

Do It Yourself or Hire a Pro?

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VOLUME 7,
NUMBER 1

Home Remodeling: Spending Your Dollars Wisely

April
2006

Fremont Chamber Of Commerce Celebrates 50 Years Of Leadership

Chamber's Rockin 50th Celebration to Honor David O'Hara



Dave O'Hara

The Fremont Chamber of Commerce will celebrate its 50th anniversary on May 12, 2006 at the Fremont Marriot with a night of dancing and entertainment at the Rockin 50th Celebration. The event will not only celebrate the Chamber's 50th anniversary but honor David O'Hara, a local attorney and current chairman of the Festival of the Arts.

The Rockin 50th Celebration will be the venue for a roast of David O'Hara by his fellow businessmen and women from the Fremont community. Mr. O'Hara has always been an extremely active volunteer in the Fremont community. He has been the

Festival of the Arts chairman since 1996 and from 1996-1997 was the Chairman of the Board for the Fremont Chamber of Commerce

"During the years I personally have had the opportunity to work with Dave O'Hara on the Festival and his mentoring will be something I will cherish for years to come," said Cindy Bonior, CEO of the Fremont Chamber of Commerce. "Dave's years of involvement within the community are a testament as to why he was chosen to be honored at the Fremont anniversary

—Rockin' 50th
page 3

Learn to Grow Your Business at Annual Fremont Business Resource Fair

Representatives from nearly 20 local, state, and federal government agencies will showcase their services that focus on assisting small businesses at the annual Fremont Business Resource Fair on Friday, May 5.

New to this year's event are two workshops. The first, "Getting an SBA Loan" will be presented by the Small Business Administration (SBA) and will take place from 8:30-9:30 a.m. The second workshop "Marketing Your Small Business" will be presented by the Small Business Development Center (SBDC) from 10-11

a.m. Space for the workshops is limited and pre-registration is recommended.

Co-hosted by the City of Fremont and the Fremont Chamber of Commerce, the annual Business Resource Fair will take place from 8-11 a.m. at the City Council Chambers at 3300 Capitol Ave., Building A. Admission is free.

For more information or to pre-register for workshops, please contact the City's Office of Economic Development at (510) 284-4020 or econdev@ci.fremont.ca.us.

Increase The Value Of Your Home And Investment



By Faye Carlson

Home buyers today are smarter than ever before, savvy and informed with information from all sources including the internet. When remodel-

ing or preparing for sale, consider the items that will get you the maximum return for your investment.

Definitely, the prime home improvement projects that increase home value are updating the kitchen and bathrooms. When updating your kitchen with the focus on enjoying it now, concentrate on new products like granite countertops, workspace, new flooring and attractive cabinets. Kitchen renovations can add up to 120 to 130 percent of their costs return to the value at resale time. Enjoy it now and get yourself a faster sale, should you decide to sell later. A new or remodeled bathroom can increase the resale value by as much as 110 percent of its cost. The bath is a room that is increasingly becoming the most enjoyable and luxurious room in the home. Baths should not only look good, they need to make you feel good

as well. Roomy showers with multiple fixed and handheld showerheads, steam baths, and whirlpool tubs are a few of the new items found in today's bathrooms. Remember to keep color, materials, and style conservative for best resale potential.

If you are working with limited funds or choose not to invest in major upgrades you should at least consider....painting stained or dated kitchen cabinets, new door hardware, new faucets and fixtures in the kitchen and bathrooms, new light fixtures, switch plates and electrical outlets and covers. Baseboard and door trims are relatively inexpensive but make a big impact. Spruce up the landscape and the front door and exterior of the house should be painted if they look weathered. Fences should be in good repair.

On the inside of your home, consider minimizing the clutter to make it

look more spacious. Visible cracks and damage in the walls, windows and floors should be repaired. Windows and doors should operate smoothly and all locks should be working. Have all appliances, heating and cooling, plumbing and light fixtures in good working order. Replace bathroom lighting, toilet seats, medicine cabinets and bathroom hardware to bring a sparkle that says "CLEAN". Every home can benefit from lots of elbow grease. To take it to the next step would be to paint the interior and get new carpet if the existing carpet is worn. This will give a new and clean smell and look and you will get every penny back.

Now is the best time to choose and make some "best foot forward" im-

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

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Fremont Business Review

Published monthly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: www.fremontbusiness.com. email: fmcc@fremontbusiness.com

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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OF THE UNITED STATES



Bill Pease, Owner
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Message from the Guest Editor

Contractors – Hire A Professional or Do It Yourself?

As the title of this article implies, your decision of how to approach a home remodeling project is not easy.

I advise to start with the basics.

What is the size of the project? What is your knowledge and skill level? Do you enjoy working with tools? Why are you doing the project? Aesthetic improvement or required maintenance? May be it is a combination of both.

The more involved the project, the better advice is to hire a professional. The theory "I can save a lot of money if I do it myself" very often is not the case with 100 trips to the home center and or the hardware store, and especially with larger projects, the savings are non-existent.

Time is always an issue. A bathroom remodel by a professional company can be completed in one to two weeks. The same project may take two to three months when done by a homeowner, because weekends and late nights are the only time available. Family inconvenience is worth considering versus a few additional dollars.

Who do you hire? Basics again, how long has this company been in business? Is the contractor a one-man band or does he have a core of qualified trades people? What type of work does the company specialize in? All contractors are not qualified to do every step of every project. How many satisfied clients does the company have? What do the past clients have to say about their remodel experience, i.e.: job site cleanliness, on time finish date, was someone working on the project everyday? You need to interview contractors as if you are hiring an employee. How is your initial feeling about their communication skills? Do you feel at ease

with the contractor? Does he have a State Contractor License? You can check his license number online? How about insurance? How about a City Business License? Is he willing to take care of all the permits?

One thing to remember, everyone who drives a motor vehicle should, and most do, have a driver's license, but not everyone drives the same. Just because someone has a contractor's license does not mean all contractors offer the same quality workmanship and jobsite coordination. The price of the project offered by one company versus another should never be the deciding factor in who you choose. There are many intangibles in a remodeling project.

What about material selections for a project? Again you need to do some home work. Check the internet, home centers, shelter magazines and specialty showrooms. Get up to speed on the various products that will be going into your project. Do not, I repeat, do not purchase any product until after you have selected who you will be working with. There may be a better product you are unaware of, or a better source of supply your contractor can recommend. Having some knowledge of products and names of manufacturers will help you decide who you may want to hire. If the contractor is unaware of products or indifferent when you talk about various products that could be a sign of difficulties in the future.

Should you be the General Contractor? The larger and more complex the project, I advise hire a professional. It is hard enough to find a company or contractor who you have confidence in much less trying to hire a plumber, an electrician, a drywall tapper, a tile cutter, a painter, and a carpenter, etc. Think about this. You hire all of these various trades' people and three to six months later, there is a problem of some sort. Who do you call? Who caused the problem? Maybe it's a water leak because of a drywall screw that went thru a pipe or was it a bad pipe connection. Or,

maybe it's a loose tile because of improper installation or insignificant support due to poor carpentry. There is a lot of finger pointing at that moment and you are now in the middle with no course.

Should we remodel or move? The real question is how long are we going to live in the home, two to three years, five to ten, or forever? Do we like the neighborhood, is it close to work, do we like the schools? Imagine you move forward with the project and it is completed to your satisfaction, and again consider the length of your stay in the home. This will help you decide the extent of the project and also help you with the quality of products you will be choosing.

Should we get a City Permit? Yes, by all means. You want to have an unbiased third party who routinely inspects remodeling projects look at the various stages of your project. Once the carpentry, plumbing and electrical work is covered up with drywall how will you know the work was done properly? This should be another area of initial discussion when interviewing contractors. If they say you do not need a permit or you can go down and get the permit yourself, I would have questions. All contractors must have a city business license, current insurance and a state license verified by the City in order to pull a permit. Why does this contractor want you to get the permit? Quality companies should never have the homeowner get permits. They should provide that service as part of the project.

Here is another little signal in considering who to hire, quality companies usually have a backlog of jobs. Any contractor that can start your project next week would cause me to ask why do they not have some other projects in the pipeline?

Larger home remodeling projects are a major investment. My advice is to seek out some quality competent professional advice from a state licensed contractor. If you want to gamble, go to Las Vegas!



Dave O'Hara will be honored at the Chamber's Annual Gala for Excellence in Leadership



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May 12, 2006

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Government Affairs Update

Chamber Supported Projects Enjoying Success

by Billy Sandbrink
Director of Government Affairs

Three major local projects identified by the Fremont Chamber of Commerce as top priorities: the Irvington Village Phase II housing project, the revision of Fremont's sign ordinance, and the Mission Boulevard/Interstate 880 Interchange/Route 84 projects have seen progress in the past few months. Below are updates for these projects.

Irvington Village Phase II

As previously reported in the March 6, 2006 edition of Top of the Week, the Fremont Chamber of Commerce supports Irvington Village Phase II, the 168-unit development by Regis Homes on the Tri-City Sporting Goods site. Chamber staff testified in favor of the project at both the February 23 Planning Commission and March 21 City Council meetings, where the project received unanimous support.

Phase II gained the Chamber's support for many reasons. Phase II is an in-fill, high-density development, providing 25 below market rate (BMR) units to ensure people of all income levels will have an opportunity to live in high quality housing in Fremont. The project also benefits both the local economy and city through increased property and sales tax income. Finally, it is located near existing and potential transit options, and integrates itself well with the surrounding community.

Support of Phase II further demonstrates the Chamber's commitment to high-quality, affordable housing for all citizens. As stated in Legislative Priority: Housing, it is crucial that the business community take an active role in the creation of a solid housing environment.

Sign Ordinance

In the July 2005 newsletter it was reported that the Chamber's board of directors had unanimously approved the recommendations to the sign ordinance and that the next step was to engage the community and city, seek their input, and deliver a package of recommendations to the City Council.

In the months following the Board's vote, Chamber staff has engaged in dialogues with each of the four local

business associations and other stakeholders in the community to gain their support for the Chamber's recommendations. With the support of the business community and stakeholders now in hand, the next step for the Chamber is to work with City staff to incorporate the Chamber's recommendations into the existing ordinance and presenting those findings to the City Council.

Mission/880 and Route 84

The Mission Boulevard/Interstate 880 Interchange and Route 84 projects represent over \$300 million worth of transportation investments within Fremont. To put into perspective how large of an investment these projects represent, it would take every penny of the city's general fund for about two and a half years to pay for these projects.

Being such a large investment, which the City Council has wisely invested a significant amount of money towards, the Chamber supports these projects and is working with its partners like the Mission San Jose Chamber of Commerce, Irvington Business Association, and the Silicon Valley Leadership Group to make sure the government agencies involved understand the level of community support for delivering these regionally significant projects.

In order for these projects to be fully completed, memorandums of understanding (MOUs) for both the Mission Boulevard/Interstate 880 Interchange project and Route 84 between the relevant agencies must be agreed upon. Given the number of agencies involved

in these projects, including four for both Route 84 (Fremont, Union City, the Alameda County Transportation Authority (ACTA), and Caltrans) and the Mission Boulevard/Interstate 880 Interchange project (Fremont, Caltrans, the Santa Clara Valley Transportation Authority (VTA), and ACTA), it is conceivable that a MOU may take years to develop. By all accounts, a MOU for Route 84 is nearing completion, perhaps only a few months from being voted on by the City Council. Once an agreement on Route 84 is reached, the stage will be set for the MOU for the Mission Boulevard/Interstate 880 Interchange project to be completed. Indications are that discussions are going well for this project, too.

To learn more about these projects and all of the other issues the government affairs committee is involved in, read the newly revised Public Policy section on the Chamber's website, www.fremontbusiness.com, or contact Billy Sandbrink, director of government affairs at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.



Billy Sandbrink

Rockin' 50th—

from page 1

sary event. I am proud to honor Dave at such a milestone for the Fremont Chamber of Commerce."

The Chamber of Commerce Rockin 50th anniversary celebration will be from 6:00 to 11:00 pm on May 12th. To attend the event, the cost is \$75 per ticket which includes dinner, dancing and entertainment. The proceeds for the event will be donated to the Fremont Chamber of Commerce Dollars for Scholars. For additional information regarding the Rocking 50th celebration, please visit the Chamber's website at www.fremontbusiness.com or contact Danna Bergstrom at 510-795-2244, x105.

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April 2006 Calendar of Events

- 12 **Dollars for Scholars Board of Directors Meeting**
8 p.m., Chamber Conference Room

Horizon Financial Associates Mixer
5-7 p.m.

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- 14 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room

- 16 **Easter Sunday**

- 18 **Fremont City Council Work Session**
5 p.m., City Council Chambers

Festival of the Arts Committee Meeting
6 p.m., Chamber Conference Room

- 19 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room

Member Briefing
11:30 a.m., Chamber Conference Room

- 20 **Leadership Fremont, Class of 2006 Session**
8:30 a.m., W Hotel

Membership Committee
Noon, Chamber Conference Room

- 25 **Leadership Steering Committee Meeting**
8 a.m., Chamber Conference Room

Fremont City Council Meeting
7 p.m., City Council Chambers

- 26 **Government Affairs Committee Meeting**
7:30 a.m., Chamber Conference Room

On Lok SeniorHealth Mixer
5-7 p.m.

159 Washington Blvd., Fremont
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May 2006

- 1 **Communications/Web Site Team Meeting**
1:30 p.m., Chamber Conference Room

Joint City Council/FUSD Board Meeting
4 p.m., City Council Chamber

- 2 **City Council Meeting**
7 p.m., City Council Chamber

- 3 **Ambassador's Meeting**
8 a.m., Chamber Conference Room

- 9 **City Council Meeting**
7 p.m., City Council Chamber

- 10 **Golden Peacock Mixer**
5-7 p.m.
3681 Peralta Blvd., Fremont
Phone: (510) 494-9460
Golden Peacock is a full-service banquet facility with catering equipped to host up to 500 guests for any type of event. The facility is also home to a wonderful restaurant with the most tantalizing menu.

- 8 **Executive Board Meeting**
4 p.m., Chamber Conference Room

- 12 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room

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www.messagesfromtheangels.com
Rev. Karen Haughey is an advanced certified Louise L. Hay life counselor, teacher and non-denominational ordained minister and has taught this particular workshop throughout the United States, as well as individual and couple's counseling. She is also the author and artist of the coffee table book "Angels, Guardian's of the Light."

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Kimberly Moore, Real Estate Agent
3340 Walnut St., Ste. 110
Fremont, CA 94538
Phone: (510) 608-7752
Fax: (510) 795-7187
kimmoore@comcast.net
www.camoves.com/kim.moore
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service remains the core of our business philosophy. Experience has helped make the dream of homeownership a reality for millions of people! Kimberly has the expertise and commitment to assist you every step of the way! Please feel free to contact Kimberly anytime!

Re/Max Executive - Michele Taylor

Michele Taylor, Realtor
41111 Mission Blvd.
Fremont, CA 94539
Phone: (510) 209-0976
michele@myfinehomesonline.com
www.myfinehomesonline.com

Travel Agencies & Bureaus

Low Fare Travels

Sanjay Mehr, Owner
38750 Paseo Padre Parkway, Ste. A-1
Fremont, CA 94536
Phone: (510) 790-4800
Fax: (510) 790-0400
sanjay@lowfaretravel.com
www.lowfaretravel.com
Lowfare Travels is the one-stop solution for all your travel needs. We provide the lowest possible fares with the highest quality services for your holiday vacation, business trips, or last minute travel. Our prime objective is customer satisfaction. We welcome corporate clients and

assure them efficient trips with multiple options.

Pulaski Tickets & Tours

Bill Corrigan, General Manager
2190 Meridian Park Blvd., Ste. A
Concord, CA 94520
Phone: (925) 676-2500
Fax: (925) 676-2504
bill@gerardsales.com
Since 1988, Pulaski Tickets & Tours has been the premiere travel agency for those vacationers who want to enjoy all types of vacationing for a fraction of the cost. We have been providing our clients with savings on hotels, cars, airfare, cruises, and virtually every type of leisure activity imaginable.

Tutoring

Growing Stars Inc.

Wayne Burckhardt, Enrollment
43255 Mission Blvd., Ste. 103
Fremont, CA 94539
Phone: (510) 770-8886
Fax: (510) 770-8884
wayne@growingstars.com
www.growingstars.com
Growing Stars offers very effective, convenient and affordable live one-on-one online tutoring for grades 3-12 in math, science and English. With our easy to use technology each student can work from the safety of home, communication with their own personal tutor by means of a headset and electronic pad.

Huntington Learning Center

Dan Chou, Managing Director
38487 Fremont Blvd., Ste. 221
Fremont, CA 94536
Phone: (510) 608-0701
Fax: (510) 494-0703
dan.chou@huntingtonfremont.com
www.fremont.huntingtonlearning.com
Founded in 1977, Huntington Learning Center has been the nation's premier provider of after-school tutoring for 29 years. We provide individualized instruction to ages K-12, helping students improve grades, raise test scores, and improve motivation and confidence. We individually diagnose your child and create a custom-tailored program to fit your child's needs.

Video Production Services

David Faust Video Productions

David Faust, Videographer
44416 Camellia Drive
Fremont, CA 94539
Phone: (510) 541-8757
davidwfaust@yahoo.com
David Faust Video Productions captures precious moments and preserves them forever. We produce videos of weddings and special events, as well as promotional and training videos. Our approach is creative and sensitive to your needs by listening to you. Call to see how we can preserve your memories.

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Dave Lui, Owner
Phone: (510) 354-6188
davelui@ecellular.net
www.ecellular.net
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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

Anniversaries

30+ Years

Cargill Salt
Chrip Co.
Fremont Chapel of the Roses
Niles Electric Company Inc.

20+ Years

Fremont Divorce & Document Services
Hylton's Welding Service Inc.
Kaiser Permanente
Kimber Associates
Mann & Associates

10+ Years

Larry K. Arguello, Attorney At Law
Aspen Dental Care/Bright Now! Dental
Autowest Dodge Chrysler
Bank of America/Warm Springs
Thomas M. Blalock
Bunton, Clifford & Associates Inc.
California Glass, a Saxco Co.
Camden Village Apartment Homes
Carlton Plaza of Fremont
Catellus Development Corp.
Child Care Links
Coldwell Banker-Rick Hood
Commercial Real Estate Services Co.
Costco Wholesale
Courtyard by Marriott
Covan Alamo Co. Inc.
Fremont Bank - Warm Springs
Fremont Main Library

Golden Neo-Life Diamite

International
Humanex Inc.
Keller Williams Realty - Rick Geha
Logitech Inc.
Mission Property Management Co. Inc.
Mission San Jose Realty & Development
Mowry Dental Group
Old Mission San Jose
Opportunity Capital Partners
Patelco Credit Union
Prime Time Entertainment
San Jose Mercury News
The Shed Shop
Shivamb Enterprise
Signs Now
Sylvan Learning Center
Tri-City Health Center

5+ Years

American Tax Professionals Inc.
Applebee's Neighborhood Grill & Bar AskHR
Bay Alarm
Bay Business Centers
Budget Rent A Car
California State Auto Assoc.-Annette Kwan
DeVry
Fremont Bulletin
Fremont Fire Fighters, Local 1689
Furry Friends Rescue
Gagandeep Enterprises Inc.

Keith Weber Co.

LIFE ElderCare
The Men's Wearhouse
1 Stop Web Solutions
Parkwood Place Apartments
TelePacific Communications
TownePlace Suites by Marriott
United Parcel Service
Well Chosen Words
Colin T. Yoshida, DDS

2+ Years

AD Realty
American Animal Hospital
Arform Associates
AXA-Advisors
Bank of America Mortgage
Bank of the West/Mowry
Butterfly Life
Cal Coast Financial
CityServe (Faith Communities United in Jesus)
Collective Discovery Inc.
Courtyard by Marriott, Newark Silicon Valley
Curves-Civic Center
Curves-Downtown Niles
Diamond Head Computers Inc.
Downey Savings
Doyle Construction Inc.
Falun Dafa
Famsoft Corp
Foresters-Doug Eschen
Fremont Automall
Fremont Minuteman Press

Fremont Pediatric Medical Group

IBG-Independent Business Group
IRIS Alliance Fund
JD Global Law Group
The Kitchen Connection
m.b.consulting
Magnussen's Lexus of Fremont
Marblestone Funding
Mission Real Estate & Mortgage - Nancie Allen
Mission Real Estate & Mortgage - Valerie Boyle
New Dimensions
Ohlone College Foundation
The Original Pancake House
Pacific Color Graphics
Photographic Art
Pinnacle Financial & Insurance Group
Platinum Group Funding-Travis Gutke
Residential Pacific Mortgage
Rotary Club of Warm Springs
S. Brounstein & Associates
Saddlerack
South East Bay Pediatric Medical Group, Inc.
State Farm Insurance-Tina Vu
Technology Credit Union
Time Savers
U.S. Air Force Recruiting Office
University of San Francisco in San Ramon
Wholesale Autos R Us

1 Year

Budget Blinds of Fremont
Caboodle Cartridge
Cartridge World Milpitas
Chipotle Mexican Grill
Color Me Mine of Fremont
Cypress Video Surveillance Systems
Deccan Spa
El Camino Technologies
ePingo.com
Furbee Creative
Greenbriar Homes
Communities Inc.
Keller Williams - Beth Schirmer
Keller Williams - Rafael Nunez
Nicole Bacon Designs
North Bay Builders
Nova Gallery of Fine Art
Organic Cleaning Services
Ray Chui Insurance Agency
Rubio's Fresh Mexican Grill
SF East Bay Homes
Strategic Financial
Tek Team Xtreme
Tri-Cities One Stop Career Center, Fremont
Unique Celebrations
Village Profile.Com
Wink2

Congratulations to all our members who have reached these milestones

Member News

Spring Break Carnival Holds Fun and Excitement for Tri-City Kids

League of Volunteers (LOV) will hold their annual free Spring Break Carnival for kids at the LOV Community Service Center, 35120 Ruschin Drive in Newark. There will be lots of exciting games, refreshments and prizes galore. Coloring contest winners will be awarded. Coloring contest applications are available at LOV and Tri-City libraries and community centers. For more information contact (510) 793-5683 or visit www.lov.org.

SAVE Has a New Name

Started 30 years ago as the provider of a safe house for abused women an children in the Tri-Cities, *SAVE (Shelters Against Violent Environments)* has grown, offering a myriad of services including counseling, transitional housing, life skills training, legal advocacy, crisis intervention, community education and teen dating violence prevention program just to list a few. In order to better reflect the depth of services offered, *SAVE* has

recently changed its name to *Safe Alternatives to Violent Environments* and will still be known as *SAVE*.

Join The Celebration At The Alameda County Fair Parade

The *Alameda County Fair* is currently accepting parade entries for the annual Alameda County Fair Parade, scheduled for Saturday, June 24. The parade will feature a wide variety of entertaining entries, including floats, classic cars, beautiful horses, and marching bands. Parade entry applications are now available online at www.AlamedaCountyFair.com, or by contacting the *Alameda County Fair* at (925) 426-7511. All interested parties are urged to apply. The one-mile parade route will wind through historic downtown Pleasanton, and all official parade entrants will receive free admission to the Fair. The Parade theme-"Jump Start Your Summer"-mirrors the 2006 County Fair theme. Parade entries are encouraged to incorporate this automotive theme into their float, or other

parade entry, when possible. This year's theme, which celebrates cars and racing, allows for a tremendous amount of variation. All entries will be reviewed for acceptance. Entries will be judged, and awards will be given to the top entries in each category. For more information regarding the 2006 Fair Parade, please call Nicole Hankton at (925) 426-7511. To find out more about the 2006 Alameda County Fair, visit www.AlamedaCountyFair.com.

Washington Hospital Healthcare Foundation to Host Annual Golf Tournament

The *Washington Hospital Healthcare Foundation* will host its annual golf tournament on Monday, May 15 at the Castlewood Country Club in Pleasanton. The tournament will benefit local cancer services and hospice care. New to the tournament is the Million Dollar Shoot-Out where four names will be drawn at random for a chance to take a shot at the \$1 million dollar prize. The tournament also

includes dinner, silent auction, raffle and awards ceremony. For more information contact (510) 791-3428 or email foundation@whhs.com.

LOV to Celebrate 27th Birthday with A Casual Affaire

"A Night of Magic" is the theme as *League of Volunteers (LOV)* celebrates its 27th Birthday at its annual A Casual Affaire. There will be prime rib dinner with all the trimmings, including birthday cake as well as music, prizes, silent and live auctions and lots of fun. The evening will also feature Marcus Raymond, comedian and magician who will leave you wanting more. Tickets are \$30 and the deadline is April 17th. For more information call (510) 793-5683 or visit www.lov.org.

SAVE Celebrates its 30th Year with Sweet Indulgences

SAVE recently announced that it will host a special event celebrating 30 years of service to the community and Director Rodney Clark's 10-year anniversary. Indulgence: An Evening of

Chocolate, Art and Wine as well as dinner and dancing will be held on Saturday, May 20th from 6-11 p.m. at ClubSport in Fremont and promises to engage all your senses. Tickets are \$85 in advance at \$95 at the door. Sponsorship and program ad opportunities are available. For more information call (510) 574-2262 or email events@save-dv.org or visit www.save-dv.org.

The Big Blue Book, a Directory of Human Services for Alameda County is released

The 2006 edition of the *The Directory of Human Services for Alameda County*, commonly known as The Big Blue Book, is now available. Employers and employees can easily access over 875 health and human services agencies including childcare, legal services, residential care facilities, health clinics, food banks, domestic violence shelters, and much more. The Big Blue Book has several indexes for easy use. To purchase a copy call Eden I&R at (510) 537-2710 x8.



by Erik Johnson
Real Estate and Home Loan
Consultant
American Realty and Funding

"If a man knows not what harbor he seeks any wind is the right wind"
-Seneca

You wouldn't take a trip without knowing your destination would you? Well, that's exactly what you're doing, if you run your business without specific, measurable, attainable goals.

So how did your business do in 2005? Did you achieve everything you wanted? Are you making the money you wanted to make? Are you getting enough time with the family? What do you want to achieve in 2006?

These are the questions that your goals will answer, if you set them effectively and work take action to achieve them.

What is a Goal?

Dictionary.com defines a goal as, "The purpose toward which an endeavor is directed; an objective." My favorite definition of a goal is, "A

Big Goals = Big Business

Make 2006 Your Best Year Yet

dream with a time limit". Goals are the standard by which we define and measure success. Goals prioritize the actions needed for their ultimate accomplishment.

When used effectively, goals can be a most powerful factor in attaining success. In fact, a Harvard study on goal-setting monitored business school graduates between 1979 and 1989. Ten years after graduation, researchers found that the three percent of graduates who had written out their goals were making ten times as much as the other 97 percent of graduates combined.

Setting Goals Effectively

There are specific traits that effective goals have in common. To create the most effective goals, follow these tips:

1. Write your goals down and read them daily.
2. Make your goal specific in terms of what you want to achieve and set a due date for completion.
3. Write each goal with a positive tone.
4. Set difficult, but attainable goals.
5. Set goals in all areas of your life (Personal, Financial, Family, Business, Spiritual).
6. Limit yourself to three goals in any particular area and give a priority to each.
7. Monitor progress towards your goals and adjust your plans as necessary.
8. Share your goals only with those who can help you achieve them.

These tips will help you write effective goals, but writing goals is only the beginning. Achieving your goals is the real payoff. According to Zig Ziglar, "What you get by achieving your goals is not as important as what you become by achieving your goals." Now that your goals are set you must take action!

Achieving Your Goals

Your next step is to create detailed Action Plans for each goal. The Action Plan takes the big goal and breaks it down into smaller, more palatable bite-size tasks with due dates. By breaking down your big goal into just the core tasks, the goal itself seems less


So there you have it. Get started planning your trip today. Write down your goals and sail through a prosperous 2006!

Erik Johnson is a real estate agent and loan consultant with American Realty and Funding. Known as My Favorite Home Guy, Erik specializes in Real Estate Purchase, Sales and Financing. American Realty and Funding is a one-stop shop serving your Real Estate interests whether you are a first time homebuyer or seasoned Real Estate investor. For more information, contact Erik Johnson at (510) 364-9078 or email erik@MyFavoriteHomeGuy.com.

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. 510-795-2244, ext 106


visit fremontbusiness.com for an editorial calendar and submission guidelines



Just like a well balanced diet, a well-balanced financial strategy is very important for your "financial health"


We can help you determine if you have the appropriate balance for your lifestyle.

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Fremont, CA



Jack Chang
Registered Investment Advisor

Member Benefits

Ribbon Cutting

A Ribbon Cutting Is a Great Way to Increase Visibility of Your Business

A Ribbon Cutting is a great way to make your mark in the Fremont business community. Make your grand debut, celebrate an anniversary, or let the community know your business has moved to a new location. Ribbon cuttings are free of charge and only for Fremont Chamber of Commerce Members.

The Fremont Chamber will provide you with a list of the leaders in the community whom you may invite to your ribbon cutting. The ribbon cutting date and location will be posted on the Chamber's web site and, if submitted on time, in the Calendar of Events of the Fremont Business Review.

The best way to make your ribbon

cutting a success is to create special invitations with a personal touch for each participant.

The length of your event depends on you, but on average most ribbon cutting events last about an hour. Ribbon cuttings are available Tuesday through Friday, anytime between 10 a.m. to 5 p.m.

To get more information or schedule a date, contact KK Kaneshiro at (510) 795-2244 ext. 103 or e-mail: kkaneshiro@fremontbusiness.com. Ribbon cuttings must be reserved three weeks in advance to allow enough time for coordinating the Ambassador's and Chamber's schedule and properly marketing your event.



March 27 ribbon cutting at the new Fremont Strizzi's restaurant. (left-right): Ray Bartolomucci, Meri Bartolomucci, Frank Rodriguez, Linda Boyd.

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 weekly at 11:45 a.m.
Fellini O's
3900 Newpark Mall Road, Ste. 101, Newark
Chair: Ron Machado, (510) 657-9946
Vice-Chair: Lirio Gonzalez, (510) 894-0764
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
Vice-Chair: TBD
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Hong Burt, (408) 425-2714
Vice-Chair: Kathy Colton, (510) 490-7740
www.fremontwib.com

Professional Source
meets at 11:30a.m. on 3rd Thursday
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Kevin Dean, 510-687-9737
Vice: Rich Hemmerling, 408-234-4394
www.theprofessionalsource.com

Wednesday Noon
meets weekly at 12 noon
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Marian Briones, (510) 226-7827
Vice-Chair: Staci Talan, (510) 745-7445
www.fremontreferrals.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Renee White, (510) 440-1100
Vice-Chair: Brad Gelesic, (510) 612-3858
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Nouvelle Bistro
43543 Mission Blvd., Fremont
Chair: Melinda Yee, (510) 651-2448
Vice: Sheryl Marymont, (510) 661-0906
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Café, Fremont
37260 Fremont Blvd., Fremont
Chair: Brendon Whateley, (650) 472-1116
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

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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
Open 7 Days a Week
11 am - 10 pm



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



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



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



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

STATE OF THE CITY

F R E M O N T 2 0 0 6

Annual Meeting & Luncheon

Friday, June 2, 2006

11:30 a.m. - Registration
Noon - 2 p.m. - Main Program

Fremont Marriott Hotel

46100 Landing Parkway

With the Honorable Mayor Bob Wasserman

\$35 Chamber Members
\$50 Non members
register online at www.fremontbusiness.com

Sponsorship opportunities available, call Billy Sandbrink at (510) 795-2244, ext. 107





FCCTV:

Fremont Chamber of Commerce Television

Real Estate: Do Your Homework

Buying a house is a major investment and the task should not be taken lightly. Whether a first-time homebuyer or a seasoned homeowner, it is important that you do your homework before taking that big step. KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guest George Duarte, broker/owner of *Horizon Financial Associates*, a real estate brokerage and loans. George shares insights into the amount of homework a buyer should do before buying a home. He also discusses how to choose the right broker, including the characteristics and credentials to look for be-



George Duarte

fore choosing. George also give practical advice to help you steer clear of problems with your mortgage.

Faye Carlson—

from page 1

provements. If you fix up now, you, as well as your future buyer, will enjoy living with the wise-makeovers you've made. It's true; you've got to spend money to make money, especially when it comes to selling a home today!

Faye Carlson is a full-time, professional REALTOR® specializing in the sales and marketing of homes in Fremont and surrounding East Bay cities since 1978. Faye believes that one of

the keys to success is a continually updated education and has earned some of the real estate industry's most prestigious professional designations: CRS (Certified Residential Specialist), CRRS (Certified Residential Relocation Specialist) and SRES (Seniors Real Estate Specialist). Faye has consistently been among the top 5 agents in East Bay and has been the #1 agent in Northern California for Coldwell Banker.

Roofing Your Investment Do it right the first time

by Keith L. Weber
Keith Weber Co.

As a roofing contractor, I have been installing roofs for more than 25 years. During this time, I have come to learn a great deal about the quality of roofing products, and even more importantly, the importance of a quality, professional installation. As with any reputable roofing contractor, I install every roofing system per the manufacturer's recommendations, and I must count on the manufacturer to deliver a quality product.

There are two types of roof applications. The pitched roof is for shingle, wood shake tile and metal products. The low slope roof is for built up roofing (hot mop), modified (torch down), various types of single ply membranes, and foam roofing.

If I had my way, there would be a law that requires all roofs be able to last 50 years or more. Why? A building is constructed to last hundreds of years. Why not respectfully and competently address the roofs as well?

The installation of a new and proper roof requires a lot of logistics. One must consider the handling of labor, materials and money. And of course, with it comes a fair amount of inconvenience like the banging and pounding, not to mention the stinky, smoldering kettle that must be set-up in your parking area.

Another impact of re-roofing is the cost to the environment; as it turns out, the roofing industry is the second largest contributor to the landfill. Statis-

tics show that the national average life of a roof is 12 years. Now, if we changed that to 50 years, roofing debris would be less of a profile in the landfill. There are, however, systems that can not be removed and therefore will not ever end up in the landfill.

Today, we have permanent roof systems available for the low slope roofing applications. The Polyurethane Roofing System is the first roof in history to move directly above the top of the roofing chain (the traditional tar roof). One thing for sure is that the tar roof has failed and ready for the land fill within 20 years, regardless of whether or not it is removed and disposed of.

This roofing system is an intergraded component of the building. It is not installed, but it is applied in flood coats directly to a properly prepared structure substrate. The 2006 regulations require that the roof be white for energy efficiency.

A good example of the polyurethane roof's energy efficiency came about when I was recently on the roof of a client with a city inspector during the final roof inspection. At noon in October, the roof was still covered with morning dew. The roof had been in direct sun for more than five hours and had not been able to generate enough heat to dry the roof, proof of its energy efficiency. When I pointed out this fact to the inspector, he agreed that the polyurethane roof if the roof of the future. A building with a white roof is a lot easier to cool on hot days.

Keith L. Weber, owner of Keith We-

ber Co. is the leading expert, and maybe the true inventor, of the sheet neoprene reinforced polyurethane roof system called Web-Roof. He has over 10,000 polyurethane roof applications in service with no known failures. Keith Weber Co. was established in 1992 and conducts business under the motto "We protect your investment" and offers 10-year warranties on every job.

Monthly Visits to the Chamber Website

www.fremontbusiness.com

11,087

Total number of visits during the month of February 2006

11,422

Average # of visits per month (2006)

[data provided by Deep Metrix LiveStats]

DEEP METRIX



FCCTV Times & Channels

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.

FCCTV is shown in over 646,000 households! Would you like to be a guest? Call KK Kaneshiro at 510-795-2244, ext. 103. Fremont Chamber of Commerce Television (FCCTV) highlights Fremont Chamber of Commerce members

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