

BUSINESS REVIEW

Business Marketplace Sign up for this valuable member benefit <i>page 2</i>	Planning ahead Chamandeep Johal on estate planning <i>page 4</i>	Data Breach Mitch Wong on how to handle data breach <i>page 5</i>
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Volume 15 Number 4 **Q2: Death and Taxes** Quarter 2 2015

INSIDE:

Business Marketplace	2
Chairman's Circle	2
Connection Clubs	3
Calendar	3
Member News	4
Planning ahead	4
What is Infragard?	5
Data Breach	5
New Members	6
Anniversaries	7
Business recycling law	8
IT security forum pics	8

How Small Businesses Can Protect Their IT from Hacking in 2015



By Chris Williams
Planet MagPie

JP Morgan. Target. Home

Depot. The US Postal Service. What do they all have in common? They were all hacked in 2014. They weren't the only ones though. Many other businesses suffered attacks by hackers last year. Most of whom are not corporate giants like Target or JP Morgan. They were small businesses. Like yours and mine. Why would hackers attack small businesses? Usually, it's because those small businesses don't have sufficient protection. Easy target. Find a quick way into your network, steal some data and walk away. Sometimes the business

never even knows they were hacked. Until their customers' credit card numbers start triggering fraud alerts. **Make Hacking Your IT Difficult, and Hackers Won't Bother** If any business takes a few steps to protect their IT, hackers typically move on without bothering. All it takes is a combination of good software and good company policy. Here's some advice on ways to protect your IT from hacking attempts.

Good Software:

1. Install a spam filter at the server level. This stops phishing attempts, some malware and virus-carrying spam before it gets inside the network.
2. Use antivirus & anti-malware applications. Inexpensive and very good at keeping computers clean. Try Malwarebytes.com for a good example.
3. Install and configure a business-grade firewall. Firewalls

—Protect Your IT
page 5

Three Rules of Engagement for the Digital Age

By Matt Dickstein
Matt Dickstein, Attorney at Law

This quarter's issue is dedicated to certainties. Well, I have two words for you that will certainly prove valuable, "shut up." Take this simple advice and you'll be golden: Don't say it if you don't have to, and never in writing. Here are three rules of engagement for the digital age. First, emails, texts and voicemails never go away. Second, there's always somebody sifting through your messages looking for trouble. Third, it's the innocent message that hurts you the most,

when taken out of context. You know when you're writing an email and you're riding a wave of inspiration and emotion? You think to yourself, this message is really good? Delete it. **Emails, texts and voicemails never go away** Electronic messages last forever. This includes voicemails, which are digitalized and sent as emails. You can delete the message from your server or account, but the message will exist on multiple other servers that you can't control. Your enemies can find any incriminating message if it's worth it to them. You do it to yourself. Hitting

"reply all" is sufficient for your undoing. Sometimes the intended recipient of your email will accidentally or intentionally forward the message to others. Maybe you're trying to get the email out before the end of the workday, and you don't double check the "to / cc / bcc" lines. Even the preachers are sinners — all lawyers brag of having received sensitive emails accidentally sent by the opposing attorney who intended to send the email only to his or her own client. No lawyer admits to having done it, however.

—Rules
page 4

Taxes After Death: Creating an Estate Plan



By Alan Olsen
Greenstein, Rogoff, Olsen & Co., LLP

We know the common phrase, "nothing is certain except death and taxes", but do we forget about taxes

after death? After your death, your loved ones could be left with a big tax bill. By carefully preparing your estate plan, you can endow your beneficiaries without the burden of substantial taxes. **Tax Implications** As nice as it would be to pass your assets on to your loved ones without repercussions, it just is not that simple. There are many tax factors to take in to consideration while estate planning. Let's look at the three most important:

- The estate-tax exemption
- The gift-tax exemption
- The \$14,000 annual gift-tax exclusion

—Estate Plan
page 3

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Sign up for the Fremont Business Brief:
<http://bit.ly/1BSVa7D>

Sign up for the 2015 Fremont Festival of the Arts Business Marketplace

Where else can you access hundreds of thousands of potential customers in one fun, sun-soaked weekend in Fremont?

The Fremont Festival of the Arts returns August 1 and August 2 in downtown Fremont.

Applications for our tradeshow component of the Festival, the Business Marketplace, are available for all members in good standing.

Space is limited so start your application today. Fremont Chamber members: visit www.fremontbusiness.com to download the application.

Questions? Contact Cindy at (510) 795-2244.



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.



Upcoming Events Calendar

June

- 4 Business Building Seminars
- 5 Fremont Street Eats
- 10 Mixer @ Check Center, 3982 Washington Blvd., Fremont
- 12 Fremont Street Eats
- 15 Membership Bootcamp
- 19 Fremont Street Eats
- 24 Mixer @ LeTip
- 26 Fremont Street Eats

July

- 2 Business Building Seminars
- 4 Fourth of July Holiday
- 8 Mixer @ CBCA
- 10 Fremont Street Eats
- 17 Fremont Street Eats
- 22 Mixer @ Fremont Hills Assisted Living, 35490 Mission Blvd. Fremont
- 24 Fremont Street Eats
- 31 Fremont Street Eats

For more information and event details visit our online events calendar at www.fremontbusiness.com

Members: submit your event to our online calendar



- Submit an event <http://web.fremontbusiness.com/events>
1. Log in with your credentials (contact us for your credentials)
 2. Click on *Submit an Event*
 3. Fill in the form.
- NOTE: In addition to the normal event information like time, date, location, address, please be prepared to enter an event description and a complete URL to any ticketing/registration page (like an eventbrite or eventbee sign up page)
4. Click *Submit*. Your event will be queued up and approved by Fremont Chamber staff. Please do not submit events that are not hosted or sponsored by a Fremont Chamber member.

Need Referrals? Join a Connection Club

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.



ThursdayAM

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

FridayAM

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

Friday Noon

Every Friday at noon @ Round Table Pizza
 Chair: Karen Harry (510) 552-1499
 Vice-Chair: Jean Ingrassia (510) 368-3372

Estate Plan —

from page 1

The Estate-Tax Exemption

In 2015, the estate-tax exemption will allow you to leave up to \$5.43 million in gifts to your loved ones without paying any federal income tax. There's more good news if you're married. If so, both you and your spouse are eligible for separate exemptions of \$5.43 million. Additionally, if one of you passes without using up the full exemption, the deceased can leave the remaining portion to the survivor.

The Gift-Tax Exemption

While most people will never reach the gift-tax exemption, some people who are ultra-wealthy could find it to be a factor. You and a spouse can also both give away up to \$5.43 million each in gifts throughout your lifetime and never owe any federal gift tax. If you give more than \$14,000 annually, any excess will reduce both your estate-tax exemption and federal gift tax exemption dollar for dollar.

The \$14,000 Annual Gift-Tax Exclusion

While most people won't have to ever worry about exceeding their exemption levels, there are many uber-rich individuals that gift millions of dollars throughout their lives. So what about them? That's why the \$14,000 annual gift-tax exclusion is helpful. When you make gifts that reach the exclusion amount, they help reduce your taxable estate as well as shift taxable

income that was created when you gifted money to your children. This \$14,000 amount each year is an effective strategy especially for people who wait till they are older to start preparing their estate plan.

“By carefully preparing your estate plan, you can endow your beneficiaries without the burden of substantial taxes”

Start Planning Now

If you have already started your estate planning, then be sure to take the time to review it regularly. Likewise, make sure you understand how taxes will affect your plan after you die. If you haven't started your estate plan, consider doing so now. Proper planning can place your loved ones in the

best position possible when you pass. They will feel your love and care even while facing the only two certainties in life: death and taxes.

Alan Olsen is managing partner at Greenstein Rogoff Olsen & Co., LLP. With more than 25 years of experience in public accounting, he works with some of the most successful venture capitalists in the world. He has appeared on Fox News, KPIX and KRON television networks and has been quoted and published by CNN Money, Money Magazine, Consumer Reports - Money Advisor and Money Matters.

Members:
 Write an article for the Fremont Business Review. Contact Aaron at (510) 795-2244, ext. 107



Member News

TIRO Life Coaching offers a new webinar service

Jackie Welch is President and Business Owner of TIRO Life Coaching (Time Is Running Out). After a successful 28 year career in corporate America, she is a Certified Co-Active Coach and also a member of the International Coaching Federation (ICF).

Why invest in Life Coaching with TIRO?

- A Desire to accelerate personal results
- Career and Life Transition
- Stuck in a Rut!
- Turn your FEARS into ACTION!

Log on to the Fremont Chamber site to access your webinar coupon (<http://web.fremontbusiness.com/coupons>) to register today. For Chamber members, you will receive a free twenty minute consultation from Jackie after you complete the interactive webinar.

Email info@tirolife coaching.com or call 510 825 2841.

New products from Schmartboard

Schmartboard has released a new family of products called "Schmartboard Bread

Protoboards". The products make it easier to transfer a electronic circuit from a breadboard, where experimentation is done, to a prototyping board where it is soldered as a permanent circuit. The product is primarily designed for beginning and intermediate electronics students and will be used in Electronics Labs for Ohlone College starting in April. Schmartboard products can be found at Schmartboard's website (www.schmartboard.com) or at distribution partners such as Fry's Electronics and Radio Shack. For more information, visit <http://www.schmartboard.com>.

New Farmers' Market in Centerville

The Centerville Business & Community Association (CBCA) is very excited to welcome a new Farmers Market management team. They plan to bring an increased number of booths, new vendors and vibrancy to our local Centerville market. Join us in Centerville on Bonde St.



located in close proximity to the Centerville Train Depot.

CBCA meets twice monthly planning for business and community improvements and events. They meet every 2nd Wednesday for an early morning meeting at El Patio Restaurant at 7:30am-8:30am and every 4th Wednesday for an evening meeting at Round Table Pizza at 7:00pm-8:00pm.

City of Fremont and Silicon Valley Talent Partnership launch climate and energy literacy program

Calling corporate partners and energy experts to assist in the development of a "Climate & Energy Literacy" program for Fremont youth. The objective is to provide FIERCE (Fremont Is Engaging Real Change in the

Environment)—a district-wide student "eco" club—with the training and leadership skills necessary to engage their peers and the Fremont community as "Green Community Champions".

This project is organized by the non-profit Silicon Valley Talent Partnership—whose mission is to create, source and manage innovative and meaningful pro-bono partnerships between private-sector volunteers and civic agencies—and is offered in collaboration with the City of Fremont and FIERCE.

To learn more and get involved, please contact Srijana Angdembey at srijana@svtpca.org.

South Asian and Latina Domestic Violence Outreach Comes to Fremont via SAVE

SAVE's (Safe Alternatives to Violent Environments) collaborative efforts with peer organizations MUA -- Mujeres Unidas y Activas (Oakland and San Francisco) -- and Maitri (San Jose) began in April.

Made possible by a \$275,000 Blue Shield California Foundation grant, this two-year effort will bring culturally-specific free programs and services to

two underserved populations in Southern Alameda County -- South Asian and Latina domestic violence victims. All services will be held at The Empowerment Center at SAVE at 1900 Mowry Avenue, Suite 201, in Fremont.

SAVE, Maitri, and MUA are excited for the opportunity to collaboratively address the needs of underserved populations in our community and are grateful for the generosity of the Blue Shield California Foundation.

For more information about each these organizations, visit SAVE at www.save-dv.org, Maitri at www.maitri.org, and MUA at www.mujeresunidas.net.

**Members:
Got news?
Submit member news
items to Aaron
Goldsmith:
agoldsmith@
fremontbusiness.com
or call
(510) 795-2244**

Rules—

from page 1

There's always somebody sifting through your messages looking for trouble

Be afraid of your employees and partners. They're the ones sifting through your emails - to support an employment law claim against you, to find grounds to remove you from the business or to report you to the government.

The government rewards snitches. For example, consider the Justice Department's antitrust leniency program. The first member of a price-fixing conspiracy who reports it gets absolute immunity while the others get jail time. The SEC pays whistleblowers to report illegal activities and it boasts that it gets eight tips a day.

It's the innocent message that hurts you the most, when taken out of context

In litigation, email chains are a grab bag of fun for opposing attorneys. The problem is context. When you write an email, you have only the present facts in mind. Situations change and tomorrow's context will be very different than today's context. Even if you're certain you have a totally benign motive for your email and that you and the recipient both know what you're talking about and what you mean, a third party won't know. If your recipient turns against you, the recipient likely will "forget" your real meaning when you wrote the

email. Now your email gets taken out of context, spun against you and judged in the harsh light of 20/20 hindsight.

Especially when you're feeling the inspiration, try to picture yourself on a witness stand years later; trying to explain why you chose the exact words you did and what you really meant to say. Remember that an opposing attorney will spin the meaning of the email far from its original intent.

The answer: send fewer emails and no texts

Clearly you need to send emails; and clearly, in the heat of the moment, it's hard to follow all of these rules. Try to send fewer emails, however, and take your time when writing them. Avoid texts because by nature they're fast, and it's difficult to control content. Finally, when in doubt, pick up the phone and call. If you get voicemail, just ask the person to call you back. If a matter is sensitive, only leave a trail after you've thought through the implications and consequences of the trail.

Matt Dickstein is a solo business attorney in Fremont, CA. Matt practices general business law, corporate law and franchise law. Matt works a lot with medical, dental, veterinary and other professional practices. Matt has been practicing business law since 1995. Matt can be reached at (510) 796-9144; matt Dickstein@hotmail.com; matt Dickstein.com.

Planning Ahead for the Unexpected



By Chamandeep Johal
Attorney at Law

A business owner passes away. The spouse comes to see me. Her husband was always in charge of the books, handled the money, banking, bill pays, employees and more. Payroll is due in three days, rent in seven days and any number of vendors that have invoices due in the next thirty days. The husband never had an estate plan. There was no will, trust or even designated power of attorney. What can she do with the business?

If you're like most small business owners, you do everything for your business and wear all of

the hats: finances, marketing, sales, HR. Like most small business owners, no one else can do these jobs except you. But what happens when you are incapacitated? Who will pay your employees? Who will make sure rent is paid? Meet with vendors? Retire your business or sell it if necessary?

Without an estate plan, your family and loved ones are at the mercy of the court; a process that can be lengthy and expensive. In the example above, it will take the wife or any other person, forty to sixty days just to obtain a court order allowing access to the bank accounts, books, vendors and the ability to act on behalf of the owner. What will happen to the business in the meantime? As we all know, just one day closed can be disastrous to a business. Imagine not being operational for two months or unable to pay rent for two months as penalties stack up. This is true whether the owner has passed away or is incapacitated.

A well-formed estate plan can address many of the immediate issues that arise during a transitional time. Working with an attorney, you can nominate your

successor and put the right mechanisms in place to allow your successor access to bank accounts, books and the authority to act on your behalf. All of this can be done without the necessity of the courts. An estate plan may consist of powers of attorney, a trust or a will. Each of these documents is a tool that we use to achieve your goals; saving your family and loved ones much time and thousands of dollars.

You've worked hard to build your business and it's important to ensure the fruits of these efforts are as well taken care of, even when you aren't able to take care of it yourself. Avoid the unexpected and plan for your business transition today.

Chamandeep Johal is a practicing attorney in Family Law, Estate Planning and Probate. She obtained her undergraduate degree from the University of California, Davis and her law degree from Santa Clara University. She is a Certified Family Law Specialist, certified by the California State Bar. Ms. Johal has been practicing in Fremont for over ten years and has considerable experience in working with business owners.

Protect Your IT—

from page 1

block unauthorized attempts at entering the network while letting authorized communications go through.

4. Make sure you have reliable backups in place. Protect your data by keeping backups of it off-site! Carbonite.com is a good backup service for smaller businesses.

Good Policy:

A. Don't open unexpected emails. If you're not sure, check with your administrator.

B. Don't install non-work-related apps on work computers. (This includes Facebook games!)

C. Don't re-use the same password everywhere. Bad idea. A hacker guesses it or breaks in, they can gain access everywhere you use that password!

D. Limit how much BYOD (Bring Your Own Device) is allowed (if any). Since personal devices are often used on unsecured networks,

they can have malware installed on them without their owner knowing.

E. Don't use an unsecured service to share company files. Dropbox is attacked all the time, so no, it's not secure.

Stay Protected Through 2015

Taking these kinds of precautions goes a long way toward making it too difficult for hackers to get anything useful. Implement good software and good policy. Do this and you're way ahead of the pack when it comes to protecting your IT for 2015.

Chris Williams is PlanetMagpie's Tech Writer, SEO Engineer and Software Trainer. PlanetMagpie provides IT consulting and support services to San Francisco Bay Area businesses. Like the PlanetMagpie office, Chris lives in Fremont. You can find them both at www.planetmagpie.com.

Data Breach - A New Reality in 2015



By Mitchell Wong
Attorney at Law

Data breach now joins the list of inevitable events in life. 2015 started with another major data breach, this time at Anthem. On the heels of other well-publicized breach incidents, the issue is drawing renewed concern from regulators and the White House. With these reports in mind, data breach and security are concerns for all businesses. Businesses have sensitive data – financial records, intellectual property (IP), customer and employee information. Data and assets that you will want to protect.

Here are a few areas that local businesses might want to address in light of such incidents:

• **Online banking** - Companies that bank online are probably aware of the risks of cyber heists, including through lax handling of log-in credentials or through “social engineering” schemes. In a few well-publicized cases, businesses suffered significant losses from a cyber-heist. This crisis might be avoided by taking steps to be more

careful in online banking activities. Businesses can find a number of resources, such as the California Attorney General's “Cybersecurity in the Golden State” pamphlet that suggest safety measures to take when engaging in online banking.

• **Vendor relationships** - State and federal government are directing renewed focus on cybersecurity risks, including those posed by outside vendors of financial institutions. For example, the top financial regulator in New York floated the idea of a requirement that financial institutions obtain representations and warranties about security matters from their outside service providers. Even without government action, a broader range of vendors (or sub-vendors) may see customers from other regulated industries also seeking contractual terms relating to security. These can include indemnification provisions or even less noticeable language in provisions about compliance with laws. Your business might be legally compelled to a new standard of safety in the future.

• **Protecting confidential information** - These recent incidents are a reminder that businesses should take a broader look at their confidential information and the measures used to protect such information. For starters, a business should review and update what it considers to be valuable data. For information in electronic format, businesses have a number of additional considerations such as to whom access should be allowed, how the information is accessed and what security measures are appropriate, practical and cost

What is InfraGard?

Submitted by the FBI

What is InfraGard?

InfraGard is an information sharing and analysis effort serving the interests and combining the knowledge base of a wide range of members. At its most basic level, InfraGard is a partnership between the Federal Bureau of Investigation and the private sector. InfraGard is an association of businesses, academic institutions, state and local law enforcement agencies and other participants dedicated to sharing information and intelligence to prevent hostile acts against the United States. InfraGard Chapters are geographically linked with FBI Field Office territories.

Goals and Objectives

The goal of InfraGard is to

promote ongoing dialogue and timely communication between members and the FBI. InfraGard members gain access to information that enables them to protect their assets and in turn give information to government that facilitates its responsibilities to prevent and address terrorism and other crimes.

The relationship supports information sharing at national and local levels and its objectives are as follows:

- Increase the level of information and reporting between InfraGard members and the FBI on matters related to counterterrorism, cybercrime and other major crime programs.
- Increase interaction and information sharing among InfraGard members and the FBI regarding threats to the critical

infrastructures, vulnerabilities and interdependencies.

- Provide members value-added threat advisories, alerts and warnings.

- Promote effective liaison with local, state and federal agencies, to include the Department of Homeland Security.

- Provide members a forum for education and training on counterterrorism, counterintelligence, cybercrime and other matters relevant to informed reporting of potential crimes and attacks on the nation and U.S. interests.

Resources

www.infragard.org
www.sfbay-infragard.org

SCORE small business counseling

The Fremont Chamber provides free one on one small business counseling.

Two days a week: Tuesday and Friday mornings

Call (510) 795-2244 to book an appointment.



effective given the value and importance of the information to the business. Confidentiality and security issues are even more complicated when employees have access to business information through laptops, smart phones or other mobile devices. Suffice to say, businesses should take a look at their policies and consider seeking professional advice as needed.

• **Physical security** – While the security of network systems, computers and devices has received much attention, businesses should not overlook physical security. Businesses should catalog the types of data in their possession and the places where data is stored. Businesses should consider whether to have such information located in a separate location and who has access to the information. Any valuable information that is stored or kept in any movable or removable medium (such as on a jump drive, back-up storage unit, desktop computer and even a safe) may need to be further secured against theft. When a company disposes of information, it should consider measures to ensure that sensitive information is truly destroyed or overwritten.

Businesses that want to start thinking about information security or review their current security practices should consult a number of online resources or, depending upon the type of business and potential liability, professional consultants, including attorneys.

Mitchell Wong is a business attorney and CIPP located in San Jose, California. He can be reached by email at mwbizlaw@gmail.com or at (408) 573-8585.

Automobile Body Repair & Paint

Mike's AutoBody

Peter Bizaca
36849 San Pedro Dr.
Fremont, CA 94536
(510) 556 1739
pbizaca@mikesautobody.com
www.mikesautobody.com
They stand behind their quality workmanship and on-time delivery. Since 1972, their company philosophy insures they meet and exceed your expectations. Mike Rose's Auto Body Shop has grown from a single shop to thirteen convenient Bay Area locations. Through the years, they have stressed quality workmanship and superior service, enabling them to grow through thousands of satisfied customers.

Caterers

Smokin Hot Meats n Treats

Rita Westby
5373 Manor Ct.
Fremont, CA 94536
(510) 364 5070
smokinhotmeatsntreats@gmail.com
www.smokinhotmeatsntreats.com
Some of the best food you will ever try is right here! From the BBQ world to the Treat world and even a few things in between and after! Due to the nature of their business, they are able to meet the needs of the most challenging events presented. They are a mobile food facility that is a fully-equipped commercial kitchen-that allows them the flexibility to adjust to the needs of their clientele when necessary.

Computer IT Services

Ritsnet, Inc

Sharoleen Amigable
39899 Balentine Dr., Ste. 138
Newark, CA 94560
(510) 793 1424
info@ritsnet.com
www.ritsnet.com
Think of RITSnet as your on-demand IT department. They offer the most up-to-date information technology services; configure complex computer hardware, offer web hosting and email services, and deploy software solutions designed around your specific requirements. RITSnet can design secure, robust networks that can grow with your company and manage a wide range of administrative duties - all at a cost that will not place impossible demands on your precious resources. They are focused on the growth of your business and can provide the exact amount of IT bandwidth you require to stay ahead of the curve.

New Members

Computer Peripherals

Seagate

Forrest Monroy
47010 Kato Road
Fremont, CA 94538
(510) 353 4791
forrest.monroy@seagate.com
www.seagate.com
Seagate is the global leader in data storage solutions, developing amazing products that enable people and businesses around the world to create, share and preserve their most critical memories and business data. Over the years the amount of information stored has grown from megabytes all the way to geopbytes, confirming the need to successfully store and access huge amounts of data. As demand for storage technology grows the need for greater efficiency and more advanced capabilities continues to evolve.

Consulting Services IT

Kishiyama Consulting, Inc.

Glenn Kishiyama
39887 Paseo Padre Pkwy
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510 651 7251
info@kishiyama.com
www.kishiyama.com
Kishiyama Consulting provides appropriate information solutions for their clients' business needs. They use their business, technical and training experience to understand a client's business needs, then apply solutions which match their near and long term requirements, and provide proactive user and system support. They view information and the technologies that support its use as an integral part of each client's business future. Their long-term relationships with clients are a testimony to their level of service and commitment to their success. They can provide complete solutions through the use of other specialists. Their greatest experience is in databases, networks and corporate training.

Contractors Painting

CertaPro Painters

T.J. DeSoto
3984 Washington Blvd., Ste. 326
Fremont, CA 94538
(510) 353 3838
tdesoto@certapro.com
www.milpitas.certapro.com
CertaPro Painters has the reviews and references to show they are Proven and Trusted Experts in Painting. Their trained exterior house painters are looking forward to meeting you.

They offer deck staining, power washing, scraping & caulking, priming, plaster repair, carpentry and color consultations.

Electronics Manufacturing

Plexus Corporation

Stephanie Jones
431 Kato Terrace
Fremont, CA 94539
(510) 668 9000
Stephanie.Jones@plexus.com
www.plexus.com
Plexus uses a unique Product Realization service model to transform your concepts into branded products and deliver them to your target markets. They tailor innovative solutions that integrate product conceptualization, design, commercialization, manufacturing, fulfillment and sustaining services. Whether you operate in the Americas, Europe, the Asia Pacific region or worldwide, Plexus can deliver turnkey solutions to make your project a success.

Farmers Market

West Coast Farmers Markets

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wcfma.org@gmail.com
www.westcoastfarmersmarkets.org
West Coast Farmers Markets was established in 2011. They wanted to create and operate a certified Farmers Market that will provide a viable economic marketplace for California farmers, food processors and local artists. Thus providing local communities, and businesses access to high quality and reasonably priced California-grown, farm fresh fruits and vegetables, baked goods and gourmet foods, as well as serving as a showcase for California artisans.

Financial Planners & Services

Eagleview Foundation

Steven Wu
1525 McCarthy Blvd., #1000
Milpitas, CA 95035
(866) 323 7222
E Mail:
info@eagleviewfoundation.org
www.fafsa22.com
They are professionals with the strategy of combining college counseling and financial counseling services by Certified College Counselor, Certified Planner and CPA. They assist and coach college bond families paying discounted tuition to schools through student

positioning and financial planning before and during college years. They can provide the entire process of college applications and financial planning under one roof with no missing links.

Home Care, Non Medical

Home Helpers and Direct Link

Lisa Rose
39120 Argonaut Way, Suite 760
Fremont, CA 94538
(510) 578 1038
Fremont@homehelpershomecare.com
www.local.homehelpershomecare.com/fremontca
Their purpose is simple – to be there for you and your family to make life easier, happier, healthier and more enjoyable – each and every day! They are there for Seniors, individuals recovering from injury, surgery or illness, people facing lifelong challenges and disabilities, new moms to working parents. They are the community's most trusted and respected provider of in-home non-medical care and support for people in their homes, retirement communities, assisted living and skilled nursing facilities – wherever you call home.

Manufacturer Original Equipment

Eclipse Automation Southwest LLC

Jason Bosscher
4117 Clipper Ct
Fremont, CA 94538
510 358 3376
contact@eclipseautomation.com
www.eclipseautomation.com
Eclipse is a leading supplier of custom automated manufacturing equipment for the Energy, Health Sciences, Transportation, Mining, Consumer, Industrial and Electronics industries. Using a combination of diverse knowledge and expertise, Eclipse Automation offers a more complete turn-key solution to all your automation needs.

Marketing & Promotions

Born Creative, Inc.

George Abouzeid
46560 Fremont Blvd., Ste. 113
Fremont, CA 94538
(408) 513 7321
info@borncreative.net
www.borncreative.net
They help grow their clients' businesses by applying their passion of building sharp and innovative designs to enhance the image of each clients' company. Their integrated marketing approach starts with

deep listening — to their clients and their customers, market trends, and even the competition. But what matters is where that listening leads. Their services offering ranges from UX design, Applications Development, Web Design & Development to e-commerce setups.

Nonprofit Organizations

Rising Sun Energy Center

Beth Gunston
2998 San Pablo Ave.
Berkeley, CA 94702
(510) 665 1501
gunston@risingsunenergy.org
www.risingsunenergy.org
Since 1994, Rising Sun Energy Center has evolved from a modest renewable energy education center into a leading green workforce development and retrofit services non-profit organization. Rising Sun has become a national leader in curriculum, training and workforce development in the energy efficiency sector and has served communities with energy and water efficiency programs.

Office Space

Regus Business Centers

Robert Kinney
39899 Balentine Dr., Ste. 200
Newark, CA 94560
(510) 933 8300
robert.kinney@regus.com
www.regus.com
When you need a professional office location, but not the formalities of a lengthy lease and terms — Regus offers you flexible, affordable workplace solutions all over the world. Work at a business building near home or a remote hub while you're traveling. Whatever your business needs, with Regus you can easily conduct business in an upscale, fully equipped work location and access Wifi, administrative and IT support. Use private offices or shared workspaces by the hour or the day. Conduct your meetings in professional conference spaces with an inviting reception and greeting lobby. Regus Business Centers have over 3,000 work lounges and cafés worldwide.

Optical/Sales

View Optical

Joseph Metry
4079 Mowry Ave.
Fremont, CA 94538
(510) 793 8997
view@vieweyes.com
www.vieweyes.com
View Optical Offers one-hour service for most eyeglasses by using the latest lenses technology on the market.

—New Members

next page

Q2 2015

New Members

from page 6

Specializing in prescription sunglasses, View Optical carries fashionable brands such as Armani Exchange, Emporio Armani, Ray-Ban, Gucci, Dior, Oakley and more. All types of insurance are accepted.

Real Estate Development

Bohong, Inc

Joanna Zeng
3140 De La Cruz, #200
Santa Clara, CA 95054
(650) 461 4420
joannazeng@bohongland.com
www.bohongland.com
Bohong Inc. is an integrated real estate developer focused on residential developments across the San Francisco Bay Area. The Company aspires to be among the top real estate companies providing quality and affordable housing projects, with attributes of impeccable professionalism and benchmark of utmost quality.

Security Guard & Patrol Services

OnView Security Service

Daniel Castillo
46750 Fremont Blvd., #209
Fremont, CA 94538
(510) 440 9800
daniel@onviewsecurity.com
www.onviewsecurity.com
OnView Security Services was established in 2007, in the heart of Silicon Valley. Their security services are unique, creative, and innovative. They utilize modern technology and advanced methods to protect our clients' interest and assets. They are in the business of preserving the integrity of life and property. It is their mission to deliver a higher caliber of protection at competitive rates, with excellent customer service satisfaction.

Smart Phone Application Developer

Webslides

Sundaran Natarajan
39159 Paseo Padre Pkwy., Ste. 302
Fremont, CA 94538
(408) 981 1152
sundar@webslides.com
www.webslides.com
Go Live in 5 Days! A powerful, cloud based service with companion mobile Apps that addresses majority of the challenges and business issues. They manage everything from websites, POS, mobile apps and inbound marketing from an all-in-one platform.

Tutoring Services

Mathnasium of Fremont

Eric Pan
3185 Stevenson Blvd.
Fremont, CA 94538
(510) 509 6284
fremont@mathnasium.com
www.mathnasium.com/fremont
Their Year-Round Membership, Summer Programs, and One-on-One Sessions for Grades 1-12 students begin with an in-depth math skills assessment. They use the results of the assessments to develop a personalized learning plan for your child. Mathnasium memberships are six months or longer and can be started any time of the year. Attendance is flexible—all students attend 2 one hour instructional sessions per week. They strive to achieve a balance of work for every session by every student. Your child's membership and summer pass also include additional activities such as fun math games, theme workshops, and math contests that are scheduled outside of regular instructional hours.



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Fremont Flowers
Niles Electric Company, Inc.

20+ Years

Ardenbrook, Inc.
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Dental
Child Care Links
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Fremont Main Library
Hylton's Welding Service, Inc.
JVA Business Services
Kaiser Permanente - Chairman
Circle Member
Keller-Williams Realty -
Rick Geha
Mission Property Management
NewPark Mall, LP
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Prime Time Entertainment, Inc.
Saxco International LLC
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Colin T. Yoshida DDS
DeVry University
Fremont Fire Fighters
Local 1689
H&S Plastics, Inc.
Tri-City Health Center
Washington Hospital Healthcare
System - Chairman Circle
Member
Well Chosen Words

10+ Years

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CityServe (Faith Communities
United in Jesus)
Collective Discovery, Inc.
Fremont Automall
Fremont Bulletin Newspaper
Fremont Minuteman Press
Ken Johnson & Associates
La Pinata #5 Mexican
Restaurant
Law Offices of
Robert A. Wieckowski
Magnussen's Lexus of Fremont
MasterKey Real Estate
Advantage - Nancie Allen
Mission Peak Business Products
MRL Group - John Lee
Ohlone College Foundation
Pacifica Senior Living
Palo Alto Medical Foundation
Ray Chui Insurance Agency
Robson Homes - Chairman
Circle Member
Saddlerack
So. East Bay Pedi Medical Grp
Special Events
State Farm Insurance -
Gene Daniels

Technology Credit Union
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Tri-Cities One Stop Career
Center, Fremont
TriCity Veterinary Hospital

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Alameda County Library
Foundation
American Swim Academy
Bay Area Rapid Transit District
Bay East Association of Realtors
Carrington Apartments
Cartridge World -
Central Fremont
Centerville Business &
Community Association
dB Control
Fremont American Little League
Half Price Books
Ireland Engineering
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JJ&J Landscape Managment
Jung SuWon Martial Arts
Academy
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Mission Peak Fitness
Petersen Dean Roofing & Solar
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St. Anne's Episcopal Church
State Farm Insurance -
Kevin Nuss
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UPS Store #6139

2+ Years

A List Connection.com
Advanced Cleaning Systems
Advanced Mobile Software
Solutions
Alameda County Supervisor
Richard Valle
Annie's Guns
Asian Business Alliance (ABA)
B-Innovationss, LLC
BoldlyMe
Business, Energy, &
Election Law
CorePoint Media
DasBrew, Inc.
Designing Smiles
Diligent Mobile, Inc.
Doctors Express
Drivers for Survivors
Enterprise 24 Hour Automotive
Fils General Auto Repair
Fremont Youth Soccer Club
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Planning Services
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Import Motor Cars
Jemby Electric, Inc
Joel Malard Consultant

L5 Consulting

Law Office of Susan Q. Kalra
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Medical Career College
Nu Skin/Pharmanez
Paws on the Run
Primerica- Brandon Sass
Purple Lotus Temple
Ruby Hill Golf Club
SDMI Financial
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Chairman Circle Member
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1+ Year

Access Omnicare
Aktikare Fremont
Aflac - Driggs/Pujols
AXA Advisors - Cindy Zheng
Bay Area Community Services
Brilliant You!
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Chopra Financial Services
Cornerstone Staffing Solutions
doTerra Essential Oils -
JoAnn Hall
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New York Life Insurance
Company - Srinual (Nuan)
Mogaew
Nurse Builders Academy
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One Call Services
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Circle Member
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Anil Sikka
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Silicon Valley Spine Institute
Transamerica -
Lakshmi Goriparthi
Vapor Planes
Which Wich

*Congratulations to our members who have
reached these milestones*

A Good Idea Is Now The Law



By Lori Marra
City of Fremont

On July 1, 2014, the 2nd phase of the Alameda County Waste Management Authority's (ACWMA) Recycling Ordinance took effect, meaning that Fremont businesses need to have a recycling program to keep cardboard, paper, bottles, cans, food and beverage

containers out of the trash. Businesses with an existing recycling program will likely find they are already in compliance with the new laws. But businesses without recycling services and those that are still putting recyclable items in the trash need to establish an effective recycling program. Enforcement inspections have begun and citations will be issued by the County for failure to comply with the new requirements.

Fortunately there are options available for Fremont businesses, including discounted rates for sorting recyclable and compostable materials into separate bins. Monthly recycling rates are 25% cheaper than the cost of garbage!

The City of Fremont is partnering with the Alameda County Waste Management Authority, Republic Services and the Fremont Recycling & Transfer Station to increase recycling opportunities

throughout the city. A recycling specialist can visit your business to do a no cost waste assessment and help you determine a solution for your recycling needs.

For additional information about the Alameda County ordinance, including details about who is affected, how to comply, and to request assistance, please visit www.RecyclingRulesAC.org.

Contacts:
City of Fremont - Lori Marra at 510-494-4581
www.fremont.gov/environment
Republic Services - Maria Mendoza at 510-354-2452
www.alliedwasteac.com

Lori Marra has worked for the City of Fremont as an Environmental Specialist for over 8 years. She helps businesses with waste reduction efforts, recycling and composting.

Pictures from the IT Security Forum



Images from the IT Security Forum

Counterclockwise from top left: The panelists: Detective Ken Bryant, a cyber agent from the FBI, Navraj Bawa from Unitek College, Robert Douglas from Planet Magpie, Fremont Police Chief Richard Lucero; The event was held at Unitek; the audience was composed of students as well as small business owners; Aaron Goldsmith moderated



ATTENTION EFFECTIVE JULY 1, 2014

NOW, EVEN MORE BUSINESSES AND MULTI-FAMILY HOMES MUST SORT THEIR RECYCLABLES.

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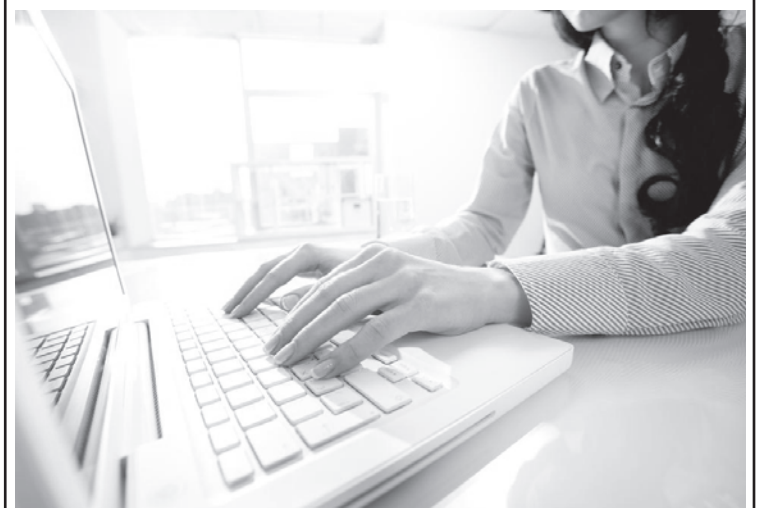
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ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY

ACWMA ORDINANCE 2012-01

Write an article for the Fremont Business Review



Email Aaron Goldsmith at agoldsmith@fremontbusiness.com for more information.

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