Be part of the Website Committee

The website committee meets every two weeks. To get involved, call or email Web Chair Kevin Dean kdean@WSINetAdvantage.com



Trends in Equity Compensation

by Terri Zelmer
President and CEO, Ask HR

Many companies are turning to the use of Restricted Stock Units (RSUs) in response to the new expensing requirements for stock options. In addition, RSUs can help a company reduce its burn rate (the annual rate at which new equity grants use the remaining number of total shares outstanding). This is because fewer RSUs are issued compared to stock options. Typically, a ratio of one RSU to three to five stock options is appropriate, with a ratio of 1:3 being the most common. For example, if ABC Company were issuing 1,200 options last year to a new hire, this year they would issue 400 RSUs.

What is a RSU?

A RSU is a commitment to issue a share of stock at the time the award vests. Since the RSU is essentially a grant of a share of stock, RSUs have an immediate value at the time of vesting, unlike stock options, which only have value when the stock increases in price above the option's exercise price. RSUs therefore cannot have a negative value (be "under water") because there is not an exercise price which must be exceeded before value is attained.

How are RSUs taxed?

By law, when a RSU vests it becomes taxable income to the employee. At each vesting date, the required taxes can be withheld automatically in the form of shares, or the employee may write a check to the employer to pay the required tax. The amount of taxable income on the gain is reflected on the employee's payroll and year-end W-2 forms.

Equity Strategy

Many organizations are changing to a combination of stock options and RSUs for their new hire and refresher grants for 2005/2006. Stock options have the potential for greater long-term value given reasonable stock performance, though they also retain the element of risk. By having a combination, say 50 percent options and 50 percent RSUs, the employer is giving the employee a long- and short-term incentive program with balanced risks and rewards.

Employee Opinions

Many employees prefer the trend toward the use of RSUs because restricted stock can't become worthless like stock options. Even if the stock price falls, restricted stock retains some value. For example, a stock option grant with a strike price of \$10 has no value when the stock trades at \$8. However, restricted stock awarded at \$10 is still worth \$8 should the price fall to \$8. In this example, a stock option has lost 100 percent of its value, however the restricted stock has only lost 20 percent.

Finally, it is imperative that high-tech and biotechnology companies continue to use equity as part of their total compensation strategy. RSUs might be better than stock options for motivating employees to think and act like owners, and they are relatively easy to administer.

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