

TGIF Auto Body Gets Green

Not once, but twice, p.5

Green Task Force Aims High

Panel recommends ambitious changes, p.7

City, Businesses Get Greener

Cutting waste provides benefits, p.8

VOLUME 10,
NUMBER 1

Green: The New Color of \$ucce\$\$

April
2009

Earth Day: A Good Time for a Green Business Pledge



by Justin Lehrner
StopWaste.Org

Earth Day is around the corner – April 22 to be exact! Celebrating its 39th anniversary this year, Earth Day has lost none of its relevance. On the contrary, Earth Day’s message of environmental protection and sustainability resonates increasingly not only with residents, but with businesses alike. Companies around the Bay Area (and the country!) are “going green” and realize that doing business sustainably benefits not only the environment and our communities, but can also reduce costs, increase em-

ployee morale and boost the organization’s public image.

If your business has been thinking about taking steps toward a “green makeover,” Earth Day is a great time to take the plunge – or at least a pledge. You don’t have to tackle all aspects of your operations at once. Starting with small changes will keep your efforts manageable and bring results that will motivate you and your staff to take the next step.

Earth Day—
page 2

Fremont Approves Its Own Business Stimulus Package

The City Council approved a Local Business Stimulus Package at its regularly scheduled March 3 City Council meeting. This package is designed to help existing Fremont businesses and provide incentives to continue to attract new businesses to Fremont during these difficult economic times. Implementation of specific measures will occur over the next several months.

What the Package Includes

The measures in the Local Business Stimulus Package include the following:

- Reducing Development Impact Fees citywide by 10% until December 31, 2011.
- Creating a package of specific Central Business District (CBD) incentives including, but not limited to, a reduced-

Fremont Stimulus—
page 8

Going Green, Becoming Green, Staying Green



by Dominique Woon
Cartridge World

electronic equipment every two years just because it is no longer meeting our expectations, and throwing perfectly reusable and recyclable materials into the landfill. As some people put it: we live in a “throw away society”.

We all know that there is not an endless supply of natural resources from which we can draw forever. We must share our limited natural resources with the rest of the world for generations to come. For that reason, we must do our best to conserve our environment and learn how to become green and stay green.

Here are some ways you can make your office green and more environmentally friendly:

Tips on energy usage:

- Install *Energy Star* rated technology equipment.

Go Green—
page 3

Green Computing – Put Your Computers on a Diet

by Brendon Whateley
Dark Indigo, Inc.

Moving an office to Thin Clients can reap many benefits in addition to the 25% or more in power savings. Before I discuss the myriad advantages that this concept offers, let me explain what it is.

Currently most offices use a big server machine in some back office to handle sharing of files, email and calendar applications. In addition, each desk has a computer on it where a user accesses resources on the server as well as runs local applications. The key features are that each desktop machine is a complete computer, with its own copy of the operating system, along with many or all the applications that are needed. From a power usage standpoint, more powerful computers use more power even when they are idle, so having computers that can do a lot of processing means they use

more power all the time. Each machine also needs to be looked after with critical software updates being applied, backups made, virus scanners kept up to date, etc. Then, when the computer stops working just right, tech support needs to fix that individual machine. Slowly, over time, the machines can get out of sync with different software or versions installed on each machine.

An office using a thin client setup differs in a few key ways. First, the central server has all the software installed on it, handles all the data storage and does most of the heavy lifting. Second, the client machines are “thin” meaning that they usually don’t have a disk drive and don’t have the most powerful CPU, memory, etc. Many thin-clients don’t even need a cooling fan, resulting in a completely silent computer with no moving parts.

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Top
of the
Week
REPORT

Linking the Business Community

email Napoleon Batalao at
nbatalao@fremontbusiness.com with
SUBSCRIBE in the subject line.

New Chairman's Message

by Joseph Joly, D.C., Joly Chiropractic

When I began my practice, my first stop was to the Fremont City offices to get my business license. My second stop was the Fremont Chamber of Commerce to become a member. I thought that this was the normal protocol for all businesses. It wasn't until much later that I became aware that not all Fremont businesses are Chamber members. What opportunities I would have missed if I hadn't made joining a critical step of opening my practice!

I was eager and motivated to learn about membership benefits. I attended the New Member Briefing that was presented by our Director of Member Services, K.K. Kaneshiro. Like most who've attended, I learned many "gems" that continue to work for me today. I've attended the New Member Briefing at least once per year ever since just to stay up to date on new services that the Chamber provides.

I also attended the Chamber Mixers held twice monthly. I joined one of the connection clubs, "Connect to Succeed." I made it a point to attend as many Ribbon Cuttings as possible (there's just something about those giant scissors that says "open for business"). I wanted my practice to grow with integrity and the Fremont Chamber added instant credibility and professionalism for the people in my community. The Fremont Chamber is a big win for the community of Fremont and for its membership.

As I begin my term as Chairman of the Board of Directors for the Fremont Chamber of Commerce, I must note my sincere gratitude for several reasons. I am grateful for what the Chamber is and for what it does as the leader of the Fremont Business Community. I am thank-

ful to the Board of Directors for allowing me the honor of serving as the Chairman. Most of all, I am appreciative of the Chamber staff led by our CEO, Cindy Bonior. Under her leadership, the Fremont Chamber has become the fourth largest in the San Francisco Bay Area. The Chamber staff, like that of most successful nonprofit organizations, works long hours, skips lunches, and works even longer hours. They understand that to build a great community, a strong business community is essential.

We understand that this will be a challenging year for the business community and the community of Fremont itself. We are not going to just "ride this out." We are moving forward and multiplying our efforts. At our Board retreat on April 17, 2009, we will be discussing, among other topics, ways to improve services for our membership. Our goal is to enhance our member services to stimulate "Bu\$ine\$\$ Green" for our members.

We will continue to support education and help ensure an educated work force with our "Dollars for Scholars" scholarship program. We will also be reaching out to the community and showcasing our membership at a number of community events as well as hosting public policy forums. Additionally, our Director of Government and Community Affairs, Nina Moore, working with our Government Affairs Committee will continue to advocate at the local and State level for policies and programs that support existing businesses and promote economic development. Over the past three years, a main objective of the Chamber has been to educate the business community and public on how to become more "green." This issue of the "Fremont Business Re-



view;" is devoted to "Going Green." I'm sure you will enjoy reading how the Oakland Zoo has taken steps within their gates and around the globe to protect the environment. Brendon Whateley, explains how "Thin Client" technology can reduce the carbon footprint of businesses. Dominique Woon has great advice for saving resources in our offices. Be sure to read the article submitted by the City of Fremont. They have taken a leadership role and are a great resource for all things green.

I look forward to this next year even with its many challenges. I hope to see you at our many Chamber-sponsored engagements and community events. May your business grow green in the environmental sense and in the Bu\$ine\$\$ sense.

The Chamber's new chair, Joseph Joly, D.C., is a Doctor of Chiropractic. His practice, Joly Chiropractic, is located at 3909 Stevenson Blvd. Suite D, in Fremont. He can be reached at (510) 249-9037 or jjoly@drjoly.com or visit his website at www.drjoly.com.

Earth Day—

from page 1

Form a Green Team

Most employees support their company's efforts to become more sustainable. Given the chance, staff will often give input as to where the best greening opportunities may be and take an active role in the process. This improves not only your company's environmental performance but also employee motivation, resulting in increased productivity and company loyalty.

To form a Green Team, encourage interested staff from different levels and parts of your organization – from senior management and interns to facility managers and human resources personnel – to get involved. Then plan a kick-off meeting to gather input and start a plan of action.

Cut Down on Waste

Often the easiest way to start moving a business toward more sustainability is to implement

a waste reduction program. Most of your employees already understand the connection between recycling and environmental stewardship: many of them already recycle at home. To help you find out how your business can best reduce, reuse and recycle, consider scheduling a free consultation with the StopWaste Partnership's waste reduction experts. You can also find guides and other resources to help you "do-it-yourself" at www.stopwaste.org/partnership/freeresources.

Eco-Friendly Purchasing

Another simple way to go green is to take a close look at the feedstock, supplies and other materials your business buys on a regular basis, and consider more sustainable alternatives.

Known as Environmentally Preferable Purchasing (EPP), this could mean switching your landscaping from synthetic fertilizer to compost, or choosing locally made food for the company picnic over imported fare. EPP products gener-

ally use less materials, water and energy, are long lasting, less toxic, reusable and easy to recycle. Most often this means they are also safer and more economical. You can find more information on EPP and fact sheets on specific products at www.stopwaste.org/EPP.

Inspired?

These are just a few ideas to get you started. For more ideas to help your company go green, call us! StopWaste Partnership staff can assist you in planning the first steps toward a sustainability program, provide you with resources, and even assist with funding to kick-start an environmental program.

Justin Lehrer is a Program Manager at StopWaste.Org. He can be reached at (510) 891-6500 x 129 or jlehrer@stopwaste.org.



Earth Day Fair in Fremont

Saturday, April 18

11 a.m. – 4 p.m.

Teen Center in Central Park
39770 Paseo Padre Parkway
Fremont

- Interactive workshops • Kids activities • Table top displays
- Green businesses information • Creek Cleanups

For more information visit www.ci.fremont.ca.us and click on Calendar" or call 510-494-4570.

Renewing Your Body

by Marie DaSilva
Juice Plus

Our bodies must take the oxygen we breathe and the fuel we feed our bodies and turn it into energy. We can't live without oxygen but there is a dark-side of oxygen, essentially we are rusting both inside and out. It's the same process that affects iron and a cut apple; oxidation turns the cut apple brown and creates rust in the metal.

Within every cell is a body called the mitochondria. As oxygen is used within this furnace to create energy and life, it creates negative cell structures, called free radicals, as a byproduct. A free radical is an atom with an unbalanced electrical charge; it has one unpaired electron in its outer orbit which gives its electrical charge. This causes the free radical to seek-steal electrons from other atoms of the body to neutralize itself and therefore create more volatile free radicals. They damage the cell walls, the vessel walls, and cause degeneration of cells and mutations of the DNA which then leads to diseases such as cancer. Imagine a fireplace that occasionally sparks a hot cinder that lands on the carpet and burns a hole. One cinder does not cause a lot of damage but imagine the sparking day after day, month after month, year after year; the carpet will be full of holes. The fireplace represents the mitochondria, the cinder is the free radical and the carpet is your body. The

holes in that carpet are the wear on your cells and the precursors to degenerative disease.

The only things that neutralize free radicals are the antioxidants found in fruits, vegetables, legumes, whole grains and nuts. Antioxidants are like the wire mesh that you put in front of the fireplace to protect your carpet. Living a healthy life is a matter of balance; you need to consume enough antioxidants to neutralize the number of free radicals your body produces. If not, oxidative stress will occur. Pollution in the air, food and water increase the number of free radicals present in the body. Enormous stress, excessive exercise, cigarette smoke, and prescription drugs also increase the number of free radicals in the body. The problem with today's vegetables and fruit is that their content is depleted of antioxidants and minerals because of the mineral-depleted soils, early harvesting, cold storage and highly processed food. Poor food choices and unhealthy food preparation also deplete the antioxidant content of food. The heaviest attack comes from the environment, lifestyle and diet; our natural defense systems are becoming overwhelmed and depleted. We must do all we can to replenish our antioxidants with a healthy diet.

Marie DaSilva is a Wellness Educator for NSA/Juice Plus+. To learn more about the benefits of fruits and vegetables, visit www.marijap.net or www.cellawakening.com. Maria can be reached at (510) 412-7268.

- Use rechargeable batteries instead of one-time use batteries. Recycle the batteries after use.

Tips on Office Operations:

- Think before printing. Digitize instead of printing a hardcopy of the document.
- If you must print, use duplex or double-sided printing and coping to save paper. This will save 50 percent of your printing cost.
- Reuse one-sided documents in your printer or copier. Do not use bent or folded paper as it may cause a paper jam in your machine. Instead use this paper as scratch paper.
- Add a recycle container next to every trash can.
- Properly dispose of your electronics as e-waste.
- Consolidate your supply ordering. Less frequent ordering will reduce carbon emissions from delivery trucks, and will also decrease the amount of packaging materials.
- Save and reuse the packaging material you receive.
- Educate and motivate your employees to become green.

Going green, becoming green, and staying green is all about taking small steps toward the greener direction. One of the best ways to "go green" in your office is to implement small pilot programs one at a time. In turn, this helps people become more comfortable about becoming green and staying green.

Dominique Woon, a UC Berkeley graduate, is co-owner of Cartridge World in Central Fremont. Cartridge World is the global expert in ink cartridge refilling and toner cartridge remanufacturing of most brands. Dominique can be reached at (510) 790-2023, via email at fremontcw@yahoo.com, or at 39288 Paseo Padre Parkway, Fremont, CA 94538. For more information visit www.cartridgeworldusa.com/store296.

- 4 **Longer desktop life** – typically thin-client machines last 50% longer than regular desktop computers.
- 5 **Less e-waste** – no hard drives, fewer electronic components, less packaging materials. On average thin-clients use 55% less electronics, 36% less plastics and 25% less metal compared with a comparable PC system.
- 6 **Reduced transportation costs** – because thin-clients are smaller and lighter, the costs involved in transporting components and finished computers are reduced along with the carbon footprint.
- 7 **Lower support and maintenance** – since the thin-client machines don't have local storage, they cannot become infected with viruses or other malware. They basically work or they don't, like a regular appliance. All support, upgrades and installs take place on one machine, the central server. All the thin client machines are then "upgraded" the next time they are turned on.
- 8 **Greater security** – all data is centralized making HIPPA and other data security regulations easier to meet. Backing up the central server is easier than ensuring all data on a lot of different machines is preserved and secured.

Brendon Whateley is the founder and CEO at Dark Indigo, Inc. located at 39488 Stevenson Blvd, Suite 100, Fremont. Dark

April

Calendar or Events

- 1 **Ambassadors' Meeting**
8 a.m., Chamber Conference Room
- 7 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 8 **Member Briefing**
11:30 a.m., Chamber Conference Room
- Olive Hyde Art Gallery Mixer**
123 Washington Blvd., Fremont
Phone: (510) 791-4357
Web: www.fremont.gov/Art/OliveHydeArtGallery
Located in the Fremont foothills, directly across from the historic Mission San Jose, the Olive Hyde Gallery is the only public fine arts gallery in the east San Francisco Bay Area between Hayward and San Jose. Their goal is to support and bring the work of local and contemporary Bay Area emerging artists to the Fremont community.
- 14 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 15 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 16 **Leadership Fremont, Class of 2009 Session**
8:30 a.m.-5:00 p.m., Fremont Police Dept.
- 17 **Chamber Board of Directors Annual Retreat**
8 a.m.-3:30 p.m. Fremont Bank Niles Building, 37611 Niles Blvd., Fremont
- 21 **Leadership Fremont Steering Committee Meeting**
8:00 a.m., Chamber Conference Room
- Fremont City Council Work Session**
6 p.m., City Council Chambers
- 22 **Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Alma Via of Union City Mixer**
33883 Alvarado Niles Rd., Union City
Phone: (510) 489-3800 Web: www.almavia.org
AlmaVia Assisted Living is part of the Union City's new senior village, full of amenities and services for older adults. Alma Via serves up to 96 residents in need of respite, assisted living and dementia care services. Alma Via offers one bedrooms, alcoves, and shared suites, which are a great option for residents with limited incomes. In addition, the BridgeHaven program allows couples to stay together when one or both are in need of dementia care services.
- 24 **ChamberPak Deadline**
- 28 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 29 **Hyatt Place of Fremont/Silicon Valley Mixer**
3101 W. Warren Ave., Fremont
Phone: (510) 623-6000
Web: www.siliconvalleyfremont.place.hyatt.com
Hyatt Place is a new kind of hotel that puts style, innovation and The Hyatt Touch® within everyone's reach. Our guests will enjoy a spacious guestroom with a 42" flat panel high-definition television, our signature Hyatt Grand Bed™, a plush Cozy Corner oversized sofa sleeper that is separated from the sleeping area, and complimentary high-speed Wi-Fi Internet access throughout the hotel.
- 30 **Public Policy Forum: Economic Stimulus Package - What's In It for Us?**
11:30 a.m. registration; 12 - 2 p.m. lunch & program
Fremont Marriott, 46100 Landing Parkway, Fremont
For more information or to register, visit www.fremontbusiness.com

Indigo builds business websites, eCommerce systems and consults with small businesses in the use of technology to solve business problems. He can be reached by phone at (650) 472-1116, by email at brendon@darkindigo.com, or visit <http://darkindigo.com>.

Going Green—

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- Use surge protectors to turn off equipment so it is not constantly on standby mode. Standby mode draws energy to prepare your equipment for use at any time. At the very least, use the equipment's power-saving mode.
- Set a programmable thermostat to adjust the temperature when no one is in the office. This will save on heating and cooling costs.
- Your local utility company can do an energy audit on your home and business to see what else you can do to save more energy.
- Use Compact Fluorescent Light (CFL) bulbs, which can reduce your energy costs and your carbon footprint. Properly recycle the CFL bulbs at the end of their life cycle.
- Power down the lights and computers when not in use.

Tips on Office Supplies:

- Use refilled ink cartridges and remanufactured toner cartridges for your printers. Properly recycle the cartridges instead of throwing them in the trash when they are no longer reusable. Using remanufactured printer cartridges helps divert plastic, steel, aluminum, and rubber away from landfills. It also reduces the need for crude oil and energy to produce new cartridges.
- Recycle your old binders and file folders. Better yet, donate the binders to a local school or charity.
- With current technology, there is almost no visual difference between recycled and non-recycled paper products. Paper products are available with 10 percent, 30 percent, 50 percent, or even 100 percent post-consumer recycled content.
- Purchase a variety of eco-friendly pens, pencils, notebooks, folders, printer paper and more made from recycled materials.

Get Thin—

from page 1

This results in a cost saving for each desktop machine and a significant power savings. So how does this affect the user experience? Not very much. In fact, most users won't notice the difference!

Here is how it works. When you turn on your thin-client machine, it contacts the central server and quickly boots you up to a login screen. When you login, you end up with your normal desktop screen, set of applications and data files. The difference is that most or all of the applications are actually running on the central server machine, instead of locally on the thin client.

Key benefits:

- 1 **Lower total power consumption** – 6 to 50 watts compared to 150 to 350 watts for a desktop.
- 2 **Lower office noise levels** – no moving parts results in silent operation and fewer failures.
- 3 **Lower total system costs** – thin-clients are less costly compared to desktops AND last longer before needing replacement or upgrades.

New Members

Apparel - Manufacturer Interior Design - Commercial

Rising Phoenix, Inc.

Joyce Tang
44377 Arapaho Ave.
Fremont, CA 94539
(925) 872-1668 - (510) 661-0652
joyceyu@sbcglobal.net
www.risingphoenixinc.com
Rising Phoenix Inc. is a woman's silk apparel manufacturer. We produce high end silk apparel for missy and plus size women. We make one-of-a-kind apparel with organic mud silk and other signature silk material. Item pieces are exquisite, timeless, and reversible. We are about making you look and feel beautiful everyday. We specialize in custom made items. Retail and wholesale are both available.

Financial Planners & Services

World Financial Group - Sam Low

Sam Low
7031 Koll Center Pkwy., Ste. 100-P
Pleasanton, CA 94566
(510) 206-2729 - (925) 462-6128
siulow@yahoo.com
www.worldfinancialgroup.com

TW Designers

Tommy Woo
39174-A State St.
Fremont, CA 94538
(510) 742-1133 - (510) 742-1821
tw_design511@yahoo.com
www.twdesigners.net
Restaurant design to obtain permits. Detail design included all kitchen equipment lay-out, hood exhaust calculation, plumbing detail, electrical, energy, seismic calculation, waste water and waste oil disposal and environmental health approval.

Opera - Theater

Fremont Opera

David Sloss
100 Club Dr.
San Carlos, CA 94070
(650) 808-9659 - (510) 474-1004
dsloss@fremontopera.org
www.fremontopera.org

Real Estate - Mortgage

Borelli Investment Co.

Monte Pasquinelli
2051 Junction Ave., Ste. 100
San Jose, CA 95131
(408) 453-4700 - (408) 453-5636
monte@borelli.com

Restaurants

Falafel, Etc.

Ramzi Totari
39200 Fremont Blvd
Fremont, CA 94538
(510) 795-7170 - (510) 795-7171
rtotari@aol.com
www.falafeletc1.com

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- online directory • calendar of events • connection clubs
- ambassadors • business links • community links

fremontbusiness.com

Anniversaries

40+ Years

Fremont Chapel of the Roses
(FD-1007)

20+ Years

Aspen Dental Care/Bright Now!
Dental
Fremont Main Library
Newpark Associates
Old Mission San Jose
Opportunity Capital Partners

15+ Years

Arguello, Larry K., Attorney At Law
Carlton Plaza of Fremont
Child Care Links
Coldwell Banker - Rick Hood
Logitech, Inc.
Mission Property Management Co., Inc.
Prime Time Entertainment, Inc.
Sylvan Learning Center

10+ Years

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AskHR
Parkwood Place Apartments
Patelco Credit Union
Well Chosen Words

5+ Years

Cal Coast Financial Corp.
CityServe (Faith Communities United in Jesus)
Collective Discovery, Inc.

Courtyard by Marriott, Newark-Silicon Valley
Fremont Bulletin
Fremont Minuteman Press
MasterKey Advantage Real Estate - Nancie Allen
Pinnacle Financial & Insurance Group
Saddlerack
South East Bay Pediatric Medical Group, Inc.-Sara Dobbs, MD
The Kitchen Connection
The Original Pancake House
TownePlace Suites by Marriott
U.S. Air Force Recruiting Office

2+ Years

Ashley Furniture Home Store
Bay East Association of Realtors
Del Conte's Landscaping, Inc.
Guaranty Bank
Navis Pack & Ship
Premiere Home Staging
PressWorks
Quick Health
Re/Max Executive - Luzmarie Vallejo
Sunstate Equipment Co.
The Art Blossom
WineShop At Home
Wingstop
WS Global Wealth

1 Year

American Junk Removal Services, LLC
EB Marketing Co.

Congratulations to all our Chamber members who have reached these milestones

Fremont Business Review Editorial Calendar

Looking for a high impact, no cost way to share your expertise and promote your company? Connect with fellow Chamber and community members by submitting an article for an issue of the *Fremont Business Review*. A short 500 word article can go a long way in promoting your expertise and introducing your company to potential customers. If you're interested in submitting an article, please contact the Guest Editor or Staff Consultant listed for that issue.

We are also looking for Guest Editors for upcoming issues. If you're interested in learning more about becoming a Guest Editor, please contact the Chamber Staff Consultant listed for that issue at 510-795-2244.

MAY 2009

Chamber Membership: Making it Work for You
Staff Consultant: Cindy Bonior
Guest Editor: KK Kaneshiro, Fremont Chamber of Commerce
(510) 765-2244 x103
Deadline: 4/13/09

JUNE 2009

Leadership Development
Staff Consultant: Cindy Bonior
Guest Editor to be named
Deadline: 5/14/09

JULY 2009

Fremont Festival of the Arts
Staff Consultant: Nina Moore
Guest Editor: Joe Joly, Joly Chiropractic
Deadline: 6/15/09

AUGUST 2009

Time Management
Staff Consultant: Nina Moore
Guest Editor: Brendon Whateley, Dark Indigo
Deadline: 7/13/09

SEPTEMBER 2009

E-marketing: Harnessing the Power of Internet Marketing
Staff Consultant: Cindy Bonior
Guest Editor to be named
Deadline: 8/14/09

OCTOBER 2009

Structures & Strategies for Business Success
Staff Consultant: Nina Moore
Guest Editor to be named
Deadline: 9/14/09

NOVEMBER 2009

Successful Business Meetings
Staff Consultant: Cindy Bonior
Guest Editor to be named
Deadline: 10/12/09

DECEMBER 2009

Travel Tips
Staff Consultant: Nina Moore
Guest Editor to be named
Deadline: 11/13/09

JANUARY 2010

Professional Growth
Staff Consultant: Cindy Bonior
Guest Editor: Arlene Kaiser, Arlene Kaiser Productions
Deadline: 12/9/09

FEBRUARY 2010

Safety & Security in the Workplace
Staff Consultant: Nina Moore
Guest Editor to be named
Deadline: 1/15/10

See the latest FCCTV episode on Comcast in your city! For a schedule, turn to page 5



FCCTV: Fremont Chamber of Commerce Television Club Sport: A Way of Life

Club Sport offers over 110 fitness classes weekly, tennis, racquetball, squash, handball, table tennis, basketball, volleyball, badminton, swimming, triathlon training, running teams, and cycling teams. They also have a Spa for massage and body treatments. And if you need personalized care, they offer personal trainers, weight management programs and nutrition counseling.

During April's FCCTV, KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews Tony Young, Program and Marketing Director for Club Sport. Club Sport is a way of life for their members because of the many activities they offer. While Mom is in a Pilates class, Dad can be upstairs in the fitness center and the kids can be in the daycare center. Or if your chil-

dren are older, there are many activities for them to choose. Some of Club Sport's members stay all day, turning Club Sport into a town square. Club Sport offers another venue to make friends who have the same interests as you do. In fact, Fridays nights are one of their busiest nights!

Club Sport can seem more expensive at first look, but looks can be deceiving. If you were to take a yoga class in one part of town, then pick up your children at the swimming pool, and then head to a workout with weights in yet another facility, the costs would add up to be the same or more than what Club Sport charges on a monthly basis. At Club Sport, you are saving time and gasoline while making friends and knowing that your whole family is doing something positive for themselves.

FCCTV: Comcast Ch 26. Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast. See schedule next page.



Connection Clubs: Meeting Dates, Times, Places

Open only to Fremont Chamber members. Six groups meet at a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Purpose: 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 are allowed. Each club may have only one representative of any given profession or specialty to prevent competition.

Tuesday Noon

11:45a.m. @ Hilton Hotel
Chair: Jackie Kranich
(510) 794-1938
Vice-Chair: Elise Balgley
(510) 791-1888

Thursday AM

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

Connect 2 Succeed

11:45a.m. @ La Pinata (held on the 2nd & 4th Thursdays of each month)
Chair: Ken Aria
(510) 687-1600
Vice-Chair: Amanda Chun
(510) 754-6545

Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
Chair: Scott Capen
(510) 207-6207
Vice-Chair: Jennifer Logan
(510) 494-0829

Friday AM

7:15a.m. @ The Depot Diner
Chair: Maria DaSilva
(510) 412-7268
Vice-Chair: Becky Rivers
(510) 791-1100

Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Barbara Jenkins
(510) 657-0573
Vice-Chair: Marina Scott
(510) 445-0400

Doing Business Over Lunch



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



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

JEBZ Restaurant

39742 Cedar Blvd.
Newark **(510) 661-0355**
Open Tue-Sun 11 am-10 pm
Weekend Champagne Breakfast
10 am-3 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



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.

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



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

A Certified Green Business Shares How They Did It – Twice!

TGIF, a 28 year old Fremont collision facility, is proud to announce that it has received its second Green Business Certification. In 2005, TGIF became the first body shop in the Bay Area to be Green Certified, and the staff found it so easy to accomplish that they are committed to renewal every three years as required by the Alameda County program.

Kathy Mello, COO at TGIF, became curious about the program after seeing a full-page ad of locally certified business. The ad is a nice reward for the businesses who are participating in the effort to utilize sustaining practices. Since TGIF had already implemented many recycling components into their processes, Kathy thought it was an inviting idea to connect with other like-minded businesses.

The process for application was simple. Kathy made the initial call of

interest to the Green Business Program of Alameda County, and then environmental analysts visited the TGIF facility to assess what practices would entitle TGIF to be certified. "That is when it became interesting," says Kathy. "Not only did they come to score our participation and to collect information, but they also shared new ideas for contributing to the overall effort, such as how to partake in a more paperless process and where to purchase recycled products. We also ended up aligning the expectations of all agencies involved for this industry. It was a good educational experience."

This year's renewal process included a \$10,000 upgrade to TGIF's lighting systems. Although this seemed overwhelming at first, PG&E gave rebates equal to 40 percent of the cost, and the rest of the cost was wrapped into a lease with scheduled payments that pay for themselves. A

full return on investment will be achieved within sixteen months, and beyond that, the benefit will be reduced energy usage and cost.

TGIF has also taken a proactive step to convert to waterborne paint. This will reduce the amount of volatile organic compounds (VOCs) that are emitted during the paint process. Although this will not be mandated by law until at least October 2010, the team at TGIF wanted to move forward now before it is required. "The waterborne paint is going to save us a bit of time and will help ensure a better environment for generations to come," says Kathy. The product is perfected, so that TGIF can still provide customers with a lifetime ownership guarantee.

The staff at TGIF agrees that it is a great feeling to know that you are contributing to the sustenance of the environment while providing a needed service.

If you are interested in the benefits of becoming a Certified Green Company in Alameda County, you can contact Pamela Evans at pamela.evans@acgov.org. Kathy Mello is the Chief Operating Officer at TGIF Body Shop located at 4595 Enterprise Street in Fremont. She can be reached at (510) 490-1342 or via email at mellokath@aol.com.



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www.afanaenterprises.biz

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SUBSCRIBE in the subject line. Read the latest
issue online at [www.fremontbusiness.com/
newsToTWcurrent.htm](http://www.fremontbusiness.com/newsToTWcurrent.htm)

FCCTV

Times & Channels

Comcast Customers:

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

Member News

Greenstein Rogoff Olsen & Co. Expands Auditing Services with Addition of Staff

Greenstein Rogoff Olsen & Co. is pleased to announce their two newest additions to the firm, Norman J. Shikuzawa, Director of Audit, and Van A. Jagtiani, Manager of Audit. They will work out of the Danville and Palo Alto Offices, respectively.

Shikuzawa brings twenty-six years of accounting expertise to the firm, including prior audit and consulting experience with KPMG, Jefferson Wells, and most recently UHY. He has significant compliance and auditing background in financial and banking services. He also has experience with corporate governance, enterprise risk and Sarbanes-Oxley Act Section 404 compliance; and business process reengineering consulting for Fortune 500 and global companies in a variety of diverse industries.

Jagtiani has twelve years of accounting and auditing experience. Her experience has been with a variety of industries including manufacturing and distribution, high-tech, construction, and waste disposal. She specializes in audits of employee benefit plans such as 401 (k) plans, ESOP's and profit sharing plans. Jagtiani holds a BA degree in Business Administration/Accounting from California State University, Fullerton. She is also a member of the American Institute of Certified Public Accountants and the California Society of CPAs.

A full-service CPA firm, GROCO has consistently been ranked as one of the top accounting firms in the San Francisco Bay Area. For more information on Greenstein Rogoff Olsen & Co. and their auditing services visit www.groco.com.

New Executive Director is Appointed to AlmaVia of Union City

AlmaVia of Union City, an assisted living senior community, has announced the appointment of Marjaana Seilonen as Executive Director.

Originally from Finland, Seilonen has worked with seniors for the past 15 years. Most recently, she served as Executive Director with the Carmel Village Retirement Community in Fountain Valley, California. Her prior professional experience includes serving as Executive Director at Chateau San Juan and Manager of Carmel Village Retirement Community.

During her career, she took a three-year hiatus and co-founded Ordinary Women, Inc., a charitable non-profit humanitarian aid organization currently focused on community-based projects in East Africa.

AlmaVia of Union City is an assisted living and dementia care community, open since October 2005. AlmaVia is affiliated with Elder Care Alliance, cosponsored by the Sisters of Mercy of the Americas, Regional Community of Burlingame and the Sierra Pacific Synod of the Evangelical Lutheran Church in America. For more information on AlmaVia of Union City, visit the website at www.almavia.org.

Kidango Hosts Annual Taster's Showcase on April 19th

On Sunday, April 19th, from 1 - 4 p.m. at the Fremont Marriott, Kidango will host its annual "Taster's Showcase", featuring food from local restaurants and caterers, wines from area wineries, a live auction, silent auction, and a draw-

ing. Your participation will benefit Kidango's early child care and education programs and services. Tickets are \$35 in advance, and \$45 at the door. For more information, please contact 1-800-262-4252 x12 or visit www.tastersshowcase.org.

Each day Kidango serves over 2,500 infant, toddler, preschool and school-age children in Alameda, Santa Clara and San Francisco counties. For more information about Kidango, visit www.kidango.org.

SAVE Hosts Annual Chocolate Indulgence Fundraiser on April 24th

Safe Alternatives to Violent Environments (SAVE) invites you to eat chocolate for a good cause! SAVE's annual "Indulgence: An Evening of Chocolate, Music & Wine" is scheduled for Friday, April 24th from 6-9 p.m. at the Heritage Bank of Commerce, 3077 Stevenson Blvd. in Fremont. Enjoy hors d'oeuvres, wine, beer, music, a silent auction, and copious amounts of chocolate, all while supporting SAVE's continuum of free services. Tickets are \$40 in advance and \$45 at the door. For more information, please call 510-574-2266 or visit www.save-dv.org.

Fremont Family Resource Center Hosts 10th Anniversary Gala, May 2nd

The Fremont Family Resource Center, a collaboration of 27 social service agencies serving the Tri-Cities, turns 10 this year and is celebrating with a fabulous gala fundraiser on Saturday, May 2nd! The "Changing the World... One Family at a Time" gala will run from 6:00-10:30 p.m. at the Fremont Family Resource Center located at 39155 Liberty Street.

Join us for dinner, dancing and a silent auction in a beautiful party tent on the premises. Dance to the tunes of "5150," a classic rock band. Proceeds will benefit our onsite childcare center, Discovery Cove, and all the Family Economic Success programs, including wrap-around safety net services to help families in these tough economic times.

The cost is \$100 per person. To purchase gala tickets or become a sponsor, call 510-574-2000.

Fremont Rotary May 2nd Fundraiser Supports Effort to Eradicate Pediatric AIDS

The Rotary Club of Fremont is pleased to announce an "Evening of Spectacular Entertainment", on Saturday May 2nd, from 6:30 - 9:00 p.m. at the Fremont Adult School Auditorium located at 4700 Calaveras Avenue. This event - featuring dancers, singers, a big band and dancing - benefits Rotary's international project SPAN (Stop Pediatric Aids Now). Tickets are \$60 each or \$550 for a table of 10. For more information, please contact Robert Shaver at (510) 668-4401 or Lena Zee at (510) 651-0732.

FREE Dental Emergency Treatment Day

Dr. Colin Yoshida hopes to change lives by offering a free day of dentistry on May 16, from 8 a.m. - 3 p.m. Patients in need of emergency fillings, extraction and palliative care will be seen. A team of dentists, sponsors and volunteers make this day possible. For more information, please contact Dr. Yoshida's office at (510) 745-1800.

Fremont Chamber of Commerce takes steps towards carbon neutrality

by Cindy Bonior

Fremont Chamber of Commerce

Part of being a responsible company in today's eco-conscious world includes taking the necessary steps to reduce your carbon footprint. The Chamber, along with many Fremont companies, has made a commitment to be eco-responsible and do our part to green our organization. Although we still have much to do to reach carbon neutrality, we have taken a number of steps in that direction.

Recycle

The simplest and most common action was to begin a recycling program. Within our office, we make a concerted effort to recycle items such as paper, plastics, bottles, cans, etc. We have stopped purchasing any kind of

Styrofoam and have begun to eliminate the use of disposable plates, cups and flatware within our office. This is a small step, but critical for every business and home in the fight for our global health.

Email

Not only is email a faster and more efficient method of corresponding, but it plays a key role in reducing paper waste. Over the past year, we have switched to emailing nearly all Festival registration forms and correspondence. This alone has resulted in the reduction of thousands and thousands of pages of paper waste. This practice has also allowed significant cost savings in postage, printing and human resources. Next, we will turn our efforts to the email delivery of membership dues invoices. In May, we will

contact renewing member companies and ask if they will agree to receive their invoices via email. We will encourage our members to join in this pursuit and agree to receive dues invoices and other correspondence via email.

ClimateSmart Participation

As a tenant, we are somewhat limited in the ways that we are able to change our office environment, and therefore have chosen to participate in PG&E's ClimateSmart to supplement our efforts. ClimateSmart is a voluntary program that allows companies to assist PG&E in making greenhouse gas emissions climate neutral. Electricity and natural gas use account for a large portion of a business' greenhouse gas emissions. The contribution of a fraction of a penny on every dol-

lar of your energy use goes to PG&E who will, in turn, invest 100% of these funds into new, independently certified greenhouse gas emission reduction projects in California. These projects may include conserving and restoring native redwood forests and capturing methane gas from dairy farms.

These steps are just the beginning of our quest to reduce our carbon footprint. We will continue to add to these efforts and encourage our members to join us in creating a sustainable and healthier environment.

Cindy Bonior is President & CEO of the Fremont Chamber of Commerce. She can be reached at (510) 795-2244 x 106 or reach her by email at cbonior@fremontbusiness.com.



Online Business Directory Referrals Report March 2009

Total visits to fremontbusiness.com: **10,341**

Average number of monthly visits to fremontbusiness.com (6 month average): **10,301.33**

Total number of referrals from the website business directory: **8,381**

Each member averaged **12.20** referrals from the directory in March

Each day in March there was an average of **270** referrals from the directory

The top 150 display referrals received a total of **7,381** display referrals from the directory

The top 150 clicked on referrals received a total of **824** clicks through to their websites

The total emails sent from our directory was **31**

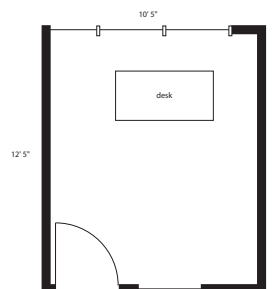
The total map referrals from our directory was **148**

Data Provided by ChamberWeblink

Downsizing your office space? Chamber offers office space at affordable rate

The Fremont Chamber of Commerce has two private office spaces for rent within the Chamber offices. Each office is approximately 120 square feet and offers a professional setting for your business.

Please contact Lana Hillary-Windom at (510) 795-2244 or email lhillary-windom@fremontbusiness.com for more information.



Knowledge is Key to Reduction: PG&E Can Help

by Matt Richards
PG&E

Californians have always taken pride in leading the way, from entertainment to high tech. Now that the world faces its greatest environmental challenge, Californians are once again taking up the mantle of leadership to reduce emissions of carbon dioxide that contribute to global warming.

This effort to reduce greenhouse gases and conserve energy will only succeed if we all pitch in to help. That is why PG&E provides several business-to-business incentive programs and a multitude of free services and resources to help you reduce your carbon footprint while still meeting your business needs.

In fact, you can often save money while doing your part to save the environment. Here are some proven ways

you can act locally while thinking globally:

Know thyself

Start with a free SmartEnergy analysis at: www.pge.com/mybusiness/energysavingsrebates/analyzer and then tap the resources provided by your city or county Energy Watch Partnership (www.california.bestprogram.com) that works with PG&E to provide business energy efficiency services such as equipment installation, educational seminars, vendor training and support for local codes and standards.

Harness the sun

Explore the various financial incentives PG&E and the State provide for solar panels that you can install for your business. You can even get credit for power that you sell back to our electric "grid."

Offset the rest

Sign up for ClimateSmart, PG&E's new, voluntary program that allows you to pay just a few dollars a month to offset the impact of the energy you use. The money goes to reduce greenhouse gas emissions through innovative programs such as protecting California's forests.

Learn more

Contact PG&E's Smarter Energy Line for business customers at 1-800-468-4743, or browse our web site at www.pge.com for resources to help you become more environmentally conscious and responsible in 2009 and beyond.

Matt Richards is the local Customer and Community Relations Manager for PG&E. He can be reached via email at MDRx@pge.com or at (925) 459-8066.



Oakland Zoo: Protecting the Natural World

by Amy Gotliffe
Oakland Zoo

The Oakland Zoo strives to help wildlife across the globe, step lightly upon it ourselves, and inspire others to do the same. The Zoo's mission is to inspire respect for and stewardship of the natural world and we aim to lead by example, both on the grounds and beyond our gates.

The Zoo has always strived for sustainability, but in 2005, the zoo became a deeper shade of green with the creation of an interdepartmental Green Team. Each department, from Animal Management to Janitorial, offers green ideas, solutions and initiatives and works together to achieve results. We also work with local partners to achieve our conservation goals.

PG&E has helped us install a full roof of solar panels on the Maddie's Center for Science and Environmental Education, generating more than 40,000 kilowatt hours of power. PG&E also supported the zoo in creating a brilliant 100% LED Holiday Lights event. Blue Sky Biodiesel picks up our used cooking grease and converts it into biodiesel fuel, which is then used by zoo vehicles. The Monterey Bay Aquarium helps us educate the public about sustainable seafood choices with their Seafood Watch Cards and we work closely with KQED's Quest Project to bring science and the environment to the public through television, radio and a website. Waste is a big issue at the zoo and we work hard to divert tons of it through recycling, green waste removal and a model animal composting program that turns herbivore waste into a rich soil to be used to enhance our verdant grounds.

In fact, thanks to our connected web of green efforts, the Oakland Zoo was honored with a Green and Sustainable Business Award with the East Bay Business Times, a true accomplishment.

Our efforts do not stop on our zoo grounds, as the Zoo works to conserve biodiversity across the globe. We choose our field projects very carefully

and evaluate them for such elements as: impact on the local ecology, inclusion and employment of local community, education and outreach, connection to our own animals, etc. An example is the Budongo Snare Removal Project in Uganda, a project we have supported since 2001 and admire for its holistic approach to conserving chimpanzees. It includes research, snare removal, support for the local economy, eco-guards, outreach and education. Eco-Trips to this project are a once-in-a-lifetime experience that we offer our conservation community. The Zoo also supports such projects as the Amboseli Elephant Research Project, Animals Asia and their Moonbear efforts, the Thailand Hornbill Project and many others.

We have recently taken on a more local focus, supporting such groups as the Ventana Wildlife Society and their California Condor Project, the Felidae Conservation Fund and their Bay Area Puma Project, and Sonoma State University's Western Pond Turtle Project.

In a very local effort, the zoo has worked in partnership with the City of Oakland to restore the span of the Arroyo Viejo Creek that runs through the zoo. We offer monthly work days with our Creek Keepers program, knowing that hands-on experiences are a great way to inspire care for the watershed.

As the Zoo welcomes 600,000 visitors a year, one of our most significant conservation contributions is to educate. Our hope is that each individual visiting us gains inspiration from the Zoo's sustainability efforts, feels empathy and connection to animals and habitats, and realizes that he or she too can work for a greener, wilder world.

Amy Gotliffe is Conservation Manager at The Oakland Zoo, located at 9777 Golf Links Road in Oakland. She can be reached at (510) 632-9525 x122 or amy@oaklandzoo.org. For more information about the zoo, visit www.oaklandzoo.org. Learn about all of this and more at the Oakland Zoo's Amazing Earth Day Celebration on April 19th.

Green Task Force Asks City to Aim High



by Matt Dickstein
Business Attorney

In 2008, at Mayor Wasserman's initiative, the City of Fremont formed the Green Task Force. Yours truly volunteered as one of the members. Our job was to recommend green practices to the City, both to improve local government's green operations and to raise public awareness.

You may be thinking, anyone who "volunteers" to "raise public awareness" on "green" issues should promptly seek a quiet, leafy glade in Central Park and bludgeon himself

over the skull with a blunt object. I agree wholeheartedly. I'm tired of green scare tactics. That said, however, this is our community and we should make it as clean and green as possible.

The Green Task Force met for a few months, and on July 22, 2008, we made 20 specific recommendations to City Council. The recommendations included:

- Gradually update the City's vehicle fleet to reduce greenhouse gas emissions and save fuel.
- Phase in mandatory green building requirements for new residential construction and incentive-based programs for new non-residential construction.
- Develop policies to attract clean and green tech businesses to the City.
- Support transit-oriented development in City planning efforts: multi-use development, densification around transit hubs, and pedestrian-friendly community spaces.
- Consider mandatory non-residential sector recycling ordinance for paper, cardboard, bottles and cans.
- Cash for Trash – Hold a weekly contest with cash prizes to encourage the residential and non-residential sectors to learn how to recycle and compost properly.

- Consider a ban on plastic bags and styrofoam food service ware.

On November 18, 2008, Fremont City Council approved the Task Force's recommendations, with some changes here and there as recommended by City staff. City Council also adopted an ambitious target to reduce greenhouse gas emissions for the City by 25% by 2020 (from a 2005 baseline).

I am proud that the City formed the Fremont Green Task Force and adopted its recommendations. I am even more proud that our citizens volunteered for the Task Force and committed their time and energy to the project. The Task Force members showed thoughtfulness and a sense of obligation. This reflects well on all of us. Sometimes we think that protecting our community is someone else's job, usually the government's job. In fact, our community belongs to us and it's our responsibility to keep it clean and green.

Matt Dickstein is a business attorney in Fremont, practicing business law, corporations and LLCs law, securities law and franchise law. Matt is a member of the Chamber's board of directors.

The Chamber also lists community events! Visit 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 moore@fremontbusiness.com Look at our RSS feed: <http://tinyurl.com/6cgdow>

Community Calendar

Fremont Stimulus—

from page 1

tion of Development Impact Fees by 25% within the CBD area until December 31, 2011.

- Evaluating a change to the current practice of collecting Development Impact Fees at time of building permit issuance to collecting fees prior to final inspection or granting of Certificate of Occupancy. This will not impact the collection of fees by other agencies, such as the School District.
- Exempting clean technology firms from the Business License Tax until December 31, 2011.
- Increasing the local business purchasing preference from 2.5% to 5% until December 31, 2010. (See article "City Council Increases Preference for Local Vendors" in this issue.)
- Authorizing the City to participate in the Statewide Community Infrastructure Program (SCIP) in order to offer developers an alternative financing program to pay Development Impact Fees.
- Exploring the possibility of creating a Foreign Trade Zone in Fremont.

Several proposals are temporary in nature and are being recommended to provide an economic stimulus through December 31, 2010 or 2011, at which time the worst of the current economic conditions will hopefully be over. If the economy is still in a downward mode, the City Council could then choose to continue these measures to a later date.

Ongoing Activities

As part of the City's concerted effort to provide additional assistance for local businesses, the following ongoing Economic Development, Redevelopment Agency, and Planning Division activities will be retooled and/or introduced in the upcoming year:

- The City's "Shop Fremont" campaign will be expanded.
- Business workshops and counseling will continue to be offered in partnership with the Fremont Chamber of Commerce, the Small Business Administration, and the Alameda County Library.

• Changes to the Commercial Rehabilitation Program offered through the Redevelopment Agency will be promoted in the Redevelopment Project Areas.

• Partnerships with local educational institutions and employment agencies will continue and expand to ensure that workforce training programs are coordinated with workforce needs.

• City staff will promote awareness of and help local businesses apply for Employment Training Panel funds and Industrial Development Bonds for qualifying businesses.

• The Sign Ordinance will be updated to allow more leeway and flexibility for business marketing efforts.

For additional information, contact Daren Fields, Economic Development Director, City of Fremont at (510) 284-4020 or dfields@ci.fremont.ca.us, or Lori Taylor, Economic Development Manager at (510) 284-4020 or ltaylor@ci.fremont.ca.us.

Fremont & Fremont Businesses: Getting Greener All the Time

By Lori Marra
City of Fremont

Fremont encourages City staff and business to become sustainable and adopt environmentally friendly practices. Sustainability will be a major theme incorporated into the City's General Plan update, which is underway. In November 2008, City Council adopted the Green Task Force recommendations to reduce greenhouse gas emissions. Fremont has adopted a goal of 25% reductions in greenhouse gas emissions by 2020 (based on 2005 data). These goals are in line with state

When economic conditions are challenging, as they are right now, cutting waste from your business provides crucial benefits.

regulation AB32 and SB75. To achieve these goals, the City and community will need to address key areas of emissions: transportation, energy efficiency and waste reduction.

The City of Fremont recently completed several conservation projects and took steps to reduce greenhouse gas emissions and save money. It:

- Purchased hybrid SUVs for staff
- Retrofitted lighting and installed energy efficient window film in several City buildings.
- Reduced permit fees for installing solar panels
- Built the new Fire Station #11 to meet the Leadership in Energy and Environmental Design (LEED) Silver standard set by the United States Green Build-

ing Council

The Environmental Services Division supports waste reduction and recycling activities that can help local businesses. When economic conditions are challenging, as they are right now, cutting waste from your business

provides crucial benefits. For example, if an auto repair shop can save 10% or 15% on their monthly expenses by reducing toxic chemical usage, buying oil in bulk, and recycling their office paper, it could help make the difference between staying in business and closing their doors. Reducing waste saves you money, plus we send less garbage to the landfill, which helps fight climate change. It's good for your company and good for the environment.

Some specific waste reduction and recycling projects include:

- An ordinance requiring recycling of construction and demolition debris effective January 2009
- Free waste assessments (dumpster diving) available to all businesses. Ensure you are recycling all you can, and that you are not paying too much for garbage service.
- Expansion of the Composting for Business program to about 50 restaurants and businesses
- Use of 885 gallons of recycled paint

for graffiti abatement

• Bring Your Own Bag campaign

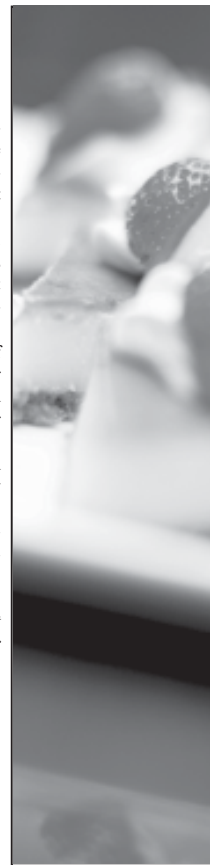
The City also hopes to attract and retain businesses focused on green technologies, such as solar energy and biofuels. The Economic Development staff has been actively recruiting and assisting clean and green tech firms. A new informational page is located on the City's website at www.fremont.gov/business.

Whatever your business, these suggestions could help you save energy, reduce waste and recycle more. City staff is always available to help businesses be greener.

Questions regarding the City's energy conservation efforts can be directed to Dan Schoenholz, Policy and Special Projects Manager, at 510-494-4438, dschoenholz@ci.fremont.ca.us.

For questions regarding waste reduction and recycling, contact Lori Marra, Environmental Specialist, Environmental Services Division at 510-494-4581, or email lmarra@ci.fremont.ca.us. Information is also available on the City's website at www.fremont.gov/environment.

The Environmental Services Division manages over 30 garbage, recycling and stormwater pollution programs for Fremont residents and businesses. Our mission is to demonstrate environmental leadership and encourage Fremont residents and businesses to use environmentally sound practices.



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City Council Increases Preference for Local Vendors

On March 24th, the City Council approved a change to the Fremont Municipal Code that increases the advantage that Fremont vendors have when bidding for City purchasing contracts through the formal competitive bidding process. The Council increased the local business preference from 2.5% to 5%, effective until December 31, 2010. This process applies to City purchases of personal property (goods, supplies, and equipment) over \$25,000, with a maximum local preference amount of \$10,000.

How does it work? When the City goes out to bid to purchase personal property, the vendor with the lowest bid is awarded the purchase. For vendors located in Fremont, the City will now deduct 5% (up to \$10,000) from their bid amount when ranking the vendor bids from lowest to highest.

The amount of the contract awarded to the selected vendor is the vendor's actual bid, not the 5% reduced rate used for ranking. This local preference encourages and sup-

ports local vendors – something that is good for the community and the economy overall.

While the change was only approved through December 31, 2010 as a way to assist local businesses during these tough economic times, the Council may vote to extend the effective date of the increased local business preference at any time prior to its expiration date.

For more information about Fremont's local business preference, contact the City's Purchasing Division at 510-494-4620 or visit us at <http://www.fremont.gov/CityHall/Departments/PurchasingOffice.htm> where you can also obtain a free copy of the Purchasing Vendor Guide. This handy Guide contains basic information on doing business with the City of Fremont. At the same website, you can get a copy of the Purchasing Vendor Form which will allow you to be added to the City's Vendor List.

For an updated chart of Fremont's Green Business Programs, visit the Chamber's website at <http://www.fremontbusiness.com/greenBusinessChart2009.htm>