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VOLUME 9,  
NUMBER 1

## Going Green Makes Good Cent\$

April  
2008

# City Helps "Green-light" Going Green

by Lori Marra  
*City of Fremont*

Sustainability and the environment are hot topics, and not just because of global warming. The good news is that sustainable actions can actually improve the bottom line as well. As we celebrate Earth Day on April 22, consider the relationship between your business and the environment. There are simple "green" practices every business owner can do to help conserve resources and reduce carbon dioxide emissions (one of the major green-

house gases contributing to climate change). The City of Fremont offers a variety of programs to assist businesses. Visit the Environmental Services Division at [www.fremont.gov/environment](http://www.fremont.gov/environment) or call 510-494-4570.

**General "green" practices:**  
**1. Reduce Waste and Recycle More.** Increasing your recycling and reducing the amount of waste is one of the best things you can do for your business and the environment. Your business should be efficient, and extra waste is wasted money. Did you know

that recycling also helps with climate change? For every ton of paper recycled, you can save the equivalent of 4.3 tons of carbon dioxide (CO2). Set your printers and copiers to default to double-sided printing. Reuse paper with printing only on one side. In Fremont, small businesses and non-profits can get a free recycling cart from Allied Waste, picked up every other week at no-cost to the business. Con-

—Green Light  
page 7



**Food scrap recycling**

Dominican Sisters of Mission San Jose sort food scraps for the Composting for Business program. Article on page 7, "Doing What Makes Sense."



by Melissa Fields  
*BJ Travel*

Many people think "green" or "sustainable" travel involves only hiking, granola, tree houses, and hybrid vehicles. But what if you found out you have choices when it comes to sustainable travel? Sure, you can hike and camp, but you can also stay in beautiful accommodations while giving back to the community that you have traveled so far to experience. Sustainable travel focuses on the quality of the visit, not on the quantity of the visitors, and this at-

# Going Green with Travel

attention to quality has made it a popular choice worldwide. The luxury hotel chain Fairmont, for instance, offers green packages including electric car rentals, locally farmed dinners, organic wines from local wineries, and donations to local wildlife funds.

You may have heard the phrase "reduce your footprint." Geo-tourism aims to reduce the footprints of travelers around the globe by stimulating local economies without fundamentally changing them. The travel businesses that participate in geo- and sustainable tourism employ local workers, a strategy that both helps the community financially and gives travelers a strong sense of the culture around them. The same businesses use local services, products, and supplies. Moreover, geo-tourism encourages travelers to learn a few words of the local language in order to promote meaningful relationships between cultures

and enhance the traveler's experience of the area.

This concept sounds well and good, but what does it really mean? How do hotels "reduce their footprint"? How can my vacation be sustainable? These days, the answer lies more and more with the hotels and local tour operators that travelers decide to use. For instance, the Fairmont in Maui, Hawaii, offers many green programs. Some of the highest impact projects are entirely behind the scenes, and guests may not even know about them. They donate unused food

to local food banks and shelters, as well as leftover soaps, lotions, furniture, and linens to shelters. By pursuing a "zero waste" program, the Benjamin Hotel in New York City has extended its green program to its guests, placing decorative recycling bins in each guestroom and installing energy-efficient lighting and showerheads. Because the Benjamin is a beautiful boutique hotel with many great features, most clients benefit from its green policies without even being aware of them. You can make your next vacation

"Green Travel is not just responsible; it is an amazing way to experience a region and its people."

—Travel Green  
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Fremont Chamber of Commerce  
39488 Stevenson Place, Suite 100  
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**Staff**

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

Nina Moore.....Director of Gov't & Comm Affairs  
510-795-2244, ext. 107  
nmoore@fremontbusiness.com

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

Lana Hillary-Windom.....Office Manager  
510-795-2244, ext. 105  
lhillary-windom@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor  
510-795-2244, ext. 102  
nbatalao@fremontbusiness.com

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OF THE UNITED STATES

**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.

# New Chairman's Message April 2008

by George Duarte

Greetings fellow Chamber members! I have the honor and privilege of serving as the new Chairman of the Board of Directors for 2008-2009, effective April 1st (I'm wondering if there is some significance to that date!) By the time you are reading this, your new Board of Directors, Executive Committee, and I will have been sworn in at the Annual State of the City Luncheon at the Fremont Marriott on Monday March 31<sup>st</sup>.

I'd like to take this opportunity to congratulate Victoria O'Gorman, Immediate Past Chair, for her service, accomplishments and guidance of the Chamber during her term. She will continue to serve as Immediate Past Chairperson, with some specific duties, and I am looking forward to working with her and will be counting on her experience and insights to help keep us on the path moving forward.

Speaking of moving forward, I intend to continue the follow up work started by Victoria, on the results of the Survey of Members conducted last year. Cindy Bonior, in her "We Heard You" article in the February issue of the Business Review, gave a great status report of the planned activities, and observations based upon the results of the survey. Rather than go into all the details here, I would urge everyone who has not seen this article to read it to gain clarity and understanding of what direction the Chamber is moving.

In my experiences with Associations, I've observed that every leader of an organization brings their own ideas, goals and emphasis, and I will be doing this also. To me, the purpose of any association is to benefit its members and the general community to which it belongs. The City of Fremont is a diverse and dynamic place, that has come a long way over the years, has a very bright future and terrific intelligent development poten-

tial. I intend to make sure that the Chamber constructively contributes to the continuing "vision" of future Fremont.

There are many challenges ahead, particularly with a slowing economy, but I think that with our plan that is being developed and implemented, we can not only retain the membership we have, but increase it. Currently, the Fremont Chamber of Commerce is ranked number 4 in the Bay Area in size (number of members), according to the San Francisco Business Times 2008 Book of Lists. I'm going to go out on a limb here, and state that I'd like to see the Fremont Chamber move up at least one notch to number 3 by the time my term expires this time next year. I think this is eminently achievable. To me, being a business person in a town, not belonging to the Chamber of Commerce makes no sense. So I think that everyone who owns a business here, does business here, or has a corporate office here, is in fact a member already, albeit a non-dues paying member. Our intention is to seek them out, demonstrate the benefits of membership, help them "get it" and convert them to dues paying members. We are working on outreach plans to major industry segments such as the Auto Dealers, and many others, in order to assure that all businesses, large and small are represented in our membership, to our mutual benefit. We will be continually reviewing the services and benefits that we offer to ensure that they are of demonstrable benefit and interest to our members, thereby making membership an easy decision.

I will be accessible to our members, and welcome all constructive ideas, comments and observations that may help us in our effort to grow our membership. When you see me at Mixers, ribbon cuttings and other events, please feel free to say hello and introduce yourself.



George L. Duarte  
MBA, CMC, CMPS

## Travel Green—

from page 1

green. Call your local travel agent and ask them for green travel options. Check out this website [www.sustainabletravelinternational.org](http://www.sustainabletravelinternational.org) and learn more about what it means to be green. Also, National Geographic has a lot of information about geo-tourism and sustainability. [www.nationalgeographic.com/travel/sustainable/](http://www.nationalgeographic.com/travel/sustainable/)

By making smart choices we can all reduce our footprints on this planet. Green Travel is not just responsible; it is an amazing way to experience a region and its people. Next time you travel, find out how you can make your experience even more rewarding by going green.

*Melissa Fields is a Travel Consultant with BJ Travel in Fremont. BJ Travel has provided travel services for Fremont residents for over 30 years. We are a full service travel agency with a creative solution to all your travel needs. Melissa can be reached at [mfields79@sbccglobal.net](mailto:mfields79@sbccglobal.net) or (510) 796-8300.*



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# Make an Earth Month Resolution to Go Green

by Nina Moore  
Fremont Chamber of Commerce

One of the Chamber's top three action initiatives this year is to promote green practices and to help local businesses and their employees become better protectors of our natural resources. So I am very happy to be this month's Guest Editor.

To me, "going green" seems a little like going to the gym, or quitting smoking, or getting enough sleep. We all know that we should do it, but we keep procrastinating, both at home and at work.

I had to ask myself why, and then, since my job requires that I never rely solely on my own opinion - as well-thought out as it is - I did some research too. It seems that there are four basic reasons that people put off taking the plunge into living and working "green", primarily involving beliefs that:

- it costs more
- it's not easy
- there's no consensus on what 'green' is
- small steps don't matter

I decided to take a look at each of these, and in looking, I discovered that while some green products do cost more, and it is always a little challenging to change the way we do things, there is much that we can do that is easy and free or that can give us significant payback well beyond our initial investment.

It is also true that there is much conflicting information out there. Which is better: paper or plastic? Are biofuels a

greenhouse threat? What about the mercury in compact fluorescent light bulbs (CFLs)? As a matter of fact, there is so much conflicting information that an industry has grown up around it. In looking up "going green" on the internet, I found that there are now "carbon coaches" who are advertising to help you go green! There are books, articles and websites galore to help you go green. But the good news is that there are also local resources!

And that's where this month's Business Review comes in: the articles in this issue are going to help you become better tenants of planet Earth, whether you are at home, at work, or traveling. We had tremendous response from our members about what they are doing to "be green" or to help you "be green." There is much that the experts agree on.

I bet you thought I forgot the last excuse: that small steps don't matter. But think about the cumulative impact if every one of us took at least some of the steps listed in this issue.

I am going to keep treating 'going green' like going to the gym. Some weeks I don't make it as often, but the next week, I get right back on the work-out wagon and hopefully keep getting stronger. So, what's my Earth Month Resolution? I am finally going to buy those cotton bags to carry groceries and stash them in my car so that I actually use them! Happy reading~

It is the greatest of all mistakes to do nothing because you can only do a little. Do what you can. ~ Sydney Smith, essayist



**Nina Moore**  
Director of Government & Community Affairs

# Building Green: Cost vs. Benefit

by Leta Stagnaro  
Ohlone College, Newark Center

What does it mean to build green? For the Ohlone College Newark Center for Health Sciences and Technology (NCHST), "building green" means striving for a LEED platinum building certification level and incorporating sustainability practices into the campus operational procedures. LEED is the U.S. Green Building Council's (USGBC) acronym for Leadership in Energy and Environmental Design, an industry standard for ensuring building projects meet the highest green building and performance measures ([www. http://www.usgbc.org/](http://www.usgbc.org/)). Sustainable operational practices include generating approximately 50 percent of our own energy using solar power, incorporating energy conservation methods using geothermal heating/cooling and enthalpy air recovery and exchange systems, water conservation through low water consumption landscaping, and the use of other renewable building materials such as blue jean insulation and glass fiber reinforced concrete. Building green at the NCHST also includes educating our students about their green learning environment by infusing environmental themes throughout the curriculum, providing a learning environment that is enhanced with natural and full spectrum lighting, high quality acoustics, and fresh air that is clean and safe to breathe.

According to the U.S Green Building Council, the built environment has a profound impact on our natural environment, economy, health, and productivity. In the United States alone, buildings account for:

- 65 percent of electricity consumption,
- 36 percent of energy use,
- 30 percent of greenhouse gas emissions,
- 30 percent of raw materials use,
- 30 percent of waste output (136 million tons annually),
- 12 percent of potable water consumption

"...building green means improving our design and construction practices so the buildings we renovate and build today will last longer, cost less to operate, and won't harm the health of workers or residents."

Building green is about a commitment to environmental stewardship (see <http://www.epa.gov/stewardship/>), and according to Stopwaste.org, building green means improving our design and construction practices so the buildings we renovate and build today will last longer, cost less to operate, and won't harm the health of workers or residents. Building green is good for Alameda County residents, workers, enterprises and communities. It's also good for the planet (<http://www.stopwaste.org/home/index.asp?page=7>).

Building green requires developing a mid- to long-term cost savings perspective. A 2004 study, conducted by Davis Langdon (Santa Monica, CA) entitled Costing Green: A Comprehensive Cost Database and Budgeting Methodology found that the cost per square foot for buildings seeking basic LEED, Bronze or Silver certification levels falls into the existing range of costs for buildings of a similar program type. "The costs are relatively insignificant compared to the benefits that will be accrued by the occupants of the building". These benefits can include lower operating costs over the life of the building, better air and water quality, enhanced lighting and acoustic elements, and improved employee productivity and satisfaction.

California's Sustainable Building Task Force notes "that the cost and financial benefits of green buildings indicates that investing an additional 0-2 percent of a building's construction costs in sustainable building design measures upfront results in savings of 20 percent or more of those construction cost over the building's lifetime (assumed, conservatively, to be 20 years). In other words, an initial upfront investment of up to \$100,000 to incorporate green building features into a \$5 million project would result in a savings of \$1 million (in today's dollars) over the life of the building" (<http://www.ciwm.ca.gov/GreenBuilding/Blueprint/2003/ExecSummary.pdf>).

Leta Stagnaro is the Associate Vice President of Ohlone College's Newark Center for Health Sciences and Technology. She can be reached at [lstagnaro@ohlone.edu](mailto:lstagnaro@ohlone.edu) or 510-742-2301.

## Calendar of Events

# April

- 1 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 2 Ambassadors Meeting**  
8 a.m., Chamber Conference Room
- 8 Festival of the Arts Committee Meeting**  
6 p.m., Chamber Conference Room
- City Council Meeting**  
7 p.m., City Council Chambers
- 11 Board of Directors Retreat**  
8:00 a.m., Fremont Bank-Niles Bldg.
- 15 Fremont Council Work Session**  
Time TBD, City Council Chambers
- 17 Leadership Fremont, Class of 2008 Session**  
8:30 a.m., Fremont Police Department
- 22 Leadership Fremont Steering Committee Meeting**  
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 23 Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Vida Y Vino Wine Bistro Mixer**  
5-7 p.m.  
43808 Christy St., Fremont  
Phone: (510) 490-8466  
[www.vidayvino.com](http://www.vidayvino.com)  
Vida Y Vino Wine Bistro is more than just a wine bar. If you are in the mood for something different, this is the place to go. They are a restaurant, a wine shop with tasting events, and live music on the weekends. It is also a great place for your private parties.
- 24 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Member Briefing**  
11:30 a.m.-1:30 p.m., Chamber Conference Room
- 25 ChamberPak Deadline**
- 30 LeMans Karting Mixer**  
11 a.m.-2 p.m.  
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Visit our online events calendar at  
[www.fremontbusiness.com](http://www.fremontbusiness.com)

## Community Calendar

The Chamber also lists community events! Visit [www.fremontbusiness.com/commCalendar.htm](http://www.fremontbusiness.com/commCalendar.htm) for the latest community oriented events in Fremont and the Tri-Cities area.

Got an event? email Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

# New Members

## Attorneys

### Law Offices of Jonathan D. Larose, APC

Jonathan Larose  
39465 Paseo Padre Pkwy., Ste. 2400  
Fremont, CA 94538  
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## Balloon Creations

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jim@balloonytoons.net  
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## Beauty Salons & Day Spas

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sparklenails@yahoo.com  
www.freewebs.com/sparklenails/

## Childcare

### Merry Maker Childcare

Valerie Draeseke  
3057 Surry Pl.  
Fremont, CA 94536  
Phone: (510) 299-2089  
merrymakerchildcare@yahoo.com

## Churches

### St. Anne's Episcopal Church

Lauran Pike  
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## Health & Diet Food Products-Retail

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jeff@owenselectricinc.com  
www.owenselectricinc.com



by Justine Schroeder  
3A Pet Sitting

Businesses, homes, cars, people, and now pets can Go Green. A few simple steps can make it feel less like a chore and more like a habit. The following three solutions are great places to start.

### Is your pet searching for greener pastures?

A dog or cat with an upset stomach will eat grass to aid with digestion. Are your pets getting more than they bargained for in your backyard? The lawn may look green, but is it truly pet-friendly? Don't allow your pets to eat fertilized grass. Dogs exposed to herbicide-treated lawns and gardens have an increased risk of canine lymphoma and bladder cancer. Slow-release organic fertilizers are safer for pets, kids, and wildlife and create healthier soil and lawns.

When your pets like to graze, make sure their grass really is greener. You can use natural and organic lawn care products such as Cockadoodle Doo, Extremely Green, or Planet Natural. Another option is leaving grass clipp-

## Does Your Dog Dig the Earth and Your Cat Hug Trees?

ings to decompose on your lawn. This isn't being lazy-it has the same effect as one fertilizer application per year. For more information check out Healthy Lawn, Healthy Environment-the U.S. EPA's guide to eco-friendly lawn care.

### Just wondering: Why are you pre-servicing dog poop?

For some of us, the mindset of being green is to recycle and reuse. So we get that plastic bag at the store knowing we will take it on the next walk with our dog and do our part to be green and reuse. Reality check! Think about it: using a regular plastic bag or even some of those cute doggie poop bags to clean up after your dog keeps that poop fresher for longer than you probably intended.

Switch to biodegradable bags or use a pooper-scooper. Biodegradable bags are comparable in price to regular bags and break down in as few as 30 days. BioBag Dog Waste Bags, Dispoza-A-Scoop, Skooperbox, and Spike Business Bags are a few to try. The bag can be avoided altogether by using a pooper-scooper, which is free after the initial investment. Try to buy a metal one. It will last longer and tend to be more effective than a plastic one.

### What sort of legacy is your kitty leaving behind?

It could be stinky. Conventional clay and silica-based litters are stripped from the earth and sit in land-

fills forever. Going for the biodegradable alternative cat litters would mean fewer strip mines.

Some of the litters made of wood, newspaper, sawdust, and wheat can be composted; however, keep them away from your vegetable garden. An added perk is that natural litters mask smells better than conventional types and they're unscented, which many cats and humans prefer. Baking soda is a great additive to make the natural litter fresher longer. Natural litters are comparable in price to conventional litters and in some cases even cheaper, so don't be surprised. Top sellers include: One Earth Cat Litter, Yesterday's News, Swheat Scoop Wheat Litter, World's Best Cat Litter, and Feline Pine.

### Pets Gone Green!

As always, pets are aiming to please, and this time it's the planet they're pleasing. They may not have a voice, but your pet is begging for you to make a difference when it comes to them.

Justine Schroeder owns and operates 3A Pet Sitting, which services Fremont, Newark and Union City, California. 3A Pet Sitting is a professional in-your-home pet care business that pampers your pets, plants, and home when you can't. Ms. Schroeder is licensed, bonded, insured and a PSI & NAPPS Accredited Pet Sitter. Further information is available on her Web site at [www.3Apetitting.com](http://www.3Apetitting.com).

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Fremont Minuteman Press  
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Pinnacle Financial & Insurance Group  
Platinum Group Funding-Travis Gutke  
Premiere Home Staging  
PressWorks  
Residential Pacific Mortgage  
So.East Bay Pediatric Medical Group, Inc.-Sara Dobbs, MD  
U.S. Air Force Recruiting Office

**15+ Years**  
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Dental  
Carlton Plaza of Fremont  
Child Care Links  
Logitech, Inc.  
Mission Property Management  
Prime Time Entertainment, Inc.  
Sylvan Learning Center

**10+**  
Arguello, Larry K., Attorney  
AskHR  
California State Auto Association  
Coldwell Banker - Rick Hood  
Patelco Credit Union

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Fremont Bulletin  
Marblestone Funding  
Mission Real Estate & Mortgage - Nancie Allen  
Parkwood Place Apartments  
Saddlerack  
The Kitchen Connection

*Congratulations to all our Chamber members who have reached these milestones*

# Connection Club 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.  
**Spin A Yarn**  
45915 Warm Springs Blvd., Fremont  
Chair: Justine Schroeder, (510) 673-4646  
Vice-Chair: Aimee Brown, (510) 366-9707  
www.tuesdayconnectionclub.com

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am  
**La Piñata Restaurant**  
39136 Paseo Padre Parkway, Fremont  
Chair: Tina Kemline, (510) 304-1526  
Vice-Chair: Erik Johnson, (510) 364-9078  
www.connect2succeed.com

**Fridays Women In Business**  
meets weekly at 7:30 a.m.  
**Best Western Garden Court Inn**  
5400 Mowry Ave., Fremont  
Chair: Regina Hayes, (510) 770-8133  
Vice-Chair: Kathy Colton, (510) 490-7740  
www.fremontwib.com

**Thursday AM**  
meets weekly at 7:30 a.m.  
**The Depot Café**  
37260 Fremont Blvd., Fremont  
Chair: Brad Gelesic, (510) 612-3858  
Vice-Chair: Matt Dickstein, (510) 796-9144  
www.thursdayAM.com

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 11:45 am  
**The Outback Steakhouse**  
5525 Stevenson Blvd., Fremont  
Chair: Scott Doruff, (510) 505-1011  
Vice: Scott Capen, (510) 505-5553  
www.thursdayreferralsplus.com

**Friday AM Connection Club**  
meets weekly at 7:15 a.m.  
**The Depot Café**  
37260 Fremont Blvd., Fremont  
Chair: Dan Strauss, (510) 366-5082  
Vice-Chair: Guido Bertoli, (510) 790-2444  
www.fridayconnections.com

## Greening Fremont Schools



by Nicole Steward  
Fremont Unified School District

"Greening a school" creates a healthy environment that is conducive to learning while saving energy, resources, and money. Studies show that greening schools provide a cost-effective way to enhance student learning, reduce health and operational costs and, ultimately, increase school quality and competitiveness. Fremont Unified School District has taken the green challenge seriously implementing several green efforts throughout the District.

Recycling is a simple way to begin the greening process. In a joint venture with the City of Fremont, FUSD has hired a District Recycling Coordinator. The District purchases recycled paper; construction waste is recycled whenever possible; and several of our schools have school-site recycling programs that include locker clean-out days.

Thirty-five school sites have Energy Management Systems (EMS), controlling the heating/ventilating/air conditioning systems. Some school gyms have been outfitted with motion

detectors so that lights turn off when the room is empty, thus saving electrical costs. In order to further increase energy efficiency, FUSD is involved in day-lighting initiatives with the PG&E Pilot Program. Modular classrooms have been retrofitted with skylights and skylights are being put into new multi-purpose rooms and classrooms.

Blacow Elementary School is one school with skylights in several classrooms. Mr. Cayce, 6th grade teacher at Blacow, has noticed that students are more engaged and his classroom has the natural feel of the outside. "Student behavior has dramatically changed," he said. "Students don't feel as cooped up and can focus. It has allowed me to maximize my instructional time."

The District has water saving measures in place in the form of waterless urinals in the new MVRP Career Technical Training Center and other retrofitted sites, low flow toilets, irrigation controls at high school athletic fields, and all-weather turf at Tak Stadium.

FUSD led the state in development of the Integrated Pest Management Program in order to eliminate toxic substances on school grounds. Our program was developed 15 years ago before state requirements were issued for using non-harmful substances in our landscaping efforts. Indoor air quality initiatives and mold prevention initiatives are being realized through Health & Safety Bond dry rot repair projects.

The District boasts a CNG Bus Fleet that runs on compressed natural gas rather than diesel as part of our alternative transportation initiative. Through joint use of facilities, Horner Junior High School gymnasium is used for physical education instruction dur-

ing the day and City recreation programs in the evenings, weekends, and summers. FUSD also holds collaborative agreements with Little League & Soccer Associations for use of our facilities.

Green efforts in schools go beyond economic benefits and protections to our natural resources; they influence attitudes and deepen the environmental and conservation awareness and understanding of all of our students. Several FUSD schools have been recognized for their individual greening efforts, including Gomes Elementary and Irvington High School. Fremont Unified School District is proud of our innovative use of green technologies and plans for future opportunities to implement green technologies.

Nicole Steward is the Communications Officer for the Fremont Unified School District. She can be reached at (510) 659-2594 or [nsteward@mail.fremont.k12.ca.us](mailto:nsteward@mail.fremont.k12.ca.us). For more info, also refer to "Greening America's Schools," October 2006 Capital E. Report available at: <http://www.cap-e.com/ewebeditpro/items/O59F11233.pdf>.



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Fremont Business  
Review

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5 pm-12 am (Sat)  
Sun. Brunch: 10 am-2 pm



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Dinner: 5:00 pm - 10 pm  
Saturdays, dinner only  
4:30 pm - 9:30 pm



2740 Mowry Ave.  
Fremont, **(510) 797-9000**  
Sun-Thurs: 11:30 a.m. to 9:30 p.m.  
Fri & Sat: 11:30 a.m. to 10:30 p.m.



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

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 [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)

## City of Fremont partners with non-profits for Earth Day Family Fair

Earth Day is right around the corner. Come celebrate at the Earth Day Family Fair on Saturday April 19, from 10am - 4pm, at the Teen Center at Central Park, off Sailway Drive. The fair is sponsored by the City of Fremont and local non-profit environmental groups. For more information, visit [fremont.gov/environment](http://fremont.gov/environment) or call Environmental Services at 494-4580.

**Battery Recycling:** Bring your used household batteries to the City of Fremont Environmental Services Division's booth at the Earth Day Fair for recycling. They will only accept batteries that are smaller than your hand and weigh less than 3 lbs. No car batteries. Please bring batteries in a plastic bag.

## Union Sanitary District Recognized as "Climate Action Leader" by the California Climate Registry

Union Sanitary District (USD) was recently granted the status of "Climate Action Leader" by the California Climate Registry for voluntarily reporting its greenhouse gas emissions levels and for its efforts to decrease its greenhouse gas "footprint" on the environment. USD inventoried its carbon dioxide emissions from sources such as motor vehicles, generators, electricity usage and other wastewater

treatment processes. Tetra Tech EMI, which certified USD's inventory, listed the District's many emission-decreasing activities such as utilization of "sewer gas" to generate 30 percent of its electricity, use of electric vehicles at the treatment plant, and the introduction of hybrid vehicles to its fleet in 2002. The District is also investigating the use of fuel cells, solar power generation and alternative fuels for fleet vehicles as possible methods of further GHG reduction. "They are to be commended for their initiative," noted the certification report. The California Climate Action Registry is a non-profit public/private partnership that serves as a volunteer greenhouse gas registry to protect and promote early actions to reduce GHG emissions. For more information about USD's Climate Action Leader Status and the Registry, contact Dave Livingston, Plant Manager, at (510) 477-7560.

## Bay Street Parking Lot Opens with Celebration

The City of Fremont will be hosting a Grand Opening Celebration of the new Bay Street Parking Lot, featuring a 'green' state-of-the-art environmentally-friendly permeable concrete surface. The ceremony will be held on Wednesday, April 23, from 4pm to 5:30pm at the parking lot located at 4112 Bay Street (near Bay Street and Papazian Way). For more informa-

tion, please call (510) 494-4500 or email [housingandredevlopment@ci.fremont.ca.us](mailto:housingandredevlopment@ci.fremont.ca.us).

## Dr. Colin Yoshida to Host a Free Day of Dentistry

Dr. Colin Yoshida is out to change lives by offering free day of dentistry to anyone who needs emergency dental work as he hosts a free emergency treatment day on May 17th from 8am- 3pm at his Fremont office, at 3885 Beacon Avenue, Suite C.

Last year Dr. Yoshida and his team of dentists, sponsors and volunteers have helped numerous people in the community in need of dental work - treating patients in need of emergency fillings, extractions and emergency palliative treatment. "Now more than ever, I know there are people out there that need my services, but lack the means to afford them - whether they're out of a job, or just don't have dental insurance. This Dentistry from the Heart event is my way of giving back to the community and being there for the people who are in need of dental work," said Dr. Colin Yoshida.

For more information or questions please call his office at (510)745-1800 or visit his website at [www.fremontdentistry.com](http://www.fremontdentistry.com). Patients will be treated on a first come first serve basis. Patients are advised to call and register in advance.

## Centerville Business & Community Association presents "Centerville's Got Talent"

The Centerville Business & Community Association is hosting Centerville's Got Talent, showcasing local talent from schools and community, on May 17th and 18th from 10:30am - 5:30pm at Bill Ball Plaza (37260 Fremont Blvd. next to the train depot). To showcase your talent go to [cbcafremont.com](http://cbcafremont.com) for an application. All performers will be entered to win prizes.

Centerville's public school music departments will raise money through food sales at the event and receive donations from sponsors. Come and enjoy great food and free entertainment!

## Irvington Conservatory Theatre Presents "Footloose"

Irvington Conservatory Theatre swings into high gear for its spring show with Footloose, the musical, April 10-20, in the Valhalla Theatre on the campus of Irvington High School.

Based on the hit 1984 movie by the same name, starring Kevin Bacon, Footloose centers on high school student Ren McCormack, who has moved with his mom from big-city Chicago to a small town where dancing is banned. Come see how Ren convinces the town that "dancing is not a crime" in this spirited Ohlone College-sponsored

show, which features an Oscar-nominated, Top 40 musical score. Tickets are \$15 general admission, \$12 for students with ASB cards, and \$10 for seniors and children under 12. Purchase online at [www.irvingtonconservatory.org](http://www.irvingtonconservatory.org) or by calling (510) 656-5711, ext. 46423.

## American High School Presents "Jesus Christ Superstar"

American High School Performing Arts presents the classic rock opera, Jesus Christ Superstar on April 17 at 3:30pm and April 18, 19, 24-26 at 7pm at American High School's Theatre 70.

This groundbreaking theatrical masterpiece is one of the most enduring works ever created for the musical theater, telling the story of the final seven days in the life of Jesus Christ. Changing the face of musical theatre, Jesus Christ Superstar will leave audiences captivated by its power.

Tickets are \$12 general admission, students \$10. Purchase them Monday-Friday from 3-6pm at Theatre 70, or at the door on show nights. The box office opens 45 minutes before the show. For more info, call Troy River at (510) 796-1776 ext 57702.

# Amgen Employees Save Time and Money by Using Public Transportation

by Amgen Fremont Communications

ing Program back in May 2007.

Amgen Fremont's Jerry Tong says "going green" and using public transportation has changed his commute for the better.

When Jerry Tong, director for Manufacturing Programs at Amgen Inc. in Fremont, started taking BART to work, he didn't know what to expect. But after spending two hours a day in grueling traffic, he figured it couldn't get any worse.

"Being in traffic every day was a grind, and I also wanted to try to do my bit for the environment," he says.

Today, his regular commute from downtown San Francisco to Union City, where the free Amgen shuttle picks him up, takes a few minutes more than driving would, but he considers it time better spent. Jerry has been taking public transportation ever since Amgen started its AmTrans Commut-

## Alternative Commute Benefits

"I quite enjoy sitting on the train reading the newspaper, which I never got a chance to do before," he says. He often ends up doing work on the way home. He says he's much more diligent about getting out of the office at a reasonable hour because he knows he needs to catch the last shuttle to the station.

"Employees also can take advantage of the area-wide commuter check program to pay for transit tickets with pre-tax income, potentially saving hundreds of dollars in taxes each year."

Knowing that commuting in the Bay Area can be a challenge, Amgen's management decided they must take a careful look at how to best meet their employees' needs. Amgen first surveyed

employees to find out what services employees desired. Then Amgen worked with 511.org to help put key elements of the AmTrans program in place, which also includes tracking usage.

"Monitoring how and when our

employees use alternative transportation methods enables us to make adjustments as needed," says Senior Manager of Human Resources Steve Torres. "Working with outside organizations such as 511.org has also helped us promote our efforts and support programs such as carpooling."

## "Being Green" Helps Employees Earn More Green

Amgen Fremont employees who use public or other alternative transportation, such as carpooling, at least three days a week qualify for a \$50 monthly incentive. Employees also can take advantage of the area-wide commuter check program to pay for transit tickets with pre-tax income, potentially saving hundreds of dollars in taxes each year. The cost of the checks are deducted from employees' paychecks and mailed to employees at work, another convenience Amgen employees enjoy.

The goal of all of these commuter programs is to help save employees money, alleviate the stress of commuting, and keep Amgen Fremont competitive with other companies in the area-not to mention reducing the overall environmental impact of commuting to work at Amgen.



Jerry Tong takes the Amgen shuttle from Union City Bart to Amgen in Fremont

## Free Shuttle Transport

The shuttle van offers transportation to and from BART Union City and the ACE train station in Fremont and operates from 6:30 - 9:45 a.m., and from 2:30 to 6:30 p.m., Monday through Friday. No reservation is required. The shuttle carries 12 passengers at a time, and it is equipped with a rack that can accommodate two bicycles.

If you would like more information on establishing a commuter program at your organization, please contact Steve Torres, 510-284-6631.

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology

pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. Amgen is based in Thousand Oaks, Calif., and has a manufacturing facility in Fremont, one of three Amgen sites located in the Bay Area. To learn more about our pioneering science and our vital medicines, visit [www.amgen.com](http://www.amgen.com).

# Green Light—

from page 1

tact Allied Waste at 657-3500 or visit [www.alliedwasteac.com](http://www.alliedwasteac.com).

**2. Purchase wisely.** You have the power! Continue to buy more recycled products, such as office paper made with 30 percent recycled content. Try to avoid one-time use disposable products. Use reusable bags and mugs when you go shopping and out for coffee. Keep reusable cups in your company's kitchen or break room, instead of buying coffee cups for your employees and clients.

**3. Conserve Water.** Contact the Alameda County Water District at [www.acwd.org](http://www.acwd.org) and talk to a conservation specialist about low-flow mea-

sures. Next to waste disposal, water usage can be one of the largest costs for businesses.

**4. Replace incandescent light bulbs with fluorescent lamps.** These fluorescents produce more light, are more efficient, and last much longer. The fluorescent bulbs do require disposal at a special hazardous waste facility due to the mercury content.

**5. Save Electricity.** PG&E offers assistance to make your business more energy efficient has rebate information on their website [www.pge.com](http://www.pge.com) and. Turn off the lights and appliances when not in use. If possible, replace old

computers, with energy saving ones. Visit [www.epeat.net](http://www.epeat.net) for more information.

**6. Green building.** Whether remodeling or building new, consider environmentally friendly products and contractors, including recycling the debris from demolition or construction. Visit [www.builditgreen.org](http://www.builditgreen.org).

## Requirements:

In addition to utilizing green practices, there are also some City of Fremont requirements. Every business in Fremont is required to subscribe to garbage service with Allied Waste. Recycling services may be provided by any vendor licensed to do business in Fremont.

Additionally, only storm water

may enter storm drains. All other materials (liquid and solid) are prohibited from being poured or allowed to run into the storm drain. Regarding illegal dumping: property owners are responsible for maintaining their property, even if someone else illegally dumped the debris. Best Management Practices for businesses can be found at: [www.fremont.gov/Environment/StormWaterProgram.htm](http://www.fremont.gov/Environment/StormWaterProgram.htm)

*Lori Marra is an Environmental Specialist with the City of Fremont. She can be reached at [lmarra@ci.fremont.ca.us](mailto:lmarra@ci.fremont.ca.us) or 510-494-4581.*

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# Doing what makes sense, saves cents



by Rhonda Rigenhagen  
Allied Waste

price of a same-size trash container.

## Composting for Business – save 50%

Fremont's newest program diverts food scraps and other compostable materials from the garbage. Rather than going to the landfill, organic wastes are processed into material that enriches the soil.

Composting for Business rates are about half the cost for refuse containers of the same size. The City of Fremont subsidizes costs to encourage participation.

Acceptable materials include: food waste, food-soiled paper and plant/floral trimmings. The program is designed for restaurants, markets, bakeries, florists, companies with cafeterias, and other commercial properties that generate at least one 64-gallon cart of food/compostable waste per week.

You can pay significantly less to dispose of the compostable portion of your trash, simply by separating food scraps and food-soiled paper from the rest of the garbage. To find out more about Composting for Business, call Stephanie Saenz at (510) 252-4652 or John Hanscom at (925) 451-0577.

## Recycling for Business – free

The City of Fremont and its franchised hauler, Allied Waste, will provide a 96-gallon recycling cart to businesses and nonprofit organizations. Mixed paper, cardboard, plastic containers (1, 2 and 3), aluminum and tin cans, and glass bottles/jars are picked up every other week at no charge to the customer. (Please note: home businesses with residential service are not eligible for this program.)

Call Cassandra Blair at (510) 252-4653 to sign up or find out more.

## Multi-Family Dwelling assistance – free

The City of Fremont and Allied Waste offer advice, printed materials and reusable recycling bags to property managers and homeowner associations interested in promoting recycling among residents. Call Stephanie to find out how we can help your apartment or condominium complex be more green while saving some green.

## Single-stream recycling – save 25%

If one cart every other week isn't enough to meet your needs, Allied Waste offers a variety of container sizes (from one to 40 cubic yards) and service frequencies (from on-call to five times a week).

Because recycling is exempt from franchise fees, the cost is 25 percent less than that of same-size trash service. Contact Cassandra Blair for more information.

## Waste consulting services – free

If you would like assistance evaluating your waste stream to determine how you can operate more cost-effectively, call Cassandra for a no-cost, no-obligation appointment. She can also provide posters, stickers and guidance to help your employees manage wastes more effectively.

It's a win-win when what makes sense also saves cents.

*Rhonda Rigenhagen is the Community Relations & Recycling Coordinator for Allied Waste, Fremont. For more information, visit [www.alliedwasteac.com](http://www.alliedwasteac.com).*

What's better than saving the planet? Saving money at the same time!

When Fremont businesses reduce waste going to landfills, they can also reduce their trash bills. Below is a list of free services as well as programs that can shave 25-50 percent off the

## Fremont Chamber Online report

Online Business Directory Referrals Report

Feb 2008

The number of referrals from the Chamber's business directory this period was  
**9,011.**

Display: **8,112**  
Click Throughs: **816**  
E-mail: **26**  
Mapped: **184**

## Unique Visits

A total of **10,227** distinct visits were made to the site, [www.fremontbusiness.com](http://www.fremontbusiness.com) during the month of Dec., 2007

An average of **11,726.5** unique visits were made to the Fremont Chamber's website over the last six months [Aug2007-Jan 2008]

Data provided by  
ChamberWeblink

# Ten Easy Tips for Being Greener besides ditching the car, recycling and reusing

by Nina Moore

Fremont Chamber of Commerce

• **Get your car washed at a professional car wash,** rather than home. It saves water and creates less soapy, dirty water for the environment.

• **Curtail junk mail:** The Federal Trade Commission website, [www.ftc.gov](http://www.ftc.gov), spells out how to remove yourself from lists. (Click on "For Consumers," then "Telemarketing," then "Unsolicited Mail, Telemarketing and E-mail: Where to Go to 'Just Say No.'") You'll save trees, water, and emissions, too. If everyone in the United States reduced the junk mail he

receives every week, 100 million trees would be spared each year.

• **Unplug your appliances** when they are not in use, or use a power strip that you can switch off so that you are not using "vampire power." Doesn't that sound really bad?

• **Pay at least some bills online.** By getting online statements, choosing automatic deposit and paying bills online, you're saving trees and reducing the amount of transportation pollutants that occur with paper transactions.

• **Turn the heat up or down one degree.** In winter, lowering the thermostat one degree can save you about 3%

on your heating bill, and raising it one degree in summer can reduce your A/C bill by about 2 percent, according to the Union of Concerned Scientists.

• **Buy Energy Star rated appliances,** from refrigerators to computer monitors.

• **Turn the washer dial from hot to warm or cold** to cut your energy use by 50 percent per load, according to the Alliance to Save Energy.

• **Turn off the water while brushing your teeth or shaving.** This could save up to 1,825 gallons of water per person each year per one source. Up to 2,400 per another. The point is: it adds up!

• **Program your computer to 'sleep' after 30 minutes** of non-use; away longer, turn it off and unplug the surge protector, which draws energy even when the computer is off. Booting up again uses the equivalent of only two seconds of run time and won't hurt the hard drive. Monitors are a big energy drain, so turn them off after 20 minutes of nonuse.

• **Use rechargeable batteries.** While they may cost more initially, you'll save money over the long run. A single rechargeable battery can replace up to 1,000 single-use alkaline batteries over its lifetime. Most rechargeable batteries can be recharged up to 1,000 times.

# Alameda County Businesses Save Money with Sustainability

by Justin Lehrer  
StopWaste.org

Preserving our environment is a responsibility that Alameda County takes seriously, and StopWaste.Org is a public agency that was formed to help those of us who live and work here to do just that. Acting as a single agency, StopWaste.Org is actually a partnership of two other public entities comprising fourteen cities, two sanitary districts, and citizen experts. The mission of this integrated agency is to develop environmentally-sound solid waste management and resource conservation programs for the people of Alameda County.

So, what does this mean to YOU?? The StopWaste Partnership has helped many Alameda County businesses save money and improve efficiency while benefiting the environment, and assistance from StopWaste.Org is both free and non-regulatory. Environmental experts offer assistance ranging from grants to business efficiency evaluations to help businesses become more sustainable. This assistance has helped hundreds of companies in over 40 industries prevent waste, decrease operating expenses, and complete cutting-edge, practical sustainability

projects.

Waste prevention, reuse and recycling decreases the need for "virgin" resources extracted from forests, oil reserves, and mines. This translates to less energy consumed in the production and transport of products and packages and therefore reduced greenhouse gas emissions. The StopWaste Partnership helps businesses recycle all kinds of materials, from mixed paper to more challenging items such as plastic film, pallets and even food scraps.

## Recent success stories include:

Toyota Logistics Services in Fremont is saving more than \$27,000 a year by using reusable shipping containers and expanding their recycling program. These steps cut 120 tons of waste each year.

American Licorice of Union City reduced waste a whopping 98 percent by implementing StopWaste Partnership's suggestions, saving \$48,000 annually. Financial help from the StopWaste Partnership enabled the company to purchase equipment that

prevents 150 tons of candy waste each year.

Chabot College in Hayward improved landscape composting operations and a new on-site food scraps composting system help this college in Hayward cut garbage costs by

**"The StopWaste Partnership has helped many Alameda County businesses save money and improve efficiency while benefiting the environment"**

\$7,500 a year, and save \$2,500 annually on soil amendment.

A new StopWaste campaign, Use Reusables, provides free assistance to businesses interested in "greening" the supply chain. In Alameda County alone, thousands of

tons of waste are generated by businesses each year. Much of that waste is comprised of limited-use transport packaging such as corrugated cardboard boxes and wood pallets that are discarded after just one use. StopWaste is offering free workshops to educate logistics managers on the financial and environmental benefits of reusable shipping containers. Research has shown that energy use, solid waste, and greenhouse gas emissions are all significantly greater for disposable packaging, even when it is recycled, compared to reusables. To find out more about the Reusables campaign and the free workshops, visit [www.UseReusables.com](http://www.UseReusables.com).

StopWaste Partnership services include expert technical assistance, funding for recycling and waste prevention activities, identifying markets for materials, free how-to guides and other resources, and public recognition for proactive companies. Medium and large companies in Alameda County can benefit from the full suite of services, and even small companies can take advantage of free online resources

and phone assistance from Partnership staff.

If you would like help making your business more sustainable, call (877) STOPWASTE, visit us at [www.StopWastePartnership.Org](http://www.StopWastePartnership.Org), or e-mail [Partnership@StopWaste.Org](mailto:Partnership@StopWaste.Org).

Justin Lehrer is a program manager at StopWaste.Org


## Become a member today

Call KK Kaneshiro to find out about the benefits of becoming a member of the Fremont Chamber of Commerce.  
510-795-2244, ext. 103

Call or visit [fremontbusiness.com](http://fremontbusiness.com) for more info. The next member briefing date is **April 24, 2008.**

## Fremont Programs to Help You Go Green

Program	Description	Contact Information
Free Waste Audits	This is a no-cost, no obligation on-site analysis of the materials and products purchased, recycled and discarded. Are there opportunities to reduce waste and increase recycling? It could save you money on disposal costs. Free stickers and posters available.	City of Fremont, Environmental Services Division. Contact: Lori Marra 510-494-4581 <a href="mailto:lmarra@ci.fremont.ca.us">lmarra@ci.fremont.ca.us</a> Cassandra Blair, Allied Waste Services 510-252-4653
Recycling for Business	The City of Fremont and its franchised hauler, Allied Waste, will provide a 96-gallon recycling cart to businesses and nonprofit organizations. Mixed paper, cardboard, plastic containers (1, 2 and 3), aluminum and tin cans, and glass bottles/jars are picked up every other week at no charge to the customer. (Please note: home businesses with residential service are not eligible for this program.)	Allied Waste 510-657-3500 <a href="http://www.alliedwasteac.com">www.alliedwasteac.com</a>
Composting for Business	Fremont's newest program diverts food scraps and other compostable materials from the garbage. Rather than going to the landfill, organic wastes are processed into material that enriches the soil. Composting for Business rates are about half the cost for refuse containers of the same size. The City of Fremont subsidizes costs to encourage participation.	Stephanie Saenz, Allied Waste Services 510-252-4652
Recycled Market Development Zone	Fremont is part of the state's RMDZ. Financial incentives and technical assistance are available to businesses that use materials from the waste stream in their production.	California Integrated Waste Management Board <a href="http://www.ciwmb.ca.gov/RMDZ/">http://www.ciwmb.ca.gov/RMDZ/</a>
Green Business program	Businesses voluntarily hold themselves to a higher environmental standard. They must demonstrate practices that conserve water, energy and reduce pollution. There is no fee to apply. There are over 1000 certified Green Businesses in the Bay Area, from printers and auto shops to bakeries. Currently, there are 13 green businesses in Fremont and the list is growing.	Association for Bay Area Governments. Contact Pamela Evans at 510-567-6770 <a href="http://www.greenbiz.ca.gov">www.greenbiz.ca.gov</a> or <a href="http://www.fremont.gov/environment">www.fremont.gov/environment</a>
Electronics Recycling	The fees for recycling vary. The City maintains a partial list of local electronic recyclers on its website. It is illegal to throw computers, monitors, etc. in the trash.	<a href="http://www.eRecycle.org">www.eRecycle.org</a>
Battery Recycling	Batteries and fluorescent bulbs are also called universal waste. It is illegal to throw batteries and fluorescent tubes in the trash.	<a href="http://stopwaste.org/home/index.asp?page=583">Stopwaste.org http://stopwaste.org/home/index.asp?page=583</a>
Motor Oil and other hazardous wastes	Apply to the Small Business Waste Program. You may be eligible to bring oil and other hazardous wastes to a certified facility at reduced costs.	<a href="http://stopwaste.org/home/index.asp?page=583">Stopwaste.org http://stopwaste.org/home/index.asp?page=583</a>



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- We've reduced our hot water usage by 10% by replacing showerheads
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