

BUSINESS REVIEW

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Traveling with a laptop

Don't get owned on the road, p.4

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VOLUME 10,
NUMBER 8

Ho Ho Ho!

Around the World We Go

December
2009

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Business Marketplace 2010

Getting the most out of Trade Shows...

With the Chamber's annual Business Marketplace just weeks away, it's not too early to begin to prepare. The 2010 Business Marketplace will be held Thursday, January 28th and is presented by Kaiser Permanente. With the show open from 4:30 p.m. until 7:00 p.m., attendees will 2 ½ hours to browse the more than 50 Chamber member booths to discover new products and services to meet their personal and professional needs. This year's show will also feature tasty samples from some of the areas leading restaurants and caterers.

Whether you are exhibiting in the Business Marketplace or plan to attend, there are a number of tips and techniques we have to share with you

to make your participation as productive as possible.

Exhibitor's Tips:

A lot of time and money is invested in your participation in a trade show, so in order to get your money's worth you must employ every tactic to reach out and engage those as they pass your booth.

Trade shows can be extremely effective outlets to showcase your products and services to large numbers of customers. Once you have decided to participate in a show, prepare to exploit the opportunity. What's your budget? Booth design? Signage? Special promotions? Giveaways (always bring more foot traffic to your

booth)? Product demonstrations? How will you execute your presentation? Always sweat the details before you arrive at the trade show.

• **Remember the show attendees are the decision makers** or influencers that plan to make a purchase within the next 12 months.

• **When anyone shows interest**



in your booth approach them immediately. Don't leave people waiting or wait for them to say the first word.

—Trade Show Tips

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Bringing the Holidays with You



submitted by **Callette Nielsen**
Fremont Marriott Silicon Valley

Many families take vacations over the holidays but want to retain the warmth and festive spirit of 'home away from home' wherever they go. Experienced concierge staff can help travelers find each city's best festive dining, theater performances and holiday displays. In addition, there are a few simple steps that families can take to make their holiday stays even better, including:

- Bringing along small gifts for each member of the family (Note: Gifts that are large or very expensive should be left at home, as hotels may not have secure storage space to accommodate such needs during the holiday travel season.)

- Adding their favorite holiday songs to their MP3 players and using the hotel's in-room docking stations to enjoy the sounds of the season.
- Packing a few holiday movies for anytime play.
- Buying tickets for special performances, tours or events.
- Trying out some local seasonal treats, such as freshly roasted chestnuts in New York or handmade tamales in Arizona.
- Purchasing a few small holiday decorations that can be used in their

—Holidays Away From Home

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Hotel is Where the Heart Is?

by **Mai Yang**
W Silicon Valley

Pack your bags; you're heading to New York ... for a three-day business meeting. This may not be your ideal trip to the Big Apple so the next best thing to do is find that perfect hotel. Make your accommodations top notch and schedule meetings that will create memories for the attendees rather than

having them solely concentrate on the flipchart notes. It doesn't take that much effort to make this happen.

Those who frequently travel on business want the feeling of being home; a place that is inviting, comfortable and familiar. Creating this

—Personalized Hotel Service

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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.

Chairman's Message

Toward the end of 2008, I was speaking (listening actually) with a local small business person. It was twenty minutes of the most depressing monologue of 2008. The conversation started innocently enough.

"How is business?" he asked. After I gave an answer that was somewhat vague and politely short, I asked, "and for you?"

"Well, November and December are always slow," he said, "with everyone spending money on Christmas. January is terrible too because everyone has spent their money in December. I really don't get started until February. But that's a short month and then people are saving for taxes so that pretty much takes care of March and April. Then by the time I get going in May, people are taking off for summer vacation so that knocks out June, July and August. Most of my business came in September and October this year." He went on to tell me his business was down 40%.

The take-home point from that conversation is this: I need to work on a more effective exit line and this man was fortunate that his business was down only 40% when he basically wrote off 75% of the year.

Most of us have never experienced an economy remotely similar to this one. With rising unemployment, and to a greater extent, rising under-employment, we are even more aware that behind every business transaction there are human faces. Keeping this in mind, small business growth is imperative to rebuilding the economy and improving our mental well-being.

Before you engage your travel plans for the end of the year, consider one final push in 2009 to set your business up for 2010. Contemplate setting aside the time to start your Year-End report now. The purpose of this report is to establish where you were, where you are, and where you are going. Then you can set goals and a roadmap to get there.

The Year-End report should include:

- Your mission statement
- A brief history of your business
- Year end statistics to compare to the previous year
- Analysis of overhead expenses
- Analysis of marketing programs
- A 2010 calendar of events containing marketing events, vacations, community activities, etc.
- Goals for 2010



by Melissa Fields, BJ Travel

With many of you traveling somewhere during the holiday season, here are some simple tips that can help avoid stress wherever and however you are going:

1. **Know your cancellation policies** – The unexpected can happen. Look into purchasing insurance for non-refundable trip plans.
2. **Fly with ease** – Reconfirm your flights 24 hours before. Most airlines charge for baggage and they give you a slight discount if you prepay online when you print your boarding pass. Have your airline's website and six digit alpha numeric confirmation number handy.
3. **Rent cars correctly** – When you pick up the car, someone should walk through with you to check for any dings or scratches. When dropping it off at the end of your trip, an employee should go through it again. If no employee is present, be sure to take pictures for your records.
4. **Get to the port on time** – Arrive one day

With the lessons learned in the past few years, it's important to take a close look at the return on investment (ROI) of each marketing program. Then ask the following three questions. What do we need to start doing? What do we need to stop doing? What do we need to keep doing?

As Fremont Chamber members, we have unique opportunities to market our businesses at little or no cost. By attending a Membership Briefing, held several times throughout the year, members can learn about new benefits that are being added to help with business growth. The next Membership Briefing is February 17th, 2010. This is a good event to calendar.

One new and valuable membership benefit is the Business Building Forum (BBF). The idea behind the BBF concept is to allow our members to use the Fremont Chamber of Commerce conference room free of charge to showcase their expertise to prospective clients and other Chamber members. On December 3rd, I attended a forum presented by Dark Indigo. It was titled, "How to Get Found on the Internet." I learned important strategies to help grow my practice and I'm positive Dark Indigo will benefit from the exposure as well. The BBF is another way the Fremont Chamber provides win-win opportunities for its membership while serving the business community.

To help small businesses set their goals and roadmap for 2010, I have assembled a "Goal Setting Kit." This is available to all Fremont Chamber Members at no charge. If you would like a copy, please contact the Fremont Chamber Director of Membership Services, KK Kaneshiro (kkkaneshiro@fremontbusiness.com) or contact me directly and we will send it to you immediately.

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



Joseph Joly, D.C., Joly Chiropractic

Take the Stress Out of Travel

early for your cruise, especially for cruises in Europe and the Caribbean. If you drive to the port, some hotels offer "Park and Cruise" plans. More time equals less stress.

5. **Research visa requirements** – Some countries require visas. (China, Brazil, Kenya, Australia among others.) It is the traveler's responsibility to know the rules, and keep in mind that country rules change all the time. Check the website www.zvs.com and then follow up with a call if you have more questions: 800-843-9151.

6. **Mexico and Canada** – You must have a passport to enter these countries. There are passport cards, but they are only good for travel by land or sea. Air entry requires a passport. These rules change all the time, so keep yourself up to date, again on www.zvs.com. NEW CANADA RULE: Canada does not let anyone enter their country if they have been convicted of a misdemeanor or felony. Check their rules before planning your trip. The consulate will make exceptions, but they make no exceptions at the door.

7. **Don't get bumped from your flight** – Preprint your boarding pass online and check in at the airport early. Be sure to give yourself at least 2 hours for most domestic flights, and 3 hours for international and Hawaiian flights. The holiday lines can be very long.

8. **Make copies** – Copy important documents like passports and ID's and keep a set at home

just in case. Hide a set in your luggage just in case your wallet/purse is stolen. It will not act as ID, but it will help expedite acquiring new identification.

9. **Tell your bank you are leaving the country/state** – Your bank or credit card company may decline charges that are not in your usual spending habits. Let them know your plans. Make sure your PIN number for your ATM/Check card is the right type of number for international travel.

10. **Prepare your carry-on** – Make your carry-on a day bag. Pack medications, a change of clothes, granola bars, an empty water bottle you can fill after security, a book. Stay healthy and hydrated. This will help if your luggage is delayed or lost. Remember the 3-1-1 rule: liquids in your carry-on must be 3 ounces or less, they must fit in one freezer-size zip lock bag, and there must only be 1 bag per person.

Melissa Fields is a travel consultant with BJ Travel in Fremont. BJ Travel has provided travel services for Fremont residents for over 30 years, and is ranked one of the "Top 20 Largest Travel Agencies in the Bay Area" by the San Francisco Business Times. They are a full-service travel agency with a creative solution to all your travel needs. Melissa can be reached at (510) 796-8300 or mfields79@sbcglobal.net.

Trade Show Tips—

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Trade show attention spans are short; if people are not helped within the first few seconds they will leave your booth.

- **Be engaging.** Avoid greetings like “Can I help you,” or “Hi, how are you?” or “How’s the show going?” Ask direct questions like “What information can I tell you about our new heating system?” or “Hello, what are you looking for in a patio door?”

- **Watch your manners.** Certain booth behaviors look sloppy and convey that you’re not interested. Don’t sit down. Don’t eat, drink or smoke at the booth. Never leave your booth unattended. Don’t spend time chatting with colleagues instead of focusing on customers.

- **Ask lots of questions.** Engage a prospect by asking open-ended questions. This will give you the information you need to determine their needs and interests.

- **Make sure your booth is visually appealing.** Use a tabletop display and have plenty of handouts to give show attendees. People are attracted to people who do things. Make a display that engages show attendees to participate. When using giveaways, make sure show attendees fill out a drawing form in order to participate. This is how you get your leads. Do your best not to let show attendees leave your booth without getting their name and phone number.



Both vendors and visitors alike can benefit from proper trade show planning

- **Staff the booth with enthusiastic, charismatic, and talkative employees who are knowledgeable about your product/services.** Conduct a pre-show meeting to identify goals and objectives. Agree on guidelines for interacting with attendees and qualifying customers. Make sure your staff knows how to handle the various disbeliefs/arguments for your product/services and can turn attendees’ mindsets around. There is nothing worse than when staff cannot answer questions about your product/service.

Attendees Tips:

It is equally important for trade show attendees to be prepared in order to have the best and most productive trade show experience. As an attendee, your time is important and you want to make sure you are able to make the most of it and accomplish all your goals.

- **Wear comfortable shoes.**
- **For safety reasons, leave kids at home.** Most vendors’ displays are not designed to be kid friendly. And the crowds can be overwhelming for small children.
- **If you are searching for a solution, be sure you know all the relevant details of the problem.** For example, if you were renovating your bathroom, you would not go shopping for fixtures without knowing the sizes and shapes you need.
- **Be prepared to explain your needs to exhibitors, and be specific.** The more specific you are, the better information you will be able to gather.
- **Make a plan about what people you need to meet and get to know while at the show.** In an effort to make the most of your time, prepare and have a list of questions ready for each person you want to meet.
- **Make a plan to visit the products/manufacturers from which you need to gather competitive intelligence.** Knowing who your competitors are is essential. How do they sell the similar product/service? What is their pricing on the product/service? If a certain product in your area has a perceived weakness, it would be good to go to a competitor/manufacturer’s booth and ask a rep about that specific weakness and note what the rep says to counteract that weakness.
- **Always bring a lot of business cards.**

For more information regarding the Business Marketplace 2010, please visit www.fremontbusiness.com or call KK Kaneshiro at (510) 795-2244, ext. 103.

Holidays Away from Home—

from page 1

hotel rooms then shipped back home.

- Shipping their family’s favorite non-perishable, homemade treats ahead of their arrival.

The Marriott would like to take this opportunity to wish you all a happy and healthy holiday season!

Callette Nielsen is the General Manager of the Fremont Marriott Silicon Valley. As the only full-service hotel in Fremont, California, the Fremont Marriott Silicon Valley provides an elegant and accommodating atmosphere, near many Bay Area attractions, and also offers 12,800 square feet of meeting space in 17 versatile and fully equipped meeting facilities. For more information, contact Callette Nielsen at (510) 413-3767 or email Callette.Nielson@marriott.com. Whether families are traveling to a sunny destination, an exotic locale or a wintry retreat, Marriott’s hotels and knowledgeable concierge staff can help travelers enjoy an unforgettable holiday away from home.

Chamber Calendar of Events

December 21-January 1, 2010

Fremont Chamber Office Closed – HAPPY HOLIDAYS

January

- 6 Ambassador Meeting**
8 a.m., Chamber Conference Room
- 7 Business Building Forum:**
It’s Your Business Only You Can Make the Most of It
Presenter: Nancy Knight
Noon - 1 p.m., Chamber Conference Room
- 12 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 13 Club Sport of Fremont Mixer**
5-7 p.m.
46650 Landing Parkway, Fremont
Phone: (510) 226-8500
At ClubSport, fitness is our passion. We bring you the latest and most innovative ways to achieve total health and fitness. Beyond fitness, you can visit ClubSport any time just to relax and hang out with family and friends. Whether you come to work out or chill out, you’ll leave invigorated and refreshed!
- 19 Fremont City Council Work Session**
Time TBD, City Council Chambers
- 20 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 21 Access Sacramento**
8 a.m. - 5 p.m.
Join us for a day of advocacy in Sacramento! We will be meeting with state agency and elected leaders to advocate on behalf of business. More info, contact Nina Moore (510) 795-2244.
- Leadership Fremont, Class of 2010**
8:30 a.m., Ohlone College
- 26 Leadership Fremont Steering Committee**
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 27 Finance Committee Meeting**
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- SAVE mixer**
5-7 p.m.
1900 Mowry Avenue, Suite 204, Fremont
Phone: (510) 574-2250
SAVE’s mission is to provide alternatives to domestic violence through support services, advocacy and education, and to assist domestic violence victims and their families to end the cycle of violence. SAVE is located in Southern Alameda County, California, but serves clients from any city, county, state, or country.
- 28 Business Marketplace 2010**
4:30 - 7 p.m., Fremont Marriott



Member Spotlight: Kiwaniis



by **Claire Torres**,
President, Fremont Kiwanis

Describe Kiwanis:

Kiwanis is a global organization of volunteers dedicated to changing the world, one child and one community at a time. The Kiwanis Club of Fremont serves the tri-city area of Fremont, Newark and Union City. Kiwanis sponsors leadership programs for high school students (Key Club) and for disabled adults (Aktion Club). We hold the annual Ducks for Bucks benefit event in which we help non-profits raise money for their organizations, read to kids at the library, and help raise food and money for LOV's annual Thanksgiving community dinner.

Why do people join Kiwanis?

The Kiwanis Club of Fremont currently has 20 members. Some were invited by current members to join, others were inspired to join, and two members were former Key Club mem-

bers. The heartbeat we share is a love for our community and those we serve.

How long have the members of the Fremont Kiwanis Club been members?
1 to 52 years.

What does Kiwanis hope to accomplish in the next 5 years?

In the next 5 years, we hope to charter additional Kiwanis Clubs throughout Fremont, Newark and Union City to better meet the needs of the community.

How does Kiwanis stay relevant / attract new members?

We make sure the service projects properly address the needs of the community, and we always welcome people to serve the community alongside us on the different service projects. We are also passionate about empowering our community: the next generation of service leaders through our four Key Clubs, disabled adults

through Aktion Club, and non-profits through annual Ducks for Bucks. Through Meals on Wheels, we serve our inbound elderly community.

Why is Fremont Chamber membership important to Kiwanis?

The Fremont Chamber of Commerce allows us to formally meet members of our own community and to invite them to be a part of our experience. Through conversations with Chamber members, we also find out about different needs in the community.

How do you measure success?

We measure success by the effectiveness of the projects and whether or not we have truly met the need(s) of the intended recipient(s).

What was the best advice you received about helping a non-profit to succeed?

"Don't lose sight of your purpose" and "Stay in touch with the community."



Thousands of "ducks" are launched at Lake Elizabeth during the Kiwanis annual Ducks for Bucks charity project



Traveling with a Laptop



by **Brendon Whateley**
Dark Indigo

Why an article on traveling with a laptop? Just don't drop it and everything is fine, right? Not really. While getting some sort of laptop case will help physically protect the laptop, you also need to think about security issues unless you do not plan to (and will not need to) connect to a network while traveling.

It's worth taking a moment to discuss how computer threats work. Two particular threats exist. The first type are automated threats that are programmed to exploit known weaknesses in your operating system or programs on your computer. The second are threats that require you to make a bad decision that infects your computer. These use social engineering to trick us into clicking on a link or installing something bad. You may be thinking that it can't happen to you?

Well, I clicked on a bad Facebook link a week ago and I'm a professional! Someone had gained access to a friend's Facebook account and posted a message from him with a link. After I clicked on it and was waiting for the page to refresh, I thought, "Oh dear... I shouldn't have done that." Fortunately the link was bad and didn't steal access to my Facebook account.

Your home and work networks (hopefully) look something like this: The internet connection connects to a firewall box which in turn connects to the computers using wires or an encrypted wireless connection. This is the typical minimum setup for internet safety. The money that can be made through distributing malware (bad programs, viruses and such) is now many billions of dollars, so the people who spread the bad stuff are well motivated. Your hardware firewall prevents most of the bad stuff from getting direct access to your computer.

However, when you are traveling and connect to somebody else's network, whether at a coffee shop or in a hotel, you must assume others may be able to see all your internet traffic. How you feel about that should make you think carefully about what you do on the web. If you visit websites that don't use "https" (sites that present the little lock), people can not only tell what you are doing, but can read all the pages you view and see any forms you fill out on the site! Even worse, many email servers are using POP without any encryption, meaning if you check your email, any person watching the traffic now has your email account login and password! They also have a copy of any email you

send or download while they are watching. If you use FTP, then the same problem exists with it sending your user name, password and all files in "clear text."

There are three ways of addressing these problems, the first being to simply not use insecure programs. The second and, perhaps more practical, option is to have your IT people offer secure programs to access this data, programs like ssh instead of ftp and encrypted access to email servers. The last and possibly best security can be had by accessing the internet only through a VPN connection. A Virtual Private Network connection lets your laptop in Maui be a secure part of your office network, so all your traffic goes through an encrypted tunnel before coming out on your office network.

You also have to assume that you are directly exposed to the net, with nothing like your hardware router blocking all the bad scanning programs that are looking for unpatched versions of Windows, Internet Explorer, Firefox, and other programs. So, my final piece of advice is to make sure you are up-to-date with all the security patches for all the programs on your machine. Happy and SAFE traveling!

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

Personalized Hotel Experience—

from page 1

feeling is quite possible with a little research and sneaking around to learn your attendees' "favorites" lists. Use this list to delight your attendees with their favorite snack or drink; purchase the scent they enjoy or magazine they take pleasure in. As they walk into their room, imagine their surprise at finding a box of goodies that frequently resides in their cupboards at home, or being able to smell that familiar scent. And we all know that smelling is the strongest connection to our memory. This personalized gesture creates a feeling of being special and belonging, and diminishes the feeling of actually being a hotel guest.

Hotels offering additional services to personalize the group's stay or event are a major plus. For example, if wine is the commonality among most attendees, why not schedule a small wine tasting with the help of the hotel? It would be a perfect touch to end an all day meeting filled with power point presentations. Use the hotel's preferred vendors or references in booking a wine company or local winery. Take advantage of the hotel's knowledge of the area, activities and nearby hotspots.

Bring those attractions to the hotel instead of hauling the group on a field trip across town.

It's the small touches and thoughts that will create memories for attendees to take back with them to the office. Meetings are successful if the attendees not only retain the information but also enjoy themselves among their colleagues. These suggestions will hopefully give the meeting attendees a fresh spin on meetings. It may even have the attendees looking forward to their next meeting!



Mai Yang, W Hotel
Silicon Valley

Mai Yang is Sales and Marketing Coordinator for the W Silicon Valley, an all-suite hotel located right off the Dumbarton Bridge at 8200 Gateway Boulevard in Newark. Dive into complete bliss by taking advantage of our Whatever/Whenever service and Acura Experience. Take delight in our Relish Restaurant selections, tickle your toes in our WET pool and jacuzzi and pump it up in SWEAT, our state of the art gym. We dare you! To find out more, visit www.whotels.com/siliconvalley or call (510) 494-8800.



Connection Clubs: Meeting Dates, Times, Places

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

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

Tuesday Noon

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

Thursday AM

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

Connect 2 Succeed

11:45a.m. @ Massimo's (held on the 2nd & 4th Thursdays of each month)
Chair: 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

ELEPHANTBAR

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



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

massimo's

Italian & Continental Cuisine

5200 Mowry Ave, Fremont
(510) 792-2000
Lunch(M-F): 11:30 am- 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F: 11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



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

New Members

Advertising

Conscient Inc.

Joshua Eason
43575 Mission Blvd., #428
Fremont, CA 94539
(510) 368-3430
info@conscient.com

Computer Sales

T&H Computer, INC.

Wael Fadel
46560 Fremont Blvd., Ste. 106
Fremont, CA 94538
(510) 353-1480
wael@thcomp.com

Contractors - General

Team-Build, LLC

Richard Walker
5858 Horton St., Ste. 170
Emeryville, CA 94608
(510) 903-2070
info@team-build.com

Employment Agencies & Services

Labor Max Staffing

Michael Moniz
3907 Washington Blvd.
Fremont, CA 94538
(510) 353-0300
michael.moniz@labormaxstaffing.com

Financial Planners & Services

Prosper Financial- Steve Sze

Steve, Steve
39270 Paseo Padre Pkwy., #900
Fremont, CA 94538
(510) 697-6988
prosperfinancial@yahoo.com

Furniture Dealers-New

CORT Furniture

Mauricio Cordova
6700 Santa Rita Rd. #C
Pleasanton, CA 94588
(925) 463-0188
mauricio.cordova@cort.com

Imports/Exports

Happydisc Consulting, Inc.

Simon Gao
47671 Westinghouse Dr.
Fremont, CA 94539
(510) 943-2835
happy_disc@yahoo.com
Happydisc can help you sell your products to a blooming China market and/or buy products from a large China market.

Insurance

Barbara Myers Consult- ing

Barbara Myers
5502 Sunol Blvd.
Pleasanton, CA 94566
(650) 544-6564
barbaramyers@comcast.net

Limousine and Transportation Services

Mr. Tim's Limo Company

Tim Garcia
4141 Pestana Pl.
Fremont, CA 94538
(510) 943-9069
mr_tims-limo@yahoo.com

Restaurants

Olive Garden

Jenn Mendoza
39145 Farwell Dr.
Fremont, CA 94538
(510) 796-7500

Got News?

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

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

Anniversaries

40+ Years

Cloverleaf Family Bowl
Murco Development

20+ Years

Healthguard I.P.A. Medical
Assoc., Inc.
Mowry U-Stor
Union Sanitary District

15+ Years

Tri-Cities Waste Management

10+ Years

American Cancer Society
Ardenwood Historical Farm
Family Services of the Tri-Cities
Holiday Inn & Suites
Marquee Pest Management, Inc.
Mass Mutual Financial-B. Lee
Outback Steakhouse
Robert H. Avon, CPA
Troy Van Sloten, CPA

5+ Years

Archstone Fremont Center
BisSilv Rentals
Fremont Art Association
Fremont Foreign Auto
Peet's Coffee & Tea
State Farm-Gene Daniels

2+ Years

Elite Sports Physical Therapy
Law and Mediation Office of
Lorna Jaynes
Silicon Valley/San Jose Business
Journal
St. Christina Orthodox Church

1 Year

Designer Events
LetsGoTravel
Ganaye Skincare
Forni Chiropractic

Congratulations to all our Chamber members who have reached these milestones

When is it truly a business trip expense?

by Bill Harrison

Harrison Accounting Group, Inc.

As we approach the end of the year, it is a perfect time to reflect on what happened during the past year and an ideal time to plan for the year ahead. Did you do any traveling this last year or do you plan on doing any traveling next year?

It is important to remember that for the purpose of our discussion, the rules I am about to present apply to travel within the United States if the business conducted out of town reasonably requires an overnight stay. The standard you will often hear C.P.A.'s and the IRS talk about is whether the expenses were "ordinary and necessary."

The actual costs of your travel (for example, your airplane ticket, or your transportation to and from the airport) are deductible for out-of-town business trips, and you are also allowed to deduct the cost of meals and lodging while you are away from home on business. Your meals are even deductible if they are personal in nature, meaning they were not connected with business. However, as with all deductible meals, only 50 percent of the cost is allowed as a deduction for preparation of your Federal Income Taxes. Additionally, no deduction is allowed for meal or lodging expenses that are "lavish or extravagant," a term that has been interpreted to mean "unreasonable." Does this mean you cannot stay

at a five star resort? To decide, remember the standard: is this expense "ordinary and necessary" for the business?

Personal entertainment costs on the trip, such as tours, aren't deductible, but business-related costs such as phone calls and car rental are deductible. I often encourage my clients to make an allocation if the trip is a combined business and pleasure trip. For example, if you fly to a location for five days of business meetings and stay on for an additional period of vacation, only the cost of meals and lodging for the business days are deductible—not for the personal vacation days.

The cost of the travel itself (airplane, train, etc.) if the trip is "primarily" business can be deducted in its entirety and no allocation is required. The other side of the coin is that if the trip is primarily personal in nature, then none of the travel costs are deductible.

An important factor in determining if the trip is primarily business or personal is the amount of time spent on each, although this isn't the sole factor. If the trip doesn't involve the actual conduct of business (such as meeting with clients, visiting job sites), but is for the purpose of attending a convention, seminar, or the like, the IRS checks the nature of the meetings very carefully to make sure they are not vacations in disguise. Be careful to save all materials (agendas, business cards of people with whom you met,

meeting notes, etc.) These will be helpful in establishing the business or professional nature of this travel.

It is also important to remember that the personal expenses you incur at home as a result of taking the trip (boarding a pet, house sitter, etc.) are not deductible.

Another important consideration is when you can deduct a spouse's travel costs. In order to qualify, your spouse must be your employee. This means you can't deduct the travel costs of a spouse, even if his or her presence on the trip has a bona fide business purpose. In many cases, this requirement prevents deductibility, but I suggest you talk to your tax preparer if you travel on business with your spouse.

I want to wish you all my best this holiday season and I wish you a healthy, happy and prosperous 2010. Happy Traveling!

Bill Harrison is a principal and a C.P.A. with Harrison Accounting Group, Inc. and a member of the Fremont City Council. Harrison Accounting Group, Inc. evolved from the certified public accounting practice founded in 1948 by Carl Flegal. The office was relocated to Fremont in 1954 where the firm now serves clients throughout the Bay Area and the Western United States. For more information, contact the firm at (510) 793-4323 or <http://www.hagcpa.com>. Online research and information for the article provided by Checkpoint.



Fremont Chamber enrolls in PG&E's ClimateSmart program

Climate change and environmental responsibility are on the minds of a large and growing number of Fremont companies. Like many of its members, the Fremont Chamber of Commerce thinks it is important for all businesses to find ways to reduce their carbon footprint. This is why the Chamber has joined PG&E's innovative ClimateSmart™ program as a way for their facilities' energy use to become carbon neutral.

"It is critical that we all act responsibly and swiftly to preserve our environment, salvage our resources, and reduce our carbon footprint," said Cindy Bonior, President and CEO of the Fremont Chamber. "Our Chamber has identified green initiatives as a priority, and the Climate Smart program is an effective and inexpensive means for the Chamber to be a part of the solution in finding alternative and improved methods to reduce harmful

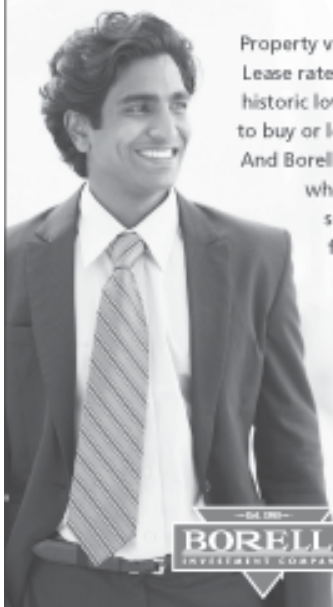
emissions."

The ClimateSmart program is a voluntary, tax-deductible program that allows enrolled customers to balance out the GHG emissions produced by the energy they use. To participate, customers pay a separate amount on their monthly energy bill, based on their actual energy use. The average residential participant pays less than five dollars per month. PG&E invests all payments in new, independently verified projects that reduce or absorb GHG emissions.

In addition to the Fremont Chamber, 22 other Chambers have joined the ClimateSmart program. What is your business doing to reduce its carbon footprint and the footprint of the community? To learn more about PG&E's ClimateSmart program including current customers, go to www.joinclimatesmart.com.

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

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Property values are highly attractive. Lease rates and interest rates are at historic lows. Now's the best time to buy or lease an office in Silicon Valley. And Borelli Investment Company — which specializes in providing smaller spaces to fast-growing firms — is the company to call.

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

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



FOR LEASE

Fremont Business Park at Christy Street

Christy Street and Albrae Street, Fremont

Outstanding gateway location close to I-880 in South Fremont. Major renovation transforming this into the best space in the area. Start as small as 400 sq. ft. to as large as 10,000 sq. ft. in the 120,000 sq. ft. complex. Great flexibility. Short- or long-term leases. Convenient to services and entertainment in Pacific Commons shopping center.

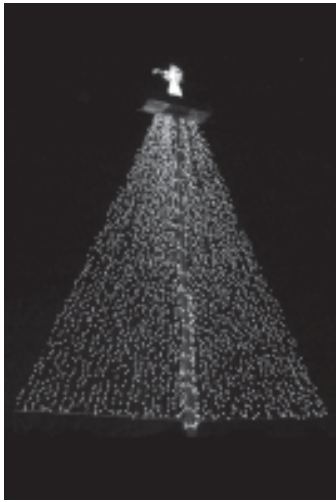
www.fremontbusinesspark.net

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

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Business District News and Events

Ardenwood • Centerville • Irvington • Mission • Niles • Warm Springs



Holiday images in Fremont:

Clockwise from far left: Warm Springs Tree Lighting ceremony; Band playing at Warm Springs Tree lighting; Centerville Business & Community Association tree lighting event at the Depot; Dominican Sisters just before the Mission San Jose Tree Lighting ceremony; Warm Springs Business & Community Association & Warm Springs Rotary at Tree Lighting

The future of travel... the Altamont Corridor Rail Project



by **Dirk Lorenz**
Depot Diner/ACE

On the rare occasion I drive my car to and from Santa Clara's ACE train station to service passengers, the following thought has occurred to me while sitting in traffic on 237 at 880: "I wonder where the ACE train is now." One day my curiosity got the best of me, and I decided to call a friend who commutes on the train to find out where they were... literally ... at that moment. As I was speeding down 880 at 35 miles per hour passing the Stevenson exit, I was astounded to hear that the ACE train was leaving the Pleasanton Station. You see, the ACE train left the Santa Clara station at the same time I did, yet it was almost half way to its final destination in Stockton before I was able to exit 880 in Fremont. Sounds pretty green, if you ask me! Why would I ever want to drive my car when travel via ACE is so much faster? How could service get any better than this?

Well...it can, if the California High Speed Rail Authority realizes its vision of improved passenger train services between the Bay Area, the Tri-Valley area, and northern San Joaquin Valley. Thanks to the Altamont Corridor partnership working group and California voters who approved Proposition 1A – which allowed the use of high-speed bond funds for the Altamont Corridor project – the future of this mode of transportation will take a giant step forward. The goal is to transform the existing ACE service into a robust intercity and commuter service with frequent trains operating in both directions all day long! The vision calls for electric trains making the trip from the Stockton area to the San Jose area in half the time of the current ACE train service. Additionally, the project will accommodate a future connection to the proposed Dumbarton rail service in addition to an intermodal connection to BART, both in the Fremont vicinity.

To achieve this goal, the project will need to develop a system of tracks fully separated from the Union Pacific Rail Road (UPRR). The ultimate

alignment will be grade-separated, electrified, and fully compatible with high-speed train equipment. Yet, near term improvements in the proposed project will be useable by the current ACE service.

Why would anyone be against such a giant leap forward in intercity transportation improvements that connect to existing transportation systems? After

"Don't we want to create mass transit systems that are fast, clean, quiet and easy to use, and that minimize impacts to the environment by sharing existing infrastructure?"

all, we know that ridership decreases exponentially each time a passenger experiences travel that would be faster in a car, or when a passenger must transfer to another train or mode of transportation to get to their final destination. Don't we want to create mass transit systems that are fast, clean, quiet and easy to use, and that minimize impacts to the environment

by sharing existing infrastructure? The potential environmental issues have been identified as those that impact the aesthetics and visual quality of the environment. This is one reason why Fremont leadership insisted on BART tunneling under Lake Elizabeth. Other concerns revolve around construction impacts, biological resources and wetlands as well as land



The ACE train stops in Fremont at the Centerville Depot

use and planning issues, to name a few.

The future of travel depends on YOU, as this project is in the public scoping stage. The Altamont Corridor Partnership Working group is conducting outreach to our community and would love your input.

To see proposed alignments and grade separations as well as alternatives to be considered, log onto www.cahighspeedrail.ca.gov. You can even add your input via this website.

Personally, it can't happen soon

enough for me and the thousands who could use ACE every day! Just think...I could be inching along on 880 at Stevenson some day soon and call one of my friends on the ACE train, only to find that he is somewhere between Tracy and Lathrop at that time!

Dirk Lorenz is the owner of the Depot Café and Fremont Flowers, and he also works for the Altamont Commuter Express (ACE). He can be reached at fremflwr@pacbell.net or at (510) 378-8195.

Experts Needed: Write an article for the Fremont Business Review

Call Nina for the editorial schedule:
(510) 795-2244, ext. 107

Member News

Oakland Zoo Turns on Holiday Cheer with ZooLights

ZooLights, a holiday light display, will take place at the *Oakland Zoo* from December 4th through Sunday, January 3rd, 2010. A family-friendly event, ZooLights literally transforms the zoo into a holiday wonderland. Hundreds of thousands of LED lights illuminate the night sky, taking on the shapes of animals, candy canes, lollipops, and, of course, Santa Claus! Guests may walk along the night paths of the Zoo, experiencing brightly-colored lights and festive music.

Meander through Santa's Village, into a fantasyland of giant toy soldiers and gingerbread men. Then, wrap up the evening with a train ride on the Snowball Express. Visitors will experience this holiday tradition while seeing breathtaking views of the Bay Area. For more information, visit www.oaklandzoo.org or call (510) 632-9525. ZooLights tickets

may also be purchased online at <http://www.brownpapertickets.com/event/85217>. Please note that ZooLights will be closed December 24th and 25th so staff may spend the holidays with family members.

The award-winning Oakland Zoo is home to more than 660 native and exotic animals. Nestled in the Oakland Hills, in 525 acre Knowland Park, the Zoo is located at 9777 Golf Links Road, off Highway 580.

Massimo's Presents Holiday Sing-A-Long Dinner

Adding another to their recent series of special events, Massimo's is hosting a holiday sing-a-long dinner on Wednesday December 16th. Pianist John Crampton will lead the sing-a-long.

The evening will include no-host cocktails at 6 p.m., followed by a family-style dinner at 7 p.m. and sing-a-long from 8-11 p.m. Tickets are \$35 per person, including tax and gratuity, and can be purchased by calling

(510) 792-2000.

As an additional treat of the season, anyone purchasing a Massimo's \$50 gift card prior to December 31st will receive a \$10 gift certificate as a thank-you.

Massimo's is located at 5200 Mowry Ave, Fremont.

Spin-A-Yarn Restaurant Launches Family Night Out!

Beginning with the first Sunday of 2010 - January 3rd - every Sunday and Monday are Family Nights at *Spin-A-Yarn!* Enjoy their Family Night menu of salad, minestrone soup, pasta, your choice of three entrees, AND spumoni ice cream for dessert! For dine-in guests only.

Spin-A-Yarn Restaurant is located at 45915 Warm Springs Blvd. in Fremont. Voted Best Steakhouse in Alameda County, they cater to any location, and have banquet facilities on-site, for all your party needs!!! They also now serve breakfast 7 days a week starting at 7 a.m.. For more

info, call 510-656-9141 or visit www.sakisspinayarn.com.

LOV Hosts Evenings of Music and Theater

On Sunday, January 10th at 2 p.m., the *Tri-Cities League of Volunteers (LOV)* is partnering with the Newark Arts Council to present Joni Morris & the After-Midnight Band in concert. Enjoy the Golden Years of the late 50's and 60's with songs like "Crazy" and "I Fall to Pieces." A fabulous entertainer, talented singer, song writer, and actress, Joni promises an afternoon of great music, her special brand of comedy, and many dazzling costume changes. Doors open at 1 p.m. at the MacGregor School Auditorium, 35753 Cedar Blvd., Newark. Suggested donation is \$8 for adults, \$5 for seniors and students 12-18, and \$2 for children under 12.

Then on Friday, January 22, at 6 p.m., LOV and the Newark Arts Council are again teaming up to sponsor an evening of good food and great

theater. Join them for Stage 1 Theatre's production of "Dirty Rotten Scoundrels" preceded by a buffet dinner at the home of Arts Council Member, Fred Jueneman.

For tickets for these events, contact (510) 793-5683. For more information about LOV, please visit www.lov.org.

StopWaste.Org Offers Free Workshop on Reusable Transport Packaging

Making smart decisions about transport packaging materials - such as pallets and crates - can save costs, reduce product damage and lower your company's environmental footprint. Evaluate what Reusables can do for your business at a free 3-hour workshop on January 28th from 10 a.m. to 1 p.m. Lunch is included.

Visit www.UseReusables.com for more information or contact Reusables@stopwaste.org. Space is limited.

StopWaste.Org is located at 1537 Webster Street in Oakland.

Stretchhhhhh Your Travel Dollars



submitted by Matt Skryja,
AAA

Saving money when vacationing is not just about finding deals and discounts. It is about getting maximum value for your money, while taking the trip you really wanted. Below are some tips to save on your vacation from conceptualizing your trip to arriving at your destination.

Conceptualize your vacation

Think about what you really want from a vacation: Seeing the sites along the way? Getting there quickly and then relaxing? Four people sharing the expense of a car and hotel rooms can travel for less money than two, but sometimes getting quickly to a distant destination is well-worth the cost of airline tickets.

Establish a budget: Determine how much you are willing to spend on a vacation including transportation, accommodations, food and entertainment.

Make saving a part of your vacation planning: Start saving and planning your vacation as soon as possible. Save as you would for holiday gifts by putting a little money aside each week and watch out for special discounts and promotions.

Be flexible on travel dates: The costs of visiting a destination can vary greatly based on when you travel. To increase savings select two - three possible travel dates and check prices before booking.

Planning

Book early: Although last minute discounts can be found, typically the best bargains and availability are accessible to those who book three to twelve months in advance.

Take advantage of free planning tools: Most tourist boards provide free brochures and coupons, and detailed travel information is available at travel agent offices and AAA branches. Many of AAA's online travel planning tools are available to everyone at AAA.com.

Use a travel agency: If you are planning a complex itinerary visit a qualified travel agent, such as those at AAA branches. Travel agents work directly with the industry and may be able to negotiate discounts and advise you on other savings or benefits that may be available. When contemplating a tour or cruise package, travel agents frequently have the best deals.

Find lodging that suits your needs and budgets and take advantage of discounts: Lodgings vary greatly by costs and amenities. Most destinations have properties that range from budget to deluxe. AAA rates over 58,000 AAA Approved® restaurants and lodgings,

allowing travelers to easily identify properties that fit their needs and budgets.

On Road

Rent or take your own vehicle? Depending on the number of people in your party and the age, size and fuel economy of the vehicle you own, it may make sense to rent a vehicle for your trip.

If you take your own vehicle, have it inspected by a professional technician, and tell them to pay special attention to safety items and factors affecting fuel economy. There are few things worse and potentially more expensive than experiencing a roadside breakdown during a trip. Have your vehicle serviced and make sure you have access to road service in case you need it.

To get better fuel economy, minimize weight. Pack only what you really need and keep luggage secured inside the vehicle rather than strapped on the roof where it will create wind resistance.

Get up-to-date accurate maps and routing information in advance. Plan routes so you can travel at constant speeds and avoid congestion to save fuel. Also avoid two-lane roads with lots of stop signs and traffic signals unless you are taking a scenic drive.

Consider taking a GPS Navigation device with you to avoid getting lost and to make driving in unfamiliar areas easier. It may be a portable or handheld device or turn your GPS-capable cell phone into a navigation system.

During a road trip it is a good idea to create a specific budget to allot for fuel costs and to plan fuel stops in advance. One way that travelers can

calculate their trip's expected fuel costs in advance is by using AAA's Fuel Cost Calculator at FuelCostCalculator.com.

Start trips early in the day while traffic is light. Pack light snacks and drinks in a small cooler and plan meal stops to coincide with likely periods of traffic congestion when traveling through metropolitan areas, or when refueling. Be sure to get plenty of rest before you go and pause often enough to avoid becoming overly fatigued behind the wheel.

At Destination

Take advantage of discounts. Many hotels offer things such as free breakfasts, late checkouts, access to special amenities, or even a discounted extra night stay. Visit the Tourist Board office, Visitor's Center, or AAA office at your destination and along your route. Many of these offices have coupons available for local attractions, restaurants, etc. and they can also tell you what is free and fun. If you bring a laptop with you and your hotel offers free wi-fi or use of a free computer in the lobby, you can research, update or change last-minute travel decisions.

Cut back on souvenirs, but take a digital camera. Capture your trip in photographs and memories to serve as reminders of your vacation. Send digital photos using a cell phone, laptop or hotel computer to friends and family before you get home.

Take advantage of public transportation. If available, public transportation is one of the most inexpensive ways to get around. Research the availability and system your destination has to offer before you arrive.

Keep meal costs down. Meal costs

can be reduced by eating the main meal at midday to take advantage of lower lunch prices at restaurants. Many restaurants also offer children's menus and "early bird" dinner specials at reduced prices. A picnic lunch purchased at a local market can also be a fun and money-saving option.

Matt Skryja works in Media Relations for AAA Northern California. AAA Northern California offers a wide array of automotive, travel, insurance, DMV, financial services and consumer discounts to more than 4 million members. AAA has been a leader and advocate for the safety and security of all travelers since it was founded more than 100 years ago. AAA clubs can be visited on the Internet at AAA.com, where you will find trip planning tools, discounts, hotel ratings, trip packages, and other travel-related information. Visit the local AAA office at 39600 Balentine Drive (at Stevenson Blvd.), Newark or call (510) 360-3300.

Notice about the Fremont Business Review

In 2010, the Fremont Business Review will be published 6 times, rather than monthly, while we re-evaluate our distribution method and content. We will publish the schedule and topics for upcoming issues in our January/February issue. We welcome any and all comments about our newsletter during our evaluation process. Please email Nina Moore at nmoore@fremontbusiness.com or call (510) 713-9940 with any comments.