

BUSINESS REVIEW

Member Spotlight: ACTA

Alameda County Transportation Commission
One Year Later, page 2

Beware of Tax Traps

Seven Things to Be Aware Of
by Alan Olsen, page 7

Avoid Lawsuits

Minimize Your Legal Budget With These Five Tips
by Gautam Dutta, page 8

Volume 12
Number 4

Smart Ideas For Smart Business People

October/November
2011

INSIDE:

- Spotlight: ACTA Anniversary 2**
- Online Health Resource 3**
- Calendar of Events 3**
- New Members 4**
- July-Oct Anniversaries 5**
- Connection Clubs 5**
- Member News 6**
- Tax Traps 7**
- Avoid Lawsuits 8**
- Improved Recycling 8**



by Matt Dickstein
Attorney

If you have a California corporation, you've seen this scam. By way of background, all

The Corporate Filing Scam

Plus a Few More Good Scams

corporations must file an "Annual Statement of Information" with the California Secretary of State. The form asks for basic information about the corporation such as the names and addresses of the directors and officers, and the filing fee usually is \$25. You can file the form and pay the filing fee online at the CA Secretary of State's website. If you don't file and pay the fee on-time, the State will fine your corporation.

A few years ago, I began to see a nice little scam based on the Annual Statement of Information.

The scammer mails to all CA corporations a form that looks like the Annual Statement of Information and seems to come from the CA Secretary of State. The form mimics the details of a governmental communication, including the threats (for example, if you don't pay up right now, you will suffer a fine and lose your corporation). The form cites a few CA statutes in support of its threats just like real governmental letters. The only difference is that the scammer demands an initial payment of a lot more money -

usually between \$175 and \$350 - whereas California only demands that kind of money in its second letter to you.

It's not easy to tell the difference between a scam letter and a real State-sponsored threat letter. I look for small print on the outside of the envelope that says, "This is not a government document."

Apparently business was good because a host of copycat scammers

Scams
page 3

Wieckowski, Chamber focus on job creation, reforms in California



by Bob Wieckowski
California State Assembly

Before California's state legislative session gaveled to a close in early September, there were some key signs of progress in the areas of regulatory reform and job

creation that united business and labor. I was pleased to contribute to the regulatory reform package with a series of my own bills that will better protect our environment by making it easier for businesses and local governments to comply with our standards.

Job creation and regulatory reform are the focus of my "Made in California Jobs Initiative" launched earlier this year at a summit co-sponsored by the Fremont Chamber of Commerce. At the summit, I heard from key industry leaders from large and small local businesses. I am also conducting an on-line business survey and touring companies within my district; more on that later.

Before the end of session, I

joined the legislative leadership, the California Chamber of Commerce and the California Manufacturers and Technology Association at a press conference announcing agreement on significant new reforms. These reforms, which were approved and sent to the governor, would require a more thorough review of proposed regulations to determine their impact on the creation or elimination of jobs, investment in California, incentives for innovation and the health, safety and welfare of the public. Another bill creates the Governor's Office of Business and Economic Development as the lead

Made in California
page 2

"Miner" Differences:

How to Develop an Expression of Leadership that Inspires and Influences

by Thomas E. (Ted) Boyce,
Ph.D.

Part 2: Developing Your Expression of Leadership

In Part 1 of this article (July 2011 Business Review), I used the rescue effort of the thirty-three miners in San Jose Chile to introduce five key characteristics that distinguish effective leaders from those who are less successful at inspiring and influencing others to action. Very different from the leadership too often displayed during major disasters, where corporate personnel make false promises, change stories, fail to commit to a course of action, and

do not accept responsibility for the events, the leaders in Chile were instead: authentic, affirming, acknowledging, adaptable, and attuned. Building your leadership repertoire to include these attributes will make you a better leader both at work and at home.

To develop these attributes, I typically recommend that leaders first become familiar with their default leadership style. This can be done with any of a variety of behaviorally-oriented personality inventories such as DISC. Whatever the process by which you

Miner Differences
page 8

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Online Resource Provides Health Coverage Guide for Small Business

Small Business Majority recently launched the California Health Coverage Guide (<http://healthcoverageguide.org>), an online resource available in English and Spanish that provides California small business owners with objective, step-by-step information on how to navigate the healthcare market since the passage of national healthcare reform. The Coverage Guide walks employers through the complex terminology, laws and options of the health insurance marketplace and helps them determine if offering insurance to their employees is financially feasible. It helps them narrow down the types of plans best suited to their needs, and offers employers who are unable to afford coverage some suggestions on where to direct employees for health insurance.

Made In California

from page 1

agency to assist commerce in California. It will help people and businesses to invest in, and expand, our state's trade and industry.

Working with representatives from the private sector and local and state agencies, I pushed through the Legislature bills that will improve our ability to cleanup leaking petroleum tanks, help local responders recover their costs for containing toxic chemical spills, and streamline procedures to improve compliance with hazardous materials laws.

I passed legislation to remove burdensome reporting requirements that are hampering our efforts to get people to work building clean vehicles and new fueling stations. This legislation was supported by Tesla Motors, the Alliance of Automobile Manufacturers and the Coalition for Clean Air, among others.

Each of these bills had bipartisan support because they protect our environment while making it easier for our businesses to grow in these tough economic times.

Common-sense reforms and expanding our manufacturing base are key components of the "Made in California Jobs Initiative." That's why I was disappointed that Governor Brown's tax reform proposal, which would have reduced state sales taxes on the purchase of manufacturing equipment, fell five votes short in the Senate after passing the Assembly with the overwhelming two-thirds support.

Now that the Legislative session is over, I look forward to spending more time continuing the dialogue with local businesses. That's why I want to encourage you to fill out the business survey, which you can find on my web site. I want to continue to engage California's job creators in a dialogue and hear their ideas about how to revitalize our state's economy.

While listening to the concerns of the business

community, I have also toured several businesses in our district, and engaged with management and staff about the current business climate. Among these companies were Life Technologies, Corp. (Pleasanton), Finelite (Union City), Applied Materials (Milpitas), Champion Telecom (Fremont), Delta Plastics (Union City), and Wyse Technologies (San Jose).

These tours are already a success and have resulted in the preservation of California jobs. In fact, on the day I launched the Made in California Jobs Initiative I toured EXP Pharmaceutical Services Corporation and learned that a bill just sent to the Assembly would have a devastating impact on the company and its 250 employees. I quickly urged the legislator carrying the bill to amend it, and stressed how it could jeopardize California jobs. Working with colleagues on both sides of the aisle, as well as the Fremont Chamber of Commerce, we were successful in getting the author to amend the bill and retain EXP's ability to serve its clients.

As co-chairman of the California Select Committee on California's Clean Energy Economy and a member of the newly-created Select Committee on Job Creation and the New Economy, I will continue to partner with local chambers to fight for jobs through reasonable incentives and investment credits, and more common-sense reforms that assist our local businesses.

Assemblymember Bob Wieckowski (D-Fremont) represents the 20th Assembly District in California. His district office is located at 39510 Paseo Padre Parkway, Suite 280, Fremont, 94538, and the district office phone number is (510) 440-9030. He can also be reached via email at Assemblymember.Wieckowski@assembly.ca.gov.

Please visit his website (<http://asmcd.org/members/a20/made-in-california>) to take his online business survey.



MEMBER SPOTLIGHT:

Alameda County Transportation Commission

by Tess Lengyel

Alameda County Transportation Commission

About the Alameda County Transportation Commission

On July 2010, the Alameda County Transportation Commission (Alameda CTC) was created by the merger of two Alameda County transportation agencies, the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA). Our mission is to plan, fund and deliver transportation projects and programs that expand access and improve mobility to foster a vibrant and livable Alameda County. The Alameda CTC Commission includes representation by all 14 jurisdictions in Alameda County, the Alameda County Board of Supervisors, AC Transit, and BART.

Creating Jobs and Helping the Economy

The Alameda CTC has undergone significant changes during the last fiscal year, yet remains steadfast in its commitment to the active inclusion and engagement of local business firms in our contracting processes. In the fiscal year 2010-2011, the Alameda CTC awarded \$48 million in contracts with over 80% to Alameda County businesses. Through active outreach, we were able to enhance connections with the contracting community and significantly increase participation. The Alameda CTC will continue to track and report total dollars awarded and paid to local business firms. Tracking the total amount awarded and paid allows the Alameda CTC to monitor its efforts and determine how the monies collected are being spent in Alameda County.

Upcoming Contracting Opportunities

Project Name	Type of Contract	Est. Issue Date
180 ICM Project	System Integrator	September, 2011
Webster Street	ITS / Construction	September, 2011
580 Sound Wall	Landscaping Svcs	Sept-Oct, 2011
580 HO Toll	System Integrator	Oct-Nov, 2011

The Commission funds and oversees numerous transportation capital projects in Alameda County. These

projects improve highway corridors, provide accessible public transit for all, maintain and improve local streets and roads, and ensure safe travel for pedestrians and bicyclists. Major projects in South County are:

- Bart to Warm Springs Extension
- I-880 / Mission Boulevard (Route 262) Interchange Reconstruction
- I-880 / Mission Boulevard East-West Connector
- Union City Intermodal
- Dumbarton Rail Corridor
- I-680 Sunol Express Lanes (Southbound and Northbound)
- I-680-I880 Cross Connector Studies

What's Next -- Planning for the Next Generation

There are many factors affecting how we deliver transportation projects and programs, including planning of projects in an unpredictable funding climate, addressing legislative requirements, and ensuring that we identify and keep new projects moving to meet the changing transportation needs of our communities. Every four years, Alameda County updates its 25-year Countywide Transportation Plan (CWTP) for federal and state funds. Alameda CTC is currently working to update the CWTP and develop a new sales tax Transportation Expenditure Plan. The regional and countywide transportation planning activities are underway to create a vibrant and livable Alameda County through a connected and integrated multi-modal transportation system that promotes sustainability, access, transit operations, public health and economic opportunities.

For more information regarding Alameda CTC, including contracting opportunities, the status of individual projects, or an overview of all Measure B projects, visit the Alameda CTC's website at www.alamedactc.org. While you are there, you can also sign up to receive the Alameda CTC newsletter and take a survey about your transportation priorities.

Tess Lengyel is the Deputy Director of Policy, Public Affairs and Legislation for the Alameda County Transportation Commission. She is currently co-leading a major effort to update the countywide transportation plan and develop a new expenditure plan. She can be reached at tlengyel@alamedactc.org or at (510) 208-7428.

Scams

from page 1

entered the business. It got so bad that the California Department of Justice filed suit against some of the scammer companies. But the letters keep coming.

When faced with such a letter, your best bet is to ignore it altogether, and go directly to the CA Secretary of State's website and make the filing there. Or call your lawyer; my clients call me about these letters all the time.

Here are a few more of my favorite scams:

1. **The Vanity Pitch.** This is my personal favorite. The scammer says, "Congratulations! you've been selected as Outstanding [Lawyer, Doctor, etc.] 2011" or some such nonsense. For a nominal fee, you're now entitled to an entry in the online or print version of the "Who's Who of [Lawyers, Doctors, etc.] 2011."

2. **The Directory Listing.** The scammer calls you to update your company's entry in their online directory. The scammer just wants to verify your current address and phone number. Next, the scammer either tries to upsell you to a paid subscription, or he just bills you directly even if you didn't agree to the listing.

3. **Overpayment Scams.** This is an oldie but goodie. A customer overpays for a product with check or credit card then asks that the extra money be wired back to him. Your wire transfer is effective immediately, and a few days later the customer's check bounces or he cancels the credit card charge.

4. **The Phony Webinar.** This one is new, and I think they almost got me a few months ago. An online webinar company, in recognition of my alleged expertise in medical practice law, asked that I do a webinar for them. It was audio only, so I gave my presentation over the phone. The phone line was utterly silent, but I kept droning on and on. At the end, the webinar asked if anyone had any questions. Nothing. The webinar company thanked me for my time, and the next day sent me an email offering a copy of the presentation for posting on my website, all for the paltry sum of \$295. I didn't give them the money, but I did give them the time, so I guess I lost that battle.

Matt Dickstein is a solo business attorney in Fremont, CA. Matt works with medical, dental and other professional practices, franchises, plus general business law, corporate law and real estate ventures. He is also a member of the Fremont Chamber's Board of Directors. Reach him at (510) 796-9144; mattedickstein@hotmail.com; mattedickstein.com.

Calendar of Events

November 2011

- 1 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 2 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Fremont Flowers & Gifts Mixer**
5-7 p.m.
37085 Fremont Blvd., Fremont
Phone: (510) 797-1136
Fremont Flowers is a family-owned business established in 1956. Their superb quality flowers, creative designs, value, and professional service are the keys to their success. Their volume of flowers and "Chain of Life" care and handling procedures ensure the freshest bouquets anywhere, and they provide same day delivery to the entire Tri-City area.
- 3 **Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 4 **Executive Committee Meeting**
Noon, Chamber Conference Room
- 8 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 9 **Marketing / Technology Committee Meeting**
4 p.m., Chamber Conference Room
- 11 **Veteran's Day Holiday**
Chamber Office Closed
- 16 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Membership Bootcamp!**
11:30 a.m., Chamber Conference Room
- Acacia Creek Senior Living Community Mixer**
5-7 p.m.
34400 Mission Blvd., Bldg A, Union City
Phone: (510)
Acacia Creek is a non-profit continuing care retirement community (CCRC) offering all levels of care, independent as well as assisted living, skilled nursing and memory support. They are located on the Masonic Homes campus, in the Mission Hills overlooking the Tri Cities of the East Bay. They offer a comprehensive array of programs and services to promote healthy aging and compassionate care to their residents.

- 17 **Leadership Fremont, Class of 2012**
Fremont City Office, Ardenwood Room, 8:30 a.m.
- 18 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 21 **Toys for Tots Toy Drive Begins**
Drop off new and unwrapped toys to Chamber offices through Dec 16. All toys remain in the Tri-Cities.
- 22 **Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- 28 **Membership Committee Meeting**
12:15 p.m., Chamber Conference Room
- 30 **Government Affairs Committee meeting**
7:45 a.m., Chamber Conference Room

December 2011

- 6 **Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 7 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
Mixer TBD
5-7 p.m.
- 9 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 13 **Marketing / Technology Committee Meeting**
4 p.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 14 **Holiday Mixer at Fremont Chamber of Commerce**
5-7 p.m.
39488 Stevenson Pl., Ste 100, Fremont
Phone: (510) 795-2244
Please join us to celebrate the holiday with good food, good friends, and good times. Please bring a new, unwrapped toy for our annual "Toys for Tots" drive and help every child in the Tri-Cities have a wonderful holiday!
- 15 **Leadership Fremont, Class of 2012**
Family Resource Center, Millennium Room,
8:30 a.m.
- 19 **Membership Committee Meeting**
12:15 p.m., Chamber Conference Room
- 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

December 26, 2011 - January 1, 2012
Winter Holiday - Chamber Office Closed

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**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 Nina Moore at nmoore@fremontbusiness.com

SCORE small business counseling
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www.eliteautofilms.com

Automobile Repair

EMC Auto Center

Mazi Ghorbani
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Fremont, CA 94538
(510) 651-8800
info@emccollision.com
www.emccollision.com

Banks

Citibank -Warm Springs

Anthea Lai
48801 Warm Springs Blvd.
Fremont, CA 94539
(510)897-8156
Anthea1.lai@citi.com
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Computer Network & Systems Integrators

New Tech Solutions, Inc.

Bob Udermann
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Fremont, CA 94538
(510) 353-4070
bob@ntsca.com
www.ntsca.com

Computer Software & Services

Mygni

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39488 Stevenson Pl., Ste. 100
Fremont, CA 94539
(650) 248-6172
contact@mygni.com
www.mygni.com

College Admission Consultant

Admission Crew

Archana Sudame
39210 State St., #100
Fremont, CA 94538
(510) 792-3949
admissioncrew@gmail.com
www.admissioncrew.com
Admission Crew offers college admission advising for college bound students and families. They conduct holistic reviews of students and help them with the college search and application process. They offer coaching on college essays, interviews and SATs. Their specialties include finding the best-fit colleges by personality, talents, and priorities.

New Members

Contractors – Home Improvement

Sears Home Services

Irene Madrid
3132 Landees Ave, Unit C
San Jose, CA 95132
(916) 217-3402
irene.madrid@searshomepro.com
www.searshomeservices.com

Contractors – Kitchen Remodels

Bays Best Kitchen &

Addition

Wendy Geary
2639 Parkway
Sunol, CA 94586
(925) 862-2456
wendygeary@ymail.com
baysbestkitchenandaddition.com

Romarts Marble & Granite

1959 W. Ave. 140th
San Leandro, CA 94577
(510) 667-0857
Romarts3@yahoo.com
www.romartskitchens.com

Contractors - Rain Gutters

Byers' LeafGuard Gutter
Systems
11773 Slow Poke Ln.
Grass Valley, CA 95945
(530) 272-8272
cynthia@byersleafguard.com.
http://www.byersleafguard.com
Take gutter cleaning off your list – forever. With Byers' Leaf Guard, you'll join the thousands of Northern California homeowners who enjoy clean, clog-free rain gutters year-round. Leaf Guard is so effective, it carries an ironclad no-clog guarantee. Don't get on the ladder – get on the phone! Call them today for a free, no-obligation estimate at 800-977-5323.

Dentists

Dental Fine Arts

Dr. Anagha Joshi
3906 Decoto Rd.
Fremont, CA 94555
(510)713-7337
drjoshids@gmail.com
www.drjoshids.com
For over 9 years, Dr. Joshi has practiced dentistry in the Bay Area. She is a member of ADA, CDA and SACD Society as well as being an accomplished artist. Her oil paintings are on display and enhance her office beautifully. Dr. Joshi's priority is her patients' comfort and care.

Dialysis Services

Davita Fremont Peritoneal Dialysis

Linda Poust
39355 California St., Ste. 101

Fremont, CA 94538
(510) 494-1348
Linda.poust@davita.com
Davita, a Fortune 500 company, is a leading provider of dialysis care in the United States, with 1,700 facilities. Davita strives to improve patients' quality of life by offering integrated treatment plans, and convenient health management services. Davita also offers their "Fremont at Home" Clinic teaching patients how to perform their dialysis treatment conveniently at home.

Facial- Skin Care

Saving Our Skin

Nancy Wargo
P.O. Box 6038
Fremont, CA 94538
(510) 396-9694
savingourskin@yahoo.com
www.savingourskin.myrandf.com

Financial Planners & Services

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Walnut Creek, CA 94596
(877) 564-4881
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Merrill Lynch Wealth Management

Mike Ghafari
560 S. Winchester Blvd., Ste. 100
San Jose, CA 95128
(408) 260-6001
mike.ghafari@ml.com
http://www.ml.com

Health & Diet Food

Products

Nutrametrix

Jenny Feng
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Fremont, CA 94538
(510) 938-5150
jennychinafeng@yahoo.com
www.nutrametrix.com/jennywelln
esscenter

Internet Solutions

Yourweb-services.com

Baldev Krishan
1450 Washo Dr.
Fremont, CA 94539
(510) 304-6830
baldev@yourweb-services.com
www.yourweb-services.com

Insurance

Aflac

John Harris Jr.
P.O. Box 2706
Union City, CA 94587
(510) 363-3304
(510) 857-5930
j-harrisjr@us.aflac.com
www.aflac.com

Marketing Consultant

Mugwump Enterprises

Stephen Huff
39268 Marbella Terraza
Fremont, CA 94538
(510) 304-2573
getinfo@growyourlocalbiz.com
www.growyourlocalbiz.com

Meeting & Event Venue

Beets Hospitality Group

Lisa Mitchum
345 Wright Brothers Ave.
Livermore, CA 94551
(925)294-8667
lisa@beetshospitality.com
www.beetshospitality.com

Nonprofit

Organizations

Engage 360

Nicole Nowak
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San Francisco, CA 94111
(510) 590-6559
nicole.nowak@draftfcb.com
www.engage360.com

Fremont Spartans

Lacrosse

Karen Asato
P.O. Box 524
Fremont, CA 94537
(408) 712-3586
admin@fre-lax.com
www.fre-lax.com

Plumbing-

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(510) 742-8840
contactus@pleskachplumbing.com
www.pleskachplumbing.com

Optometrists

Don Pegueros

Don Pegueros, OD
4527 Mattos Dr.
Fremont, CA 94536-
(510) 797-4750
drdonpegueros@sbcglobal.net
www.dr.donpegueros.com
Dr. Raul Pegueros started the practice in 1959. He retired, and Dr. Don Pegueros has since taken over. For the past 18 years, he has continued to provide the same quality family vision care. He is proud to be a part of the Fremont community where he was born, raised, live and work!

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(510) 476-0909
nyou@expworld.com
www.expworld.com

Real Estate –

Residential

Intero Real Estate

Christine Miller
43225 Mission Blvd.
Fremont, CA 94539
(510) 651-6500
cmill454@aol.com

Restaurants

Dino's Family Restaurant

Toula Sinodino
36930 Fremont Blvd.
Fremont, CA 94536
(510) 792-6533

Sinodino's Steakhouse

36665 Cedar Blvd.
Newark, CA 94560
(510) 797-7556
info@sinodinossteakhouse.com
www.sinodinossteakhouse.com

Schools – Business & Vocational

Everest College

Rudy Ramos
22336 Main St.
Hayward, CA 94541
(510) 582-9500
rramos@cci.edu
www.everest.edu

Solar Electric Power

Solar Universe

Dina Saby
7567 Amador Valley Blvd., Ste.
211
Dublin, CA 94568
(925) 828-1148
dprince@solaruniverse.com
www.solaruniverse.com

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Transportation

VTA BART Silicon Valley Communtiy

Outreach

Bernice Alaniz
1909 Milmont Dr.
Milpitas, CA 95035
(408) 464-7722
vtabart@vta.org
http://www.vta.org/bart
VTA's BART Silicon Valley

Community Outreach program informs the public about the BART extension into Santa Clara County, including its benefits, construction schedule and impacts. The first phase is the 10 mile/ 2 station Berryessa Extension that begins south of BART's Warm Springs station and ends in the San Jose's Berryessa area.

Tutoring **Mathedge**

Eric Chan
43385 Ellsworth St.
Fremont, CA 94539
(510) 573-4780
Mathedge.fremont@gmail.com
www.mathedge.com
MathEdge was created in 2001 to teach students to apply problem-solving skills to mathematics. MathEdge technique focuses on the reasoning between a problem and its solution, rather than on the answer itself. They

encourage class discussion and interaction in a fun learning environment.

Video Production

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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: Linda Snyder (510) 795-0800
Vice: Karen Harry (510) 552-1499

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

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

Friday AM:
7:15a.m. on Fridays @ Best Western Garden Court Inn
Chair: Melissa Fields (510) 796-8300
Vice: Open

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

Friday Women In Business:
Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Josephine Abrigo (510) 401-4243
Vice: Anna Cornelio (510) 791-1100

July - October 2011 Anniversaries

40+ Years

The Argus/ANG Newspapers
Armor & Associates Insurance
Bailey Farms Company
Berge-Pappas-Smith Chapel of the Angels
Central Collision Center
FUDTA
Greenstein, Rogoff, Olsen & Co., LLP
Clint Gregg
Lima Family Milpitas-Fremont Mortuary in Cedar Lawn Memorial
Realty World - Viking Realty
Rich Mark, LLC
Round Table Pizza

20+ Years

Bart Anderson & Co., CPA's
B J Travel
Bernard, Balgley & Bonaccorsi
Cattellus
Century 21 Banner Realty - Jean Ingrassia- DeLosReyes Check Center
Coldwell Banker - Will Butler
Custom Kitchen Bath Center
Friedman & Perry, CPA's
Good-Nite Inn
Hilton, Newark/Fremont
Horizon Financial Associates
King, Snell, Mildwurm & Fox
The Learning Tree
The Lipman Company, Inc.
Mission Valley ROP
Moore Financial Services, Inc.
Niles Merchants Association
Ohlone College
Palmdale Estates
Quality Transport, Inc.
RK Electric, Inc.
Rotary Club of Fremont Warm Springs Sunrise
St. Joseph School
Strizzi's Restaurants
Tri-City Rock, Inc.

Union Bank of California
WyoTech
U.S. Bank-Fremont Office
YMCA- Fremont-Newark

15+ Years

1st United Services Credit Union
A & R Booth Rental
Acorn Product Development
ASCC, Inc.
Beretta Property Management
Chew Dental Group
Clean Sciences Inc.
Fremont Postmaster
Gavin Law Offices
James R. Griffin, Inc.
Karen's Word Processing Service
Massimo's
Mattson Technology
Merrill Gardens at Fremont
Parsons Plaza
Saf Keep Self Storage
Spin A Yarn
Tri-City Volunteers, Inc
Valley Yellow Pages
Windsor Park Care Center

10+ Years

Alameda County Community Food Bank
Baywood Apartments
Belvoir Springs
Child, Family & Community Services, Inc.
Custom Exteriors
The Depot Diner
Derham & Logan, EA's
Emeritus at Atherton Court
Fremont Bank
Supervisor Scott Haggerty
I.C.E. Safety Solutions
JOCKEY Person to Person
Keller Graduate School
Kisner Law Firm
Kiwanis Club of Fremont
Law Offices of John N. Kitta
Lori's Income Tax Service

Marriott Fremont Silicon Valley
Matt Dickstein, Attorney at Law
Music for Minors II
New England Financial - David Lowman
Pacific Grove Supportive Housing
Papillon Restaurant

5+ Years

ABWA-Pathfinder Chapter
A.C. Transit
Aegis Living of Fremont
Anna Jacoby Interiors
Aria Printing @ The UPS Store
Bergstrom Financial Services
Big O Tires
Brauck International.
Business Computer Associates
Cathy Steele Model & Talent
Conklin Bros.
Dark Indigo, Inc.
DCNS Computer
East Bay Regional Park District
East West Bank
Edward Jones Investments- Eunice Scholten
Electro Imaging Systems
Fitness 19
Forest Chiropractic
Golden Benchmark Insurance
Happy Fish Swim School
Harrison Accounting Group, Inc.
HERS Breast Cancer Foundation
Hope Station
Hopkins & Carley
Dr. Joseph Joly Chiropractic
Juice Plus- Jackie Kranich
Lee-Conwright & Hartley, LLP
Lowell King, Realty Experts
Music at the Mission Concert Series
Pan Pacific Bank
The Presidio Apartments
Realty Experts - William Hartkopf
Regis Homes of Northern California

Rental Housing Owners Assn.
Retail Tenant Source - Scott Capen
Gene Page
San Francisco Public Utilities Commission
Sequoia Manor
Sharks Ice at Fremont
Soroptomist Int'l of the Tri-Cities
Stopwaste.Org
Talan Chiropractic
Titan's Kingdom Doggie Daycare & Vacationing Resort
Wal-Mart - Osgood Road

2+ Years

AAUW Fremont Branch
Abode Services
Alameda County Vocational Program
All Ways Towing & Transport
Alliance Credit Union
Appian Insurance Services
Better Homes & Garden Real Estate; Mason McDuffie- Hilda Furtado
Bob's Foam Factory, Inc.
Budget Truck & Car Rental
Center for Behavioral Safety, LLC
Chase Suite Hotel
Dr. Roland Chew, DDS
Choi's Martial Arts
Classic Graphics
DJ Refrigeration & Air Conditioner
Eden I&R, Inc.
Edward Jones - Linda Snyder
Ellis Eye & Laser Medical Center
Firestone Complete Autocare
Fremont Elks Lodge
Fremont Hills Assisted Living
Glacier Ice Company
Kinders Meats Deli BBQ
Randhawa Dental
Rotary Club of Mission San Jose
Staffing Network, LLC
Staples

State Farm Insurance- Bay View AFO
T&H Computer, INC.
Univ. of SF East Bay Campus
Vida Y Vino Wine Bistro
Washington Township Medical Foundation
Write Place

1 Year

Alameda County Express Lanes
Alameda County Vocational Program
American Laser Centers
Artery Network, Inc.
ASR - The Sunroom Company
Aussie Pet Mobile Fremont
Bath Fitter
Bay Area Short Sale Solution
Blue Star Electronics, Inc
The Business Labs
Comfort Inn-Fremont
HSBC Bank-Warm Springs
Lifemark Group / Chapel of the Chimes
Metabyte, Inc.
Mission Hills Gallery
National Federation of the Blind
New Era Distribution, Inc.
On Lok SeniorHealth
Real Goods Solar
Sport Clips
Sprint by Wireless Lifestyle
State Farm Insurance- Ninna Chugh
Stevenson Tire Service
US HOMES & LOANS- Azar Hanna
Your Coffee Cups

Congratulations to our members who have reached these milestones

Member News

BART Board Announces New General Manager

Transportation professional Grace Crunican was appointed the new BART General Manager at a Special Board meeting on August 31, 2011.

According to BART Board President Bob Franklin, Crunican brings 32 years of experience and a transparent and inclusive approach, ideal qualities to lead the BART organization in providing safe and reliable transportation service for its passengers and the communities of the Bay Area.

"I believe any endeavor is stronger through partnerships," Crunican said. "I will work to build those partnerships from the first day of my job. This includes reaching out to BART's customers, the communities BART serves, employees and other stakeholders. As BART's General Manager, I will coordinate with other regional transit agencies, planning and funding organizations, and our partners at the local, regional, state and federal level to enhance the services we provide daily."

In her new position, Crunican will oversee operating and capital budgets totaling \$1.4 billion and lead the approximately 3,100 BART employees who serve about 350,000 riders each weekday with service at 44 stations in four counties.

AC Transit Wins Award for Finance Reporting

For the third year in a row, AC Transit has been given a Certificate of Achievement for Excellence in Financial Reporting, by the Government Finance Officers Association (GFOA). The award is the highest form of recognition in the area of government accounting and financial reporting, and is considered a significant accomplishment by a government agency and its financial manager.

The agency's comprehensive annual financial report (CAFR) has been judged by an impartial panel to meet the high standards of the program, including demonstrating a constructive "spirit of full disclosure to clearly communicate its financial story and motivate potential users and user groups to read the CAFR."

"As a public agency, we are very proud of this honor as it demonstrates how hard we work to produce information that is concise and yet easily understood and readily accessible," said AC Transit's Interim General Manager Mary King. "Transparency is important to us so we endeavor to be as

open as possible. This award validates our efforts and suggests that we are doing things right."

GROCO Named as one of the Nation's Top Ten Fastest Growing Accounting Firms

Greenstein, Rogoff, Olsen & Co. (GROCO), one of the top accounting firms in the San Francisco Bay Area, is proud to announce that it has received prestigious recognition as one of the "10 Fastest Growing Accounting Firms" in the nation by INSIDE Public Accounting Magazine (IPA). In addition to this honor, they received recognition as one of the "Top Five Fastest-Growing" firms by region, and "Top Five Fastest-Growing" firms by revenue (\$5-10 million) in the nation.

"GROCO is honored to receive this recognition," says Alan Olsen, Managing Partner of Greenstein, Rogoff, Olsen and Co. "The firm has been able to see continuous growth, despite our nation's economic challenges. This award is a reflection of our dedicated team of partners and staff who enable us to achieve this great accomplishment."

Greenstein, Rogoff, Olsen and Co. was selected from more than 400 participating companies based solely on their performance in specific areas of management and growth.

Collectively, the firms who participated in IPA's annual survey this year had an average growth rate of just 0.85%. Only 6% of firms that participated this year turned in a double-digit organic growth rate – a sharp comparison to just four years ago when it was the norm rather than the exception. In 2011, the ten fastest-growing firms in the nation, as named by IPA, are turning in double-digit growth during a time when many considered it to be nearly impossible.

With offices in Fremont, Palo Alto, and San Francisco, GROCO specializes in accounting and consulting services to leading Venture Capital partners and emerging companies in the Silicon Valley. Expert services include income tax planning, income tax preparation, strategic business consulting, business valuations, bill paying, estate planning, estate administration, trustee services, financial statement preparation, and much more. For more information, visit www.groco.com.

Kidango Receives Grant from the David and Lucille Packard Foundation

Kidango announced today that the Early Childhood

Education Teacher Pathway Project Collaborative (ECE Collaborative), of which Kidango is a member, has received a \$100,000 planning grant from the David and Lucille Packard Foundation. The grant, which was awarded to Kidango as the lead agency, will allow the Collaborative to plan and develop a new approach to workforce development in the early education field, based on a successful model in Los Angeles. Other members of the Collaborative are California State University East Bay, Chabot Community College, the Alameda County Child Care Planning Council, and the Davis Street Family Resource Center.

"Research shows time and again how critical these early years are in a child's development and that quality early learning environments pay huge dividends in later academic success and quality of life," said Kidango Executive Director Paul Miller. "However, children have limited access due to many factors, including the difficulties of finding qualified early education workers - who often have little incentive to stay in early childhood education jobs as a career."

Kidango currently serves over 2,500 children daily in nine cities located in Alameda and Santa Clara Counties, and has over 500 employees. For more information please contact Paul Miller, Executive Director at 510-897-6924 or pmiller@kidango.org.

Abode Services Awarded 7th 4-Star Rating from Charity Navigator

Abode Services was recently awarded its seventh consecutive 4-star rating (the highest rating) by non-profit evaluator Charity Navigator.

Ratings provide a representation of how efficiently an organization uses its resources to accomplish its mission. Only 2% of the approximately 5,500 organizations that Charity Navigator rates have consistently received four stars over a seven-year period.

More information regarding Charity Navigator's scoring methodology can be found at www.charitynavigator.org.

Stop Waste at Work Contest Launches throughout Alameda County

People who work in Alameda County will have the chance to prove their recycling prowess – and win prizes by participating in StopWaste.Org's Stop Waste at Work Contest. The contest gives employees of commercial businesses, as well as civic

organizations and nonprofits, the chance to be rewarded for properly sorting their office waste.

From October through November, individuals who work in Alameda County can participate and become eligible to win prizes by pledging to sort their office waste properly and encouraging co-workers to do the same. People can pledge directly by liking StopWaste.Org's Facebook page and clicking on the contest tab. Here, followers will also be provided with contest updates, helpful tips and other useful information about recycling at work. It is also possible to pledge directly through the stopwasteatwork.org web site.

Pledge winners will be chosen at random, with one winner announced weekly. Weekly pledge winners will receive gift cards to Ace Hardware, BART, Jamba Juice, Peet's, REI or Whole Foods.

In addition, the Stop Waste at Work Contest Prize Crew will travel to randomly selected businesses throughout Alameda County to sort through their garbage and reward those who are doing an exceptional job of recycling. Those businesses deemed to be accurately separating their recyclables, food waste and other compostables (where service is available) are eligible to receive an office pizza party, valued at \$100. One winning business will be announced per week.

"We are making great strides in reaching our goal of achieving 10 percent recyclables and compostables in the garbage bin by 2020. We have already begun encouraging and rewarding recycling in the home and this has made a significant contribution to our efforts. It is a natural progression to begin rewarding recycling in the workplace, and we believe that this is an important step in further inspiring Alameda County residents to realize – and ultimately surpass - this goal."

To learn more about the contest and to make an online pledge to do your part to reduce waste by recycling and composting at work, visit www.StopWasteatWork.org.

Tri-City Health Center Moves its Executive Office

The Tri-City Health Center has moved its corporate office to a new location at: 39465 Paseo Padre Parkway, Suite 3400, Fremont, CA 94538. This move will enable Tri-City Health Center to grow in order to support its mission and offer better service for the community.

Mission Valley ROP Pharmacy Technician Program Earns Program of the Year Award

Mission Valley ROP recently announced that its Pharmacy Technician program was named the 2011-2012 Pharmacy Technician Program of the Year by the California Pharmacy Technology Association. This is the second year in a row that this Mission Valley ROP program has been honored with this prestigious award.

The award is given in recognition of achieving professional and high quality standards in educational and career advancement. "The Pharmacy Technician program has been consistently preparing students for a crucial line of work in our community," said Mission Valley ROP Superintendent, Pete Murchison. "This award serves as a testament to the skills of our instructor, Henry Antipuesto, and his ability to connect with students and maintain valuable industry advisors who validate our program's viability."

Mission Valley ROP (MVROP) is the regional occupational program for the tri-city area and has been has been instrumental in preparing students for successful business, medical, and technical careers.

For the latest news and information about MVROP, visit www.mvrop.org.

Purfresh Named One of the Most Promising Cleantech Companies in the World for Third Consecutive Year

Purfresh, a leading provider of clean technologies that purify, protect, and preserve the global food supply chain, today announced it has been named in the prestigious 2011 Global Cleantech 100, produced by Cleantech Group, a leading research firm focused on global cleantech innovation.

The Global Cleantech 100 list highlights the promise of private clean technology companies from all around the world, focusing on those companies that are most likely to make the most significant market impact over the next five to ten years. 4,274 companies were nominated this year from more than 45 countries, and an expert panel selected the top 100, from 16 countries.

"We are honored that Purfresh has been named to the prestigious Global Cleantech 100 list for the third consecutive year," said David Cope, President and CEO of Purfresh, Inc. "This acknowledgment validates our commitment and leadership role in the agricultural industry and dedication to

Member News

from page 6

provide clean, science-based solutions without the use of harmful and undesirable chemicals.”

Designed to purify, protect, and preserve fresh produce, Purfresh’s solutions couple proven science with advanced technology to optimize the quality and safety of produce as it moves from the farm to the consumer.

For more information, visit www.purfresh.com or www.intellipur.com, and follow Purfresh on Twitter and Facebook.

Kaiser Permanente Ranks Highest in 2011 J.D. Power and Associates Employer Satisfaction Study

Kaiser Permanente has announced that employers ranked the organization’s health plan the highest among fully insured commercial health plans in the J.D. Power and Associates 2011 U.S. Employer Health Insurance Plan StudySM. The organization received top marks across five key areas that affect employer satisfaction with carriers, including employee plan service experience; account servicing; product offering/benefit design; problem resolution; and cost/cost management.

Based on a 1,000 point scale, Kaiser Permanente received 714 points — well above the overall satisfaction index average of 671.

Tri-City Health Center and Kidango Announce New Partnership

Through grant funding provided by Every Child Counts/First 5 Alameda County’s Community Grants Initiative, Tri-City Health Center (TCHC) will implement their “Bright Smiles” dental program at twelve Kidango Child Development Centers in Fremont, Newark and Union City.

Through this new collaboration, TCHC will provide dental health promotion and preventive services to over 900 low-income children ages 0-5 years from families that are most likely to experience dental disparities. Additionally, TCHC will provide access to dental services through referral/enrollment into Medi-Cal/dental insurance and follow-up care through their dental office for Kidango families.

“Kidango is excited to partner with TCHC to provide families with children enrolled in our centers with additional resources to help them lead healthy lives. Without this

service, many of our families would not have access to quality dental services and educational opportunities to promote their children’s oral health,” said Paul Miller, Kidango’s Executive Director.

Tri-City Health Center (TCHC) is a non-profit, Federally Qualified Health Center, providing high-quality medical care to over 22,000 low-income, uninsured, and homeless residents living in southern, central, and eastern Alameda County, California. For more information, visit www.tricityhealth.org.

As a leader in early education and child development, Kidango offers a wide variety of programs to meet the diverse needs of children 0-5 years of age and their families. For more information, visit www.kidango.org.

Abode Services Receives Challenge Grant from Sobrato Family Foundation

Abode Services, one of the largest organizations providing housing services to homeless individuals and families in the Bay Area, announced today that it has received a challenge grant of \$102,500 from the Sobrato Family Foundation of Cupertino, California.

The grant, which is to be paid over a two-year period, will be dedicated to general operating expenses. The Foundation will match \$50,000 in new or increased cash donations from non-governmental sources made to Abode Services between July 1, 2011 and June 30, 2012.

“Abode Services believes that everyone should have a home,” said Louis Chicoine, Executive Director of Abode Services. “This generous grant from the Sobrato Family Foundation will be tremendously helpful as we work every day to assist people in our communities in making a successful transition to stable housing.”

For more information or to participate in this fundraising challenge, contact Carol Arata, Director of Development, at 510-651-7409 ext. 203, or visit www.abodeservices.org to donate online.

‘Every Veteran Home’ Program Receives \$1 Million in Federal Funding

The Veterans Administration has awarded the Alameda County Coalition for Veteran Families, a group of four non-profit organizations that offer housing and support services in Alameda County, a \$1 million grant for the coalition’s ‘Every Veteran Home’ Program. The goal of this program is to re-house veteran families who are currently homeless, and to

prevent future homelessness among re-housed and at-risk families by helping them access the services they need to maintain stable, self-sufficient housing.

The coalition is led by Abode Services, an organization with 22 years of experience helping homeless families and individuals achieve stability and independence. Abode Services will coordinate with Operation Dignity, LifeLong Medical Care, and Building Futures with Women and Children. Coalition partners will use their combined resources to provide veteran families with housing and services, including rent and deposit assistance, case management, and primary and mental health care.

“As of this past January, there were approximately 500 homeless veterans in Alameda County,” said Abode Services Director of Housing Vivian Wan. “This grant from the VA will be a tremendous step toward ensuring that these veterans and their families can access the services they need to avoid or leave homelessness. ‘Every Veteran Home’ isn’t just the name the coalition chose for the program – it’s our vision, too.”

City of Fremont launches Toastmasters program and Invites Business Members to Join

Discover Your Confidence! The City of Fremont has launched a Toastmasters club and invites

you to join City staff and other community members in learning how to feel confident in delivering successful presentations. The Club meets every second and fourth Thursday of the month, from noon to 1 p.m. The remaining 2011 meetings are: Oct. 27 (OPEN HOUSE EVENT. Please RSVP); Nov. 10 & 19; Dec. 8 & 15. Toastmasters has been around for more than 80 years and offers a proven and enjoyable way to practice communication and leadership skills. Please contact Maya Williams at mwilliams@fremont.gov or 284-4013 for more information.

Beware of the Tax Traps that Lie Ahead



by Alan L. Olsen
Greenstein Rogoff Olsen & Co.
LLP

Are the rich paying enough in tax? With high net worth individuals facing multi-million dollar tax bills, this issue is debatable, but the point of the matter is that with the rising federal deficit, Uncle Sam will be looking for more ways to put national spending in line with annual tax revenues. Tax hikes from prior legislation are already in place and new increases are on the horizon.

Here are some of the upcoming tax hikes to be aware of:

1. Social Security tax to increase on January 1, 2012

A temporary 2% cut in the social security tax will expire on January 1, 2012. If a person is earning \$106,800 or above (maximum wage subject to Social Security), they will see a tax hike of \$2,136. The additional tax will raise an additional \$111 billion in social security tax revenue.

2. AMT Tax to increase

The AMT patch was signed into law on December 17, 2010. The temporary patch raised the AMT exemption to \$74,450 for 2011 for married joint filers and \$48,450 for single filers. This patch will expire

at the end of 2011, returning exemptions to the 2000 levels of \$45,000 for joint filers and \$33,750 for single filers[1].

3. Capital Gain rates set to expire

For taxpayers who fall above the 15% tax bracket, the capital gains tax rate for non-corporate taxpayers is currently 15%. This rate will expire at the end of 2012 unless changes are made by Congress, bringing the capital gain tax rate up to 20%.

4. Gift and Estate tax rates to increase

With the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010, when an individual dies, estates are currently taxed at a 35% rate with a \$5 million exemption per individual. As of January 1, 2013, the estate tax rate will increase to 55% and the exemption will drop down to \$1 million, unless changes are made by Congress.

5. Qualified Small Business Stock tax exclusion to expire

The Tax Relief Act currently allows a 100% gain exclusion for Qualified Small Business Stock purchased after September 27, 2010 and before January 1, 2012. This tax cut will expire at the end of 2011. Also, the stock must be held for over 5 years to qualify [2]. For stock purchased after 2011, the exclusion is 50% [3].

6. Health Care surtax coming on January 1, 2013.

The Healthcare Reform Act brings with it a 3.8% tax on investment income. Those with salaries above \$250,000 (married filing jointly status) will have to pay the tax on the lesser of the \$250,000 threshold amount (for married filing jointly) or 3.8% of the investment income. The threshold

amount is different for different filing statuses. Additionally, the Medicare tax will increase by 0.9% [4].

7. Expiration of 2001 and 2003 Bush tax cuts

The Economic Growth and Tax Relief Act (EGTRAA) and the Jobs and Growth Tax Relief Reconciliation Act of 2003 (JGTRAA) were extended until the end of 2012. These tax cuts will expire in 2012, so be on the lookout for an increase in taxes in 2013.

As you begin your tax planning for the 2011 taxable year, make sure to take advantage of tax cuts that are available before they expire. Contact a qualified CPA to assist you in your tax planning.

[1]What is the latest news about AMT legislation in Congress? Mystockoptions.com. August 2011. Web.

[2]Important 2011 Tax Changes. Byers, Byers, and Associates. Web. Aug. 2011.

[3]Expiration of the Bush Tax Cuts. Tax Policy Center. Web. Aug. 2011

[4]Current Planning to Avoid the Future Health Care 3.8% Surtax. Weiser Law Group. Web. Aug. 2011.

Alan L. Olsen (CPA, MBA) is Managing Partner at Greenstein, Rogoff, Olsen & Co., LLP, a leading CPA firm in the San Francisco Bay Area. With more than 25 years of experience in public accounting, Alan works with some of the most successful venture capitalists in the world, developing innovative financial strategies for individuals and businesses. Olsen is also host of KDOW’s American Dreams: Keys to Life’s Success Radio Show. For more information about Greenstein, Rogoff, Olsen and Company, visit www.groco.com.

Five Ways to Avoid Lawsuits



by Gautam Dutta, Attorney

Disclaimer: This column does not provide legal advice and does not create an attorney-client relationship. Please consult with a lawyer to discuss how best to handle your specific legal issue.

As civic leaders, we care not only about the success of our business, but the welfare of our clients, staff and community-at-large. And as a lawyer, I will be the first to state the obvious: many of you would rather get a root canal than see a lawyer.

On that note, I would like to share five time-honored ways to minimize your legal budget:

1. Treat your customers and business partners with candor and respect.

Goodwill will not only improve your bottom line, but could save you from being served with a lawsuit. Contrary to conventional wisdom, it's not "fun"

to take a case to court: most people try to avoid doing so at all costs. The bottom line: if someone feels that he or she has been treated with respect, he or she will be less likely to sue – and will be far more willing to compromise.

2. Listen to your staff's concerns.

A respectful relationship with your staff will not only boost morale, but nip potential problems in the bud. People seek out a lawyer only as a last resort. If your staff have concerns, it is important to hear them out. By keeping an open-door policy with your staff, you can help ensure that you (and not a lawyer) will be the first person that they approach when a serious issue arises.

3. Confirm "handshake" deals with a short email.

Because business relationships are based on trust, sometimes it may make sense to seal some agreements with a handshake. But as Ronald Reagan was fond of saying: Trust, but verify. If a particular part of the agreement was critical to a deal, you should memorialize it in a short email to the other party – immediately after the deal has been struck. This will not only ensure that everyone is on the same page, but help prevent misunderstandings that could later lead to costly litigation.

4. Imitate, but don't infringe.

Imitation is the highest form of flattery – until you are accused of infringing a copyright or patent. Today, every business must have a robust online presence. But when designing your website, make sure to dot your i's and cross your t's – because many photographs and images that are publicly available are copyrighted. If you use them without permission, you could face stiff penalties.

5. Don't sue (unless it makes business sense).

Beyond costing thousands of dollars, lawsuits divert time and energy away from your business. Before you file a lawsuit, ask yourself (and your lawyer) two questions. First, do we have a case? And second, does it make business sense to sue? If the answer to the second question is no, you should strongly consider other alternatives.

A Yale and Georgetown-trained attorney, Gautam Dutta has served as an Enforcement Attorney with the U.S. Securities and Exchange Commission and as a Tax Attorney to former State Board of Equalization Chair (and current State Controller) John Chiang. He currently practices business and election law and can be reached at dutta@businessandelectionlaw.com or at (415) 236-2048. For more info, visit his website at www.BusinessandElectionLaw.com.

SEVEN Effective Ways to Improve Your Existing Recycling Program



by Janet Smartt
StopWaste.Org

recycling alongside other day-to-day notices such as safety messages and upcoming events.

4. Broadcast Email: A simple email to tenants and/or staff outlining how and what to recycle (i.e.—paper, bottles and cans, food scraps/organics) will help reinforce the recycling education message. Resending an email quarterly will help keep interest up about the program and confirm that recycling is still in place. Where emails aren't practical, a simple flyer sent or posted periodically will keep participation in place.

5. Tenant Liaison Meetings: If you have regular staff or tenant liaison meetings, these are a great venue for periodic reminders about the recycling program, questions about what goes where, and to hear feedback, ideas and requests to improve the system. Discussion assures continued success.

6. Newsletters: A short article that includes your views on green business is one way to reach staff or tenants. You can also mention the progress the program is making and any milestones that have been reached. Participants enjoy seeing numbers improve, and non-participants are encouraged to participate when they see their colleagues separating their recyclables and compostables.

7. Recycling Roll-out Presentations or Lobby Displays:

Place or staff a display in the lobby to give out information about what can be recycled and where to put it. Place the booth in a high traffic area at a time of the day when most employees will pass by, perhaps 7:30 – 9:30 AM. The booth could have posters and simple brochures explaining the program, samples of the recycling bins used, as well as samples of what can and cannot be recycled. The StopWaste Partnership staff is available to provide free short presentations about your recycling program. This could also be hosted at corporate parties or social events such as the summer BBQ.

With easy-to-read signs, a little training and follow-up communication, any business can increase recycling rates and employee/tenant engagement. Everyone feels good about recycling at work!

Janet Smartt is a program manager with the StopWaste Partnership. Fremont Chamber members interested in setting up their own waste reduction program are invited to contact the StopWaste Partnership for free expert advice, site-specific consulting, staff and/or tenant education, and grants for purchasing recycling and food scrap bins. Contact Partnership@StopWaste.Org or visit www.StopWastePartnership.Org to learn more.

When it comes to recycling and compostables collection, business owners and building managers often face one of two hurdles: low recycling program participation or trash contaminating the recycling and food waste bins. It's possible to increase participation rates, decrease contamination, and lower costs for everyone involved. With simple, straightforward education, employees, tenants and janitors will know what goes where. Here are 7 actionable strategies used by successful businesses. Use these as a checklist, or pick and choose the strategies that will work best for your organization.

1. Signage Over Recycling

Bins: Post signs and placards. Signs are important to convey which materials go where, and to help the janitorial staff return the bins to the correct locations. Color coding the signs and bins is helpful as well: green for food scraps and other "organic" compostables such as paper towels; blue for recycling paper, plastic, bottles and cans; and black or gray for garbage to landfill. Signs should also be posted at final collection facilities such as the trash compactor or recyclables trailer to ensure that materials are not improperly mixed after collection. Use signs and stickers with pictures, and consider Spanish or other languages as needed. Visit www.stopwaste.org/partnership/freeresources to download posters and order free stickers at www.stopwaste.org/orderonline.

2. Training & Incentives: Train staff and/or tenants and janitors on the enhanced recycling program (e.g., placement of bins in strategic locations around the floor, importance of proper separation of recyclables from non-recyclables, location of signage) and any associated incentive program if applicable. Check with your recycling service provider(s) on important details such as using clear bags for the food waste bin liners and which biodegradable products are truly compostable.

3. Bulletin Boards: Post recycling reminders in break rooms and bulletin boards for general announcements. This will serve to reinforce the importance of

Miner Differences

from page 1

gain this information, the important thing to recognize is that one's default leadership style may not be the most appropriate for the situation in which one is leading.

For example, the Martin Luther King "I Have a Dream" speech lies in stark contrast to President Reagan's State of the Union address on the day of the Space Shuttle Challenger disaster in 1986. However, both men delivered equally effective and powerful speeches that were intended to produce very different results. Specifically, one was intended to unite and rally a nation to action, the other was intended to unite and console a nation in grief, with the ultimate goal of seeking acquiescence for the Space Shuttle program to continue.

These speeches teach us the importance of not only defining the specific result we are seeking from those we are leading, but also the need to define what we want people to: a) know, b) believe (think), and c) feel (emotion) in order to achieve that result. It is attending to others' beliefs and feelings that will help us to develop as leaders who are routinely authentic, affirming, acknowledging, adaptable, and attuned.

In the case of the San Jose Mine, it was clear that the desired

result was to successfully extract the thirty-three miners from the mine alive and well. It was also clear that the leaders wanted us to know precisely how this would be accomplished (the technical plan). Motivation, however, came from much more than knowledge.

The expression of leadership in Chile made us believe a successful result was possible and made us feel hopeful in the outcome that eventually resulted 70 days later. It was these beliefs and feelings that provided on-going motivation for not only the trapped miners and the selfless rescue teams, but also an entire nation. Indeed, people worldwide were inspired even though the immediate personal consequences that are typically needed to motivate humans did not exist. That is, *esperanza* (hope) was not inherent to the situation. Instead, it was carefully crafted into an effective leadership message of faith — hope in things not yet seen.

I have tried to accomplish a similar thing with my message here. Specifically, in this two part series, I wanted you to first know the 5 characteristics that define the effective expression of leadership. Then I wanted you to become familiar the importance of considering beliefs and feelings in your leadership messages as a means of inspiring others. I have

tried to present this information in a manner that makes you believe these factors are important and will make you a better leader. Moreover, my examples were intended to make you to feel excited and enthusiastic about using this information to craft your leadership messages. Finally, the result I seek is that you use this information when crafting your next message as a leader. A successful outcome for you will then increase the likelihood that you continue to do so.

This article is the second of a two-part article series by Thomas E. (Ted) Boyce, Ph.D., President and Senior Consultant with the Center for Behavioral Safety. The first part appeared in the July 2011 Business Review, titled "Characteristics of Effective Leaders."

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