

Fremont BUSINESS REVIEW



Being environmentally conscious is easy

Guest editor Stefanie Pavis, page 2

Recycling Programs in Fremont

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Ambassadors

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VOLUME 6, NUMBER 5

Green Business Practices

August 2005

Solar Power Tracking Carport in Fremont Is the Largest in the U.S.

Forty Percent of Electricity at Fremont Hall of Justice Is Supplied by Solar Energy

By Karen Cook

Recycling Coordinator, Alameda County General Services Agency

In February 2005, Alameda County's General Services Agency (GSA) completed the installation of the largest elevated Solar Power Tracking carport in the United States at its Fremont Hall of Justice parking lot. This solar carport was designed and installed by Berkeley-based PowerLight Corporation. The 254 kilowatt photovoltaic system, featuring PowerLight's patented PowerTracker technology, produces electricity from sunlight by tracking the sun throughout the day. The system, made up of over 1,300 solar panels, will provide 40 percent of the electricity used at the Hall of Justice and save

the county \$56,000 in its first year of operation. On weekends, when the courthouse is closed, the solar power system will generate enough electricity to spin PG&E's electrical meter backwards, providing electricity to the neighboring community. This installation is part of the countywide 2.3 megawatt Solar Program, which also includes six rooftop solar arrays on County-owned facilities, and an identical solar tracking carport system at the County's Hall of Justice in Hayward.

"We're thrilled to be the nation's leader in renewable energy," noted Alameda County Board of Supervisors President Keith Carson. "Alameda County's electrical output from its solar program is enabling the county to meet 6 percent of its electrical needs at its facilities with

clean, reliable solar power."

Over the next 25 years, Alameda County's solar projects will spare the environment from the following polluting emissions:

- 20,500 tons of polluting carbon dioxide,
- 29,000 pounds of sulphur dioxides, and
- 32,000 pounds of nitrogen oxides

These environmental savings are equivalent to planting over 5,800 acres of trees, not driving 50 million miles on California's roadways, or removing 4,000 cars from California roadways.

In addition to the solar projects, the Fremont Hall of Justice participates in the County's GSA

—Solar Power, page 8

Being "Green" Benefits Everybody

Green Business Program of Alameda County Attracts Fremont Companies

The Green Business logo has become an effective promotional tool for companies earning Bay Area Green Business certification. This logo communicates to the customers that these companies comply with environmental laws and regulations, conserve resources, use environmentally sound business practices. This valuable attribute distinguishes them from other companies with similar products. Often consumers prefer "green" businesses when there is a choice, or they are willing to pay a reasonable premium if they know they are contributing to a clean environment.

"The Green Business team works closely with businesses to help them achieve Green Business certification," said Pamela Evans, Green Business Coordinator for Alameda County. "A team of local experts in regulatory compliance, energy conservation, water conservation, pollution prevention and waste reduc-

tion/recycling assesses the business at the request of the company owners and then issues the Green Business logo. Technical assistance and certification services are available at no charge to participants."

The Green Business Program in Alameda County was started in 1996 and focused first on the automotive repair industry. There is no surprise that a big portion of the "green" businesses in Fremont are from this industry. Since then, the program has expanded to include over a dozen other commercial and government sectors. Club Sport and Sweet Tomatoes Restaurant, current members of the

Fremont Chamber of Commerce, are certified "green" among the ranks of more than 500 "green" companies in the Bay Area. Recent additions to the Fremont "green" family include Kate's Caring Gifts, Great Gifts Galore, Pearl's Café and TGIF Body Shop, also all Chamber members.

Kate's Caring Gifts, Great Gifts Galore

A great, green example of 'bricks and clicks' commerce has just become certified as a Bay Area Green Business. Kate's Caring Gifts is the 'clicks' and Great Gifts Galore is the 'bricks' of these two environmentally and socially-conscious businesses co-run by Kate Amon of Fremont. Kate has been highly resourceful, creative and successful in searching out gift items that are esthetically appealing and fun, while being both useful and environmentally-preferable. Good examples are the line of organically-grown teas and the wooden toys made with safer varnishes.

A member of the Fremont Chamber of Commerce, Centerville Business Association and the Irvington Business Association, Kate is among the charter members of Tri-Valley Sustainable Business Alliance, a newly launched organization that seeks to promote environmental, social equity and economic performance among its members.

"Kate Amon really strives to embed good environmental performance and resource effi-

—Green Business, page 6

Chamber Objections to City's Pay Raises Is a Matter of Necessity, not Fairness

By Billy Sandbrink

Director of Government Affairs

At the July 5 Fremont City Council meeting, I stood before the Council and voiced the Chamber's opposition to the four percent cost-of-living-adjustment (COLA) for nearly a third of the city's workers as well as a Health Benefit Allowance (HBA) increase for one of the city groups.

This decision was made not because the Chamber does not appreciate city workers or because the Chamber does not think employees deserve COLA in principle. This decision was made because the cost of these actions would be \$492,600 to the city's general fund for fiscal year 2005-2006. When put into perspective that the city's general fund expenditures total \$121 million for fiscal year 2005-2006, half a million dollars does not seem like much. However, the city's current budget situation is in crisis. For the first time in the history of the City of Fremont, the city has spent \$3.2 million from its Budget Uncertainty Re-

—Government Affairs

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

Fremont Chamber of Commerce
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Fremont, CA 94539

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Victoria O'Gorman.....*Kaiser Permanente*

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Matt Dickstein.....*Attorney at Law*

George Duarte.....*Horizon Financial*

Jim Ferguson.....*La Quinta Inn*

Daren Fields.....*City of Fremont*

Gordon Goletto.....*Re/Max Executive*

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15 Years of Excellence

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

FIFTEEN YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES

Message from the Guest Editor

Becoming Environmentally Conscious Is Easier than You Might Think!

By Stefanie Pavis

Sales Representative, Allied Waste Services

Typically, the beginning of each year is the time when I'm getting lots of calls from businesses that want to institute a recycling program or want to update an existing recycling program that isn't working. I'm excited to be your guest editor in August as you too may hopefully realize that it's never too late to start making changes and benefit our environment.

What I love most about my position as a recycling sales representative with Allied Waste is that I have the opportunity to directly impact the community one business at a time. The City of Fremont makes recycling easy by sponsoring a free recycling program for small businesses with a bi-weekly pick up of all recyclable materials. I'm the "local face for trash and recycling." I support businesses and the general community by offering a free waste stream analysis, providing support, assisting qualifying businesses to get grant money from Alameda County's STOPWASTE program, providing posters and stickers to kick off or re-energize recycling at a workplace. My hope is that by making recycling fun and providing reduction of waste costs every business will eventually want to make changes, too.

In the last several years, Alameda County has initiated a number of programs providing help to businesses and organizations in becoming more environmentally conscious. I have contacted several departments at the Alameda County to offer them an opportunity to share this information with the members of the Fremont Chamber of Commerce. Did you know that the Fremont Hall of Justice just started using solar power for its electricity needs? Have you

heard that Fremont businesses and residents now recycle more than throw away? Or have you seen the Bay Area Green Business logo at Fremont companies? I hope you find the articles on these topics in this issue interesting and helpful.

In my experience, the hardest thing for anyone is to start thinking "green." As soon as you start this process, it is easy to find the options of contributing to a clean environment. You might be asking yourself: how do I start thinking "green"? Here are some of the resources.

Alameda County has an excellent program called STOPWASTE. This helpdesk line at 877-STOPWASTE can help you to find resources to recycle many things from household to office items. Visit their website at www.stopwaste.org to receive a complete listing of drop off locations for home hazardous waste and businesses that accept recyclable materials.

Call the compost experts through the Alameda County home composting hotline 510-444-SOIL

California Department of Conservation has really great free recycle posters emphasizing bottle and can recycling (see them on the website: www.bottlesandcans.com). California Integrated Waste Management Board has posters that emphasize reducing waste by reusing: ceramic cups and using both sides of paper. See the website to get your free posters at www.ciwm.ca.gov.

Start today - to Reduce, Reuse and Recycle!

Stefanie Pavis is a commercial sales representative at Allied Waste Services. Stefanie may be reached at (510) 252-4653 or Stefanie.Pavis@awin.com.



Stefanie Pavis



September 16, 2005

12:00 PM to 2:00 PM

Fremont Marriott
46100 Landing Parkway
Fremont, CA 94539

Cost \$30 for members / \$40 for non-members
Sponsorship: \$500 table sponsorship / \$1,000 event sponsorship

Speakers:

Carl Guardino, *President/CEO, Silicon Valley Leadership Group*
Steve Heminger, *Executive Director, MTC*

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

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

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

Education is the Cornerstone of Success

The Fremont Chamber of Commerce has long been a committed advocate of lifelong learning. We recognize that education provides a better prepared workforce, makes for better business decisions, and more involved community members. In short, education is the cornerstone of business success.

It is because of this conviction that the Chamber has dedicated significant resources to providing opportunities for members and the community to continue its quest for a better education. While we offer many forums and programs throughout the year, there are three programs that are particularly noteworthy: Leadership Fremont, Business Training Seminars and Fremont Chamber of Commerce Dollars for Scholars.

Leadership Fremont

Leadership Fremont is an extraordinary program that has been building community leaders for nearly ten years. Some of the graduates of the program have gone on to become city government officials and community leaders, and every graduate has excelled in his or her company. If you are interested in building leadership skills and broadening your community contacts, Leadership Fremont is the perfect program in which to reach that goal.

Once completing the 9-month program, graduates leave the program with stronger leadership skills, a greater appreciation for the community, and a set of valuable business contacts. Leadership Fremont continually receives high ratings for leadership growth, participation and networking. The success of any class is dependent on the total of each individual contribution. The next session of Leadership Fremont will begin soon. Please consider Leadership Fremont as your means to greater personal growth or for one of your employees. Scholarships for Leadership Fremont are available to qualifying individuals; please visit the Chamber's web site at www.fremontbusiness.com for more information.

Business Training Seminars

The Business Training Seminars is a program that is currently in development with a start dated slated for September. Through a partnership with Ohlone College and funding provided from the State of California Employment Training Panel, we are able to offer members high quality business training at no cost.

Open to business owners with at least one employee but no more than nine employees, the Business Training

Seminars will offer a wide-range of courses that focus on important business skills such as marketing your business, negotiating, managing your staff, business planning and web presence. Participants in the training program must commit to completing at least 24 hours of the 40 hours offered over a three month period.

Our application for the funding has been submitted to the Employment Training Panel, and we expect to receive approval soon. I encourage you to take advantage of this free training offered exclusively to Fremont Chamber members. Look for more information regarding this program to be issued very soon.

Fremont Chamber of Commerce Dollars for Scholars

Equally important to providing educational opportunities to our members is the Chamber's obligation to assist in the development of an educated and qualified workforce for our business community. To that end, the Chamber recently revitalized the Fremont Chamber of Commerce Dollars for Scholars program that offers scholarships to post secondary students who are seeking to further their education, as well as students interested in pursuing Leadership Fremont.

In August of 2004, the Fremont Chamber of Commerce Dollars for Scholars program awarded three scholarships to students entering the Leadership Fremont, Class of 2005 program. Those scholarships were followed by eight more, awarded to graduating high school students from the Tri-City and Milpitas areas. Each recipient demonstrated remarkable academic performance and a desire to excel in education despite their challenging family situations. In addition, each recipient had completed extended community service while also working part-time.

Leadership Fremont scholarships are awarded each August and scholarships for post secondary students are awarded each April. I encourage you to call the Chamber to learn more about the scholarships that are available to you and the youth of our community.

Our Chamber's core values include the education and development of well prepared and educated workforce in our community. These three programs speak directly to those principles and ideals, and we are pleased to be able to offer these valuable benefits to our members and the Fremont community.



Barbara Jenkins

August Calendar of Events

- 1 **Deadline for submitting articles** for September issue of the Fremont Business Review
- FCCTV July Show "Opportunities for Resource Conservation"** Premieres 8:30 p.m., Fremont Cable Channel 29
- 2 **Fremont City Council Meeting** 7 p.m., City Council Chambers
- 3 **Ambassadors Club Meeting** 8 a.m., Chamber Conference Room
- 6,7 **Fremont Festival of the Arts** 10 a.m. to 6 p.m., Central Fremont
- 8-12 **Chamber Office Closed**
- 9 **Fremont City Council Meeting** 7 p.m., City Council Chambers
- 10 **Nextel Retail Mixer** 5 - 7 p.m. 2876 Mowry Ave., Fremont, CA Phone: (510) 739-0110
Nextel is a fully integrated wireless communications services company that has built the largest guaranteed all-digital wireless network in the country, covering thousands of communities across the United States.
- 15 **Communications Team Meeting** 1:30 p.m., Chamber Conference Room
- 16 **Fremont City Council Work Session** 4 p.m., City Council Chambers
- 17 **Connection Club Leaders Meeting** 8 a.m., Chamber Conference Room
- 23 **Leadership Steering Committee Meeting** 8 a.m., Chamber Conference Room
- Fremont City Council Meeting** 7 p.m., City Council Chambers
- 24 **Government Affairs Committee Meeting** 7:45 am, Chamber Conference Room
- Aegis Living Mixer** 5 - 7 p.m. 3850 Walnut Ave., Fremont, CA (510) 739-1515
Aegis Living is a retirement and life care community and homes, which gives its residents the freedom to live their lives, while never losing the sight of the lives they have led this far. Residents are welcome to share their exciting interesting pasts and project their futures still to be lived. Part of doing that is being able to let go of the day-to-day worries of life and focus on life itself, which where Aegis comes in.
- 29 **Communications Team Meeting** 1:30 p.m., Chamber Conference Room

Check your link

Members:

Are you linked to our online directory? Send us your URL and we will link you to the Fremont Chamber's online business directory.

www.fremontbusiness.com's website averages 9,051 unique visits per month [deepMetrix stats -Jan - Sept 2004]

email: fmtcc@fremontbusiness.com
subject: new member URL



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

Linking the Business Community

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Washington Mutual Bank
Jeff Carion
 43333 Christy St.
 Fremont, CA 94538
 Phone: (510) 657-0121
 jeff.carion@wamu.com
 www.wamu.com

Chiropractor

Forest Chiropractic
Steven Forest
 3500 Mowry Ave., Ste. C
 Fremont, CA 94538
 Phone: (510) 792-8407
 Fax: (510) 522-1108
 sforestdc@earthlink.net
 www.forestchiropractic.com
 Forest Chiropractic has been serving the needs of the Fremont area for 21 years. Dr. Forest has 26 years of experience in chiropractic and uses advanced EMG and Thermography to evaluate patients. The staff is well trained to provide quality and efficient service.

e-Commerce

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 timtak@helloworld.com
 www.emailyourvideo.com

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 Allure Events is an event planning group in the San Francisco Bay Area providing wedding, social and corporate planning and coordinating services. Al-

lure planners ease the pressures of organizing a soiree or reception. Our mission is to ensure optimal satisfaction for every event. We dedicate undivided attention to our client needs and work with them to design thriving celebrations.

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 Phone: (510) 656-1919
 Fax: (510) 657-1919
 ca133fremont@netzero.com
 www.fitness19.com

Office Furnishings

Top Dawg Modular Service
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 37414 Centralmont Place
 Fremont, CA 94536
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 mlaurer@cubicles4less.com
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 Top Dawg Modular Service is one of the leading suppliers of office furniture and cubicles in the Bay Area. We are a full-service company, which means we handle every aspect of the office furniture business, from sales/design to delivery/installation. Our products include new, remanufactured, and pre-owned office furniture and workstations.

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 www.agreathomemortgage.com

Restaurants

Casa Robles Mexican Restaurant
Jamie Robles
 494 Mowry Ave.
 Fremont, CA 94536
 Phone: (510) 796-4750
 Fax: (510) 796-4759
 roblesrocio@aol.com

Zpizza
Harminder Singh
 46703 Mission Blvd.
 Fremont, CA 94539
 Phone: (510) 360-9900
 Fax: (510) 360-9907
 bargari4@sbcglobal.net
 www.zpizza.com

Sailing Schools

Tradewinds Sailing School & Club
Butch Floney
 1230 Brickyard Road, Ste. 100
 Point Richmond, CA 94801
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 basailor@comcast.net
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 Whether you are new to sailing or have 20 years of experience and want to fill in the gaps, the Tradewinds Sailing School and club has a program for you. Our successful teaching method is based on 40 years of experience and a strong understanding of how people learn to do anything well. We do not take shortcuts. We want to make your sailing experience fun, inspiring and affordable.

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 4445 Stevenson Blvd., Ste. 64
 Fremont, CA 94538
 Phone: (408) 705-1247
 Fax: (336) 868-7513
 loganmont@gmail.com

Web Site Graphics & Design

TP Designs
Troy Philis
 3800 Camden St., Ste. 5
 Fremont, CA 94536
 Phone: (510) 745-0874
 Fax: (510) 745-0874
 sales@tpdesigns.net
 www.tpdesigns.net
 TP Designs creates solid, affordable, professional, user-friendly websites for small businesses. Our goal is to design an image and interface accurately reflecting our clients' commitment to the quality of their products and services. We can also provide collateral material, including business cards, data sheets, posters and more.

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 Fremont, CA 94539
 Phone: (510) 683-9433

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 Design
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 Hope Station
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 Secure Taxes Inc.
 Welcome Wagon
 Wonder Agents Inc.

Congratulations to all our members who have reached these milestones

Fremont Community Embarks on Sustainability

Resource Conservation Training and Projects Have Been Launched at Ohlone College



Ohlone College-Newark Center

By Vicki Shipman
Grants Developer
and Patrice Birkedahl
Director of College Relations,
Ohlone College

Among many strategies formulated by Ohlone College to respond to

the needs of the students and provide leadership in the community is Ohlone's vision to integrate sustainability into all aspects of the college. Ohlone's goal is to exercise environmental stewardship and to economically manage the use of buildings, land and natural resources.

In November 2004, Ohlone faculty, students and administration along with government agencies, community and business leaders launched their two-year grant of the One-Stop Sustainable Business Development Economic and Workforce Development at the Ohlone College Newark Center.

The grant from the California Community College State Chancellors Office provides funding for Ohlone College to develop and deliver short-term training to its partners and the business community at large; develop and deliver sustainable business development curricula; create a sustainable business resource center at

the Newark One-Stop; create professional development opportunities in sustainability for faculty and staff; and

"Ohlone's goal is to exercise environmental stewardship and to economically manage the use of buildings, land and natural resources"

fully implement sustainability on a district-wide basis.

The partners for the project are the Fremont Chamber of Commerce; the California Integrated Waste Management Board Recycling Market Development Zone and Sustainable Design Units; the Newark Chamber of Com-

merce; and New United Motors Manufacturing, Incorporated. At this time, a series of workshops under the heading of Corporate and Social Responsibility has already been taught at some of the partner organizations. The train-

—Alternative Energy,
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Connection Clubs

Meeting Dates, Times, Places

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

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

Tuesday Noon
meets at 11:45 a.m.

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

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

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

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

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

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

Chair: Kevin Dean, 510-687-9737
Vice Chair: TBD
www.theprofessionalsource.com

Wednesday Noon
meets at 12 noon

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

Thursday AM
meets at 7:30 a.m.

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

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

43543 Mission Blvd., Fremont
Chair: Andrew Draeseke, 510-299-4968
Vice Chair: TBD
www.thursdayreferralsplus.com

Friday AM Connection Club
meets at 7:15 a.m.

The Depot Cafe, Fremont
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Member Benefit

Karen Harry joined the Fremont Chamber of Commerce ten years ago, two months after starting her word processing business. She hoped to build and create a large network of business connections through the Chamber. She was attending every mixer and knew all the Chamber Ambassadors but felt that she couldn't "break out of her shell" and connect with others. She also dreaded sales calls and public speaking in front of potential clients.

Robert Fischer, one of the prominent Ambassadors at the Chamber, had a friendly chat with Karen in the late 1990s. He explained that Ambassadors are the most visible Chamber members and the first with whom people speak. He emphasized that the assignments of setting up, greeting, registering, cleaning up, and helping the mixer guests introduce each other are great fun. Robert suggested that becoming an Ambassador could be the perfect solution for Karen.

"Robert was absolutely right!" said Karen. "The benefits I have received from being an Ambassador are priceless. I have grown into a business person who no longer has anxieties about public speaking. Because I have had the opportunity to deal with so many different people and their personalities, I no longer dread sales calls."

Since becoming an Ambassador in 1999, Karen's client base has grown. Several Chamber members became clients of her company and are still with Karen. She even added some administrative functions to her list of services at the request of the customers.

When Karen joined the Ambassadors Club, Robert took Karen "under his wing." He showed her how to shake hands when greeting and welcoming guests at mixers. It made her feel good knowing that guests were grateful for being welcomed with a warm and friendly smile. She continued being a greeter at other mixers until she started working at the registration table, where she was able to do more for mixer

Ambassadors

Karen Harry of Karen's Word Processing Service

guests.

"Being an Ambassador allows me to be the caregiver I was meant to be, as well as breaking out of my 'shell!'" said Karen. "Helping others gives me a tremendous amount of satisfaction and a sense of accomplishment. The Ambassadors are like my family, as is the staff of the Fremont Chamber of Commerce. The Ambassador experience has made me more assertive (not aggressive) in certain aspects of running a business as a sole proprietor."

Karen now mentors other Chamber members and encourages their participation at mixers and other Chamber events. Together with all 14 Chamber Ambassadors, she helps new members to "break the ice" and to support each other. As secretary for the Ambassadors

Club, Karen also helps coordinate the mixer and ribbon cutting assignments and schedules meetings with hosts of these events. She is the back-up for the Ambassador Chair if this person is unable to make an event. Her favorite activity is helping new members assimilate into the Fremont Chamber of Commerce.

"There is nothing I don't like about my responsibilities," said Karen. "If I started feeling negative, it would be time for rethinking my role. Several times, guests at mixers have remarked that it looks like we (Ambassadors) are having fun. We are! I highly recommend the Ambassadorship to any member of the Fremont Chamber. Being an Ambassador gives you many opportunities to meet people you would not otherwise meet. It also af-



Ambassador Karen Harry (left) with KK Kaneshiro, Director of Member Services

fords you the chance to visit places you've wanted to see. I cannot tell you the number of CEOs I have met. Being an Ambassador has greatly increased my view of our world in the Tri-City. Because of it, I have made many friendships."

Last April, Karen received the Crown award at the State of the City luncheon for her accomplishments as an Ambassador. In her acceptance speech, she stated that receiving an award for something she loves doing is just icing on the cake.

"This statement still holds true," remarked Karen.

For more information about the Ambassadorship, please contact KK Kaneshiro at (510) 795-2244, ext. 103 or kkkaneshiro@fremontbusiness.com.

Doing Business Over Lunch



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Member News

ACTIA OKs \$200,000 for Transit-Oriented Development Aid

The planned Warm Springs BART station in Fremont and the proposed Newark station on the Dumbarton Rail Corridor, connecting the new Union City Transit Hub with Caltrain in San Mateo County could potentially get funding for the planning process among other transit-oriented development projects. The governing board of the Alameda County Transportation Improvement Authority last month agreed on preliminary guidelines for funding transit-oriented development projects and allocated \$200,000 for such projects. The purpose of the funding is to recognize that improved transportation options depend on creating land-use patterns that are conducive to transit use, such as higher density housing and commercial development around multi-modal transportation hubs, often referred to as "smart growth." For more information about this program, please visit ACTIA website at www.actia2022.com.

Mattson Technology Reinforces Strip Leadership with New Strip System for Sub-90 nm Manufacturing

The Mattson Technology has introduced its new Aspen III eHighlands dry strip system designed for critical front-end-of-line and back-end-of-line process applications, including photoresist strip over low-k materials. Mattson has received multiple orders for the tool. The repeat order to a major U.S. chipmaker follows previously announced sales to a leading Chinese foundry and ATDF, SEMATECH's R&D wafer fab in Austin, TX. The addition of the eHighlands to Mattson Technology's full line of dry strip product offerings for FEOL and BEOL process applications is expected to strengthen Mattson's leadership position and enable increased share gains in the dry strip market. For more information, please contact Mattson Technology, Inc. at (800) MATTSON/(510) 657-5900 or visit www.mattson.com.

Member News is published every month in the Fremont Business Review. Fremont Chamber of Commerce members can submit newsworthy press releases via email to: fmtcc@fremontbusiness.com. Put "Member News - COMPANY NAME" in the subject line.

Recycling Programs in Fremont

By Kristina Gallegos
Community Relations Manager
Allied Waste Services of Alameda County

To give you the scope of the recycling activities in Fremont, I can tell you that we are recycling more than we are throwing away. Over 60 percent of all waste generated by Fremont businesses and residents is recycled! This accounted for over 45,000 tons of recyclable material last year.

All of Fremont's recyclables are taken to the Newby Island Recyclery in Milpitas. At this 80,000 square foot facility, the drivers dump all of the recyclables that have been collected that day onto the floor. The large items are separated out on the floor, and then the rest of the materials go through what we call "the line." The state of the art technology at the facility helps automate the sorting process. The line is equipped with magnets, blowers and belts that help separate different materials. These items are then sold to companies that are using recyclable materials for their manufacturing.

Fremont residents and businesses both benefit from single stream recycling services

that are offered in the city. Single stream means that all acceptable recyclable material can be put into one container with minimal sorting. For residents this is a three cart program: a blue cart for trash, a green cart for organics and a grey cart for recyclables. For businesses the set up varies based on the size and makeup of the recyclables.

In addition to the single stream programs, Fremont residents can choose to participate in the food scrap composting program. They use a handy pail to collect food waste in their kitchen and transport it to their carts. There is currently in development a similar program for businesses. This pilot program includes about 25 businesses that



Recyclables from Fremont end up at Newby Island Recyclery in Milpitas

previously put quite a bit of food into their garbage containers. This food is now collected in separate bins, staying out of the garbage and recyclables.

For more information about recycling opportunities at your home or business, please call Allied Waste Services at (510) 657-3500 or visit www.disposal.com.

Green Business —

from page 1

ciency in every element of her business, from energy conserving lighting to environmentally-conscious procurement and recycling. She just sailed through the certification process," said Evans.

The "green" measures Kate has implemented include using a hybrid car for business-related driving, keeping car trips to a minimum, using local vendors for as many purchases as possible, seeking out products made from organically-grown ingredients, choosing suppliers who offer recyclable packaging and packing materials, and looking for recycled-content products.

"I want to do my part to improve the health of people and the planet, and having Kate's Caring Gifts and Great Gifts Galore certified as a Bay Area Green Busi-

ness is another way to show I walk my talk!" said Kate.

Pearl's Café

Another example is Pearl's Café in Fremont. Christine Fahey, its chef and owner, purchases a variety of locally-grown organic produce from Perry Farms in historic Ardenwood. Pearl's Café has converted its incandescent light bulbs to compact fluorescents and has upgraded other lighting to save energy. The Café also collects their food waste and green waste for off-site composting into rich soil. Pearl's Café uses exemplary outdoor cleaning practices to protect creeks and the bay.

TGIF Body Shop

Kathi & Rich Mello are the owners of TGIF Body Shop in Fremont. TGIF uses a computerized system for mixing paints that measures precisely what's needed to avoid wasted paint and solvent. This system also tracks inventory to keep chemical storage to a minimum. The Mellos have researched auto body paints, and when possible, use paints that are water-based, an environmentally friendly alternative to petroleum-based paints. Their facility, located at the corner of Grimmer and Enterprise, recycles paint, thinner, coolant, paper, metal, plastic and aluminum.

TGIF Body Shop was officially honored as a Green Business, along with several other East Bay businesses, at the World Environment Day 2005 held on May 31 at the Scottish Rite Center in Oakland. TGIF is the first collision center in the San Francisco Bay Area to receive that distinguished acknowledgment.

The certification process at TGIF took place over a few months with visits from each department of the government which deals with environmental issues. Some of those departments were Hazardous Waste Management, which is handled by the Fremont Fire Department, Bay Area Quality, and Waste Management. These visits provided the affirmation that TGIF is doing a lot to contribute to clean environment.

"We learned a lot from each of the departments that visited our facility about what we are doing right and about many simple things that we can do to improve our contribution to saving our planet," said Rich Mello. "Overall, the process was pleasant and highly informative for all involved."

The team at TGIF is proud that they provide not only a good repair with a lifetime guarantee, but also the care for preserving the earth for future generations. TGIF encourages other businesses to seek out how to become certified.

For more information on Green Business certification or a directory of Green Business certified organizations, please contact Pamela Evans at (510) 567-6770 or visit www.greenbiz.ca.gov.

Hypnotic Vacations for Re-energizing

By Stephanie Y. Rothman
Certified Hypnotherapist

Imagine that you are in your favorite vacation spot. It doesn't matter if you are on a tropical island, on a fishing boat in the middle of a calm lake, or climbing a steep mountain. The important thing is that you choose a place where you know you would feel refreshed and energized. Vividly imagining yourself there can give you the feeling that you really visited your favorite place. A surprising fact is that your nervous system cannot tell the difference between an imagined experience and a real-life experience! You would receive all the stress-releasing benefits of a true vacation and absolutely none of the hassles.

Hypnotic vacations are valuable because they don't cost a penny and you can take one whenever you have a few spare minutes. Going on a hypnotic vacation is much easier than you might think. Simply engage your powerful imagination and take the following steps:

1. Find a quiet place where you will not be disturbed.
2. If you enjoy music, then by all means, turn it on (I recommend music that would compliment the region you will be

visiting in your mind).

3. Make yourself as comfortable as possible.

4. (Now here's the best part): Take yourself away! Imagine you are there. Imagine it using all of your senses. What would you see? See it! What would you hear? Hear it! What would you smell? Smell it! What would you be eating? Taste it! And most important of all... what would you feel? Feel it in every fiber of your being.

5. When you feel ready to return, give yourself suggestions, such as: "I am relaxed and calm. My vacation is renewing me. I will feel as though I had the perfect week-long vacation when I open my eyes. Returning to my vacation spot (or another) will be easier and more relaxing each time. I feel great!"

Give yourself the best vacation that your imagination can create. It is wonderful to note that with each hypnotic vacation, your skills and your benefits will increase. Your travel agent might not be too happy, but your body, mind, soul and spirit will love you for it!



Stephanie Rothman



Be part of the Website Committee

The website committee meets every two weeks. To get involved, call or email Web Chair Kevin Dean at kdean@WSINetAdvantage.com

How to Shop for a Video Surveillance System

By Sammy See

Manager, Cypress Video Surveillance Systems

Video surveillance systems are among the most effective tools in deterring crime and protecting people and property.

Here is a checklist to help you select a surveillance system perfect for your needs:

1. To verify alarms

An internet-connected system is a must. There are two categories of Internet-Ready Security Digital Video Recorders (DVR), namely, standalone and PC-based. Standalone DVR looks like a traditional VCR. It has a front panel with control buttons similar to a VCR. It is easy to operate but is slower and less powerful than PC-based DVR. PC-based DVR can be classified into Windows-based and Non-Windows based. Non-Windows based DVR is more secure but costs more. Windows-based DVR must be protected by a commercial-grade firewall because of hackers and virus threats.

2. To manage staff

A network/Internet-ready system will provide time-stamped videos showing exactly what time each employee comes in and leaves. The mere presence of a video system can correct prob-

lematic behavior of some employees.

3. To watch out for children and elderly parents

You need cameras and security DVR with audio feature that record videos with synchronized voice. It is the best way to find out if your loved ones were neglected or verbally abused while you were out.

4. To monitor area and follow target's movement

A Pan-Tilt-Zoom (PTZ) camera lets you control the camera remotely and focus on your target. However, a good PTZ camera costs \$1,500 or more.

5. To allow customers view cameras through the Internet simultaneously

Many customers of daycare centers, preschools, retirement homes, etc, are willing to pay a small monthly fee to be able to view their loved ones remotely. It is a win-win situation because the customers get peace of mind and the institutions get additional revenue.

6. To secure home

The easiest way is to install a vandal-proof outdoor camera with a field-of-view that covers your driveway area. Any vandalism, break-in of the house/car or kidnapping attempts will be re-

corded. By limiting the field-of-view to your own driveway area, you can alleviate concerns that you may be prying into the private life of your neighbors.

After you decide what you need, select a company that specializes in security video surveillance systems. This is extremely important because installation and configuration of Internet-connected digital video surveillance system requires knowledge of computer networks, firewalls, routers and Internet TCP/IP. They can recommend what cameras are best for you, depending on lighting condition, areas to be monitored, what images needed to be captured, etc.

Gone were the days when installation of closed-circuit TV (CCTV) was just a simple matter of connecting a few cameras and a time-lapse VCR together by an alarm company installer. Now, installation of a digital CCTV involves a network engineer. A specialized video surveillance system company will give you the best selection, price and service.

For more information about Cypress Video Surveillance Systems, please contact Sammy See at (510) 668-1330 or visit the company's website at www.CypressCreation.com.

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Government Affairs —

from page 1

serve. The city has reduced the budget for road maintenance by one million dollars, cut all funding for Alameda County Library hours, reduced police and fire services, and implemented a number of other drastic measures. Keeping all this in mind, \$492,600 starts to mean quite a bit.

Under normal circumstances, I would say that giving employees COLA is a fair thing to do. People deserve to retain the purchasing power of their incomes from year to year and it is in the best interest of the employer to do so. Generally speaking, employees who are satisfied with their pay are more productive and stay at their jobs longer.

Teamster's Local 856 and FACE (Fremont Association of City Employees) represent a broad base of city workers including city dispatchers, jail attendants, animal shelter workers, Community Service Officers (CSOs), clerical support staff, code enforcement officers, park rangers and planners. These unions represent some of the only employees in the city that do not have a negotiated pay agreement. Most other bargaining units negotiated deals in 2000 that call for yearly pay increases that expire in 2006. The deals the Council approved on July 5 merely bring the deals for these two groups in line with the other bargaining units in the city. In most circumstances, this is the fair thing to do and it makes sense.

So why do we oppose something that is fair? The answer is that fair gets thrown out the window when the city is in the budget situation it is in. It is not fair that the city has cut over 200 positions and well over \$20 million from the budget in the past three years and still has to make cuts. It is not fair for people to drive down Stevenson Boulevard and hit pothole after pothole because there isn't enough money to fix the roads. It is not fair for seniors to pay more for services and more for their meals when they live on fixed incomes that just barely get them by. It is not fair to our children that the police and fire

departments cannot give them the programs that are proven to keep them out of trouble and safe as they grow up because their budgets don't allow it. All of those things are unfair, but they are part of the reality that Fremont is faced with.

Since the dot-com bust in the early 2000's, many employees in both the public and private sectors have been laid off, taken pay cuts, seen their pensions disappear and been forced to pay higher premiums for health care coverage for their families. They have seen their quality of life reduced by being forced to commute from Tracy, Fairfield and Stockton everyday in order to stay afloat. Despite the fact that reduced compensation and longer commutes are a reality for a lot of workers, it is something that people had been forced to endure.

The city, the Chamber and the everyday resident all have a stake in the city. We all want what is best for the city and we would all prefer to work together and help the city become an even better place to live.

Since November 2004, the city has made a commitment to engaging the public. They want to understand the needs and wishes of the public so they can better understand how they can serve the public. I applaud the city for this and I think that in the end, these efforts will produce positive results. However, in the case of the pay increase, the city does not understand how the public will view this issue.

There is no doubt that many Fremont residents will view the city giving employees a pay increase at a time when services are being drastically cut as ill-timed and out of step.

The average worker who has not seen a raise in years and has seen other forms of compensation disappear has a hard time understanding how the city can give employees raises when it cannot afford to do so many things.

Unfortunately, that is the decision that was made, and that is the decision we all have to live with. Hopefully, we can figure out a way to be

on the same page and figure a way out of the city's troubles together.

Chamber's Board of Directors Votes on Bills

AB 48 (Lieber) - Minimum wage increase - OPPOSE

The Board of Directors of Fremont Chamber of Commerce voted to OPPOSE AB 48 (Lieber), a bill that proposes to increase California's minimum wage from \$6.75 to \$7.75 and increase the minimum wage every year based on an inflation multiplier.

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

Amtrak Funding - SUPPORT

As a critical piece to the transportation infrastructure to the Bay Area, the Board of Directors voted to SUPPORT continued funding for Amtrak. This position comes as a response to the House Appropriations sub-committee proposal to reduce Amtrak funding from \$1.2 billion in the fiscal year of 2004 to \$550 million in the fiscal year of 2005. Critics believe that reducing funding down to \$550 million will bankrupt Amtrak, taking a valuable transportation option away from travelers.

Amtrak services 40,000 riders annually at the Fremont train station on Fremont Boulevard alone. Equally as important is that the Capitol Corridor, a train service that runs from San Jose to Sacramento, uses Amtrak operators and trains at a reduced cost. Without Amtrak, the Capitol Corridor would face a difficult time keeping its doors open. The Chamber recognizes the im-

portance of Amtrak to the city and strongly believes that transit options need to be supported.

Postal Rate Increase - OPPOSE

The Board of Directors unanimously voted to OPPOSE the Postmaster General's postage rate increase request that will take effect as early as January 2006. The two cent increase, from \$.37 to \$.39, is aimed at paying a \$3.1 billion annual escrow payment the United States Postal Service (USPS) makes to civil service retirements every year. It was found in 2002 that the retirement fund was being overfunded and the escrow payment was not needed. In response, Congress suspended the payment, but this suspension will end in 2006. If the payment is not required, the Postmaster General has said he will withdraw the rate increase. This increase is separate from the cost of living increase the USPS will most likely ask for within the next year or two.

A two cent postage increase can cost the average Fremont businesses \$200 a year. The Chamber itself, which mails the Fremont Business Review to nearly 2,000 individuals a month, would see a significant increase to its mailing costs.

For more information about government affairs issues, please contact Billy Sandbrink at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.

Are you linked?

Members are linked to our online business directory at fremontbusiness.com
Make sure you update your link info: fmtcc@fremontbusiness.com



FCCTV: Fremont Chamber of Commerce Television Opportunities for Resource Conservation

Recycling of newspapers, aluminum cans and glass bottles for many of us has become a habit. We are used to dependable waste services workers coming to our houses or businesses and picking up recyclable materials. Is it all we can do to reduce the waste in our area and contribute to a clean environment? KK Kaneshiro, director of member services and host of the

Fremont Chamber of Commerce television show (FCCTV) interviews David Langer, general manager of BFI/Allied Waste Services. Langer describes different types of the recycling programs and explains importance of the support from local residents. He also gives some tips on organizing recycling activities in a household or a commercial operation.

FCCTV Schedule:

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

Newark-
Ch 27 Fri 5 p.m.

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

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

Hayward, San Leandro,

San Lorenzo and Castro Valley-

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

Would you like to be a guest? FCCTV now airs 82 times per month in eight cities and reaches over half a million homes. Call KK at (510) 795-2244, ext 101

Ground Coupled Heat Pump



Illustration courtesy of MBT Architecture A Ground Coupled Heat Pump is a geothermal system that takes advantage of the solar energy stored beneath the earth's surface using a ground loop where the energy will be absorbed or released. It is an electrically run system that draws heat in the winter and cooling in the summer.

Alternative Energy —

from page 4

ing included classes about sustainable manufacturing process, sustainability enhancement training, and sustainable building.

In addition, the college is embarking on the construction of a new campus. The Ohlone College Newark Center for Health Sciences and Technology is a manifestation of Ohlone's environmental sustainability efforts in every way. The academic programs

are aimed at emerging businesses and communities, especially serving the Silicon Valley technology sector and Bay Area urban base surrounding it. The campus facilities will be LEED certified (Leadership in Energy and Environmental Design) and are designed to be more than a static environment, but to be part of the curriculum itself.

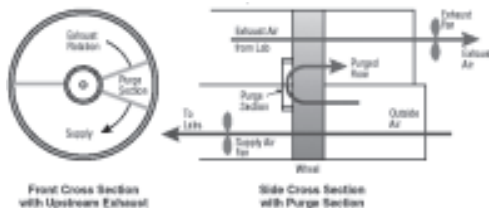
Alternative energy sources such as

Enthalpy heat exchangers and Ground Coupled Heat Pump have been integrated into the Newark Center building design to supplement standard heating and air conditioning systems. These systems provide reduced operating costs, greater system efficiency, and reduce the consumption on non-renewable energy sources.

The rehabilitation and new construction at the Fremont Campus will also be LEED certified. Integrating aspects of sustainability into this effort will be an ongoing and evolving effort.

We hope that the sustainability integration in the training courses and operations of the Ohlone College will have a lasting impact on the community. Matching efforts from local organizations will ensure that we will conserve our resources and have a clean environment.

For more information about the sustainability programs at Ohlone College, please contact Grant Project Director Bob Lobue at (510) 979-7942 or blobue@ohlone.edu.



Enthalpy heat exchangers transfer heat and moisture between building exhaust air and incoming air. During the winter, energy conservation results when heat from exhaust air preheats incoming air. During the summer, the humidity and temperature of incoming air is reduced by the heat exchanger reducing the cooling load on the air conditioning system.

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The solar array at the Fremont Hall of Justice

Solar Power —

from page 1

Resource Conservation and Recycling program that works to ensure that the county facilities are constructed and operated in a sustainable manner. This is accomplished by implementing programs to reduce the amount of waste generated, to reuse and recycle materials and equipment, to encourage market growth for environmentally preferable products, and to support the implementation of green operating practices. Last year alone, the county reduced their operating expenses by \$400,000 by operating more sustainably.

Today the Hall of Justice recycles paper, cardboard, bottles and cans, yard waste, furniture, electronic equipment, toner cartridges, and batteries,

among other things. In addition, staff is encouraged to reduce their waste by printing and copying on two sides and to close the loop by purchasing paper and other products made with recycled content.

Alameda County's support of clean technologies and resource conservation demonstrates their commitment to the health and quality of life of the county residents, the broader community, and the entire region along with providing fiscally sound services. With the installation of these solar

projects, Alameda County leads the nation's counties in terms of solar deployment; no other local government has matched this achievement.

For more information about Alameda County's resource conservation programs, please contact Matt Muniz, Energy Program Manager (510) 208-9518 or Carolyn Bloede, Resource Conservation and Recycling Program Manager (510) 208-9521.

Do you want to be an Ambassador?

Ambassadors attend Mixers, help out at Ribbon Cuttings, mentor new Chamber members and get to wear cool burgundy jackets!

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And ... for every website purchased by a Fremont Chamber of Commerce member, WSI will donate \$50 to the 2005 Firefighter Combat Challenge Fund