

Fremont BUSINESS REVIEW



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A Crash Course in Collision Repair
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VOLUME 6,
NUMBER 6

East Bay Traffic: In a Jam

September
2005

Talking Traffic: Everyone Grumbles About It, But What Can You Do?

Bay Area Business Leaders Discuss Smart Growth at September Summit



By Steven Spivak
Staff Specialist
New United Motor Manufacturing Inc.

If you live or work anywhere in the nine San Francisco Bay Area counties, you're affected by traffic congestion. Both your business and overall quality of life hinge on effective modes of transportation. Moving people and goods from one place to another may be described as "crowded, difficult, a mess," or even "Holy hotrods, Batman, how did it get so bad?"

If you identify with any of these comments, you've plenty of company. The Bay Area Council's annual survey of residents named "transportation" the region's primary concern, surpassing even the economy.

In recalling the bygone days of the Bay Area's 1990s economic boom, perhaps you also recall the gridlock that accompanied it. The ensuing economic slowdown temporarily eased the pressure on the region's transportation system. A

healthier economy - with increased employment and population, together with an inadequate housing supply - can only increase transportation demand and congestion in the future.

So what's the answer? One could ask Kaiser Permanente, where up to 55 percent of employees use commute alternatives on a regular basis. Kaiser's formal transportation plan, in place since 1993, includes the following elements:

- Alternative work schedules: employees work longer hours in fewer days.
- Employer sponsored shuttle: eliminates approximately 37,000 trips per month.
- Orientation: new employees are encouraged to use commute alternatives.

—Talking Traffic
page 7

Smart growth, the coordinated development of transportation, housing and commerce will be the topic at the Smart Growth Summit on Friday, September 16, 2005 at the Fremont Marriott Hotel from 11:45 a.m. to 2:00 p.m. Co-sponsored by The Fremont Chamber of Commerce and the Southern Alameda County Air Quality Resource Team, the summit will feature guest speakers Carl Guardino, president/CEO, Silicon Valley Leadership Group and Steve Heminger, executive director, Metropolitan Transportation Commission.

"The Bay Area is growing rapidly and regional development needs to be a major focus of all stakeholders. Well planned growth will help stem two major problems facing the Bay Area today, those being the housing shortage and over congestion of the transportation system," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "To solve this problem, people need to think regionally and have a common goal in mind. With Carl Guardino from the Silicon Valley Leadership Group and Steve

— Smart Growth Summit
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Firefighter Community Calendar Now Available

The Fremont Chamber of Commerce, in partnership with the Fremont Firefighter Local 1689, recently released its annual 15-month Firefighter Community Calendar featuring firefighters from Fremont, Newark and Union City. Covering October 2005 through December 2006, the calendar includes a monthly listing of community events around the Tri-Cities area along with contact information for each event.

The annual calendar is a compilation of the Tri-Cities bravest captured in a variety of photographs depicting their work and involvement in the community. The calendar is a celebration to every firefighter's dedication to the safety and well being of our community.

"The annual firefighter calendar is a great informational resource for our community, it

—Firefighter Calendar
page 5

Legislative Focus: Transportation



By Billy Sandbrink
Director of Government Affairs
Fremont Chamber of Commerce

Identifying the important issues to your constituency or membership is the constant and never ending task that every politician and interest group battle. This year, the Chamber has taken positions on various city issues, including re-vamping the city's sign ordinance and showing interest in the General Plan, to supporting a bill that will streamline business with the state, to

opposing a bill that will increase the state's minimum wage.

Until this month, one public policy issue the Chamber has not broached is transportation. Very simply, transportation policy and planning is extremely important to Fremont. A quick look at two facts tells why: 1) Fremont is around 96 square miles in area, larger than the city of San Francisco; 2) Fremont's population is about 215,000, about one fifth of San Jose. Combining these two facts means that, like a typical West Coast city, people are spread out and rely on cars and transit in their lives.

In the state of California, a large priority is put on transportation. The same is the case in the Bay Area. The amount of funding dedicated towards transportation is a large indicator of its importance. There are federal and state gas taxes, a dedicated gas tax to transportation projects (Prop. 42) and two separate 1/2 cent sales taxes passed in Alameda County since the 1980's. In

—Transportation Legislation
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15 Years of Excellence

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

FIFTEEN YEARS



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Message from the Guest Editor

How to remain competitive in a tough market

By Rhonda Rigenhagen
*Assistant Manager of Community Relations,
New United Motor Manufacturing Inc.*

The transportation industry, like many others, is a cutthroat business. Profit margins are low while competition, customer expectations and the costs of doing business are greater than ever. No place is this more true than in California.

According to the Milken Institute, the cost of doing business in the Golden State is 30 percent higher than the national average. That's one thing for a gas station, dry cleaner or coffee shop, whose customers aren't likely to take their business out of state. But when you're the only auto assembly plant west of the Rockies, and your competitors are in states where the cost of doing business is 10 percent below the national average, you must find ways to close that gap. Buyers won't spend 40 percent more for a Pontiac Vibe than for a comparable vehicle just because the Vibe is built in California.

How do you overcome that kind of competitive challenge? The following are principles that New United Motor Manufacturing Inc. has learned from its Toyota parent, one of the most profitable businesses in the world:

1) *Kaizen*, a Japanese word meaning "continuous improvement." No matter how good you are, you can always improve. Diligently seek out ways to do tasks faster, easier, better, safer and less expensively. Ask why. And if the response is, "Because that's the way we've always done it," it's probably time to *kaizen*.

2) *Jidoka* means guaranteeing quality in your workstation. Passing along mistakes, even if coworkers correct them, costs more time and money than getting it right the first time. Allowing defects to make it to the customer costs even more - your reputation and future business.

3) Which bring us to *muda*, or waste. Having to correct mistakes is

just one type of *muda*. Toyota identifies six others: unnecessary conveyance, overproduction, extra motion, wasted time, excess inventory and needless processing. An analysis of common tasks often identifies ways to minimize waste, maximize resources and reduce costs.

4) *Genchi genbutsu* means "go to the source and see for yourself." Before drawing conclusions or making changes, spend time closely watching and/or participating in an activity to fully understand it.

5) The 5 Whys. To solve a problem effectively, you need to cure the disease rather than merely treat a symptom. Ask yourself why the problem is occurring. Consider your answer, then ask why that condition exists. Asking "why" three more times should bring you to the root cause. Then spend your energies addressing it.

6) *Nemawashi* is a thorough communication process to ensure that all stakeholders are informed and involved early on.

These principles of "The Toyota Way" - along with benchmarking, analyzing, piloting, evaluating and modifying as necessary - are at the heart of how NUMMI earned the title of "most efficient auto assembly plant in North America" in this year's Harbour Report.

Of course, we aren't the only company facing transportation-related challenges. Included in this issue of Business Review are tips from other businesses:

- How to reduce commute costs and headaches.
- Auto insurance - what do you really need?
- How one local body shop differentiates itself from the rest.
- Tax advice on transportation-related expenses.

I hope you find them useful in navigating the transportation-related challenges of your business.

Rhonda Rigenhagen is assistant manager of Community Relations for New United Motor Manufacturing Inc.



Rhonda Rigenhagen



SMART GROWTH SUMMIT

September 16, 2005

12:00 PM to 2:00 PM

Fremont Marriott

46100 Landing Parkway

Fremont, CA 94539

Cost \$30 for members / \$40 for non-members

Sponsorship: \$500 table sponsorship / \$1,000 event sponsorship

Speakers:

Carl Guardino, *President/CEO, Silicon Valley Leadership Group*

Steve Heminger, *Executive Director, MTC*

Smart growth refers to the coordinated development of transportation, housing and commerce in a given area. With the population growing and the demands on land use and transportation intensifying by the day, how the Bay Area coordinates the development of its land is a crucial factor in where the Bay Area will be in the future.

In recognizing the importance of smart growth to the Bay Area, the Fremont Chamber of Commerce is hosting the Smart Growth Summit on September 16, 2005 from 12:00 PM to 2:00 PM. The Chamber of Commerce has secured an expert panel, featuring Carl Guardino, President and CEO of the Silicon Valley Leadership Group and Steve Heminger, Executive Director of the MTC. Their expertise in smart growth issues will provide an insightful and educational view on smart growth issues. Panelists will give opening remarks, followed by a question and answer period with the audience. Lunch is included.

Register online at www.fremontbusiness.com or call 510-795-2244, ext. 101. For sponsorship opportunities, call Billy Sandbrink at 510-795-2244, ext. 107

"Behind the Scenes"

A District Within the City Comes Alive

Within a mere 10 hours on Friday night, the annual 'district' of "Festival of the Arts" is built. The streets are closed to auto traffic in a four walking mile radius on Paseo Padre at Mowry to Walnut, east to Capital, Liberty and State streets. Delivery trucks begin arriving with three stages, tents, tables, chairs, trash containers, port-o-lets, bottled water, wine, carnival ride construction materials, booth partitions, etc.

Dozens of volunteers begin arriving at approximately 6:00 p.m. to Headquarters, the foundation of the fun and function of the Festival. After a BBQ dinner served by volunteer firefighters, the work of the volunteer chamber members and staff begin to build and assemble this temporary town within the City of the Festival. This is fairly labor intensive. Tables and chairs have been left at numerous corners along Paseo Padre, Capital, State and Liberty. With only four to five teams of six to eight volunteers, the tables are placed at all the sponsor booths, set up at each stage and within the 90 foot by 30 foot Wine Garden 'district', at each Business Alley booth, and of course within each beer and wine booth. These are manually carried and set up by each of the volunteers! Oh, did I mention the hundreds of chairs for each of the three stages for patron seating, for customer seating in the Wine Garden, and in each of the 80 booths on Business Alley?

Each team of volunteers is supervised by a Chamber staff member, with communication by two-way radios for this 'quick' transformation from city streets to festival fun. Most of the this transformation and activity have been planned, laid out and pre-arranged by the staff of six dedicated and very hard working Chamber employees and their committees. Most of this work ends between 2:00 and 3:00 a.m.

Early Saturday morning between 6:00 and 8:00 a.m., the volunteers for the beer and wine booths begin arriving, check-in at Headquarters and receive their Festival dollars and glass and report to duty. These volunteers are ABC (Alcohol Beverage Control) trained, and are responsible for checking ID's and distributing alcohol in Festival glasses to thousands of adult guests.

The hundreds of artisans, Chamber members on Business Alley, and other volunteers from non-profit organizations have begun arriving for their respective assignments. This includes food preparation for the 36 food

booths located throughout the Festival. The money earned from this event is frequently the only source of fund-raising for many of these non-profit associations providing food for the thousands of attendees for the two-day event.

Because the Festival is the largest free outdoor festival on the West Coast, artisans come from all over the State and several from outside of California. Depending upon the size of their booths, their set up takes between two and five hours! Business Alley Chamber members have the opportunity to show off their services and products to 350,000 potential customers-many of whom would not otherwise be aware of these local businesses. During this early morning set up, a few volunteers drive around in carts serving coffee, bagels and muffins. The coffee has been donated by Peet's Coffee and The Depot Café, and the bagels, scones and muffins by Panera Bread-another fund raiser for Dollars for Scholars and Leadership Fremont. All of this occurs before the official opening of the Festival at 10:00 a.m.!

Many of the Festival Committee members spend all day Saturday and Sunday fulfilling the needs of the members of the booths, checking in and out at headquarters for directions and information.

Sunday night beginning at 6:00 p.m. when the Festival closes, these same tired committee members and volunteers are responsible for returning the Festival booths, tents and walkways back to legal city streets. This is done with the help of the City of Fremont's Maintenance Department staff, Boy Scouts and many other volunteers, to remove all tables, chairs and all garbage that is trashed or recycled. All of the booths are taken down and removed.

Monday morning this four mile radius of streets and parking lots are open for business with no indication that anything occurred over the weekend. This is a great phenomenon and miracle, and the Fremont Chamber of Commerce, its staff and many volunteers makes it happen.

While being a volunteer during this weekend makes for two long days, is tiring, the pay is not great (!?), it is very rewarding and fulfilling. Many of this dedicated residents and business owners have made this an annual event since its inception in 1983. I encourage each member of the Chamber, your family and friends to get involved to allow each of you to be a part of this great experience!



Barbara Jenkins

September Calendar of Events

- 5 Labor Day Holiday**
Chamber office closed
- FCCTV September Show "Transportation: The Challenges of Commuting in the East Bay" Premieres 8:30 p.m., Fremont Cable Channel 29**
- 6 Business Networking Night with the Oakland A's**
5:35 pm, McAfee Coliseum
call (510) 795-2244 for more information
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 7 Ambassadors Club Meeting**
8 a.m., Chamber Conference Room
- 9 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 12 Communications Team Meeting**
1:30 p.m., Chamber Conference Room
- 13 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 14 Caboodle Cartridge Mixer**
5 - 7 p.m.
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- 16 Smart Growth Summit Luncheon**
11:45 a.m. Registration, Lunch Noon - 2:00 p.m.
Fremont Marriott, 46100 Landing Pkwy., Fremont
Speakers Carl Guardino, president and CEO of the Silicon Valley Leadership Group and Steve Heminger, executive director of the MTC will their expertise and insights on smart growth issues. For more information or to register visit www.fremontbusiness.com or call Billy Sandbrink at (510) 795-2244.
- 20 Fremont City Council Work Session**
Time TBA, City Council Chambers
- Leadership Steering Committee Meeting**
8 a.m., Chamber Conference Room
- 21 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Member Briefing**
11:45 a.m., Chamber Conference Room,
39488 Stevenson Place, Ste. 100, Fremont.
- 26 Communications Team Meeting**
1:30 p.m., Chamber Conference Room
- 27 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 28 Government Affairs Committee Meeting**
7:30 a.m., Chamber Conference Room
- Pinstripes-European Menswear Mixer**
5 - 7 p.m.
3900 Newpark Mall Rd., Ste. 100, Newark, CA
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15 Month - Oct 2005 thru Dec. 2006

Firefighter Community Calendar

Featuring Firefighters from Fremont, Newark, and Union City, California

Order Your Calendar Today

Our bravest heroes are captured in a variety of photos depicting their work and involvement in the community. The calendar is a celebration of the firefighter's dedication to the safety and well being of our community. A portion of the proceeds from the sale of this calendar will go to the Alisa Ann Ruch Burn Foundation.

\$18 per calendar. Call 510-795-2244 or visit www.fremontbusiness.com to order your calendar

Each month features community events around the Tri-City area (Fremont, Newark, Union City) along with event contact info.



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Connection Clubs

Meeting Dates, Times, Places

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

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

Tuesday Noon meets at 11:45 a.m.

Fellini O's
3900 Newport Mall Road, Ste. 101, Newark
Chair: Stefanie Pavis, 510-657-1350
Vice Chair: Tom Schmidt, 510-657-2501
www.tuesdayconnectionclub.com

Connect 2 Succeed 2nd & 4th Thursday at 11:45 am

La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Dr. Joe Joly, 510-249-9037
Co-Chair: TBD
www.connect2succeed.com

Fridays Women In Business meets at 7:30 a.m.

Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Sharon Scripilliti, 510-659-1212
Vice: Harriett Whitney, 510-793-7405
www.fremontwib.com

Pro Source meets at 11:30a.m. on 3rd Thursday See website for location

Chair: Kevin Dean, 510-687-9737
Vice: Rich Hemmerling 408-234-4394
www.theprofessionalsource.com

Wednesday Noon meets at 12 noon

La Piñata Restaurant -- NEW LOCATION
39136 Paseo Padre Parkway, Fremont
Chair: Gordon Golletto, 510-827-7727
Vice Chair: Staci Talan 510-745-7445
www.fremontreferrals.com

Thursday AM meets at 7:30 a.m.

The Depot Cafe
37260 Fremont Blvd., Fremont
Chair: Terri London, 510-796-8300
Vice: Renee White, 510-440-1100
www.thursdayAM.com

Referrals Plus 1st & 3rd Thursday at 11:45 am Nouvelle Bistro

43543 Mission Blvd., Fremont
Chair: Andrew Draeseke, 510-299-4968
Vice Chair: Melinda Yee, 510-651-2448
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Friday AM Connection Club meets at 7:15 a.m.

The Depot Cafe, Fremont
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Chair: Mark Buechler, 510-520-1922
Vice: Jose Gonzalez, 510-894-0764
www.fridayconnections.com

Member Benefit

Building a network of contact is critical in today's business environment. A wide variety of contacts gives a business owner access to a group of individuals who together possess an enormous amount of expertise and experiences. Membership in a Connection Club of the Fremont Chamber of Commerce is designed to give members the networking base to be successful in business. Members of these clubs understand the value of network-

Connection Clubs

ing and sharing their knowledge and challenges with a group of people they know and trust. Fremont Chamber Connection Clubs have become so successful that they now serve as a model for similar groups in Chambers all over the State.

Open only to Fremont Chamber members, Connection Clubs meet at a variety of times and days to exchange leads and assist one another in growing their business. A Chamber mem-

ber may participate in no more than two Connection Clubs. Each club may have only one representative of a given profession, no duplications are permitted. Membership dues in a Connection Club are minimal and the results are sure to be maximum.

If you are more interested in more information regarding the Connection Clubs, please contact KK Kaneshiro at (510) 795-2244, ext. 101 or email kkaneshiro@fremontbusiness.com.

Firefighter Community Calendar On Sale Now

from page 1

is the only resource that provides a comprehensive listing of community events," said Cindy Bonior, CEO of the Fremont Chamber of Commerce. "Additionally, by capturing the lives of our local firefighters, the calendar has become a tribute to them and our community members."

To purchase a calendar, contact the Fremont Chamber of Commerce at 510-795-2244 or order online at www.fremontbusiness.com. The calendars are \$18, plus \$3 for shipping and handling. A portion of the proceeds from each calendar sold will be donated to the Alisa Ann Ruch Burn Foundation.

The Alisa Ann Ruch Burn Foundation: Prevention, Education, Survivor Assistance

The Alisa Ann Ruch Burn Foundation derived its name and inspiration from an eight-year-old child, Alisa Ann, who was fatally burned in a common backyard barbecue accident. Founded in 1971, the Alisa Ann Ruch Burn Foundation works in partnership with firefighters, educators, and burn care professionals to develop innovative programs and services. There are 1.25 million burn injuries each year in the United States. In California alone, each year 10,000 people are burned severely enough to require

medical attention; 4,500 are children. Recognizing that prevention education is essential to avoid the agony of burn injuries, the Burn Foundation has produced a variety of innovative prevention materials and programs that are distributed throughout California. The Burn Foundation's survivor assistance programs are designed to relieve emotional suffering, create opportunities for socializing, and help build the skills necessary to cope in a society that highly values physical appearance.

Smart Growth Summit —

from page 1

Heminger from the MTC as our panelists for this event, we think we have a panel that can help tackle the issue of growth."

Guardino, named as one of the "Five Most Powerful" people in Silicon Valley by the San Jose Mercury News was instrumental in managing the successful traffic relief initiatives, known as Measures A and B in 1996; co-directing the November 2000 Measure A traffic relief initiative to bring BART to Santa Clara County; creating the Housing Action Coalition to advocate for housing that is relatively affordable for Silicon Valley workers; and developing the Santa Clara County Housing Trust.

Steve Heminger is executive director of the Metropolitan Transportation

Commission (MTC), the regional transportation planning and finance agency for the nine-county San Francisco Bay Area. Heminger, vice chair of the Policy Committee of the Association of Metropolitan Planning Organizations, is also a member of the Board of Trustees for the Mineta Transportation Institute, the Board of Advisors for the ENO Transportation Foundation, and the Research and Technology Coordinating Committee for the Federal Highway Administration.

The luncheon is \$30 for Chamber members and \$40 for the general public. For reservations or more information please visit www.fremontbusiness.com or call (510) 795-2244.

Doing Business Over Lunch

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fmcc@fremontbusiness.com



39116 State St, Fremont
(510) 791-1688
Lunch: 11 am - 2 pm
Dinner: 5 pm - 9:30 pm
Sundays: 4 pm - 9 pm



39233 Fremont Bl.
(In the Hub)
(510) 742-6221
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11 am - 10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
Open Daily 8 am - 11 pm



Pearl's Cafe
4096 Bay St.
Fremont (510) 490-2190
Lunch (Mon-Fr): 11:30 am - 5 pm
Dinner (Mon-Sat): after 5 pm
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5200 Mowry Ave, Fremont
(510) 792-2000
Lunch (M-F): 11:30 am - 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



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



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



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



zpizza
46703 Mission Blvd.
Fremont
(510) 360-9900
Sun-Thur: 11 am - 9 pm
Fri-Sat: 11 am - 9:30 pm

FCCTV:

Show Schedule
Fremont-
Ch 29 Mon 8:30 p.m.
Ch 26 Mon 7:30 p.m.

Newark-
Ch 27 Fri 5 p.m.

Alameda-
Ch 28 Sat 3:30 p.m.
Sun 8:30 p.m.

Union City-
Ch 15 Thu 10 p.m.
Sat 3:30 p.m.
Sun 8:30 p.m.

Hayward, San Leandro, San Lorenzo and

Castro Valley-
Ch 28 Thu 10 p.m.
Sat 3:30 p.m.
Sun 8:30 p.m.

Top of the Week REPORT

Linking the Business Community

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

Linking the Business
Community

Member News

LOV Sponsors Circus Chimera

League of Volunteers (LOV) will sponsor Circus Chimera on September 16 and 17, 2005. A magical blend of circus, theatre and fantasy under one Big Top, the event will take place at NewPark Mall in Newark. General admission is \$10, advance tickets may be reserved for only \$7. To reserve tickets or for show times, call LOV at (510) 793-5683. Proceeds benefit LOV's holiday programs that include the Thanksgiving Day Meal and Toys 4 Tots.

TGIF Body Shop Honored as Green Business at World Environment Day 2005

TGIF Body Shop, Inc. was officially honored as a Green Business at World Environment Day 2005. *TGIF* earned this distinguished acknowledgement for its recycling and other environmentally conscious efforts during the UN World Environment Conference held on May 31, 2005, at the Scottish Rite Center in Oakland, Calif. *TGIF* is the first collision repair center in the San Francisco Bay Area to receive the Green Business honor. *TGIF* earned this acknowledgement by welcoming several branches of the government into its facility over the course of two months, including Hazardous Waste Management, which is managed by the Fremont Fire Department, and Bay Area Quality and Waste Management. These visits provided affirmation that *TGIF* is contributing to the environment by actively recycling paint, thinner, coolant, metal, plastic, cardboard, and using an oil/water separator for drainage, and ensuring proper ventilation in the mix and spray booths. The UN World Environment Conference addresses current social, ecological, and logistical issues, including a place to live, a place to work, education, clean air, clean water, healthy food, and investment in our youth. For information about how to become a Green Business, contact the Alameda County Green Business Program at (510) 567-6770. *TGIF*, established in 1980, is locally owned and operated. The facility is recognized and certified by leading industry organizations including Automotive Management Institute, Assured Performance Collision Care, Assured Performance Network, Automotive Service Excellence, and I-CAR.

SAVE Awareness Breakfast to Address Impact of Domestic Violence on Children

Senator Liz Figueroa will host *SAVE's* (*Shelter Against Violent Environments*) 3rd Annual Breakfast Eye Opener to address the impact of domestic violence on children. The Breakfast Eye Opener will be held Friday, October 7, 2005 from 7:30 to 9:00 a.m. at the Fremont Marriott, 46100 Landing Parkway, Fremont. Tickets are \$75, with all proceeds benefiting *SAVE*. The panel of speakers

will enlighten and inform about how children are affected and what we can all do to help these defenseless children. Senator Figueroa will also present the Liz Figueroa Domestic Violence Prevention Award to John Dutra, Assemblymember 20th AD, retired. Mr. Dutra, a former *SAVE* boardmember, authored AB 664 in 2001 to obtain \$4 million in funding for *SAVE* as well as nine other California domestic violence agencies and continues to support *SAVE* today. For more information, contact Leslie McGarry. Phone: 510-574-2266, fax: 510-574-2252, email: events@save-dv.org.

Alameda County Fairgrounds Delivers Hope from Home

Operation: POSTCARD, one of this year's extremely successful programs at the *Alameda County Fair*, provided members of the community the opportunity to show their support for our troops and send their well wishes to those serving overseas. Over 70 giant, double-sided postcard banners were signed by Fairgoers during the 2005 Fair, and are currently being delivered to the troops. The 4 foot by 8 foot postcard banners, covered with thousands of positive messages for the men and women serving our nation, are being sent overseas by four organizations: Blue Star Moms, the East Bay Chapter of the Association of the United States Army, Pleasanton Military Families, and Operation: SAM. For more information about the *Alameda County Fair*, please call (925) 426-7600 or visit www.AlamedaCountyFair.com.

Dr. Benjamin Chew Joins "See Your CDA Member Dentist because..."

Dr. Benjamin Chew recently announced his participation in a statewide program sponsored by the California Dental Association (CDA) and the California Milk Processor Board. "See Your CDA Member Dentist because..." campaign encourages regular dental visits and drinking milk as part of a healthy lifestyle for children. When a child has completed his or her dental check up, he or she will be provided with a secret surprise code that, when entered at the web site or submitted by a mail in flyer, will produce gifts which may include a movie pass, theme park discounts, a gift card, or other fun items. The CDA has partnered with the California Milk Processor Board after a recent clinical summary revealed that drinking three glasses of milk a day may help prevent cavities. For more information, contact Benjamin Chew, DDS at (510) 745-9299.

Alameda County Fair Now Accepting Director Applications for Retired Board Members

The Board of Directors of the *Alameda County Agricultural Fair Association* recently announced its intent to fill two positions on the Board that are being vacated by retiring members. All interested parties are required to complete and submit a formal application by October 14, 2005. Applications are available by calling the CEO's office at 925-426-7501. Applicants should include information on their community involvement, as well as an explanation of how their experience and professional expertise would be of benefit to the Fair Association. Applicants must reside in the County of Alameda. The *Alameda County Agricultural Fair Association* is an ADA/Equal Opportunity Employer. For more information, please call (925) 426-7600 or visit www.AlamedaCountyFair.com.

Tri City Elder Coalition Celebrates the Young at Heart at its Annual Seniors' Night Out

Young at Heart is the theme of the *Tri-City Elder Coalition's* 12th annual Seniors' Night Out which will be held on Wednesday, October 19, 2005 at the Newark-Fremont Hilton Hotel. This popular event is aimed at those seniors who rarely have an opportunity for "an evening on the town". The night's festivities include dinner, entertainment and many wonderful door prizes. Seniors' Night

Out has become a Tri-City tradition. Now in its 12th year, it is well known for its merriment, entertainment and most importantly, the opportunity to meet and enjoy good conversation with an older person. This annual event is a celebration for our seniors and an opportunity to fundraise for the *Tri-City Elder Coalition's* "PUN" (Personal Urgent Need) Fund, a fund to assist older adults in the Tri-City area in obtaining goods or services to improve their health, safety, or quality of life. The Seniors' Night Out committee is seeking sponsorship, individual or corporate and escorts for these seniors. To encourage participation by a wide range of businesses, organizations, and individuals, we welcome sponsors at several levels. As an individual escort, you may either bring someone you know or ask the committee to pair you with a senior. To refer a senior, to be an escort, or to be a sponsor, don't hesitate to call our event coordinators, Barbara Proctor at (510) 574-2094, or Joan Bettencourt Newman at (510) 489-3800.

Pearl's, a Popular Fremont Eatery Celebrates its 20th Anniversary

Pearl's celebrates its 20th anniversary on Saturday, September 17th with live music and a special all you can eat menu from 4:00 to 8:00 p.m. Steel Jam, who recently played at the opening of Cost Plus, will play from 4:00 to 6:00 p.m., and the Bill Cefalu Jazz Quartet will follow from 6:00 to 8:00 p.m. The cost is \$30 per person. For more information, contact (510) 490-2190.

Mattson Technology Equips Winbond's New 300 nm Fab

Mattson Technology, Inc. announced that it has installed multiple Helios RTP and Aspen III ICPHT and Strip systems at Winbond Electronics Corporation's new 300 nm fab in Central Taiwan Science Park in Taichung, Taiwan. The systems will be used to produce DRAMs, mobile RAM and flash memory products at the 110 nm node, with extendibility to 90 nm and beyond. According to Dr. Victor Wang, Winbond's 300 nm fab director, Mattson was selected based on their excellent processing performance, reliability, technology extendibility and cost-of-ownership. For more information, contact *Mattson Technology, Inc.*, 47131 Bayside Parkway, Fremont, Calif. 94538, telephone: (510) 657-5900 or visit www.mattson.com.

Ohlone College and Fremont Bank host the 21st Annual Golf Tournament to Benefit Ohlone Athletics Program

Ohlone College and *Fremont Bank* will host the 21st Annual Ohlone College/Fremont Bank Golf Tournament on Monday, September 12, 2005 at the Castlewood Country Club. The fun-filled day will begin at 11:00 a.m. with registration and a BBQ lunch. Golfers will then head off for 18 holes of magnificent golf. Non-golfers are also invited to join in on the fun on the putting green for a day of exciting activities which include a Putting and Chipping Clinic with the Castlewood Golf Pros, BizGolf Dynamics Workshop, Mini Spa, and Wine Tasting! For all, the evening will conclude with a 6:30 p.m. dinner, raffle, live auction, and awards presentation in the Castlewood Ballroom. Registration fee is \$225 for golfers which includes lunch, dinner, and all listed activities, registration fee for non-golfers retreat is \$100. For sponsorship or registration information, contact Johari Peebles at (510) 659-6020.

Statue of Liberty Video at the Fremont Main Library

The *Fremont Main Library* will feature a special showing of the video *The Statue of Liberty* on Wednesday, September 14th from 1:30 to 2:30 p.m. The video, produced by The History Channel, explores the initial struggles to find adequate funding for the statue to its celebratory centennial restoration. Rare footage and archival photos document the radical methods the French devised for shaping the massive sculpture and for transporting their incredible creation to America. Ellis

Island, part of the Statue of Liberty National Monument, is also included in this film. Historical film shows remarkable footage of how 12 million steege and third class steamship passengers, between 1892 and 1954, were legally and medically inspected at Ellis Island. The *Fremont Main Library* is located at 2400 Stevenson Blvd., and is wheelchair accessible. No reservation is required. Refreshments provided by the Friends of the *Fremont Main Library*. For more information, contact the *Fremont Main Library* at 510-745-1401 or the Alameda County Library's Senior Services at 510-745-1491 or 510-745-1499.

Continued Growth At Mattson Spurs New Appointments

Mattson Technology, Inc. has announced several new appointments to enhance customer service and strengthen technological leadership, positioning the company for further growth. Randy Y. Matsuda, formerly vice president (VP) & general manager (GM) of the Films/Etch Products Group who led Mattson's strip group to the dominant market position, has been appointed Global Business Operations VP & GM, Asia. Matsuda's new duties will involve intensifying customer-centric programs for the Asia region, including China, Japan, Korea, Singapore and Taiwan. Prior to joining the company in 1997, Matsuda worked as a representative responsible for all Mattson products at Mattson's distributor Marubeni Hytech Corp. Stephen T. Lanza, recently joined Mattson as Global Business Operations VP & GM, North America and Europe. Lanza will be responsible for overseeing the North American and European sales, field service, field process engineering and technical support teams. With over 20-years of sales, marketing and operations experience, Lanza has held executive management positions at CPU Technology, NeoMagic Corp., Watkins-Johnson and Raychem Corp. Don V. Tran, replaces Matsuda as VP & GM, Films/Etch Products Group. Tran will be responsible for managing the Films/Etch business operations, including engineering, development and marketing functions, and strengthening Mattson's number one dry strip market position to gain further share. A 15-year industry veteran, Tran co-founded Twinstar Systems and SpeedWorks Software and served in various senior management and technical positions at Semitool, Silicon Valley Group, Watkins-Johnson and Lam Research. For more information, contact *Mattson Technology, Inc.*, 47131 Bayside Parkway, Fremont, CA 94538, (510) 657-5900 or visit www.mattson.com.



Alert the media

Chamber members are encouraged to submit newsworthy press releases for inclusion in our Member News section.

Send press releases to:
Editor, Fremont Business Review,
39488 Stevenson Place, Suite 100, Fremont, CA 94539

or email:
cbonior@fremontbusiness.com
with "Member News" in the subject line.

Don't forget to include your contact information

Monthly Visits to the Chamber Website

www.fremontbusiness.com

11,370

Total number of visits during the month of July 2005

10,787.5

Average # of visits per month (2005)

[data provided by Deep Metrix LiveStats]

DEEP METRIX

Auto Insurance: One Size Does Not Fit All



By Sunny Chopra
American National Insurance

We human beings have an incessant desire for betterment. In the wake of surrounding ourselves with comfort, we find that we become dependants of our own inventions. One of the biggest dependencies is transportation.

We need to be in different places at a faster speed than ever and depend on our vehicles to do so. Insurance is a legal requirement of vehicle ownership. Yet, only a few of us know much about purchasing the right amount of insurance.

For example, does a business owner need special coverage? To

many, owning a business implies affluence. Hence, there's a greater likelihood a lawsuit may be filed against perceived assets. Therefore, it is recommended that self-employed people have higher liability coverage.

How do you go about identifying the right plan for you? First, some key terms:

Liability coverage protects third parties if you are at fault in an accident. Minimum limits are required by law. *Two types are:*

- **Bodily injury** - pays for injuries sustained by a third party.

- **Property damage** - pays for damage to a third party's assets.

Additional coverage to protect yourself are optional. *Most popular are:*

- **Uninsured/underinsured motorist bodily injury:** pays for your injuries

- **Medical payments:** protects you and your family

- **Collision:** repairs/replaces your vehicle in case of damage due to a collision

- **Comprehensive (other than collision):** pays for theft, vandalism, falling objects etc.

- **Towing and labor**

Most of us are familiar with basic terms such as "full coverage" and "liability only coverage." The key to hav-

ing the right insurance is a plan that suits your specific needs. Various coverage levels are available.

The vehicle owner, or "insured," and the insured vehicle determine the desirable amount and kind of coverage. Some people carry the bare minimum while others purchase million-dollar "umbrella" policies to protect themselves.

A professional agent plays a vital role in providing the best value for your dollar by helping select the protection which best fits your needs. With the fast-paced lives we lead, protection needs can also change fast. A periodic review of your coverage with your agent can save you money. Here are a couple of examples:

- A client might be spending extra to protect an older vehicle but be underinsured on liability coverage. By reducing or deleting comprehensive coverage, the savings could be shifted to buy higher amounts of liability protection.

- A newly leased vehicle can be protected by obtaining "GAP insurance" for the difference between the loan amount and the market value of the vehicle. On the other hand, towing coverage can be eliminated if it's initially provided by the vehicle manufacturer. A year or two later, GAP coverage is no longer needed and towing coverage can be added.

There is no rule of thumb when it comes to purchasing auto insurance. A careful analysis of each client's needs will determine the kind and amount of protection he or she should have. You can always find a cheaper rate. But a plan which best meets your needs comes from the analysis and recommendation of a professional agent dedicated to providing the best service to his or her clients.

For more information regarding insurance, please contact Sunny Chopra at American National Insurance (Since 1905), A.M. Best A+ (Superior) Rated, Phone: (510) 797-2797, Auto-Home-Life-Business

Submit an article

Would you like to submit an article or become a guest editor? Contact Cindy Bonior to learn more about the guest editor program. 501-795-2244, ext 106

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Tim Tikalsky
RINA Accountancy Corp.

Company Cars Carry Tax Implications

By Timothy M. Tikalsky
Shareholder, CPA, CSPM, RINA
Accountancy Corp.

Buying or leasing an automobile for employee use ought to be easy, but it's not. Use of a company vehicle creates more tax complications than almost any other type of business asset. That's why you should pick a strategy that yields maximum tax savings while minimizing paperwork.

Generally, businesses can claim depreciation deductions for the full cost of an auto (or fully deduct its lease cost) as long as the employee treats personal use as a taxable fringe benefit.

However, if the car is considered a "luxury automobile," depreciation deductions are substantially reduced. That means it will take longer to recover your cost.

Leasing a luxury company auto will subject you to a special add-back to income (called the lease inclusion amount). The amount varies with the value of the car and the year of the lease.

What constitutes a luxury vehicle? Your opinion probably differs greatly from that of the Internal Revenue Service. Any automobile valued at more than \$14,800 (for 2005) falls into this category. On the bright side, at your

next high school reunion you can honestly brag about the fleet of luxury cars you just purchased for your business. No need to disclose it consists of two Volkswagen bugs and a Ford Escort.

When employees use a company vehicle for personal travel it creates additional tax complications. Employees must report a taxable, non-cash fringe benefit, which is not deductible by the company. There are four separate methods to value employee personal use, three of which require detailed record keeping.

While fringe benefits are generally subject to federal income tax withholding and FICA tax, you can elect not to

withhold federal income tax if you properly notify affected employees. Additionally, treating the company car as having been used entirely for personal travel will greatly simplify the company's record-keeping burden. However, this usually will create extra taxable income for your employees.

For more information, contact Timothy M. Tikalsky, Shareholder, CPA, CSPM at RINA Accountancy Corp. - "Your Future is Our Focus", 1220 Oakland Blvd., Suite 300 Walnut Creek, CA 94596 Phone: (925) 210-2180, fax: (925) 210-2199, email: ttikalsky@rina.com, also visit www.rina.com.

Talking Traffic —

from page 1

- **Telework:** Kaiser supports telecommuting and flexible work arrangements.
- **Transit-friendly work site:** parking design encourages vanpools and bicycles, bike lockers provided.

Results include:

- 15 percent increase in numbers of employees using mass transit five days per week.
- 50 percent increase in days when employees rode transit or used vanpools.
- 22 percent increase in overall employee use of commute alternatives.

A comprehensive overview of Kaiser Permanent's program - and model

transportation measures from 50 other businesses - is part of the Bay Area Council's "Transportation Best Practices" publication. A cost analysis of the various programs is included. Pick up a copy at the Fremont Chamber office or visit the web site at www.fremontbusiness.com.

Other resources to help Chamber members mitigate transportation problems for your employees, suppliers, customers and yourself:

- **RideShare** (www.rideshare.511.org) provides free tools to help employees find alternatives to commuting alone. Free consultation and promotional materials are also available online or by contacting Jackie Stiasny at (510)

273-3624 or email stiasny@rideshare.511.org.

- **Best Workplaces for Commuters** provides helpful online tools for businesses at www.bwc.gov/campaign/sanfran.htm.

We may not be able to make traffic jams go away. However, with the many available area resources and our own inventive energies, we can make a difference for our employees, the community and ourselves.

Steven Spivak is a Staff Specialist at New United Motor Manufacturing Inc. and helps coordinate NUMMI's alternative transportation programs. He can be reached at (510) 498-566.



Commuter Links

- www.rideshare.511.org
- www.bwc.gov
- www.bayareacouncil.org
- www.bart.gov
- www.actransit.org
- www.transitinfo.org

A Crash Course in Collision Repair

By Kathy Mello
TGIF Body Shop

No one likes to think about the possibility of a mishap when driving a vehicle - it is, after all, the second-largest investment most people will ever make. We are lucky if we never need collision repair, but we also know what a jungle it is out there on the road. Here are some things you can do to contain the trauma, should you find yourself in an accident.

On the scene:

- Get out of traffic, and then take a moment to think before you do anything else. Stay in the car, if you can, for added protection.
- Call for help and remain calm and still to prevent further injury.
- Don't argue about who caused the mishap. If you experience an irate person, lock yourself in the car.
- Exchange driver's license number and insurance information if you are able.
- Write a complete description as soon as you can. If possible, take photos. Record date, time, location, nearest exit, direction you were traveling, who was in each vehicle and where were they sitting. (Occupied car seats should be replaced after an accident).

Towing:

- If your car must be towed, it should be billed to the insurance claim for the accident.
- Try to direct your vehicle to the repair shop of your choice. You have the legal right to choose who does the repair. If it must go to a storage facility, it will be towed to a repair station later as a second tow on your claim.

Insurance company:

- Report the accident to your insurance company right away. Many companies have 24-hour call centers and you can call from the accident scene. You should notify them, even if the damage is minimal, to protect yourself from any injury issues. It can be risky to try to settle a claim yourself.
- Check to make sure you are covered for a rental car if needed.

Repair shop:

- Choose a well-known shop in the area (ask the tow truck driver or insurance company). Staff should be friendly, informative and helpful in guiding you through the process by telling you what to expect. Technicians should be ASE and I-Car certified. They should offer a lifetime-of-ownership guarantee.

- Remove personal belongings and ask the shop when you will communicate again during the repair process. Don't forget parking permits and garage door openers.
- Ask if they have a service to pick you up if you need a ride.
- Consider other work you might have done while the vehicle is in the shop, and ask for a separate estimate.

After the repair:

- When the car is delivered to you, expect paperwork explaining what they did. Go over the work done with the customer service person.
- Be prepared to pay your deductible if you have one.
- Don't forget your written guarantee.
- Expect your car to look as good as before.

TGIF Body Shop, Inc. has been serving customers in the Tri-City area since 1980. Founded by lifelong resident Rich Mello, this collision repair business has been built on honesty, integrity and customer service. For more information, contact Kathy Mello at (510) 490-1342 or visit www.tgifauto.com.

Transportation Legislation —

from page 1

recent years, responding to the state government siphoning transportation funds from local coffers, local agencies have been trying to generate their own revenue that the state cannot touch. With this new revenue, local agencies have been able to take control of their transportation systems and prioritize funding as they see fit.

The city of Fremont shares the same level of concern for transportation that residents do and have based their funding priorities accordingly. The city's two top transportation projects are the Washington Boulevard/Paseo Padre Parkway grade separation projects, the Mission Boulevard/I-880 interchange project, projects to which the city has dedicated millions of dollars.

The Chamber believes that the transportation system is a vital piece of the community's infrastructure that needs to be maintained and expanded to meet current and future needs. A well maintained system of roads and transit options will be a key factor in our community's success. Being such an important piece of the puzzle, we believe it needs to be adequately funded and maintained. We are not alone in seeing transportation as an important issue.

According to a poll conducted by the Bay Area Council in 2004, Alameda County residents identified transportation as the top problem of the region, with the economy and housing coming second and third. Outside of San Francisco, where the economy, housing and homelessness were the top problems, transportation was either

the first or second largest problem for residents.

Chamber Supports Congestion Management Bill

In recognizing the importance of transportation to our community, the Fremont Chamber voted to support AB 1623, a bill that will raise money for congestion management projects. AB 1623 will allow the Alameda County Congestion Management Agency (CMA), along with a number of other Bay Area agencies, to charge a fee up to \$5 on vehicle registrations for congestion management purposes. The money for this program, which figures to be about \$5 million for the CMA per year, must be used on congestion management activities and for the mitigation of impacts of motor vehicles on the environment.

The passage of AB 1623 means Fremont residents can see support for intelligent transportation systems such as ramp metering, shuttle systems, and real-time information systems featuring traffic cameras, monitoring, and signage; advanced accident removal systems with automatic rerouting of traffic through signage and signal coordination; bicycle and pedestrian facilities to encourage alternative modes of transportation; and park and ride lots to encourage transit usage. Every one of these measures can save motorists minutes off their commutes, which reduces gas consumption and vehicle wear and tear.

The need for additional transportation dollars has been well documented. Countless studies have

ranked the Bay Area as one of the most congested areas in the nation with some of the worst road conditions. Despite the debate about where the sources of transportation funding should come from, nobody can question the need for additional revenue. AB 1623 would give the ACCMA locally controlled funding for congestion management projects, impose strict accountability measures and would help relieve our traffic congestion problems.

To help the Chamber support AB 1623, and to help improve our transportation system today and years down the road, contact Billy Sandbrink, director of government affairs, at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.

Issue Updates

AB 48 (Lieber) - Minimum Wage Increase

Chamber position: OPPOSE

AB 48 is a bill that will increase California's minimum wage to \$7.25 per hour effective July 1, 2006, \$7.75 per hour effective July 1, 2007, and will increase the minimum wage to keep pace with inflation beginning January 1, 2008 and every year thereafter.

"Tying the minimum wage to inflation is especially troublesome for us" said Cindy Bonior, president and CEO of



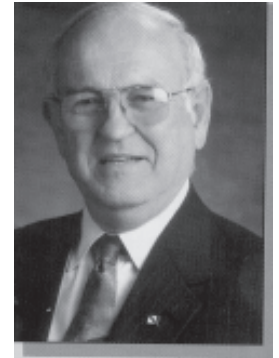
FCCTV:

Fremont Chamber of
Commerce Television

Transportation

The Challenges of Commuting in the East Bay

Most of us have to deal with traffic congestion on a daily basis. Driving on a jam-packed freeway often is not a choice, but a necessity of a professional life. Interstates 880 and 680 around Fremont have been handling an unprecedented volume of automobile commuters in the last few years, being the only connecting corridors between the East Bay and Santa Clara County. The long-planned Warm Springs Extension of BART has the promised potential of reducing overall traffic congestion in our area and improving the regional transit network. KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews Tom Blalock, BART director of the District 6 covering cities of Fremont, Newark, South Hayward, and Union City. Blalock describes recent BART challenges



Tom Blalock
BART Director

that have been delaying the development of the Warm Springs Extension project for over 10 years. He also gives an update on the overall transportation situation in the Bay Area.

the Chamber "this bill would make California's minimum wage the highest in the nation to begin with and would increase it every year as inflation grows. Working people's ability to afford to live is a huge concern for us, but the impact to the business community of a bill like this is too great."

Current location: Senate Appropriations Committee. AB 48 has already passed the Assembly and one Senate committee. No hearing date is scheduled for the bill, but it will probably make it to the Governor's desk, where similar legislation was vetoed last year.

AB 485 (Arambula) - One Stop Business License

Chamber position: SUPPORT

AB 485 is a bill that approves a \$200,000 study to see if a Master Business License Center could be created

in the state. This center would streamline the permitting process in the state and make it easier to do business in the state. The bill's author has stated that business have to visit as many as a dozen state agencies in order to obtain the proper licenses and permits to do business in the state.

Current location: Senate Appropriations Committee. AB 485 has already passed the Assembly and one Senate committee. The item was recently placed on the suspense file, but will most likely be considered this year.

Special thanks: The Chamber thanks Matt Dickstein, attorney at law and Dave Bonaccorsi of Bernard, Balgley, and Bonaccorsi for writing letters of support for the bill which were instrumental in the success of this bill to date.

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