

# BUSINESS REVIEW

Climate Action Plan

Calculate your carbon footprint, p. 2



Member Spotlight

Broker Associate Jean Ingraffia-Delosreyes, p. 7



Celebrate Earth Day

Save money, reduce waste, become greener, p. 8



VOLUME 11,  
NUMBER 1

## Aiming for the Green

April  
2010

Guest Editor	2
Referrals	3
Calendar of Events	3
New Members	4
Workforce Health	4
Connection Clubs	5
Anniversaries	5
Member News	6
Member Spotlight	7
Earth Day Gift	8
Half Hearted Recycling	8
How Green is Green?	8

## Fremont Chamber of Commerce Takes Positions on June Ballot Measures

At its March meeting, the Fremont Chamber's Board of Directors voted to take the following positions on June 2010 ballot measures:

**PROPOSITION 13:** Limits on Property Tax Assessment. Eliminates discrepancy in how current law treats seismic retrofits to reinforced and un-reinforced masonry as far as triggering property tax reassessment.

**Chamber Recommendation: SUPPORT**

Current law exempts reinforced masonry from reassessment until the property tax is sold but only exempts

retrofits to un-reinforced masonry for a period of 15 years. This measure eliminates this current disincentive to retrofit un-reinforced masonry buildings.

**PROPOSITION 14:** California's Top Two Candidates Open Primary Act. Allows all registered voters to vote in a 'primary' for any candidate regardless of political party; places the two candidates receiving the greatest number of votes on the November ballot, regardless of party. Applies only to congressional, statewide and legislative races – not to presidential races.

Would take effect after Jan. 1, 2011.

**Chamber Recommendation: SUPPORT**

The Fremont Chamber Board of Directors believes this measure will encourage more registered voters to participate in elections, reduce the influence of rigid party ideologies, and result in the election of more moderate candidates better able to resolve the gridlock in government.

**PROPOSITION 15:** California Fair Election Act. A pilot campaign reform measure that places a \$350 annual fee on lobbyists to pay for pub-

licly funded campaigns, using the office of Secretary of State as a test. Candidates for Secretary of State could qualify for public campaign funding if they agree to strict spending limits and essential elimination of private contributions.

**Chamber Recommendation: OPPOSE**

The Fremont Chamber Board of Directors believes that this measure unfairly targets one group as the cause of problems with government and

—June Ballot

page 2

## Kick-start your greening program: Grants available now!

by Justin Lehrer, *StopWaste.Org*

Earth Day is around the corner. What better time for a company to go green?

However, making changes to the way you do business often incurs upfront costs—not a popular move in a tough economic climate, even if the initial investment is quickly recovered and starts generating savings and additional revenue.

That's why the StopWaste Partnership offers several funding assistance programs for companies in Alameda County.

**Mini-grants**

Ranging from \$500 to \$5,000, mini-grants are designed to help kick-start a specific waste prevention, reuse, recycling or market-development project within a brief period of time.

For example, an office complex

may use a mini-grant to buy recycling bins for paper, bottles and cans and to pay for outreach activities to promote the program building-wide. In manufacturing, mini-grant funding might go toward the purchase of a baler for cardboard or plastic film.

The application process is quick and simple, requiring only a written

outline of the planned project, current and projected quantities of waste and/or recyclable materials generated, a project timeline, and a break down of expenses.

Visit [www.StopWaste.Org/Funding](http://www.StopWaste.Org/Funding) to download the form and view

—StopWaste

page 4



StopWaste grants help to offset upfront costs for switching from disposable to reusable shipping containers (left) or for purchasing office recycling bins (right).

## Green Habits Save Money As Well As The Planet

by Rhonda Rigenhagen, *Write Place*

Like many businesses, Marriott Fremont Silicon Valley has learned that implementing green practices can benefit the bottom line.

When the recession hit in 2008, the company began looking for ways to cut costs. Reduced business meant the hotel was generating less trash. However, it was spending as much as ever on servicing its garbage compactor, which had to be emptied weekly to comply with health regulations.

"It was the same price whether it was 10 percent full or 100 percent full," explains Tony Gutierrez, Director of Engineering and of Room Operations. "That's a lot of inefficiency."

Realizing there was "room" for improvement, the City of Fremont, StopWaste and Allied Waste all worked with the Marriott to identify a

better solution. To expand the hotel's recycling programs, Allied helped identify the right size, number, location and type of bins. The City provided free containers and heavily subsidized the cost of collecting food waste. StopWaste offered stickers, posters and intensive staff training.

"It took some adjusting, but they made it easy and convenient. Nothing gets wasted now," Gutierrez says. "We reduced our trash costs by 50 percent while doing something good for the environment."

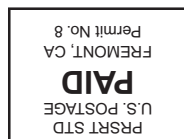
It didn't stop there. Marriott Fremont Silicon Valley became certified as a Green Business by Alameda County. As part of the

—Marriott

page 7

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Visit [www.fremontbusiness.com](http://www.fremontbusiness.com)





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**Staff**

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

Nina Moore, Dir. Gov't & Comm Affairs,  
ext. 107, nmoore@fremontbusiness.com

KK Kaneshiro, Dir. Member Services, ext. 103,  
kkaneshiro@fremontbusiness.com

Napoleon Batalao, Webmaster, Layout Editor, ext.  
102, nbatalao@fremontbusiness.com

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*Guest Editor Message*

# It Really IS Easy Being Green!

by Rhonda Rigenhagen, *Write Place*

I've been meaning to become certified as an Alameda County Green Business for more than a year. I knew that, in addition to environmental benefits, incentives included cost savings, marketing advantages, potential new customers and – let's be honest – bragging rights.

But there always seemed to be more urgent tasks requiring my attention. In reality, I suppose I was hesitant to commit to what I felt certain would be a time-consuming governmental process - completing an application, scheduling an audit, and implementing measures required for certification.

Then the Green Business Program, which is geared toward small- to medium-sized businesses, introduced an online application process. It's free, painless, customized, flexible and fits any schedule. I could start whenever it was convenient for me - 24/7. Best of all, if my biggest client called or the cat threw up on my keyboard, I could simply come back to it later. How many government programs can say that?

I spent an hour in January and 75 minutes in February completing my checklist – longer than it should have taken, but I implemented a few suggestions as I went along:

- Sign up for 'Spare the Air' alerts? Five minutes later that was checked off the list.
- Dirt can reduce lighting efficiency up to 50 percent? Resolved in no time with a sweep of the feather duster and a semiannual calendar reminder.

Two things became apparent as I continued through the checklist. First, if your business is reasonably environmentally conscientious, you are already likely following many of the recommended practices. I was surprised and pleased to tick off 74 items, out of a possible 175. I needed 73 for certification.

Second, there's no downside to starting the process. Even if you decide not to pursue certification, going through the checklist provides great ideas for saving money and the environment.

*Here's how to get started:*

**Step 1. Visit [www.greenbusinessca.org/enrollment](http://www.greenbusinessca.org/enrollment)**

Fill in some basic information about your business and choose a sector. (Tip: Home businesses should choose Office/Retail instead of Home Office, according to Green Business Coordinator Pamela Evans.)

**Step 2. Complete and submit the online checklist**

The list of qualifying practices will vary, depending upon the type of business. Some are mandatory and others are recommended. Certification requires a minimum number in each category: Solid waste, energy, water, pollution prevention, waste water and general.

**Step 3. Work with your Green Business coordinator**

In addition to verifying your information, your coordinator can answer questions, provide free technical assistance, identify rebates, and provide other assistance to help you attain certification.

In my case, Ms. Evans pointed out my 50-year-old home didn't have the required low-flush toilet. She checked into current rebates, but I didn't qualify for the ones available to restaurants, gas stations, etc.

Darned if I didn't get a hardware store discount coupon in the mail the very next day! With this nominal, tax-deductible investment that will eventually pay for itself, I can conserve water, become a Certified Green Business, and enjoy all the benefits that entails. What's not to love?

There are nearly 500 certified Green Businesses in Alameda County. To find out how to patronize or become one of them, visit [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov) or call (510) 567-6770.

*Rhonda Rigenhagen is the owner of Write Place, specializing in strategic communications and community relations. She can be reached at [HelpMeRhonda@WritePlace.biz](mailto:HelpMeRhonda@WritePlace.biz) or (510) 648-0103.*



## June Ballot—

*from page 1*

seems overly convoluted. Additionally, the Legislative Analyst has indicated that provisions of this measure conflict with certain aspects of Prop 14, so if both pass, the two measures would need to be reconciled through additional legislation, judicial action or a future ballot measure.

**PROPOSITION 16:** Taxpayers Right to Vote Act. Imposes a new 2/3rds voter requirement before local governments can use public funds to establish or expand a government-run retail electricity delivery service.

**Chamber Recommendation: OPPOSE**

The Fremont Chamber Board of Directors believes that this measure is targeted at cities and counties that are trying to provide their communities with clean and other power at competitive rates. Prop 16 would effectively eliminate competition with PG&E since the 2/3rds requirement is too high a hurdle and most municipalities will shy away from trying to meet this threshold.

For more detailed analysis, visit the Chamber website at [www.fremontbusiness.com](http://www.fremontbusiness.com). For actual ballot language, visit <http://voterguide.sos.ca.gov/>.

**California Statewide Election June 8, 2010**

*Official Voter Guide California Secretary of State:*  
<http://voterguide.sos.ca.gov/>



*Alameda County Registrar or Voters:*  
<http://www.acgov.org/rov/index.htm>

*Find Your Polling Place:*  
[http://www.acgov.org/rov/voter\\_poll\\_lookup.htm](http://www.acgov.org/rov/voter_poll_lookup.htm)

# Fremont: Creating a Climate Action Plan

by Amy Rakley, *City of Fremont*

You've been reading and hearing about the threat that global warming poses. But what does it really mean to us as individuals, businesses and a community?

The City of Fremont invites you to use the "Lifecycle Climate Footprint Calculator" at [www.fremont.gov/calculator](http://www.fremont.gov/calculator) to determine your carbon footprint and gain a better understanding of how your specific travel, purchasing and lifestyle decisions impact the environment.

Worldwide, the average household creates 8 tons of carbon dioxide per year. In the U.S., however, we average 42 tons — and in the Bay Area, 61 tons! Clearly we offer the biggest potential for improvement.

The City's Planning Division staff is start-

ing to prepare a Climate Action Plan for Fremont. Its primary purpose is to identify measures that Fremont, as an organization and a community, can take to reduce greenhouse gas emissions.

In 2008, the City Council adopted a goal to reduce these emissions by 25 percent by 2020. Our 2005 baseline inventory revealed that the transportation sector – primarily passenger vehicles – is responsible for 60 percent of Fremont's greenhouse gas emissions. Finding ways to reduce those tailpipe emissions will make a big difference to our air quality and carbon footprint.

Buildings and solid waste (addressed in a separate article in this newsletter) are responsible for 37 percent and 3 percent, respectively. City operations account for less than 1 percent

of total emissions.

To make meaningful progress toward the Council's goals, the City will partner with other large agencies operating within Fremont. Staff is also reaching out to businesses, the environmental community and youth to participate in the process.

We know we can count on the Fremont business community, as always, to step up and play a leadership role in achieving these goals to benefit our community, the environment, and the next generation.

Amy Rakley is a project manager for the City of Fremont's Planning Division. Please direct any questions about Fremont's Climate Action Plan to her at [arakley@fremont.gov](mailto:arakley@fremont.gov) or (510) 494-4450.

“The City of Fremont invites you to use the Lifecycle Climate Footprint Calculator at [fremont.gov/calculator](http://fremont.gov/calculator) to determine your carbon footprint”

# Recycle, Reuse and REFERRALS!

by KK Kaneshiro, *Fremont Chamber of Commerce*

In the 1930's and 1940's, it was a way of life to recycle, reuse or do without. Here in 2010, we must make it a way of life to save our one home: Earth. Becoming a greener business is applauded and for many, it is the next level of business to achieve.

Every April, recycling, reusing and repurposing efforts are celebrated. We would like to add another effort: "referrals." If you think about it, "referrals" are VERY green as they do not use any chemical energy to produce, or use vital resources such as trees, or incur any manufacturing costs. Referrals are "word of mouth" advertising for your business. Referrals are a business person's dream because most of the "selling" work has been taken out of the process. All you have to do is follow up on the referral and most likely, the business will be yours!

Although referrals are an easy way to get business, it often seems like a difficult task for most people to give or ask for referrals. In this difficult economy, you can no longer wait for business to come your way. With referrals, you have to give to make business happen.

Here are a few tips to help you give referrals...

1. Always keep your favorite restaurant's business cards with you and make it a point to refer at least one person to that restaurant every week. If you love that restaurant, the person to whom you are referring will feel your passion and give it a try. And, like magic, the owner of the restaurant and the person(s) you're asking to try the restaurant will reciprocate with referrals for your business.
2. If you belong to a networking club/association, make it a point to refer one fellow club member each week. Your fellow club members will not only appreciate your efforts; they will reciprocate with referrals and/or business.
3. If one of your customers is always referring your business, ask yourself, "When was the last time you referred anything their way?"

Giving referrals is easy for most, but asking for a referral seems to be a lot more difficult. Asking for a referral is not difficult. Just keep in mind that you're not making an "award" acceptance speech. If a customer is really pleased with your work, all you have to do is be sincere and direct.

Say something like this: "I'm so happy that you're pleased with my work. I'd really appreciate it if you'd pass my name along to anyone else you know who would be interested in \_\_\_\_\_ (what you do)." And then ask, "May I leave these extra business cards with you?" Leaving extra business cards with a person makes it easier for them to pass your name and contact information on to someone else.

Referrals have never gone out of fashion and have always been – and will continue to be – the best way to advertise your business. You just have to do your part. If you give, you will receive.

*KK Kaneshiro is the Director of Member Services with the Fremont Chamber of Commerce. She can be reached at [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com) or at (510) 795-2244 x103.*



KK Kaneshiro, Director of Member Services

“With referrals, you have to give to make business happen.”

# Chamber Calendar of Events

## April

- 15 **Leadership Fremont, Class of 2010**  
8:30 a.m., Fremont Police Department
- Festival of the Arts Committee Meeting**  
6 p.m., Chamber Conference Room
- 16 **Board of Directors Retreat**  
8 a.m., Washington West
- 20 **Leadership Fremont Steering Committee**  
8:30 a.m., Chamber Conference Room
- Fremont City Council Work Session**  
6 p.m., City Council Chambers
- 21 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 26 **Membership Committee Meeting**  
Noon, Chamber Conference Room
- 27 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 28 **Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Town Hall Meeting with Henry Yin, Commissioner for Economic Development, State of California**  
6-9 p.m., Magnusson Lexus of Fremont  
Opportunity for citizens and business owners to express their ideas and suggestions on how to get California moving forward in the global marketplace.

## May

- 3 **Joint Fremont City Council/FUSD Meeting**  
4 p.m., City Council Chambers
- 4 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 5 **Ambassador Meeting**  
8 a.m., Chamber Conference Room
- Business for Good Government Meet and Greet**  
5 p.m., Chamber Conference Room  
Meet BGG endorsed candidates Garrett Yee, Candidate for 20th Assembly District in the Democratic Primary; and Liz Figueroa, Candidate for Alameda County Supervisor, District 2.
- 11 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 12 **Leadership Fremont Graduation**  
Noon, Washington West
- Merrill Gardens at Fremont Mixer**  
2860 Country Dr., Fremont  
Phone: (510) 790-1645  
The Mission of Merrill Gardens focuses on our residents. We strive to provide the best in retirement community living by supporting the independence, individuality, privacy and decision-making ability of each resident, as well as by meeting the changing needs of residents by providing the best available assisted living, social and wellness services. We providing outstanding facilities and a vibrant community living environment for our residents.
- 14 **Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 18 **Fremont City Council Work Session**  
Time TBA, City Council Chambers

## May (Continued)

- 19 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 21 **ChamberPak Deadline**
- 25 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 26 **Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- State Farm Insurance - B. Rivers Mixer**  
3650 Thornton Ave., Fremont  
Phone: (510) 791-1100  
We are people who make it our business to be like a good neighbor; who built a premier company by selling and keeping promises through our marketing partnership; who bring diverse talents and experiences to our work of serving the State Farm customer. Our success is built on a foundation of shared values — quality service and relationships, mutual trust, integrity and financial strength. Our customers' needs determine our path. Our values will guide us.
- 31 **Memorial Day**  
Chamber office closed

## June

- 1 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 2 **Ambassador Meeting**  
8 a.m., Chamber Conference Room
- Soroptimist at Papillon Restaurant Mixer**  
37926 Mission Blvd., Fremont  
Phone: (510) 793-6331  
Business and professional women committed to improving the lives of women and girls in local communities and around the world. The club's identifying project for the past 6 years has been "Pretty Bags for SAVE" which supplies bags filled with personal care items to women at the SAVE Domestic Violence Shelter during the holiday season.
- 8 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 11 **Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 16 **Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Anna Jacoby Interiors Mixer**  
38750 Paseo Padre Pkwy., Ste. C10, Fremont  
Phone: (510) 378-6989  
Anna Jacoby Interiors specializes in creating rooms for "real people" like you. Keeping your taste, lifestyle and budget in mind, Anna Jacoby provides affordable design guidance, an expert eye and creative flair to help you get the home you want.
- 18 **Fremont City Council Work Session**  
Time TBA, City Council Chambers
- 22 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 23 **Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- 30 **Silver & Black Telecom Mixer**  
39488 Stevenson Pl., Ste. 100, Fremont  
Phone: (510) 279-9411

# New Members

## Advertising - Marketing

### Entrepreneurs Path to Success

Scott Rieger  
2697 Parkside Dr.  
Fremont, CA 94536  
(408) 890-6681  
scott@scottrieger.com  
www.rainmakerSEOvideo.com

## Automobile Towing

### Pro-Star Auto Service & Towing.

Dean Blomquist  
4350 Technology Dr.  
Fremont, CA 94538  
(510) 257-1000  
dean@prostartowing.com  
www.prostartowing.com

## Computer & Network Services

### Microwise, Inc.

Michael Wu  
4118 Clipper Ct.  
Fremont, CA 94538  
(510) 656-9881  
michael@microwiseinc.com  
www.microwiseinc.com

## Dentists

### NewPark Mall Dental

Roger Chang  
1131 NewPark Mall  
Newark, CA 94560  
(510) 796-8888  
newparkmalldental@gmail.com  
www.newparkfamilydental.com

## Financial Planners & Services

### New York Life

Jagbir Kang  
39650 Liberty St., Ste. 200  
Fremont, CA 94538  
(510) 921-8795  
jkang2@ft.newyorklife.com  
www.newyorklife.com

## Furniture Repairing & Refinishing

### Fibrenew Alameda County

Harry George  
4419 Cristy Way  
Castro Valley, CA 94546  
(510) 315-2275  
www.fibrenew.com/alameda\_county  
alamedaco@fibrenew.com  
Fibrenew specializes in restoring, repairing, maintaining, and cleaning of leather, vinyl, and fabric, servicing five major markets: Commercial, Residential, Automotive, Marine, and Aviation. Fibrenew is a mobile service that caters to: Leather Furniture, Medical Tables, and Interiors in Automotive, Marine, and Aviation. We're a global leader in the environmental movement.

## Heating & Air Conditioning

### Automated Comfort Systems

Victor Cozart  
4235 Blewett St.  
Fremont, CA 94538  
(510) 270-8905  
vcozart@acssac.com  
www.acssac.com

## Hotels/Motels

### Courtyard by Marriott Fremont-Silicon Valley

JC Medina  
47000 Lakeview Blvd.  
Fremont, CA 94538  
(510) 656-2441  
www.marriott.com/sjcf  
jc.medina@marriott.com  
The hotel has been around since 1987 and it is one of the original Courtyard buildings in the U.S. They offer comfortable rooms and suites with king or two queen beds. The restaurant is open daily for a full buffet breakfast. Meeting rooms and an indoor pool are also available.

## House Cleaning

### Maid to Order

Theresa Peterson  
5583 Greely Pl.  
Fremont, CA 94538  
(510) 623-0557  
t.peterson@petersons-  
maid2order.com  
www.petersons-maid2order.com

## Landscaping

### JJ&J Landscape Managment Inc.

Steven Chau  
43984 Rosemere Dr.  
Fremont, CA 94539  
(510) 396-6945  
schau@3jlandscape.com  
www.3jlandscape.com

## Mailing Services; Copying & Duplicating Service; Notary

### UPS Store #6139

Bharat Patel  
35640 Fremont Blvd.  
Fremont, CA 94536  
(510) 742-1400  
store6139@theupsstore.com  
www.brookvaleups.com

## Manufacturer - Original Equipment

### Lighthouse Worldwide

Sarah Alex  
46501 Landing Parkway  
Fremont, CA 94538  
(877) 949-1530  
www.golighthouse.com

## Restaurants

### Bombay Express Vegetarian Chaat Cafe

Balkar Singh  
5029 Mowry Ave.  
Fremont, CA 94538  
(510) 713-0155  
info@bombayexpresscafe.com  
www.bombayexpresscafe.com

## Sports Bar

### Kirby's Sports Bar

Savino Ruvalcaba  
42312 Fremont Blvd.  
Fremont, CA 94538  
(510) 657-9060  
savinoruvalcaba@sbcglobal.net  
www.gokirby.com

## Sports Teams

### San Jose Wolves

Corey Caldwell  
6373 San Ignacio Ave.  
San Jose, CA 95119  
(408) 440-3432  
ccaldwell@sanjosewolves.com  
www.sanjosewolves.com

## Become a member today!

Call the Fremont Chamber at (510) 795-2244, ext. 103, to speak to KK, our Director of Membership Services

# A Total Health Culture: Workforce Health Programs Are Good for Your Business

by Elisa Mendel, Kaiser Permanente

Workplace health programs aren't just a feel-good proposition. They can have a positive effect on a company's bottom line. At a time when businesses are trying to do more with less, fostering a total-health culture that improves employee health, job performance and morale can give you a competitive edge.

Studies have shown that unscheduled absences can cost employers \$3,600 a year per hourly employee. Additionally, "presenteeism"—when employees are at work but not fully productive due to chronic conditions such as diabetes—can potentially cost employers another two or three dollars for every dollar they spend on direct medical costs.

Employees are a company's most important asset, and since they spend about 2,000 hours a year at work, it makes good business sense to help them live healthier and more active lives—which can translate into happier and more productive employees.

There are a variety of ways to create an effective workforce health program, but the most successful programs share several important elements. First, you need leadership endorsement. A program has a much bet-

# StopWaste—

from page 1

sample applications. The deadline for submissions is April 30.

## Waste Prevention Fund

Financial awards from the waste prevention fund help offset upfront costs for projects that reduce, avoid, or eliminate waste before it is produced. Recycling and composting projects do not qualify.

Ranging from \$10,000 to \$100,000, this type of funding can help pay for equipment that reduces scrap waste; for example, new packaging machinery - an opportunity often found in manufacturing and food service industries. Another typical use is the purchase of durable, reusable shipping containers and pallets to replace short-lived materials such as cardboard boxes and wood pallets.

A recently funded waste prevention project is now under way at Washington Hospital. The StopWaste Partnership awarded over \$53,000 toward the facility's transition from disposable sharps containers to reusables.

Washington currently collects sharps - needles, lancets and syringes - from 498 drop-off sites throughout its network of healthcare service locations. Instead of disposing of the

single-use sharps containers once they're full, the new system uses a specialized outside service to collect the reusable containers and return them empty and sanitized. This will not only eliminate tons of plastic waste each year, but also reduce the number of

needle-stick injuries resulting from over-full sharps containers.

Note that waste prevention funding is available only to companies with at least 50 employees. To apply, visit [www.StopWaste.Org/Funding](http://www.StopWaste.Org/Funding) and download the application packet. The deadline for submissions is April 30.



## Identifying Opportunities

Not sure how to start designing a waste- and cost-cutting program for your business? The StopWaste Partnership's team of business efficiency experts can help with free phone or on-site consultations. We can also assist you in completing a funding assistance application. To find out more visit [www.StopWastePartnership.Org](http://www.StopWastePartnership.Org) or contact us at [Partnership@StopWaste.Org](mailto:Partnership@StopWaste.Org).

Justin Lehrer is a program manager at StopWaste.Org. He can be reached at [JLehrer@StopWaste.Org](mailto:JLehrer@StopWaste.Org) or (510) 891-652.

ter chance of success if your company's owner or CEO is on board.

To maximize employee participation, involve your employees in designing the program. You might want to conduct a short survey to find out your employees' interests. They'll tell you what's important to them.

You also want to build a program that works on many levels. For example, your program should support individual employees in achieving their personal goals, and your company policies should encourage physical activity in the workplace and healthy food choices in your cafeteria and vending machines.

Your program doesn't need to be expensive. Setting up a workplace gym can be prohibitive. A walking program is cheap and easy to do-and it can do wonders for employee camaraderie and teamwork. Just remember to offer something for every fitness level - from employees who are fit and healthy and want to stay that way, to those who want to change their lifestyle. And if your health plan offers e-mail contact with physicians and effective, evidence-based online tools that help further engage your employees in their health, that's a bonus.

Communication and motivation are also critical. If you want your em-

ployees to participate, you need to get the word out-consider increasing visibility by creating a name and a logo for the program, and celebrate successes with your employees through a variety of channels, including e-mails and newsletters.

Finally, make sure you understand what you want your program to accomplish, and then set appropriate goals, such as the number of participants or behavior improvements. It may take time to start your workforce health program, but it's an investment that will pay dividends, for your organization and for your employees!

Elisa Mendel is National Vice President, Healthworks and Product Innovation, at Kaiser Permanente.

“Employees are a company's most important asset, and since they spend about 2,000 hours a year at work, it makes good business sense to help them live healthier and more active lives”



## 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. @ Massimo's (held on the 2nd & 4th Thursdays of each month)  
Chair: Amanda Chun  
(510) 754-6545  
Vice-Chair: Ken Aria  
(510) 687-1600

### 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

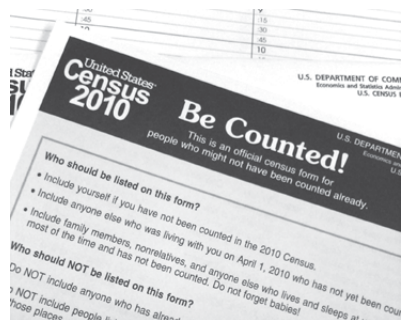
Noon @ The Depot Diner (held on the 2nd & 4th Fridays)  
Chair: Barbara Jenkins  
(510) 657-0573  
Vice-Chair: Marina Scott  
(510) 445-0400

## Reminder: Fill out Your Census Form!

*The future of our communities depends on you!*

For help or more information, visit the Census 2010 Questionnaire Assistance Center at the Fremont Chamber offices:

- Tuesday, 10:00 a.m. - 3:00 p.m.
- Thursday, 12:00 p.m. - 5:00 p.m.
- Friday, 12:00 p.m. - 5:00 p.m.



# Doing Business Over Lunch

## ELEPHANTBAR

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

## massimo's

Italian & Continental Cuisine

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



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



Fresh Fish  
Pasta  
Wood-fired Grill

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](mailto:fmtcc@fremontbusiness.com)

# February, March, April 2010 Anniversaries

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

### 40+ Years

Cargill Salt  
Four Winds Growers  
Fremont Chapel of the Roses  
Fremont Engineers, Inc.  
Fremont Flowers  
Niles Electric Company, Inc.

### 20+ Years

Aspen Dental Care/Bright Now!  
Dental  
Autowest Dodge Chrysler  
David M. Britton, CPA  
Chrisp Co.  
Costco Wholesale  
Fremont Main Library  
GoldsteinEnright Accountancy Corp.  
Hylton's Welding Service, Inc.  
Kaiser Permanente  
M.L. Nielsen Construction, Inc.  
Newpark Associates  
Old Mission San Jose  
Opportunity Capital Partners  
RINA Accountancy Corp.  
Tonix Corp.

### 15+ Years

Ardenbrook, Inc.  
Arguello, Larry K. Attorney at Law  
Thomas M. Blalock  
California Glass, a Saxco Co.  
Carlton Plaza of Fremont

### Child Care Links

JVA Business Services  
Keller Williams-Rick Geha  
Logitech, Inc.  
Mission Property Management Co., Inc.  
Neufeld Grinding, Inc.  
Prime Time Entertainment  
The Shed Shop  
Shivamb Enterprises

### 10+ Years

AAA Northern California, Nevada & Utah  
Briarwood at Central Park Apartments  
Yoshida, Colin DDS  
DeVry University  
Fremont Fire Fighters, Local 1689  
Gagandeep Enterprises, Inc.  
MasterKey Real Estate-D. Roberts  
Parkwood Place Apartments  
Patelco Credit Union  
Tri-City Health Center  
Washington Hospital Healthcare System  
Well Chosen Words

### 5+ Years

American Animal Care Center  
All Valley Plumbing

Alma Via of Union City  
Avalon Spa & Salon  
Bassett Furniture Direct  
California Army National Guard  
California State Univ.-Hayward Cont. Ed.  
City of Fremont  
CityServe  
Collective Discovery Inc.  
ePingo.com  
Falun Dafa  
Foot Solutions  
Fremont Automall  
Fremont Bulletin  
Fremont Minuteman Press  
Greenbriar Homes Communities  
Ken Johnson & Associates  
KRTY Radio - KLIV Radio  
La Pinata #5 Mexican Restaurant  
Law Offices of Robert Wiecekowski  
MasterKey Real Estate-N. Allen  
Mission Peak Business Products  
MRL Group-John Lee  
Ohlone College Foundation  
Original Pancake House  
Ray Chui Insurance Agency  
Rotary Club of Warm Springs  
Palo Alto Medical Foundation  
Saddlerack  
Santa Clara Development - Robson Homes  
Sedonna Benefits

Sheppard Mullin Richter & Hampton LLP  
South East Bay Pediatric Medical Group  
Special Events  
Technology Credit Union  
Tri-Cities One Stop Career Center, Fremont  
Village Profile

### 2+ Years

Afana Enterprises  
American Swim Academy  
Bay Area Rapid Transit District  
Bay East Association of Realtors  
Carrington Apartments  
Cartridge World- Central Fremont  
db Control  
Edward Jones- N. Knight  
Fremont Athletic Chiropractic  
Guaranty Bank  
Half Price Books  
Jung SuWon Martial Arts Academy  
Math Science Nucleus  
Pacific National Bank  
Pulaski Tickets & Tours  
St. Anne's Episcopal Church  
State Farm Insurance-K. Nuss  
Transcontinental  
Wingstop

### 1 Year

A-Money Matter  
Borelli Investment Co.  
Calphin Aquatic Club  
Car West Elite  
Dina Printing  
European Day Spa  
Falafel, Etc.  
Fremont Christian School  
Fremont Opera  
Information Tag  
InView Medical Imaging  
New York Life-A. Viseras  
Petersen Dean Roofing and Solar, Inc.  
Remodeling by TCM, Inc.  
Rising Phoenix, Inc.  
Rotary Club of Fremont  
Roger Shanks Consulting  
TW Designers  
World Financial Group - S. Low

Visit us online:  
[fremontbusiness.com](http://fremontbusiness.com)

Find these and Chamber members in our online Business Directory

# Member News

## Fremont Dentist is hosting a free day of dentistry

Dr. Colin Yoshida is out to change lives by offering a free day of dentistry by hosting a free Dental Emergency Treatment Day, May 22, 2010.

For the 4th time, Dr. Yoshida and his team of dentists, sponsors and volunteers will provide help by treating patients in need of emergency fillings, extractions and emergency palliative treatment. This year promises to be the largest yet as he participates in the nationwide campaign of Dentistry From The Heart, a registered non-profit organization that offers free dental work for people who need it. In the past seven years, DFTH events have contributed over \$1 million in free dentistry and helped over 5,000 patients across the country.

Dr. Yoshida's mission is to bring smiles back to those people with dental problems. And through this event, it becomes more possible to aid those people in need, including the growing population of over 100 million Americans that lack dental insurance, and the over 29 percent of adults who have untreated cavities. Without events like Dentistry From the Heart, dental care simply isn't an option for many of the uninsured.

"Now more than ever, I know there's people out there that need my services, but have no 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, DDS.

The event will take place at the new location in 556 Mowry Avenue, Suite 203 Fremont, CA 94536, in partnership with Dr. Raoul Shah DDS starting from 8 a.m. - 3 p.m., dentists and volunteers will treat patients on a first come first serve basis, one area of treatment per patient or however many we can service for that day.

For more information and to register please call (510)745-1800 or visit at [www.fremontdentistry.com](http://www.fremontdentistry.com).

## League of Volunteers to host annual Frank Sisk Classic Golf Tournament

The *League of Volunteers (LOV)* will host its 12th Annual Frank Sisk Classic Golf Tournament at Poppy Ridge Golf Course on June 25, 2010. Participating golfers will receive a box lunch, dinner, green fees, cart, range balls and awards. Non golfers are also invited to join in the festivities at dinner and enjoy the fun and fantastic prizes. Proceeds benefit LOV's free Summer Recreation & Meal Program in the parks for Tri-City children. For information call (510) 793-5683 or visit [www.lov.org](http://www.lov.org).

## Leadership, Greenstein Rogoff Olsen & Co. outlines "Employee to Entrepreneur" Strategies

What is the difference between an employee and entrepreneur?

*Greenstein, Rogoff, Olsen & Co.* has the answer. The firm is a strong advocate of the "Employee to Entrepreneur" theory. Recently, Managing Partner, Alan L. Olsen presented GROCO's newest program entitled, "The Power Within You".

This new program discusses five important steps to becoming an entrepreneur. 1) Start with a desire, 2) Create a vision, 3) Communicate with others, 4) Take Risks and 5) Be accountable to someone. Part of this new program outlines the expectations for each employee at GROCO.



Olsen stated, "Each employee at GROCO is encouraged to create their own personal growth plan, be responsible and think outside the box. We are already seeing tremendous results. Instead waiting to be told what to do, we see employees going the extra mile and facing the challenge."

Being an entrepreneur doesn't always require starting a new business. Simply, some of the best entrepreneurs become more innovative, creative and driven for the organization with whom they work. It becomes less about the money or financial gain and more about developing processes and inspiring others to follow.

For more information on "Employee to Entrepreneur" strategies please visit [www.groco.com](http://www.groco.com).

## Fremont Symphony All Broadway Pops Concert

The *Fremont Symphony Orchestra* will presents its annual Pops Concert on Saturday, May 15, 2010. This season's Pops features Guest Conductor, Greg "Suds" Sudmeier, founder and director of the Skywalker Symphony at Lucasfilm, as well as ABC Entertainment reporter Don Sanchez as Emcee.

The program will be a tribute to Broadway, including the Sweeney Todd Suite for Orchestra, "Trouble in River City" from Music Man, and selections from such hits as Wicked, The Producers, Chicago, West Side Story and more.

The concert takes place at the Smith Center for the Performing Arts at Ohlone College. For tickets call 510-794-1659 or visit [www.fremontsymphony.org](http://www.fremontsymphony.org).

## Anna Jacoby invited as guest speaker at Business of Design Telesummit

*Anna Jacoby* put her chamber skills to work as one of the 10 design industry experts involved in the Business of Design Telesummit on April 5th. Each expert presented an hour-long teleclass on a specific marketing topic; Anna spoke on the topic of traditional networking in her session entitled Networking: The Power of Face-to-Face Marketing. Anna shared the secrets of getting noticed by your ideal

customer and the best places to channel your networking, time and resources. She also presented the 10 things to do and the 5 things not to do when networking.

Anna has owned her interior design company, Anna Jacoby Interiors, since 2000, and is the Executive Director of the IRIS organization (Interior Redesign Industry Specialists). In addition, she is a Certified Guerrilla Marketing Coach and an IRIS-approved instructor of redesign and staging.

Learn more about Anna Jacoby at [www.annajacobyinteriors.com](http://www.annajacobyinteriors.com) or [www.BusinessOfDesignTelesummit.com](http://www.BusinessOfDesignTelesummit.com).

## Community supports Abode Services' Journey Home Breakfast

Thank you for making this year's Journey Home Fundraising Breakfast the most successful ever! More than 400 guests enjoyed the exciting one-hour program that was held on Thursday, March 11 at the *Fremont Marriott*. Due to the generous underwriting of the event by sponsors, 100% of the proceeds will directly benefit *Abode Services*. Thank you to *Fremont Bank, Kaiser Permanente, Washington Hospital Healthcare System, Symantec, Devcon, Solyndra* and Sisters of the Holy Family for their support.

More than \$200,000 in contributions and pledges have been received thus far. It's not too late to support this annual fundraiser. Donations will be matched by the Sobrato Family Foundation. Donations can be made online at [www.abodeservices.org](http://www.abodeservices.org) or donations may also be mailed to Journey Home Breakfast, c/o Abode Services, 40849 Fremont Blvd., Fremont, CA 94538.

## Greenstein Rogoff Olsen & Co. sponsors local reading program and makes lifelong difference in thousands of children

*Greenstein Rogoff Olsen & Co. (GROCO)* is proud to be one of the business partners sponsoring this year's "Book Bucks", a non-profit program that benefits more than 37,000 Tri-City students and families. An award winning program, "Book Bucks" consistently garners top awards from the Newspaper Association of America Foundation as the Best Literacy Program in the Nation.

The week-long program ran from March 22-26th and allowed students to receive free copies of a local newspaper, *The Argus*, in their classroom. When they read the newspaper and complete the daily family activities, students earned Buck\$ (play money) which they

are free to spend on prizes offered by local businesses. As a benefactor, GROCO enables 5,000 students to participate.

Education is important to GROCO's Managing Partner, Alan L. Olsen. He stated, "We enjoy sponsoring this program each year. It makes a lifelong difference in the lives of thousands of children. As a CPA firm, 'Book Bucks' could not come at a worse time. But we participate every year because it is important so much fun! Staff members play with the prizes and have a blast handing them out. For the kids, for the reading success and for the incredible boost in corporate moral – every company should participate in 'Book Buck\$'!"

## American Women profiled at "A Women's History Tea"

The *American Association of University Women (AAUW)* Fremont Branch presents "A Women's History Tea" on Saturday, May 8, 2010 from 11:30 a.m. to 1:30 p.m. The program will offer inspiring dramatic profiles of two notable American women, Eleanor Roosevelt, First Lady, Civil Rights Activist and Author, and Sojourner Truth, Abolitionist and Women's Rights Activist.

The tea will take place at the Fremont Adult School Multi-Use Room in Fremont. Tickets are \$17.50 per person. Event proceeds benefit Tech Tek. For more info call (510) 728-9700.

## Sunrise Rotary Club hosts "Fashions in Paradise"

On May 1st, from 11 a.m. to 2:30 p.m., Fremont's *Sunrise Rotary Club* will present "Fashions in Paradise" at the Castlewood Country Club in Pleasanton. Highlights of the event include ABC News Anchor Carolyn Johnson as Fashion Show Narrator, and Raj Mathai, NBC Bay Area Sports Director, as Master of Ceremonies. Carolyn and Raj will be offering respective ABC and NBC studio tours as live auction items.

Clothing for men and women will feature fashions by Chico's of Pleasanton and the Men's Wearhouse of Newark. Loren Harper, Rotary's District 5170 Governor, his wife, Diane, and club presidents of the Tri-

City area are among the local personalities (hams) who will showcase their modeling skills for this gala event. Proceeds will benefit local charities including Life Eldercare's Meals on Wheels, One Child, Tri-City Volunteers, SAVE, Abode, Fremont Symphony, Kennedy High School's Rotary Speech Contest and Leadership Camp as well as international projects including the Wheelchair Foundation, Polio Plus and earthquake victims. The cost is \$50 per person or a table of 10 for \$450. For more info, contact Gerry Hussey at (510) 471-0513.

## Fremont Rotary Club hosts "A Cabaret Evening with Richard King"

On Sunday, May 23rd, from 5:30 - 9 p.m., please join the *Fremont Rotary Club* for a candlelit, buffet dinner followed by a dazzling cabaret performance by Richard King. Diners will be serenaded by the Virtuoso International Flute Ensemble, and the evening will include a silent auction, raffle prizes, and brief performances by the California Line Dance Association and the Academy of Chinese Dancers. The event will be held at *The Saddle Rack* (42011 Boscell Road, Fremont) and will benefit Rotary International Projects to eradicate polio and prevent pediatric aids. Tickets are \$70 and can be purchased by calling Mary Gentrup at (510) 657-4060. For more info, visit [www.thefremontrotaryclub.org](http://www.thefremontrotaryclub.org).

## Rotary Club of Mission San Jose presents Mission Possible

The Rotary Club of Mission San Jose will host its annual fundraising dinner on Friday April 30th at 6 p.m. at the historic Palmdale Estates in Fremont. The event features a raffle along with a live and silent auction. The grand prize is \$3,000, second prize is \$200, and there are an additional four prizes of \$100 each. Tickets are \$60 each and must be purchased in advance by contacting Larry Anderson at (510) 490-3009 or Norris Gilmore at (510) 651-0339.

## Got News? Let us know!

Send articles, photos and press releases to Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

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# Member Spotlight: Jean Ingraffia-Delosreyes

## Broker Associate Century 21 Banner Realty



Jean Ingraffia-Delosreyes

### What got you started in this field?

I enjoy all aspects of Real Estate, and always had a desire to be a part of the dynamics of the real estate world. What held me back? Horror stories about the Real Estate exam. So, I decided to attend Cal State Hayward (as it was called at that time) instead. I received my degree in Business Administration, with an emphasis in Personnel and Industrial Relations. Strangely enough, what kept me from delving into Real Estate was the fear of exams; yet while attending Cal State, I was taking exams quite often, especially since Cal State was, and still is, on the quarter system.

After graduating from Cal State East Bay in 1984, I became a Personnel Manager for a computer company in Hayward. While I enjoyed the field of Human Resources, I still had the desire to explore the world of Real Estate. I studied for, and then took, the Broker's exam in 1994. I was pleasantly surprised when I passed the exam on the first try. At that time, I was a Human Resource Manager for a Temporary and Regular Placement Agency in Newark. In 1996, I took the plunge and became a Broker Associate with Century 21 Banner Realty, and the rest is history.

### What do you hope to accomplish in the next 5 years?

Over the next five years, I hope to continue to maintain relationships with my clients: sellers, buyers, landlords and tenants. They are my greatest source of referrals. In addition, my involvement with the Fremont Chamber of Commerce provides me with a wealth of opportunity for networking.

### Why is Fremont Chamber membership important to you?

I feel my involvement with the Chamber, as an Ambassador and as part of the Tuesday Noon Connection Club, allows me to plant the seeds for future business.

### How do you measure success?

I feel my success is based on satisfied clients. If my clients are pleased with my service, they will not only keep in touch with me for future services, but they will also provide a resource for referrals. I would like to point out that I really enjoy what I do, and I think it shows by the level of service that I provide my clients.

### What was the best business advice you received?

The best advice I ever received was from the CFO of a company I worked for. He once told me, "Do what, in your heart, you know is right."

### Describe your business. How long have you been in this field?

I have been a Broker Associate with Century 21 Banner Realty for the past 14 years. Our offices are located in the Irvington district of Fremont. I specialize in Residential Sales and Property Management, throughout the Bay Area; representing both sellers and buyers, and landlords and tenants.

## Marriott—

from page 1

certification process, employees worked with county staff to identify green practices in several areas.

For example, irrigation and water usage was evaluated. The hotel was credited for already having low-flush toilets and urinals. They began offering guests the option of not having sheets and towels replaced every day.

"Some of it is just good habits," Gutierrez says. "If you have a water leak, you fix it right away."

They created and posted the "Top 10" ways to save energy, listing practices such as turning off lights and putting the air conditioning in economy mode when guest rooms are vacant. Along with measures such as motion sensors and energy-efficient lighting, the hotel reduced energy usage by 11 percent in one year without disturbing operations or guests.

They also get support from cor-

porate programs that reduce water/waste/energy consumption, protect the rain forest, purchase green products like toilet paper and laundry detergent, pursue Energy Star and LEED certifications, and promote eco-friendly meetings and events.

"Marriott believes we should always do what's best for the environment," Gutierrez notes. "It's our company culture."

The hotel is realizing benefits in addition to cost savings and environmental karma. "Many of our corporate customers want to know what kind of green practices we have," he adds. "Going through the process and becoming certified helps satisfy their concerns."

As a role model for good environmental business practices, the Fremont Marriott demonstrates that being green can also save you green.

## Connect to the Fremont Chamber

Follow us on Twitter and become a fan on Facebook!

Twitter:

<http://www.twitter.com/FremontBusiness>

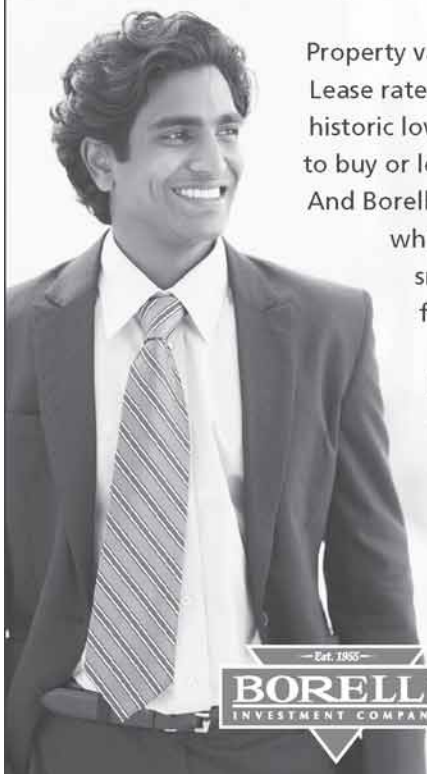
Facebook:

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# There's never been a better time to own or lease office space in Silicon Valley.

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Only 5 of the original 52 office condos remain in this prime "Golden Triangle" location. Close-out pricing makes these the best buy in Silicon Valley. Built-out, move-in ready condition. From 1,272 to 2,978 sq. ft. in the 80,000 sq.ft. complex. Tremendous 2009 tax benefits under the Economic Recovery Act.

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For more information, contact Tara Anderson at (408) 521-7108 or e-mail [tara@borelli.com](mailto:tara@borelli.com).



### Fremont Business Park at Christy Street

Christy Street and Albrae Street, Fremont

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For more information, contact Buddy Parsons at (408) 453-4700 or e-mail [buddy@borelli.com](mailto:buddy@borelli.com).

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# Celebrate Earth Day with a gift to yourself and the planet



by Fred Penning, *Allied Waste*

In honor of the 40th anniversary of Earth Day, the following suggestions will help you save money, reduce waste and make your business greener. What more meaningful legacy can you leave the planet and future generations?

## Reduce waste from office equipment

- Use less toner. Extend cartridge life by setting printer defaults for draft or toner saver mode. Use an environmentally friendly font (Ecofont) - designed to consume 20 percent less toner.
- Reuse cartridges. Refill toner and ink cartridges vs. buying new ones. Recycle empties through manufacturers or office supply companies. (Do not place in your recycle bin).
- Extend battery life. Turn off wireless mice and keyboards when not in use. Use rechargeable batteries.

## Extend light bulb life

- Use natural light. To the extent possible, use sunlight to illuminate your store/office. Move work stations near windows.

- Turn off unnecessary lights. Get into the habit of turning off the light switch when leaving a room. Consider motion sensors.
- Use fewer tubes. Use a desk lamp instead of turning on ceiling lights. Can you remove some tubes in your light fixtures and still see well?
- Buy longer-lasting bulbs. Spiral compact fluorescents last five times longer than incandescents and use 75 percent less energy. Fluorescent tubes last 5-10 times longer than halogen, and LEDs last 25 times longer.

## Use less paper

- Make two-sided copies. Set printer defaults for two-sided printing and photocopy in duplex mode.
- Make use of both sides. Reuse paper printed on one side for notes or printing drafts on the back. Reuse outdated business cards for appointments or phone numbers on the back.
- Go paperless. Take advantage of e-statements, automatic payments, online bill pay and direct deposit. Ask vendors to bill electronically. Provide invoices, brochures, newsletters, etc. as a PDF. Use electronic software manuals. Use a projector for internal meetings to eliminate handouts. Send e-greetings instead of holiday cards.
- Avoid multiple copies of the same document. Keep electronic files when possible (list of internal extensions) or share hard copies (phone books).

## Reuse containers

- Reuse copy paper boxes, instead of buying banker's boxes, to file records. Label with free stickers from Allied Waste and use as recycling containers.
- Ask customers every time if they need a bag. Consider incentives to reuse bags from home.

- Replace disposable cups with mugs. Make use of reusable water containers instead of bottled water. Replace bottled water with a drinking water filtration system.
- Employ reusable shipping containers.
- Buy concentrated cleaning products to use in refillable bottles.

## Miscellaneous suggestions

- Make it easier to recycle than dispose. Place mixed-recycling containers under every desk. Replace individual wastebaskets with centralized trash ones. Place recycling containers near every printer, fax and copier and in break rooms for newspapers, beverage containers, etc.
- Refurbish or donate office furniture rather than dispose of it. Purchase gently used furniture instead of buying new.
- Offer incentives (reserved parking space, extra vacation days, other benefits) for employees who implement programs that reduce waste. Hold a contest for waste reduction ideas.
- Reuse coffee grounds as compost. Some restaurants and coffee shops give grounds to customers, schools and nonprofits.
- Join Fremont's Composting for Business program (the City subsidizes much of the cost).
- Take advantage of free assistance from StopWaste.Org (877-786-7927) and Allied Waste (510-657-3500).

*Fred Penning has been General Manager of Allied Waste Services of Alameda County for the past 10 years. He can be reached at (510) 252-4620 or at [FPenning@RepublicServices.com](mailto:FPenning@RepublicServices.com).*

# How Green is Green?

by Kevin Shue, *Silver & Black Telecom*

average business owner is happy.

Is your business thriving? Is your business struggling? Whether your business is thriving or struggling in today's economy, saving money is on everybody's mind. So, how do we go about saving money? We can first start with the more obvious.

Turn lights off when not in use. Use CFL's where possible. Lower your thermostat settings in the winter and raise settings in the summer. You can install timers to make these adjustments and turn off the system when buildings or areas are not in use. These steps are considered obvious, but there's more. Hopefully, you have newer business equipment with either auto off or power save functionality. Such equipment would include printers, copiers and even computers. So, speaking of office equipment - what about your phone?

Most business owners don't think of their telephone systems as requiring any power to operate. That is - until the power goes out. As long as the phone rings and the dial tone is there waiting for them to make a call, the

Telecommunication equipment manufacturers are taking the necessary steps towards "going green." Systems built 10-20 years ago can use anywhere from 200 to 300 watts of power. Newer models, 5 - 10 years old, may still use anywhere from 150 to 200 watts. For any small to medium size company, that's a lot of power usage.

Today a telephone system, just like other business equipment, is running faster, cooler and more energy efficient due to advancements in electronics, materials and software. Some of these new systems draw less than 100 watts of power. This may represent a reduction of your phone system's power consumption of up to 66 percent. So, your thermostats, light bulbs and office equipment have been upgraded to help conserve energy. You have done everything you can to "Go Green." Or, have you?

*Kevin Shue is the president of Silver & Black Telecom. He can be reached at (510) 279-9411 or via email at [kevin@silverandblacktelecom.com](mailto:kevin@silverandblacktelecom.com). To learn more about Silver & Black Telecom, visit him online at [www.silverandblacktelecom.com](http://www.silverandblacktelecom.com).*



## Got News? Let us know!

The Fremont Chamber will post appropriate business related news for Fremont Chamber of Commerce members. Send articles, photos and press releases to Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

# A half-hearted recycling program is such a waste

by Ken Pianin, *City of Fremont*

It's no secret that recycling is good for the environment, but when you make the effort to manage your waste responsibly, it's also good for the bottom line.

A business that practices waste reduction, reuse and recycling can reduce operating expenses. Reducing the amount of trash your business creates is the best way to reduce monthly waste disposal costs. These efforts, including recycling, will reduce the amount you pay for waste disposal and send fewer recyclable items to the landfill.

There's also a clear connection between the benefits of recycling and climate change. When our waste materials are recycled into new paper, plastic or metal products, the energy and raw materials required is far less than if a product is made from virgin materials. For a company trying to reduce its carbon footprint, recycling

efforts are clearly part of the strategy to reduce the creation of greenhouse gases that result from standard business operations.

Recycling has always been considered a voluntary activity, and many leading businesses have made it a company policy. But recycling activities appear destined to become a mandated activity as local and state governments continue to see hundreds of millions of pounds of paper, plastic, construction debris and organic waste landfilled each year.

Last year, Alameda County banned plant debris from landfills, and San Francisco requires businesses to adequately recycle most of their garbage or pay fines or higher collection fees. The State of California is requiring local jurisdictions to implement commercial recycling programs by January 2012 as part of the Air Resources Board's efforts to reduce carbon dioxide emissions by 5 million metric tons.

Pulling out recyclables that sadly wind up in the trash is no easy task. In Fremont, even the modern conveyor systems at the Fremont Recycling & Transfer Station cannot capture all recyclables when they are carelessly mixed with garbage. This approach is not as efficient or cost effective as proper separation of waste at the source.

Setting recycling bins near copiers and desks, in warehouses and at loading docks is needed. Such practices say a lot about you and your business to employees and customers. They appreciate your example as an indication that you care about their community and the environment. It can all be part of achieving the 75 percent waste reduction goal set by the City of Fremont and Alameda County.

Fortunately, there is help for local businesses trying to set up a recycling program or expand on existing efforts. In Fremont, Allied Waste Services staff can evaluate service levels

and "right size" garbage and recycling services. Recycling rates are discounted, compared to garbage rates. A closer look could save you money, so call Allied Waste at (510) 657-3500 for more information.

Alameda County businesses may be eligible for waste reduction assistance to conduct a waste audit, receive a low interest loan, or even receive a mini-grant to jump start an office recycling program. See the related article in this newsletter (Kick-Start Your Greening Program) and go to [www.StopWaste.org](http://www.StopWaste.org) to check out examples of local businesses that have saved money while achieving significant environmental benefits.

When it comes to your company's recycling efforts, you can lead, or follow the leaders, but sitting on the sidelines is becoming less and less of an option. Get your employees involved. A good recycling program can make everyone proud!

*Ken Pianin is the solid waste*

*manager for the City of Fremont's Environmental Services Division. Find out more at [www.Fremont.gov/Environment](http://www.Fremont.gov/Environment) or call (510) 494-4570.*

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