

BUSINESS REVIEW

Carpe Diem

Seize the Day, p.7

Time Management

During a remodel: Not like on TV, p.8

Getting Things Done

Don't Touch Things Too Often, p.7

VOLUME 10,
NUMBER 5

Timing is Everything

August
2009

Planning Your Retirement: Time Well Spent



By Alex Quan

Heavyside Wealth Management

According to a recent study by the Employee Benefit Research Institute, for men age 69 in 2009 retiring in this year, they will need \$134,000 to \$378,000 in savings to cover health care premiums and out-of-pocket expenses in retirement. The costs are even higher for women mainly due to longer life expectancies; women will need \$164,000 to \$450,000 to cover these expenses.

Individuals currently age 55 and retiring at 69 in 2019 will need even more money -- \$225,000 to \$634,000 for men and \$275,000 to \$754,000 for women. Actual costs are likely to be higher as this study does not include long term care expenses and the fact that many individuals retire prior to becoming eligible for Medicare.

Lack of adequate savings, rising health care costs, and uncer-

—Retirement

page 2

Membership Benefit: MEMBER SPOTLIGHT

This issue marks the introduction of a new member benefit: **Member Spotlight!** Each month in the *Business Review*, we will place one of our members in the "spotlight." It is your opportunity to tell us about your business, your goals, how you measure success, and to let us get to know a little about what makes you tick!

How do you get to be in the spotlight, you ask? By attending our mixers! Each month, we will pick a business card at one of our mixers and the business picked will be "spotlighted"

in the next month's Business Review.

We hope you enjoy reading this new feature. We'd love to hear your feedback about the questions we are asking. If there is a question we are not asking that you'd like us to ask, please submit it to KK Kaneshiro at kkaneshiro@fremontbusiness.com.

This month's spotlighted member is Amanda Chun of Dynamic Solutions. Happy reading!

—Spotlight: Amanda Chun

page 5

Time Management: Tips from a Recovering Perfectionist



By Dr. Raj Salwan
American Animal Care

"The key is not spending time, but investing it." Stephen Covey

As I sit here, I have two columns to write, twenty seven immediate tasks to complete, two meetings to attend, three kids to help care for, many appointments to see, two large surgeries to perform, and the largest private veterinary hospital in the Bay Area to run. I have developed a few strategies to manage time. Unfortunately, I have learned to manage my time the hard way, and my experience has been my teacher.

Here are my top tips for getting things done:

1. Be action oriented.

When presented with a task or problem, I always ask myself, what actions do I need to take? If the action required takes less than 2 minutes, I do it now. If the action will take longer,

I will write it down immediately on my to-do list. Indecisiveness can eat up a lot of your time and is a futile exercise.

2. Don't be a perfectionist.

We are all afflicted to varying degrees with the need to be perfect in some task. Perfectionists are the enemy of time management. I've found that the more educated or "specialized" a person, the worse he or she is affected with this disease. Perfectionists tend to have this belief that only they know how to do something properly. Perfectionists often hide their illness by saying, "I just want to make sure everything is ready," or "I want it to be done right." They have a hard time letting go.

I confess that I am a recovering

"perfectionist," and recovering from it is a work in progress. Remember that "perfection is the enemy of good." For the record, I'm not giving anyone permission to do sloppy work. I'm just allowing some of you to ease up a little on yourselves.

3. Always prioritize.

All tasks do not have the same priority. I always prioritize my tasks from high to low. I fully realize that I will not be able to complete every task for the day. To be highly effective, always focus on getting the top two or three tasks of the day done first. These top tasks will give you 80% effectiveness. You will be surprised to know that act-

—Time Management

page 6

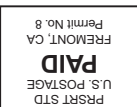
Also Inside the Fremont Business Review

Guest Editor message.....2
Calendar of Events.....3
Event Planning.....3
Anniversaries/New Members...4
Editorial Calendar.....4
Connection Clubs.....5
Business Lunch.....5
Business District Calendar..5
Member News.....6
Carpe Diem.....7
Getting Things Done.....7
Tips for A Remodel.....8
Take Control of Your Time.....8

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

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Business News?
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Visit www.fremontbusiness.com



Fremont Chamber of Commerce
39488 Stevenson Place, Suite 100
Fremont, CA 94539



FREMONT
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2009 – 2010

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Top
of the
Week
REPORT

Linking the Business Community

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



Message from the Guest Editor

Time Management!

Welcome to our Time Management issue of the *Business Review*. My background is in technology; I started teaching people computer programming in junior high. Since then I've obtained my Masters in Computer Science, done research at Stanford and spent many,

many years working at Silicon Valley technology companies. This eventually led to founding Dark Indigo, Inc. in 2003. Over that time, computers have continually promised to make our lives simpler. However, instead of delivering a Jetson's lifestyle, they have conspired to become our new slave drivers!

Anybody involved in a small business has too much to do and too little time. If you're anything like me, you will get a call, email or SMS before you complete reading this article that will expand your to-do list and wreck your carefully planned day. Having clear goals can help keep you focused on what is important to moving your business forward. I have a hard time saying NO. I know a lot of others suffer from the same problem but that is a requirement if you want to survive in our fast-paced world.

The articles in this issue of the *Business Review* offer a range of techniques and pointers for managing time in various situations. Once you've read all these articles and refined your time management skills, in particu-

lar prioritizing tasks and saying no, you can look to technology to keep you on top of things. When I talk about using technology, most people immediately assume I'm talking about a new fangled Web 3.0 super gizmo. They suspiciously fear that I'm about to try and sell them something. The truth is that I believe in technology that works. Start with a pen, a pad and a system. That may be all you need. When you've used the system for some time and find you need more features, you will have a better idea of what you need. Picking products and solutions is a lot easier when you have a good understanding of the problem.

Good time management is good for your health. Not having to keep all those important details floating around your head removes a lot of stress from your life. Having the confidence to know that nothing is slipping through the cracks lets you focus on what you need to do, whether that is pounding out an article for the *Business Review* or watching a movie with the kids.

I hope you find the articles I've collected helpful in handling the deluge of tasks we face daily. Thanks go out to Gerry McFaul, David Afana, Anna Jacoby, Rochelle Valadez, Heavyside Wealth Management, Dr. Raj Salwan and lastly, Nina, who inspired me to write an article about her rule of touching things only once.

“If you're anything like me, you will get a call, email or SMS before you complete reading this article that will expand your to-do list and wreck your carefully planned day.”

Enjoy,
Brendon Whateley,
CEO, Dark Indigo, Inc.



“The ‘buy, hold, forget, and pray’ strategy simply does not work.”

Retirement—

from page 1

tainty around how much the government will provide combine to create a potential perfect storm for retirees. It's never too early to start planning, saving, and investing wisely for retirement. The earlier you start, the more time you have to build wealth. For example, saving just \$300 per month and investing wisely will get you \$227,811 in 20 years and \$678,146 in 30 years.

Building wealth is more than just saving. It involves planning, smart investing, monitoring, and review. The old conventional wisdom of saving, investing in mutual funds, and then forgetting about it has been shown to be too risky. The “buy, hold, forget, and pray” strategy simply does not work.

Building wealth requires time, passion, and expertise. If you don't have all three, please seek professional help. We live in challenging times and the issue of health care costs in our retirement is something we can and must do something about. A well designed financial life plan and smart investing will ensure a worry-free and fun-filled retirement.

Alex Quan, M.B.A., is Chief Investment Officer at Heavyside Wealth Management, a Fremont-based independent fee-only wealth management firm. They do not take sales commissions and charge only for their time helping you. Alex can be reached at (510) 380-8810 or alex@heavysidewealth.com.



Member News

The Fremont Chamber publishes our members' noteworthy news: milestones, community involvement, industry awards and accomplishments, and press releases.

Fremont Chamber members: email your newsworthy articles to Nina Moore at nmoore@fremontbusiness.com. Email hi-resolution (200 dpi or more) images in TIFF, JPEG, or PDF to Napoleon Batalao at nbatalao@fremontbusiness.com

Event Planning: Managing your Time and Your Budget



By Rochelle Valadez
Designer Events

The most important thing to think about (possibly without even knowing it) when you are planning an event is the "WHY." What makes each event special is the reason you are holding the event.

People throw events for many reasons: to celebrate a special occasion, to show appreciation for someone or something, to recognize an accomplishment, to make a statement, to publicize, to fundraise. When choosing the theme/décor, we usually take into account the reason for the event. It obviously has to be appropriate. Then we think of the food, drinks, and entertainment.

The reason for the event can also influence the event budget because it influences what you want to spend - as well as the source of funds that may be available. Do people want to chip in? Will there be co-sponsors, donors, investors?

Sometimes you may be the person throwing the event, sometimes it is a committee, and sometimes you might hire a planner. Either way, we all want our events to be a great success.

So how do you make an event a successful one?

- First, determine what you are trying to accomplish.
- Next, create a committee or find some assistants (who will take care of the details such as RSVP's).
- Be aware of your time constraints! Sometimes it is hard for people to gauge the amount of time it takes to put together an event. You also have to consider the rental, catering, venue, and attendee availability when determining how far in advance you need to plan.
- Compile an invitee list.
- Decide on at least 3-5 venues and request pricing.
- Decide on the type of food and drinks you want. Will this be

- a sit-down dinner or a cocktail hour?
- Now for the BUDGET! (The Dreaded Budget - I KNOW!!)
- Talk to everyone you know and see what they can pitch in before your chip away at your budget.
- Get the best for your budget by shopping around. Ask for discounts - you may just get them.
- Be clear on what you will spend for each category (e.g., food, drinks, entertainment)
- Be aware of what the ACTUAL cost is before you finalize the budget: How many bottles of wine do you need? How many glasses are in each bottle?
- Reserve - Reserve the vendors you plan on using.
- Implement - Time to send out the invitations.
- Have a system to track vendors: names of those you spoke with and notes of each conversation for future reference.
- Designate helpers for the day of the event to make sure vendors show up and are on time, and that decorations have been completed at least one hour before start time.

There is so much to planning an event and the chance that you know someone who is celebrating, recognizing, or raising money for a charity is huge! That is why

professional event planners exist; we can do it full time! Decide on what your time is worth. Do you have enough free time to call vendors to compare prices and negotiate? If you take the time to look at all there is to do to create a successful event, it may be a no-brainer to hire someone and it may not be as expensive as you think.

Whether you do it yourself or hire someone, I hope the steps listed above can help you. Happy Planning!

Rochelle Valadez, the owner of Designer Events, fell in love with event planning while managing functions at her previous company's offices in London, New York, Los Angeles, and Palo Alto. It was then that Rochelle discovered her passion for creating lifelong memories that others and their loved ones would enjoy for years to come. At Designer Events, helping you express your love and appreciation for another is the most satisfying job there is. We relish the diversity of the events we plan, thrive in the fast-paced nature of our craft, and share the desire to exceed your expectations.

You can contact Rochelle at 510-371-2083, rochelle@designerevents.net or visit her website at www.designerevents.net and read her blog at http://designereventsllc.blogspot.com/

"Sometimes it is hard for people to gauge the amount of time it takes to put together an event."

Host a Mixer

Mixers are a great way to showcase your business and network with potential clients.

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2009-2010. Mixers are networking events held on the 2nd & 4th Wednesday of each month (exception Feb., Nov., & Dec.); and once a quarter we produce one lunchtime mixer. Call now to see what dates are still available in 2009 or plan ahead and reserve a date in 2010.

Check out our online calendar for the latest information on mixers at www.fremontbusiness.com



August

- 1-2 **Fremont Festival of the Arts**
10 a.m. - 6 p.m.
Central Fremont, Paseo Padre Pkwy @ Walnut Ave.
- 3-7 **Chamber Offices Closed**
- 12 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Pacific Commons Mixer**
5-7 p.m., Linens 'N Things building, 43756 Christy St.
Great shops, great shopping, and great dining can be found at Pacific Commons, Fremont's premiere shopping center.
- 13 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 14 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- Fremont Day at the A's**
7:05 p.m., A's vs. Chicago White Sox
- 19 **Connection Club Leaders meeting**
8 a.m., Chamber Conference Room
- 18 **Leadership Fremont Steering Committee**
8 a.m., Chamber Conference Room
- 26 **Finance Committee Meeting**
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Red Wolf Productions Mixer**
5-7 p.m., 42307 Osgood Rd, Studio H, Fremont
Phone: (510) 438-9144, Website: www.redwolf.tv
Red Wolf Productions is the Bay Area leader in creative digital media and television advertising. Whether you need stunning web content, corporate training DVDs, cable and/or broadcast commercials, infomercials, television programming, or feature length digital films, their award-winning team can help.

September (Partial)

- 1 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 2 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
- 3 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 8 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 9 **Carlton Plaza of Fremont**
5-7 p.m., 3800 Walnut Ave., Fremont
Phone: (510) 505-0555
You will experience a warm and elegant environment at Carlton Plaza Fremont, an active independent and assisted living community designed for living. The Carlton Senior Living experience begins the moment you move in, and their move-in consultation ensures a plan is in place for each resident's personal health care needs.
- 10 **Leadership Fremont Class of 2010 Orientation**
8:30 a.m. - 5 p.m., Chamber Conference Room
- 11 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 15 **Fremont City Council Work Session**
Time tbd., City Council Chambers
- 16 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Member Briefing**
11:30 a.m., Chamber Conference Room
- 17 **Leadership Fremont Class of 2010 Session**
8:30 a.m. - 5 p.m., Chamber Conference Room

New Members

Attorneys

Leon J. Mezzetti Law Offices, P.C.

Maya Mezzetti
39300 Civic Center Dr., Ste. 260
Fremont, CA 94538
(510) 791-1836
maya@mezzetilawoffices.com
www.mezzetti.com

Business Consulting

Center for Behavioral Safety, LLC

Thomas Boyce
P.O. Box 943
Newark, CA 94560
(775) 232-3099
ted.boyce@cbsafety.com
www.cbsafety.com

Contractors - Home Improvement

Grout Pro of NorCal Inc.

Duane Dunivan
2600 Coon Creek Rd.
Greenwood, CA 95635
(530) 823-1950
groutproinc@gmail.com
www.groutpro.com

Ice Cream & Frozen Desserts-Dealers

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Claire Meager
43423 Mission Blvd.
Fremont, CA 94539
(510) 715-7682
cmeager@sbcglobal.net
www.pinkswirlfrozenyogurt.com

Financial Planners & Services

Heaviside Wealth Management

Alan Gillette
39500 Stevenson Pl., Ste. 203
Fremont, CA 94539
(510) 501-1373
alan@heavisidewealth.com
www.heavisidewealth.com
We provide wealth management services to businesses and individuals.
We are a fee-only wealth manager, which means that we receive no commission on any financial products we recommend. Our mission is to continually enhance the financial health of our clients by providing superior wealth management services with unwavering integrity.

Nonprofit Organizations

Alameda County Vocational Program

Theresa Razzano
333 Hegenberger Rd., Ste. 600
Oakland, CA 94624
(510) 383-1600
tlazzari-razzano@acbhcs.org

Restaurants

Miso Japanese Restaurant

Mike Zhu
3810 Mowry Ave.
Fremont, CA 94538
(510) 745-8671
mikezhu79@hotmail.com

Signs & Banners

Classic Graphics

Tracey Lewis
7969 Enterprise Dr.
Newark, CA 94560
(510) 744-2190
tlewis@classicgraphicsbodyshop.com
www.classicgraphicsbodyshop.com
Established in 1992, we are a paint, body repair, fabrication shop. We can create and make vehicle wraps, decals, signs, banners and are capable of doing large format digital printing and more!

Anniversaries

40+ Years

James W. Lopes, Orchardist

20+ Years

Bart Anderson & Co, CPA's
Hilton Newark/Fremont
Niles Merchant Association
Realty World-Viking Realty

15+ Years

A & R Booth Rental
Advisory Financial Consultants, Inc.
M-1 Mercedes Only
Mission Valley ROP
Quality Transport, Inc./Truck Rail Handling, Inc.
Raley's Supermarket
RK Electric, Inc.

10+ Years

Alameda County Community Food Bank
Clean Sciences, Inc.
Fremont Bank
James R. Griffin, Inc.
Karen's Word Processing Service
Massimo's
San Francisco Business Times
Ustun Inan

5+ Years

Aria Printing @ the UPS Store
Child, Family & Community Services, Inc.
Custom Exteriors

Happy Fish Swim School
HERS Breast Cancer Foundation
Hope Station
Papillon Restaurant
Rental Housing Owners Assn.-S. Alameda
Scorco Chiropractic
Soroptomist Int'l of the Tri-Cities

2+ Years

BIG Design, Inc.
Citibank- Christy St. Branch
CM IT Solutions
Entourage Hair Design
The Entrepreneur's Source
Jackson Project Services
Regis Homes of Northern California
Retail Tenant Source-Scott Capen
Service Master Commercial Cleaning Services
Titan's Kingdom Doggie Daycare & Vacationing
Wal-Mart- Albrae St.
Wal-Mart- Osgood Rd.

1 Year

Abode Services
Glacier Ice Company
Holiday Inn Express-Fremont
AAUW Fremont Branch
BScaler, Inc.

Congratulations to all our Chamber members who have reached these milestones

A's Fremont Day

Friday
August 14, 2009
vs.
Chicago White Sox
7:05pm

\$5 from each ticket sold will benefit the Fremont Education Foundation, Dollars for Scholars, and the Washington Hospital Healthcare Foundation



To place order contact:
Phil Chapman
510.638.4900 ext. 3013
pchapman@oaklandathletics.com

Join us on Friday August 14, 2009 when the A's take on the Chicago White Sox.
Game starts at 7:05pm

\$5 from each ticket sold will benefit the Fremont Education Foundation, Dollars for Scholars, and the Washington Hospital Healthcare Foundation.

To place order contact:
Phil Chapman
510.638.4900 ext. 3013
pchapman@oaklandathletics.com

Download the form at:
<http://www.fremontbusiness.com>

Fremont Business Review Editorial Calendar

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

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

SEPTEMBER 2009

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

OCTOBER 2009

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

NOVEMBER 2009

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

DECEMBER 2009

Travel Tips
Staff Consultant: Nina Moore
Guest Editor: Patricia Saunders, AAA
Deadline: 11/13/09

JANUARY 2010

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

FEBRUARY 2010

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

Become a member today!

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



Connection Clubs: Meeting Dates, Times, Places

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

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

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

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

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

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

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

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

Doing Business Over Lunch



39233 Fremont Bl.
(In the Hub)
(510) 742-6221
Open 7 Days a Week
11 am-10 pm



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



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.

Spotlight: Amanda Chun—

from page 1

Question: Please describe your business.

Response: Dynamic Solutions Realty is a Residential Real Estate Sales Brokerage specializing in Pre-Foreclosure Transactions and Senior Transition: www.amandachun.com. We are accredited by the Better Business Bureau, and I am certified as a Senior Real Estate Specialist by the California Association of Realtors and have completed Effective Negotiations training. I am also a contributing member of the Financial Abuse Strategic Team of Alameda County's Adult Protective Services and actively serve on a local Home Owner's Association Board of Directors. I tell my clients the truth about a situation and educate them about the options; which makes them feel empowered, proactive, and in control.



Question: What got you started in the business?

Response: I read the "Rich Dad, Poor Dad" series, which motivated me to buy my first condo while living on the Big Island, Hawaii. I rented out the other two rooms and became a "Rich Mama" when I did it again with a house that created five more single rentals. Although I didn't make Real Estate my "job" until moving to California in 2004, being an investor first was what really got me fired up about this career path. I am very passionate about the profession and the opportu-

nities it provides me to help people. I am a dreamer: always looking at "what could be" and the resources I can tap to solve a problem.

Question: How long have you been in business?

Response: 1 year

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

Response: I see Dynamic Solutions Realty helping many families and individuals transition into more appropriate housing. I see us adding a few more agents working full time to help clients in the Bay Area and I see us helping other complementary businesses grow their database. I pray

this business continues to be a challenging and fulfilling work environment that provides opportunities for me to grow in knowledge and character every day.

Question: How do you keep your competitive edge?

Response: I have very strong business relationships with other professionals who fill needs for my clients in areas outside of my expertise. I continue to develop those relationships and "tap" them when appropriate (which builds their business too!) I pursue continuing education in my areas of focus;

keep up-to-date on changes in codes, laws, forms; and work with the most credible and respected Pre-Foreclosure Investors in the Bay Area. I work with a team of qualified investors who purchase property for cash without title insurance, which means I must conduct a lot of detailed research to inform and protect them. This access to information, links to unique resources, and experienced analytical skills benefit all my clients!

Question: Why is your Fremont Chamber membership important to you?

Response: My Fremont Chamber membership keeps me in front of people. Real Estate is all about relationships. I have the opportunity to chat with members about everyday situations that come up, which provides me opportunities to cement my competence in the field. I love the support and "team feel" that the Chamber provides. Everyone is building each other up and looking for opportunities to grow each other's business.

Question: How do you measure success?

Response: I measure success in life as balancing my priorities in this order: God 1st, Family 2nd, Work 3rd. Success in business is having clients that recommend you to their friends and family. Referrals are the lifeblood of a lasting business, because when all the other sources have dried up, they keep coming!

Question: What was the best business advice you ever received?

Response: "Some of the best deals you do are the deals you never do." I think many people who bought in "boom

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

Calendar of Upcoming Historic District Events

- Aug. 15:** **Hot August Niles Car Show**
Sponsored by Niles Merchants Association
9 a.m. - 3 p.m.
Main Street, Niles (Fremont)
- Aug. 30:** **45th annual Niles Antique Fair and Flea Market**
Sponsored by Niles Main Street Association
6 a.m. - 4 p.m.
Main Street, Niles (Fremont)
- Sept. 20:** **Depot Days Celebration**
Sponsored by the Centerville Business & Community Association
10 a.m. - 4 p.m.
Bill Ball Plaza, 37260 Fremont Blvd., Centerville (Fremont)
- Sept. 26:** **Monument Festival**
Sponsored by the Irvington Business Association, and benefiting the Tri-City Breakfast Program
11 a.m. - 5 p.m.
Bay Street, Irvington (Fremont)
- Sept. 27:** **Fall Sidewalk Sale**
Sponsored by Niles Merchants Association
10:30 a.m. - 4:30 p.m.
Downtown Niles (Fremont)

times" and have been through foreclosure can relate to this statement. Even with your priorities straight, it is easy to try and "keep up with the Jones" in life and in business. In this field, many professionals struggle to keep transactions together at the expense of their

client's best interests. The key is knowing when to problem-solve to get it done and when to back out because it doesn't feel right or the numbers don't crunch any longer. That's when buyers and sellers really need their agent to discern and perform!

Member News

Fremont's Summer Concert Series continues in August

The 2009 Central Park Summer Concert Series, presented by *The Saddle Rack*, continues with two final concerts in August. Each concert is free and open to the public.

The concerts series will conclude on the following Thursday evenings:

Aug. 6 6:30-8:30 p.m.

Fred McCarty (Classic Rock and Country)

Aug. 13 6:30-8:30 p.m.

Top Secret (Party Band)

The Performance Pavilion is located in Central Park (Lake Elizabeth) near the Fremont Community Center, 40204 Paseo Padre Parkway. For more information, please contact the City's Parks and Recreation Department at 510-494-4300 or visit www.fremont.gov/Recreation/SummerConcert.

Washington Hospital Hosts Health Insurance Seminar

If you have lost or are losing your health insurance coverage, this seminar, scheduled from 1-3p.m. on Friday August 14th, is for

you. Learn about COBRA, unemployment insurance, children's coverage, Medi-Cal and other government-sponsored programs. The seminar will be held at Washington Hospital West, Conrad E. Anderson Auditorium. To register, contact Washington Hospital's Health Connection line at (800) 963-7070.

ABODE Services Offers Behind-the-Scenes tour of Sunrise Village Shelter

On Wednesday, August 19, from 1-2 p.m., *ABODE Services* invites you to join them for a behind-the-scenes tour of Sunrise Village emergency shelter in Fremont.

A recent report indicates that California ranks 40th out of 50 states (1=best, 50=worst) for child homelessness. The National Center on Family Homelessness reports that 1.5 million children experienced homelessness at least once during the period of the report (2005-2006 data.)

Abode Services (www.abodeservices.org) offers many options to assist families who are facing homelessness in Alameda County. If you would like to learn

how you can help, please join the tour where you will hear from a resident family and Executive Director, Louis Chicoine.

Abode Services (formerly Tri-City Homeless Coalition) is celebrating 20 years of providing services to the community. For further details about programs and services of Abode or to RSVP for a tour, please contact Carol Arata at (510) 657-7409 ext. 203 or email carata@abodeservices.org.

Sisters of the Holy Family Launches Online Auction

Beginning on August 24, the Sisters of the Holy Family will be hosting an online auction to raise money for their organization. The auction will run until September 15th, and many fun and unique items will be auctioned off. For more information, email Linda.micciche@holyfamilysisters.org or call (510) 624-4581. To participate, visit http://holyfamilysisters/cmarket.com/2009_shf_auction

SAVE Hosts 7th Annual Breakfast Eye Opener

The 7th Annual Breakfast Eye Opener, benefiting *Safe Alternatives to Violent Environments*

(*SAVE*), will be held on September 25, 2009 from 7am-9am at the *Fremont Marriott Silicon Valley*. You will be enlightened and empowered by attending this breakfast - one you don't want to skip!

This breakfast is not just a fundraiser; it's also an awareness raising event. *SAVE* aims to show ways that we, as a community, can give victims hope and the support they need to permanently break the cycle of violence. Past topics have included Teen Dating Violence, The Effect of Domestic Violence on Children, and Domestic Violence in the Workplace.

SAVE's mission is to promote alternatives to domestic violence through support services, advocacy, and education; to assist domestic violence victims and their families to end the cycle of violence. Proceeds from the Eye Opener Breakfast will help fund their continuum of free services that include a teen dating violence prevention program, an emergency shelter, drop in support groups, temporary restraining order clinics, court accompaniments, advocates in police stations to provide immediate resources to victims, community outreach and education, a children's program, employment education,

and housing assistance. With your support, *SAVE's* services will continue to aid the community at large. Tickets to this event are \$75. For more information contact Laura Schulmeister at 510-574-2266, email events@save-dv.org or visit www.save-dv.org.

Premier Ballroom Studio Announces 1st Annual Pacific Grand Ball

Don't miss the first annual Pacific Grand Ball! This ballroom and club dance competition, filled with glitz and glamour, will be held on Saturday, September 26, 2009, at *Premier Ballroom Studio*, located at 4181 Cushing Parkway in Fremont. A world class judging panel, and top Bay Area and out-of-state professional and amateur competitors will be joining this inaugural event. The former U.S. Professional Latin Bronze Medalist, Pavlo Barsuk, and his new partner will be performing an exciting Latin show in the evening session. For tickets and registration, please visit www.pacificgrandball.com or you may contact info@premierballroomstudio.com or call 510-683-9228 for more information.

Online Business Directory Referrals Report

June 2009



Total visits to fremontbusiness.com: **10,705**

Average number of monthly visits to fremontbusiness.com (6 month average): **9,932**

Total number of referrals from the website business directory: **5,929**

Each member averaged **8.81** referrals from the directory in June

Each day in May there was an average of **197** referrals from the directory

The top 150 display referrals received a total of **5,301** display referrals from the directory

The top 150 clicked on referrals received a total of **535** click thrus to their websites

The total emails sent from our directory was **32**

The total map referrals from our directory was **102**

Data Provided by ChamberWeblink

The Chamber's website averages over 9,000 unique monthly visitors who are looking for goods and services in Fremont. Chamber members are connected to them via our online Business Directory. Call KK to learn more about joining the Chamber today. (510)795-2244, ext. 103

Time Management—

from page 1

completing the top 2-3 tasks is so motivating that it will inspire you to get several easier tasks done that are lower on your list.

If I am successful in completing over 50% of the tasks that I've assigned myself, I consider myself successful. I never beat up myself for not getting something done. This only gets in the way of future tasks.

4. Delegate, Delegate, Delegate.

Delegation is an important skill for time management. If there is any of

your work that somebody else can do, then give it to them to do. People who have a problem delegating are often afflicted with underlying perfectionist tendencies. You must also believe in the people to whom you delegate. I frequently en-

counter professionals who delegate something and then hover over people trying to catch them doing something wrong. Belief in your fellow man is the magic that makes everyone want to do well.

“Perfectionists are the enemy of time management.”

5. Use your calendar.

I place any event that I've scheduled on my calendar. This has been truly life-saving and it keeps upcoming events in my mind. Google calendar is a great, free resource that can help anyone get organized.

As some wise man said, wasting your time is equal to wasting your life.

Dr Raj Salwan is a veterinarian and owner at American Animal Care in Fremont. He can be contacted at drsalwan@aol.com or by phone at 510-791-0464. To find out more about American Animal Care, visit www.americananimalcare.com



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539

Available times:

Tuesdays from 10 a.m. to 1 p.m.
Fridays from 10 a.m. to 12 noon

Carpe Diem (Seize the Day)



By **Gerry McFaul**
Qualdeval International

When KK and Nina ask you to write an article for the Chamber Newsletter, you'll save everyone's time if you simply say "Yes" to their first request. This is an undisputed fact about time and time management and what follows next is one person's perspective about time and work.

Background: Our Company is Qualdeval International and our business comprises 80% international sourcing (sheet metal, plastics, cables, etc.) and 20% consulting. We're in the office just a few hours a week and out

of the country five or six times a year - which perhaps is why KK and Nina asked "How do you organize and manage your time?"

Well, it's not through elegant technology. We utilize laptops with mobile broadband; our business cards carry our mobile phone numbers; and when traveling overseas we drop a local SIM card in our phone - simple and works great!

So, for me, Mindset and Action are the two key aspects of managing Time and Work. I hope that useful parallels can be drawn between Qualdeval and other Chamber businesses:

First Factor: Mindset

Life is great. "Really?" you say. "Really," I answer. For many of us who entered the workplace not that long ago, there was a clearly defined (mandated) expectation that we show up before 8:00, go home after 5:00, and occasionally work on the weekend. Without mobile phones, laptops or internet, we were pretty much "chained" to the office/factory/hospital/etc. Wow, just look at how things have improved! We can now work where we want, when we want, and be highly effective.

Yes, we have customers to delight and commitments to honor, but must we schedule all our activities between 8 and 5? Granted, it's not easy to change long established working habits but I'd challenge all of us to be introspective about how and why we schedule our work the way we do.

Each of us should ask, "Is this the most satisfying and productive possibility?" For those of you who have already crossed this bridge, I salute you. For the rest of us, is it possible to find motivation in the proposition that there's no longer any reason to miss your child's school trip? Or that exercising for your health and having lunch with loved ones is in fact a realistic possibility? Perhaps Christmas shopping on a clear Tuesday afternoon is a fair trade-off for the midnight calls with overseas suppliers. My point is not about whether we're working more or less hours today, but rather the "Wow" factor in the flexibili-

ty to work when and where we choose.

Second Factor: Action

Carpe Diem! There's a direct relationship between Time and Energy. We all know about Pareto's 80/20 principle. In his case he observed that 80%

of the land in Italy was owned by 20% of the population. In your case it may be that 80% of your sales come from 20% of your clients; or the last 20% of the project takes 80% of your effort. When Qualdeval was awarded our very first purchase order, I was so excited that I kept right on talking. The customer eventually interrupted with the kindly advice "once you have the order, stop selling." The point is to focus our efforts to where we can maximize a favorable outcome for the customer. That's what they want from us, nothing less and nothing more. It really is all about them.

For many of us, it's in our nature to over prepare, to consume our re-

sources anticipating every possibility, to delay launch until we feel we've got a great plan and we're in control. But to quote Dr. Claire Lewicki, "Control is an illusion." Despite our best intentions, what usually happens is more akin to the sailor who begins with a destination in mind and then has to adjust his sails to optimize progress in the conditions encountered. The point is that to be effective and achieve our goal, first we must launch and leave our safe harbor. Then, be open to making adjustments along the way. Over preparation consumes valuable resources and may keep you in the harbor while your customer has already departed on a competitor's boat.

So my message is: Carpe Diem; Seize the day; Just do it, ...and that Action breeds enthusiasm and results.

Gerry McFaul is co-founder and CEO of Qualdeval International, www.qualdeval.com. He is a member of the Chamber's Government Affairs Committee and is treasurer of Business for Good Government, a PAC of the Fremont Chamber of Commerce. He also serves as chair of FUSD's Citizen's Bond Oversight Committee and is a member of Kidango's Board of Directors. Gerry and his family have lived in Fremont for 30 years. For more info, visit www.qualdeval.com.

"We can now work where we want, when we want, and be highly effective."

Getting Things Done: Focus, Focus, Focus!

By **Brendon Whateley**
Dark Indigo

One list. Or at least the fewest possible! Before you can get anything done, you need to know what needs doing. Having too many places to look creates an additional task, making the situation worse. It becomes harder to prioritize and easier to let things slip. I find it helps to take the "must do today" items and write them down on a short list. This way I'm not overwhelmed by looking at the 5,000 item to-do list. If I'm not consistently getting through my "today list", then I need to re-evaluate if I'm being realistic.

BE REALISTIC

Reality is a hard task master. Hoping that you can get everything done just isn't a realistic plan, so don't agree to do things faster than they are possible to do. Accept what is possible. Just like negotiating a price, don't shoot yourself in the foot by being overly optimistic. I often find myself estimating how long something will take based on the best case scenario instead of building in some slack for the things that always go wrong. I have to remind myself that most customers

are equally happy with "Next Week" and "Next Month" - just so long as you deliver when you promise. And if the deadline is going to slip, tell them as soon as possible. They won't like the slip, but will like it a lot less if they don't have any time to adjust to the problem.

KEEP YOUR PRIORITIES IN FOCUS

Always do the most important task first. This is a difficult rule for me, because there is always a task I'd rather do! The reality is that having an important task hanging over your head is stressful, so accepting what is possible and doing the most important things first helps reduce stress. The better you become at managing your tasks, the better you will be at avoiding over-commitment... Well, I hope so anyway! A key item to note when prioritizing is that the most recent task someone asked for does not make it the most important. It's easy to get distracted by the latest email but you need to decide where it actually fits into your list. It might be a hot issue you need to jump on right away so it goes to the top but it might just be something you can push off until later. Priority is also related to due dates. One job may be more important but if it's not due for

two weeks, perhaps the smaller job due in two days moves higher up the list. Bearing these keys in mind will help keep you on track.

When prioritizing, we must take into account more than just work. If you value your family time, you need to prioritize time with them. It is easy for us small business people to get sucked into a vortex of work, hoping to get to our families later. Relationships need time or they go bad, so don't forget that your family and health are also important.

BE EFFICIENT - IT TAKES MORE THAN TECHNOLOGY

Once you've decided what needs doing, it's time to work efficiently. An important principle is to minimize the number of times you switch tasks or touch the same task. A good goal is to touch each task only once. Every time we start a new task, we incur costs associated with the context switch. In the same way that a pilot has to do a

pre-flight check before every flight, no matter how short, you have to put away the current task and prepare for the new task.

"An important principle is to minimize the number of times you switch tasks or touch the same task"

pre-flight check before every flight, no matter how short, you have to put away the current task and prepare for the new task. The pilot doing a lot of short flights spends much more time preparing than on a single long flight of the same distance. In the same way, the more often we stop to change tasks, the longer it will take overall and the more time wasted. It is also important to take advantage of available tools. What is a tool but something to help you get a job done? From a simple book or to-do list to complicated software, find what works for you. The big guys use work flow tools to track tasks. We smaller guys can now do the same using open source and new fangled "web 2.0" tools. They can act as glorified, multi-person, task lists. Or, use them to track a task's progress and any related items and issue reminders when items are becoming due.

EVALUATE YOURSELF

Finally, improve the process. When a project is done, hold a post-mortem to understand what went well and what needs improvement. At Dark Indigo, Inc., we have the whole team meet at the end of any project to find ways of improving our processes. That way we can minimize what slips through the cracks.

Brendon Whateley is the founder and CEO of Dark Indigo, Inc. located at 39488 Stevenson Blvd, Suite 100, Fremont. Dark Indigo builds business websites, eCommerce systems and consults with small businesses in the use of technology to solve business problems. He can be reached by phone at (650) 472-1116, by email at brendon@darkindigo.com, or visit <http://darkindigo.com>.

Top of the
Week
REPORT
Linking the Business Community

email [Napoleon Batalao](mailto:Napoleon.Batalao@fremontbusiness.com)
nbatalao@fremontbusiness.com

Time-Saving Tips for your Remodeling Project



By Anna Jacoby
Anna Jacoby Interiors

Are you planning a remodeling project this year? Congratulations! You'll soon have that beautiful new kitchen or master bath you've always wanted. Remodeling is a time-consuming process, with many details and issues to consider during the project. The more prepared you are before you begin, the smoother the project will run. Keep these tips in mind to help you budget your time and money.

1. Hire a professional. You're probably thinking you can save money by

doing the work yourself. And the truth is that you can. However, your time is valuable too. And remember that there is a learning curve while you teach yourself the skills necessary to do the work. Changing a light fixture is one thing; adding new wiring for recessed lights is something else entirely, as is setting tile, installing wood flooring and taping and texturing sheetrock. Are you confident in your skills? Do you have the time to devote to the project? If not, please hire the proper professionals. A general contractor is trained not only in construction skills, but also in how to time the project and keep it on schedule. While you may save some money by being your own general contractor, most people I know who have done this are amazed at how much scheduling is involved and how many details need to be addressed. Most end up wishing they had had some help and vow to hire a contractor the next time around.

2. Select and purchase as many of the component materials as possible before the project begins. Don't think that you can just run over to the home improvement store and pick up a house full of light fixtures in

one shot. There is a good chance the store will be out of something, or something will be on backorder, or something will come in late or damaged. If you are working on your kitchen or bath, you'll want to select all of the appliances and plumbing fixtures first, as the rooms are built around these important items. Minimize delays by storing these items at your home before the project begins.

3. Work with an interior decorator or designer. Speaking of materials selection, you can actually save time and money by working with an interior decorator or designer. We can help make sure the materials you've chosen will coordinate and work well by looking at the style of your home and the existing furnishings, talking to you about your taste, your needs and wants, and your budget. Design professionals can save you time and money by narrowing down your myriad choices and helping you make decisions quickly. We also have cre-

ative ideas to help you get a unique and beautiful result, and have access to resources that you may not.

4. Plan on your project taking longer than originally anticipated.

When the general contractor estimates he will be done in two months, add a few more weeks to that deadline. This delay can be the result of several things including: weather conditions; busy subcontractors trying to squeeze you into their schedule; parts that have to be ordered; changes that you decide to make to the project; unforeseen problems with plumbing or wiring; or any number of other small issues. It is simply the nature of the remodeling process that it takes a long time. It's not like on TV where the kitchen appears to be completed in 30 minutes! My favorite design shows on HGTV often tell the viewers how long the project actually took—six months for a

kitchen remodel is not uncommon.

By having realistic expectations about how long the project will take, being as prepared as possible before the job begins, and getting the help you need, you will enjoy the process more and will be assured of a great result.

Anna Jacoby is the owner of Anna Jacoby Interiors in Fremont. Since launching her business in 2000, she has helped hundreds of clients decorate and redesign their homes. She teaches decorating classes to homeowners, and also offers professional seminars to those desiring to open their own redesign business. Her own remodeled kitchen has been featured in two national magazines, and she wrote a bi-weekly decorating column called "Real Life Rooms" that appeared in five Bay Area newspapers from 2003-2008. Anna serves as Vice Director of the Board of Directors of IRIS (Interior Redesign and Staging Industry Specialists.) You can contact Anna at 510-490-0379, and visit her websites at www.AnnajacobyInteriors.com and www.RedesignBusinessTraining.com.

"It's not like on TV where the kitchen appears to be completed in 30 minutes!"

Taking Control of Your Time Before It Takes Control of You



By David Afana
Afana Enterprises

Are you consistently finding that you don't have enough time to get the things done that you have to do? Are the distractions of life preventing you from having a productive day and accomplishing what you have set out to do?

Perhaps this is because all of life's opportunities allow for an exponential number of distractions. In more concrete terms, perhaps you are automatically reacting to things based on the most recent items that you've added to your to-do list. We begin to feel guilty and ineffective because of the never-ending cycle of always having more to get done in the time allotted. This can create "process paralysis."

So, let's talk about some possible remedies to overcoming life's challenges. First, ask yourself what is truly

important and how does the task at hand meet what you are trying to accomplish. Then, take some time to evaluate how your time is really being spent.

"Time Management" is a product of "Self Management." Time management is not about finding more time to get things done, but more about what you must do to become more effective with the time you have - "24 Hours". Focus on accomplishing specific tasks in a reasonable time. Try devoting 50 minutes to a specific task and then allow for 10 minutes of unfocused time to give yourself a break every hour. List your priorities in the following categories: emotional (such as "feeling successful"); physical (such as your workout regimen); and mental (such as learning a new language or solving a problem). Now prioritize the work that has to get done.

Next, evaluate how you are allocating your time. Consider the 80/20 Rule: 80% of the effort will produce 20% of the desired result. The opposite is also true: 20% of your effort will produce 80% of the desired result. Focus on your strengths and not your weaknesses. Always balance the "Have To's" and the "Want To's". Remember to set personal boundaries for yourself regarding unnecessary non-productive tasks. Become comfortable

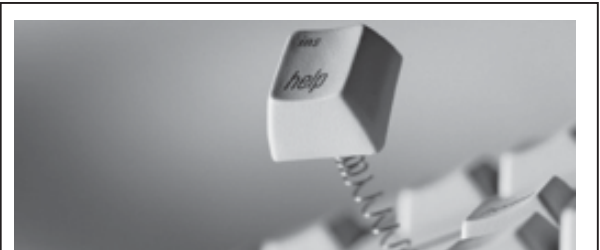
with saying "No" to unnecessary tasks with lesser priority. Get creative with your priority list and streamline your best efforts.

Now put things into perspective: calculate the value of your time. Most of us know how much an hour of our time should be worth (based on our salary divided by a 40-hour work week, or based on competitive salaries in our industry, etc). If you find yourself spending your time on non-productive tasks, you might want to think twice about how you might be spending your time and how much value of your time you are losing.

I hope this article has provided you with some ideas about how to reevaluate your schedule and some possible techniques that might allow you to take control of your time before it takes control of you.

As the founder and owner of Afana Enterprises, David Afana has been assisting local small to medium size businesses with an affordable total online advertising solution to promote their businesses via the Internet by connecting with local consumers. David has been a member of the Fremont Chamber of Commerce since January 2008. Please feel free to contact David at david@afanaenterprises.com or visit his website at www.afanaenterprises.com.

"Time Management" is a product of "Self Management"



Ask SCORE: Business questions answered via email

The Fremont Chamber of Commerce and SCORE are working together to provide you with assistance to make your business successful. One is through the advice offered by SCORE to both current businesses and startups regarding marketing, sales, finance, management, and human resource issues. SCORE can help you achieve the business success you are seeking by avoiding the daily pit-

falls you may encounter. SCORE counselors are now accepting your questions via email and will publish the answer to one question in each issue of the Fremont Business Review. Please send your question to score@fremontbusiness.com. Please be sure to include your name, address and phone number. Anonymous emails will not be published.

email your business related questions to:
score@fremontbusiness.com

Did you know?

Nina Moore, the Chamber's Director of Government and Community Affairs, is the staff member responsible for tracking legislation, ballot measures, proposed regulations and policies, economic development efforts, and other business climate issues and bringing them to the Government Affairs Committee for discussion. But anyone can bring us an issue. If there is something you want the Committee to look into or take a position on, give Nina a call at (510) 795-2244 or email nmoore@fremontbusiness.com.