

BUSINESS REVIEW

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Volume 15 Number 3	Decision 2014: The Election Issue	October 2014
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Chamber Urges a Yes Vote on Prop 2

Measure promotes stability and predictably within the fiscal environment

The November 4th ballot has six state propositions on it. It is the responsibility of the Government Affairs Committee (GA) of the Fremont Chamber of Commerce to review these measures and recommend a position to the Chamber Board of Directors. The GA Committee may recommend a position of support, opposition or neutrality to the Board, but it is the Chamber's Board of Directors that ultimately determines the Chamber's position on a given measure. In order for the GA or the Chamber Board to take a position on a ballot measure, the position

requires support from 2/3rds of voting body. In determining whether to take a position on a state measure, we consider the measure's impact on the cost of doing business, potential for job creation, workforce development, critical infrastructure or the health of the local and state economies. In some cases, it is obvious that the measure will have a direct impact on our business community and economic development efforts. In other cases, the impact may be less direct or there may be significant disagreement within our

local business community as to the cost/benefit of the measure. It is these latter cases where the GA Committee and Board may choose to remain neutral. The Chamber Board has voted to take positions on one of the measures on the November ballot. A summary of the measure follows, along with the Chamber's rationale for its position. Although the Chamber does not officially have a position on the other ballot measures, we urge all citizens to become informed about the issues and exercise their right to vote (see sidebar story page 3).

Proposition 2: SUPPORT
State Budget. Budget Stabilization Account. Legislative Constitutional Amendment.

Summary: The California Proposition 2, the Rainy Day Budget Stabilization Fund Act is on the November 4, 2014 ballot in California as a legislatively-referred constitutional amendment. The measure was formerly known as Proposition 44. The measure would alter the state's existing

—Proposition 2
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Chamber position: YES on Measure BB

Both state and local ballot measures can impact our local business community and economy, but it is often local measures that most directly impact how attractive an area is to businesses and employees alike. On the November ballot, there is one measure that will impact the infrastructure in our area. We encourage you to vote "yes" to support a strong business climate.

Measure BB: SUPPORT
Transportation Sales Tax Measure

Summary: Measure BB would extend the existing sales tax until 2045 and increase the tax to a total of 1%. Alameda County currently collects a 0.5% sales tax. More specifically, Measure BB will provide funding for the Alameda County Transportation Expenditure Plan (TEP). In January of 2014, the governing body of the Alameda County Transportation Commission (Alameda CTC) approved the 2014 Alameda County TEP which includes a set of transportation projects and programs that would receive funding if voters approve Measure BB.

The plan, developed with considerable stakeholder input, is intended to address critical transportation requirements for an integrated, reliable, efficient multi-modal transportation system throughout Alameda County.

Background: In 2000, Alameda County voters approved Measure B, a ½-cent sales tax dedicated to specific transportation improvements throughout Alameda County. This tax is currently set to expire in 2022. Alameda CTC administers Measure B funds to deliver essential transportation improvements and services.

The county tried to pass a similar measure in 2012 called Measure B1, which proposed an identical tax rate and an expenditure plan with similar goals. Measure B1, however, would have implemented a permanent tax, rather than the 30 year limited tax proposed by Measure BB. The narrowly defeated measure

—Yes on Measure BB
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Fremont Chamber of Commerce Receives CEC Grant

Strategic partnership will facilitate deployment of EV charging stations

By Cindy Bonior, CEO
Fremont Chamber of Commerce

The Fremont Chamber of Commerce, along with partners Gridscape Solutions, Delta Products Corporation and Prologis, is pleased to announce that the California Energy Commission (CEC) has awarded a grant of \$305,352 for the building and installation of two DC Fast Charging stations and twelve Level 2 Charging stations at the Bayside Business Park in Warm Spring, Fremont.

"We are active in economic development and are committed to achieve this goal in a responsible and sustainable way," said Cindy Bonior, president and CEO, Fremont Chamber of Commerce. "We believe that the addition of charging stations will be an important amenity for business and is critical to our progress and success in this goal."

Fremont residents and businesses have long been early adopters of environmentally friendly technology. Approximately

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

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Staff

Cindy Bonior, President & CEO,
 510-795-2244, ext. 106,
 cbonior@fremontbusiness.com

Aaron Goldsmith, Dir. Gov’t & Comm Affairs,
 510-795-2244, ext. 107,
 agoldsmith@fremontbusiness.com

KK Kaneshiro, Dir. Member Services,
 510-795-2244, ext. 103,
 kkaneshiro@fremontbusiness.com

Alice Piper-Morris, Membership Account Executive,
 510-795-2244, ext. 104
 apiper-morris@fremontbusiness.com

Napoleon Batalao, Dir. Digital Communications,
 510-795-2244, ext. 102,
 nbatalao@fremontbusiness.com

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Chairman's Circle

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



CEC Grant—

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30% of electric vehicles registered in Alameda County are in Fremont. In 2013, CVRP rebates jumped 300%. According to Rachel DiFranco, Sustainability Coordinator for the City of Fremont, the Bay Area is home to 37 percent of the plug-in electric vehicles in California with nearly 29,000 vehicles. With over 1,900 of those vehicles owned by Fremont residents, Fremont alone is responsible for 30 percent of all of the electric vehicles in Alameda County. In fact, Fremont’s 94539 zip code has more EVs than any other single zip code in California!

Despite the higher demand, the growing popularity of EV’s has left Fremont underserved in terms of publicly available charging stations.

“Fremont is the 4th largest city in the Bay Area and currently has only three publicly available DC fast charging stations”, says Vipul Gore, President and CEO of Gridscape Solutions. “The availability and easy access to both CHaDeMo and SAE Combo DC Charging stations at this park is going to be a boon to EV drivers looking for corridor and destination charging.” Supporting electric vehicle infrastructure is one key way to facilitate the adoption of cleaner methods of transportation, helping to achieve the stringent community-wide GHG emissions reduction goal of 25 percent by the year 2020.

The charging stations will be located at Prologis-owned buildings at the Bayside Business Park in Fremont’s Innovation District. Bayside Business Park is at the southern edge of Fremont, at the confluence of I-880 and I-680, two of the Bay Area’s busiest commuting routes. This strategic location provides quick access for commuting drivers and employees at the park.

“We’ve seen a notable increase in electric vehicle use in the business park and our customers are asking about charging station options,” said Matt Drury, vice president, leasing officer of Prologis in Fremont. “We are glad to provide alternative energy options for the community, and are thankful for the support from the Chamber, the City of Fremont and the CEC.”

Ground breaking for the charging stations is scheduled to take place in December with an anticipated completion date in the spring of 2015. “The Chamber and our partners are very excited to collaborate on the deployment of additional charging stations in Fremont,” said Bonior. “The additional stations will provide for increased usage of electric vehicles and position Fremont for future sustainable growth.”

Proposition 2—

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requirements for the Budget Stabilization Account (BSA), as established by Proposition 58, and establish a Public School System Stabilization Account (PSSSA). The BSA is a rainy day fund.

The BSA would be funded yearly by 1.5 percent of general fund revenue and, in some years, revenue from capital gains taxes when those taxes are particularly high. The second funding stream kicks in when capital gains taxes exceed eight percent of general fund revenues. The BSA is capped at 10 percent of general fund revenues.

Prop 2 has spending limits and requirements as well. 50 percent of the BSA funds can be diverted but only to pay for budgetary loans and unfunded state pension plans. The Legislature can only appropriate BSA funds for general use if the governor calls a budget emergency.

Additional information: California, due to its various tax structures, has exceedingly erratic revenues. During the year before the 2008 recession, the state enjoyed a revenue spike of more than \$7 billion. Rather than stocking away the excess, the legislature spent every penny of it - resulting in a final budget of nearly \$103 billion that year. The following fiscal year, the stock market crashed and revenues plummeted to just under \$83 billion, a 20 percent drop in a single year. The state’s weak reserve policy could not make up the gap. To balance the books,

the state cut \$8 billion out of education alone.

Capital gains are even more volatile as a revenue source. From 2004 to 2014, capital gains revenues ranged from 10.7 percent of general fund revenue to as low as 3.5 percent.

Fiscal impact if passed: State should be able to weather variations in revenue from year to year in the future better than in the past. Some existing state debts would be paid down faster, resulting in long-term savings for the state.

Chamber Recommendation: SUPPORT. Although we have significant ongoing concerns about the state’s budgeting process and challenging business climate, the Fremont Chamber believes that Prop 2 is a small step towards addressing systematic problems with the state’s fiscal health. The measure is not a magic bullet but part of an on-going process. Voters should support this measure and stay engaged to see what steps the governor and the legislature do next to improve the stability of the state’s finances. As business people, measures that promote stability and predictably within the fiscal environment should provide some security and benefit to those who wish to plan ahead for business purposes.

VOTE YES ON PROPOSITION 2.

Connection Clubs

Four groups meet on 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.

M	T	W	Th	F

Tuesday Noon

Tuesdays at Noon @ El Patio
 Chair: Karen Harry (510) 552-1499
 Vice Chair: Jean Ingrassia
 (510) 368-3372

Thursday AM

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

Connect 2 Succeed

2nd & 4th Thursdays at 11:45a.m. @ El Patio
 Co-Chair: Brandon Sass
 (510) 996-3073
 Co-Chair Elise Balgley
 (510) 791-1888

Friday AM

Every Friday at 7:15a.m. @ The Original Pancake House
 Chair: Dan Kisner (510) 791-5790
 Vice-Chair: Melissa Fields
 (510) 796-8300

Calendar of Events

October 2014

- 22 Government Affairs Committee Meeting**
7:30 a.m., Chamber Conference
- Kaiser Permanente Mixer**
5–7 p.m.
39400 Paseo Padre Pkwy., Fremont, CA 94538
(510) 248-8000
They're not your typical health care provider; they're here to give the care and coverage you need to thrive. They partner with you so you have the knowledge and tools to manage your health – inside and outside the doctor's office. They also partner with communities to help them thrive with farmers' markets, fitness events, and other initiatives.
- 24 Fremont Street Eats - Last Event for the Season**
4:30 p.m. – 9 p.m., Capitol Avenue between Liberty and State Streets
Join us for great food and family fun.
- 31 State of the State Luncheon**
Noon – 2 p.m. (Check-in: 11:30 a.m.)
Marriott Fremont Silicon Valley
Advance registration required

November 2014

- 4 Election Day**
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 5 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Fremont Flowers Mixer**
5–7 p.m.
36551 Fremont Blvd., Fremont, CA 94538
(510) 797-1136
Fremont Flowers is a family-owned business established in 1956. Their superb quality flowers, creative designs, value, and professional service are key to their success. The 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
- 6 Business Building Seminars**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- 11 Veteran's Day**
Chamber Office Closed
- 14 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 17 Chamber's Annual Toy Drive Starts**
Drop off point - Chamber Office
- 18 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 19 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Membership Bootcamp**
11:30 a.m., Chamber Conference Room
- Mixer – Location TBD**
5–7 p.m.

- 20 Leadership Fremont**
8:30 a.m., City Hall, Ardenwood Room
- 21 Leadership Fremont Steering Committee**
8 a.m., Chamber Conference Room
- 26 Government Affairs Committee Meeting**
7:30 a.m., Chamber Conference Room
- 27-28 Thanksgiving Holiday**
Chamber Office Closed

December 2014

- 3 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- D&D Designs & Screen Printing, LLC Mixer**
5–7 p.m.
Location TBD
Like many young companies, it all started in a garage. After their combined years working in the screen printing industry, we knew there was a level of customer service missing in the industry. With a homemade wooden screen printer and a daring client willing to take a chance, D&D Screenprinting was born. Soon after, word about our commitment to quality products and customer satisfaction spread throughout the Bay Area and beyond. Today, we operate from their high performance facility in Fremont, CA. Our staff consists of graphic designers, screenprinting specialists and customer support. We want to print you amazing shirts and make it as easy as possible to turn your vision into reality.
- 4 Business Building Seminars**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- 9 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 10 Fremont Chamber of Commerce Holiday Mixer**
5–7 p.m.
39488 Stevenson Pl., Ste 100, Fremont, 94539
(510) 795-2244
Join us for the annual Holiday Mixer festivities. Please bring a new and unwrapped toy for the Annual Toys for Tots drive. All toys collected stay here in the Tri-Cities area. Please help us make every child in the Tri-Cities to have a wonderful holiday.
- 12 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 16 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 17 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 18 Leadership Fremont**
8:30 a.m., Location TBD
- 19 Leadership Fremont Steering Committee**
8 a.m., Chamber Conference Room
- 24- Jan 2 Winter Holiday**
Chamber Office Closed

Visit our online calendar:
fremontbusiness.com



Voting Resources

Organizations offering biased and unbiased information about the upcoming election and accompany issues abound. Below are a few additional resources for you to turn to if you are looking for more information about the November 4th general election in California.

Government Links:

California Secretary of State - <http://www.sos.ca.gov/elections/>
Alameda County Registrar of Voters - <http://www.acgov.org/rov/>

General election information and analysis:

Ballotpedia - http://ballotpedia.org/Main_Page
The California Voter Foundation - <http://www.calvoter.org/index.html>
SmartVoter by the League of Women Voters - <http://www.smartvoter.org/>

Political Parties

Republican Party - <http://www.cagop.org/>
Democratic Party - <http://www.cadem.org/home>



Member Benefit: Mixers

Mixers are the fastest way to be known in the business community and still remain one of the most popular Chamber benefits. Mixers are a great way to stay in touch with colleagues and meet new contacts, and it is the perfect opportunity to educate attendees about your business and products. Successful mixers combine a fun atmosphere that fosters building new business relationships.

Mixers take place on the 2nd and 4th Wednesday of each month from 5 p.m. to 7 p.m. and are hosted at different member locations throughout the city. Chamber members may attend mixers at no charge. Non-members are encouraged to attend two mixers to experience Chamber membership, however non-members must join the Chamber as a member should they wish to continue taking advantage of networking mixers.

Check the Chamber's online event calendar for the next mixer: fremontbusiness.com/chamberCalendar.htm

Member News

StopWaste helps Fremont businesses go green

This fall (September through December 2014), Fremont businesses have the opportunity to receive help with becoming an Alameda County certified Green Business and learn how to reduce energy usage while saving money.

As part the program run by Alameda County Green Business Program and StopWaste, Fremont businesses are eligible to receive the following energy-reducing services at no cost to the business owner:

- On-site support to complete the required checklist for the Alameda County Green Business Program
- Access to an energy-efficiency consultant to help businesses locate PG&E rebates and services

This service is brought to Fremont businesses as a partnership between StopWaste, PG&E and the cities of Alameda County - the countywide initiative is aimed at helping communities reach their climate action goals by reducing overall energy usage. Taking advantage of this free service is a great opportunity for businesses to showcase environmental leadership and reduce costs on business operations. To sign up or for additional information, please visit StopWasteEnergy.org or email energy@stopwaste.org.

SAVE is looking for artists

With the support of several generous funders and supporters, SAVE will fulfill a long-standing vision – the creation of an Empowerment Center. The Center will encompass both administrative staff and volunteer work spaces in addition to a much broader array of on-site services, including domestic violence crisis intervention, a temporary restraining order clinic, a Teen Corner for youth support and resources, meeting areas, dedicated counseling rooms, a children's play area, an Employment Lab and much more.

So that we can make SAVE's Empowerment Center a welcoming, inspiring space that reflects our diverse community, SAVE is seeking submissions of art work to display in the Center's public areas, including our reception area, meeting rooms and corridors. The art pieces will be accepted on loan and each artist will have a dedicated display space with room for bios and contact information. If you are a Tri-Cities artist and are interested in sharing your work with SAVE, please contact Tina Fernandez at tinaf@save-dv.org.

Mission Peak Fitness welcomes new team members

Mission Peak Fitness welcomes Nelson Toriano to their Marketing Team! Nelson was born and raised in Fremont, attended Moreau Catholic High School and received his B.A. in Media Studies from USF in 2003. He's worked in several

marketing and advertising agencies, and received his Master of Business Administration at CSU East Bay. Nelson has taught group exercise classes at 24 Hour Fitness, Google, Adobe, Visa, Infinera, and other major corporations throughout Silicon Valley. He's certified in multiple fitness formats and is currently continuing professional studies at Stanford University and with NASM. We are fortunate to have him working with us!"

Check Center announces new branch manager

Akhil Arora has been working at Check Center for over a year now. Starting as an Assistant Manager, he was quickly promoted as Branch Manager. For the last 4 months, he is managing one of Check Center stores located in Fremont. He is a very good learner, and dedicated to his job. In no time, he proved to be a valuable asset to our company.

Prior to joining Check Center, Akhil had over 10 years of sales and customer service experience. He has a Postgraduate Diploma in Business Administration from New Zealand and got promoted as a Branch Manager 4 months ago.

TruNorth Financial adopts new name

TruNorth Financial has a new name and a new look and offering more services. They are now "SDMI Financial" who is an independent firm specializing in Group Medical Benefits, 401K Design, Investment Advisory and Human Resource Support.

They provide complete benefits solutions to business owners. They believe what makes their firm different is not only the range of insurance and financial products they offer, but also the quality and caliber of the service they endeavor to provide.

SDMI offers a prestigious HR Support Center to their business clients at no cost. This includes access to an Online HR Support Center, all State and Federal Forms, Critical E-alerts and more.

You have nothing to lose and Everything to Gain!

Fremont Flowers is relocating!

Fremont Flowers announces its relocation to 4050 Alder Ave. Dirk Lorenz, owner of the shop, states that the new location will allow the shop to redesign its retail space to be more relevant to today's trends in floral design. He states that with the popularity of the do-it-yourself (DIY) market, Fremont Flowers will be able to offer those customers who desire to design their own wedding a work area as well as value added amenities to make a party out of their design experience.

The new store literally connects to the existing location...as the two lots are joined at the rear.

Customers will not have to venture far to find the new location. Look for more information at the Fremont Flowers annual Fremont Chamber mixer!

Schmartboard announces products for the "BeagleBone"

Schmartboard, Inc. this week released a family of products to support the "BeagleBone" platform electronic prototyping technology. The BeagleBone is a credit card sized Linux computer that can run Android and Ubuntu operating systems. With the family of Schmartboard Prototyping "Capes", advanced users can add their own circuitry to the BeagleBone. Schmartboard's patented "EZ" soldering technology makes it easy for a user to hand solder the board together. Schmartboard markets this new family and other products for electronics prototyping through its website(www.schmartboard.com) and also outlets such as Fry's Electronics, Jameco Electronics and Radio Shack.

Center for Behavioral Safety offers new public workshop

Because of the diversity of industries represented in the Bay Area, the Center for Behavioral Safety is offering a public workshop entitled: Motivating Safety at Work. The workshop to be held in Foster City, CA on October 23 will teach participants the truth about safety programs, engaging employees and improving safety performance regardless of their industry. Founded in 2002 by applied psychologist and educator Dr. Thomas E Boyce, the Center for Behavioral Safety is a leadership and safety training firm that helps businesses create injury-free workplaces. For more information on the workshop and to register, visit: www.motivatingsafety.com

Trick or Treat at Pacific Commons!

Pacific Commons will host a center-wide Trick or Treat event featuring free candy distributed by participating stores and restaurants on Friday, October 31st from 5pm – 7pm. Look for the "Trick or Treat Here" signs. Free Trick or Treat bags will be available to the first 200 kids at each of the following locations: Cold Stone Creamery, Dickey's Barbecue Pit, Firehouse Subs, and Panera Bread! The event will include balloon art, face painting and a kid friendly DJ.

A new, 50,000 square foot Dick's Sporting Goods is nearing completion at the Block at Pacific Commons. Dick's is a full line sporting goods retailer offering a broad assortment of sporting goods, equipment, apparel and footwear. Dick's is scheduled to open the end of October and will soon be followed by a new Buffalo Wild Wings restaurant in early December.

Win tickets to see the 49ers play from the YMCA's raffle fundraiser

Win four tickets and a tailgate pass to Levi's Stadium on November 27th to watch the 49ers take on the Seahawks for the first time since the 2013 NFC Championship! Tickets are \$25 a piece, for a prize worth over \$2000! The prize was donated to us, so the proceeds will be dedicated in whole to provide support and financial aid to program participants. The raffle runs through October 31st. For more information, visit our website, www.fremont.ymcaeastbay.org. You may also call us at 510-657-5200 or order via e-mail at 49ersaffle@ymcaeastbay.org. Thank you for your support!

BJ Travel offers travel seminars

Last year BJ Travel started hosting quarterly Educational Travel Seminars. A traveler has so many choices and it helps to hear firsthand knowledge before making a vacation decision. A couple of our most popular events were River Cruising and Romantic Travel. We are currently working on an exciting event with Adventures by Disney. The events are free, and geared towards educating our clients and the community on certain types of travel.

We love to share our love of travel! If you'd like to be included in our invitation list for future educational seminars, please email us at melissa@bjtravelfremont.com

Niles Main Street hosts the Niles Altar Walk

Celebrate Dia de los Muertos in Niles Style! The Niles Altar Walk is an annual event to bring forth the beautiful traditions of Mexico in honoring a loved one that has passed. Locals, Artists and Friends of Niles come together to build Altars dedicated to their lost loved one and ancestors. There is no fee to participate or to attend. Come join us on November 1st and 2nd for this great event.

For further information please contact: Rae Steckler r.steckler@niles.org or go to NMSA website - <http://www.niles.org/niles-day-dead/>

Drought reminder from ACWD

The Alameda County Water District would like to remind customers to adjust irrigation timers to ONE day per week starting October 1 and to turn off sprinkler when it's raining. Due to the drought, water use restrictions continue and prohibitions, including limitations on outdoor irrigation apply. Customers can learn more about water conservation programs, rebates and incentives, water saving tips, and current drought conditions by visiting www.acwd.org.

Abode Services chosen to launch new housing program

Abode Services was recently selected to serve as the lead agency in an innovative "Pay for Success" project in Santa Clara County.

This project will use a new public-private partnership and funding model, including support from private and philanthropic investors, to provide stable housing and supportive services to individuals who are chronically homeless and frequent users of emergency services. It is the first Pay for Success project in the country to address chronic homelessness and will save public funding while working to re-house vulnerable individuals in our community. To learn more, visit www.abodeservices.org.

SendOutCards launches new social media greeting card sharing site

Announcing a spectacular new social media greeting card sharing site, called Sendcere. It is powered by SendOutCards. You can favorite it, collect it, share it but only with Sendcere, can you SEND it! Browse through thousands of greeting cards, get inspired, build friendships and strengthen your relationships personally and professionally. Questions? Contact Bobbette Grasty (Independent Distributor #48070) at Grastyb@aol.com.

Incredible Team Building at iFLY

Achieve your team development objectives: work with our specially trained facilitators and highly skilled instructors, or bring in your own facilitator to conduct your development efforts. Either way, indoor skydiving at iFLY will accelerate your team's potential and inspire high performance, helping to develop confidence, enhance creativity, increase awareness and bring excellence to team process. The powerful training context created at iFLY means learning translates back to where it really counts - the workplace. This event will create an undeniably positive impact. To learn more or book a reservation, call 510.489.iFLY or visit sfbay.iFLYworld.com/events

The Chapel of Angels announces new hires

On behalf of Berge-Pappas-Smith Chapel of the Angels, the Smith family is proud to announce the coming of a third generation. Dan and Kevin Smith are proud to welcome in their sons Ian and Sam. Dan's son, Ian, is currently working hard towards a degree in mortuary science. Sam, is a recent graduate from Saint Mary's College of California.

Kevin is excited to welcome in the boys full-time and pass down the knowledge that his father once

Member News—

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shared with him and his brother. He hopes that one day the boys will help lead them into the future of caring for our communities' death care needs. As a one hundred and one year old business, Berge-Pappas-Smith Chapel of the Angels is proud to welcome in its third generation of Smith's to continue with the family tradition of caring for the community.

Alzheimer's Services of the East Bay (ASEB) is pleased to announce that November is Alzheimer's Awareness Month.

Throughout the month of November, ASEB will collaborate with the sandwich/coffee shop Farley's Coffee having store locations in Emeryville, Oakland,

and San Francisco.

Farley's Coffee picks each month a local non-profit to endorse and support through sandwich sales and display sections of the non-profit at all sites. In November, Farley's Coffee has chosen to promote ASEB and created a BrainBooster Sandwich that will consist of memory-enhancing ingredients, such as tuna, olive oil, cheese, and tomato.

The BrainBooster sandwich will feature as November's Sandwich special throughout the entire month. Farley's Coffee is going to donate parts of the proceeds of each sold sandwich to ASEB. For more information, visit <http://aseb.org>.

Yes on Measure BB—

from page 1

garnered "yes" votes from 66.53 percent of voters, but it required approval from 66.67 percent. Measure B fell short of approval by only 721 votes out of a total 527,403 that were cast.

More about the Proposal: The new Transportation Expenditure Plan was developed as a response to several factors: reductions to state and federal transportation funding, a projected 30% increase in Alameda County population by 2035 and an aging population. All of these factors will place additional stress and traffic on local roads and freeways. New residents in Alameda County and new economic opportunities will increase demand for transit systems that provide practical, reliable, accessible and affordable alternatives to driving. One of the largest critiques of Measure B1 is that the measure proposed to implement a permanent sales tax of 1% for transportation projects. The current item on the ballot, Measure BB, has a thirty year sunset provision.

A 2/3rds supermajority vote is required for the approval of Measure BB.

Chamber Recommendation: SUPPORT. Measure BB supports an integrated, well-maintained system of roads, rail and public transit that will promote economic vitality, job creation, sustainability and mobility throughout Alameda County. The City of Fremont has greatly benefitted from Measure B funds and the new measure includes funding for crucial projects in the Fremont community.

Relevant Measure BB projects include:

- Expanded mass transit (BART to San Jose)
 - Improve highway infrastructure (Highway 880 and 680)
 - Improve local streets and roads (Direct support for City of Fremont road improvements)
 - Improve bicycle and pedestrian safety (in all districts in Fremont)
- Additionally, this measure will create jobs; generating thousands of jobs in construction, engineering, contracting, administration, purchasing and transit operations.

VOTE YES ON MEASURE BB.

Boost your sales with referrals

Three tactics to obtaining reliable referrals



By Alice Piper-Morris
Fremont Chamber of Commerce

Referrals are the one lead generation technique where smaller firms have the advantage over larger one. But first, let's start with some background.

A referral is a sales lead that comes from a customer. Of all lead generation methods, referrals are the most likely to result in a sale. The reason is simple. The greatest hurdle that every sales professional faces is trust. Right or wrong, most people are predisposed to mistrust sales professionals and view them as time-wasters. When you enter a sales situation as the result of a referral, your current customer is communicating to his or her colleague that you can be trusted and you will not waste their time. And, in some cases, a referral may create "social pressure", because your customer bought from you, the referral prospect may naturally want to follow suit.

So, how do you go about obtaining a referral? The following are sure-fire tactic to get those important referrals.

Tactic #1: Ask after delivery, not after closing.

Many sales professionals make the huge mistake of asking for a referral right after they've closed the deal. Basically, you've just asked the customer to take a risk by buying from you. Why would the customer want to take another risk and refer a colleague to you? Therefore, rather than asking for the referral outright, ask for the "right to ask." Here's how:

When the customer agrees, say something like: "Great! Thanks for agreeing to become our customer. I have one request. I want you to think of some friends or colleagues who you think should be doing business with us – providing we are as incredible as I've claimed. Once I've proved to you, that we can deliver. I'm going ask you to contact those people and suggest they meet with me. Does that sound fair?"

Be sure to follow up after you're certain that you've wowed the customer.

Tactic #2: Give your customer a referral first.

This one is so simple that it's

crazy more sales professionals don't use it. Because you're in sales, you know lots of people, right? If you use those connections to bring in some extra business for a prospect, you've earned the right—quid pro quo—to ask for a referral.

The great thing about this idea is that it really does put you into the proverbial "win-win" scenario. More money coming into your customer means that they'll have more money to spend.

Tactic #3: Have your customer contact the prospect.

Once you get an agreement for your customer to give you a referral, don't settle for just contact information. While you can, always say something like "Joe suggested I contact you," such phrases are used so frequently that they're meaningless. For all the contact knows, Joe might have given you his name simply to get rid of you! Ask your customer to take a specific action that brings you together with the prospect. Rather than just asking for a name and number, ask the referrer to call the prospect and let them know who you are. Then follow up

immediately. Introduce yourself, be clear why you are calling, and ask for your first meeting.

The power of a referral should never be overlooked. A referral from a reliable source can open doors, help clear those initial hurdles, and provide a much needed boost in your sales efforts.

With a demonstrated enthusiasm for the Chamber and business growth, Alice works to actively recruit new members to the Chamber, helping them to understand the benefits and services afforded Chamber members. Alice has an extensive background in sales and marketing. She has traveled both nationally and internationally as a top ten business consultant representing manufacturers and organizations. Alice has an impressive array of skills that include educational events, celebrity public relations, human resources, business consulting, customer support, and event planning. In addition to recruiting new members, Alice will assist in producing the events designed to help members grow their business and achieve success.



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The Academy of Chinese Performing Arts' mission is to establish a strong foundation of artistry and creativity that is representative of China. The Academy has two campuses: one in Fremont and one in Cupertino. They now have almost five hundred students and ten professional instructors. They also offer art, music, and drama classes on both campuses.

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Non-Profit Organization

Afghan Coalition/ MicroEnterprise

Seema Farhad
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—New Members

next page

New Members

from page 6

Fremont, CA 94538

(510) 745-1680

afghancoal@aol.com

www.afghancoalition.org

Formed in 1996, Afghan Coalition is a 501(c)(3) non-profit community organization. We are dedicated to strengthening Afghan families, improving their access to social services, and building a strong and united Afghan American community. Located at the Family Resource Center in Fremont, California, the Afghan Coalition is the largest Afghan-American organization in the United States. Serving over 1,000 community members per year, particularly immigrant women and children, bilingual/bicultural advocates bridge the language and cultural gaps between community members and financial and social services.

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Jan Giovanini-Hill ←

Garrett Yee ←

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Dollene Jones ←

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Paul Sethy ←

Judy Huang ←

AC Transit Ward 5

Jeff Davis ←

East Bay Regional Parks Director Ward 5

Ayn Wieskhamp ←

State Assembly 20th

Bill Quirk ←

State Assembly 25th

Kansen Chu ←

State Senate 10th

No Endorsement

BGG Endorsements

The Business for Good Government Political Action Committee endorses the following candidates for the November 4, 2014 general election.



Raj Salwan



Dirk Lorenz



Larry Sweeney



Dax Choksi



Jan Giovanini-Hill



Garrett Yee



Dollene Jones



Paul Sethy



Judy Huang



Jeff Davis



Ayn Wieskhamp



Bill Quirk



Kansen Chu



See our voter resource sidebar on page 3
Election day is November 4, 2014

What is Business for Good Government (BGG)?

Business for Good Government (BGG) is an affiliated political action committee of the Fremont Chamber of Commerce, authorized by the State of California and the Fair Political Practices Commission (FPPC) to raise funds, endorse candidates, and contribute to ballot measures or candidate campaigns. BGG plays an active role in the support of business interests in local, regional and state elections.

Officially, BGG is classified by the State of California as “a general purpose sponsored recipient committee of the Fremont Chamber of Commerce.” Essentially, this is a political action committee (PAC) that operates at the state rather than the federal level.

Why was BGG formed?

Formed by the Chamber’s Board of Directors in 1995 to help elect candidates who are sensitive to business issues, BGG furthers the business community’s efforts to have a voice in the political process. The bylaws of BGG read, “The purpose of BUSINESS FOR GOOD GOVERNMENT is to help

protect, preserve and further good government, foster a political environment that will strengthen the private enterprise system and endorse and promote candidates who support the priorities and mission of the Fremont Chamber of Commerce.”

BGG is able to raise funds for its endorsed candidates or to support Chamber positions on ballot measures that impact business. Such activities, if carried out by the Chamber, could jeopardize its tax-exempt non-profit designation. On the other hand, BGG is legally authorized by the State of California to raise and spend funds for these purposes.

Although the Chamber communicates its legislative priorities and positions on issues to BGG, BGG’s endorsements of candidates are made completely independently.

How is BGG structured?

BGG has its own board of directors, independent of the Chamber’s board of directors. It has complete control over any endorsements it chooses to make, and since it is responsible for its own

fundraising, it also has complete control over its expenditures. BGG trustees serve consecutive one-year terms until resignation or removal and BGG is completely independent of any political party, political organization or candidate.

What can BGG do?

BGG can endorse and contribute money to candidates or ballot measures. It can promote its candidate endorsements to the Fremont Chamber membership, organize “get out the vote” activities and spend funds to create campaign materials or events.

For this past election, we interviewed candidates for competitive local offices and picked the best candidates to represent the concerns of the business community. The BGG does not interview unopposed candidates.

Interested in serving?

If you are interested in serving on the Business for Good Government board, please contact Aaron Goldsmith for an application at (510) 795-2244 ext. 107, or email agoldsmith@fremontbusiness.com.