

A Good Night's Sleep

by Jason Van Tassel, M.D., page 5

Disaster Preparedness

by Vic Valdes, page 7

A Healthy Community

by Kathy Lievre, page 7

VOLUME 8,
NUMBER 9

Be Healthy, Wealthy & Wise

Feb
2008

Wellness in the Workplace



by Mike Rogers
Offsite Services Manager
Washington Hospital Healthcare
System

There are many issues facing employers these days, but one of the largest financial issues is the rising cost of healthcare for employees. As a result, wellness in the workplace has become a hot topic.

Employees are valuable resources, so it makes sense that employers would offer health insurance so employees can take care of their health. It is also to the employer's benefit to continuously look for new ways to keep employees healthier and on the job.

Unfortunately, this is easier said than done. Many employees do not regularly see their physicians for check-ups and this causes illnesses to go undiagnosed until the illness is se-

vere. Therefore, treatment does not begin until the later stages of the condition. This results in the employees using their health insurance for surgeries, hospitalization, or other more expensive items. The cumulative cost of these scenarios can cause an increase in the employer's health premiums. These increases trickle down to the employees in additional healthcare costs such as: higher co-pays, deductibles or their monthly contributions.

It is also notable to highlight that approximately 50% of pre-mature deaths are from preventable illnesses and are caused by lifestyle issues.

—Wellness

page 6

We Heard You!

You spoke out and we heard you! Exciting new changes coming!

One of the most important things a business can do is identify and understand the needs of those it serves. This principle also applies to non-profit organizations, and in this case, your Chamber of Commerce.

In October of last year, the Chamber set out to find out exactly in which areas we exceeded your expectations and those that needed attention. We needed a better understanding of which of our services were beneficial to our members and what tools we needed to add in order to make Chamber membership more valuable. The Board of Directors engaged an organization to conduct an independent

survey to assess the needs of our members.

Here's what we learned

While many of the respondents felt the Chamber was meeting their needs, there were some areas for improvement. Those who knew and understood all the benefits and services available to them believed their membership to be valuable, but there are a significant number of members who did not know about some Chamber services, didn't know how to activate the benefits or services, or misunderstood them.

—Chamber Plans

page 2

Good Nutrition for the Busy Professional

by Melinda Poliarco, RD, MS
Kaiser Permanente, Southern
Alameda County

Eating right and living healthy are constant challenges for business professionals. We live an accelerated lifestyle where sometimes we tend to eat on the go or even skip a meal during a busy work week.

Even as you are speeding down the fast track, you can eat and live healthy. Here are some simple tips and eating habits that you can easily incorporate into your daily work schedule:

Start the Day with Breakfast

You've probably heard time and again but breakfast is the most important meal of the day. It will give

you the boost you'll need, especially to power through your morning. Start the day off with a breakfast based on carbohydrates but include protein and a small amount of fat. Examples can be half a bagel with peanut butter and sliced banana or a cup of low-fat yogurt with toast and a small pat of butter.

Don't Skip Lunch

You may think that skipping lunch may be a way to lose weight but the effect can be the reverse. People who eat regular meals tend to have better diets and be closer to their recommended weight than those who eat randomly.

Take a Walk

Schedule time during midday to get out from behind your desk or com-

puter and go outside for a walk, fresh air and sunshine. If you have a farmer's market near your office, talk a short walk there to pick up fresh fruits and vegetables as well as other healthy items for lunch or snack. This is also an opportunity to get some exercise.

Eating Out

More and more restaurants are now offering healthy options in their menus so eating right and having a tasty meal is easier. The key to a healthy meal is ordering the right foods.

Select dishes that are steamed, broiled, baked, grilled, poached or roasted. You can also request for a dish to be cooked in a lower fat and calorie manner. If your meal is a large por-

—Good Eating

page 8

You're Only as Good as Google Says You Are

Increase Your Visibility and Claim Your Reputation

Chamber to host 2nd Business Building Forum

The internet has gradually crept its way into nearly every aspect of our lives. Everyday, decisions, both professional and business are made based upon information found on the internet. So, what will people learn about you and your business when conducting an internet search? Think no one is looking you up online? Think again. Virtually everyone is googling business prospects, vendors, employ-

—Online Presence

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

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

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CHAMBER OF COMMERCE

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2007 – 2008**

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Fremont Business Review

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15 Years of Excellence

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

FIFTEEN
YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES

Chamber Plan—

from page 1

We must do a better job not only educating our members about our programs, but more importantly how to use them for maximum results.

We also learned that although we, the Chamber staff, see and speak to many members on a regular basis, there is a group of members who feel disconnected from us. In addition, members are looking for additional opportunities to interact with other members, share knowledge and ideas, promote their products and services, and even offer special discounts and promotion to fellow Chamber members. Clearly, our communication could be improved. Our Chamber staff must reach out to members more frequently and develop venues to assist members in reaching out to one another.

Generally, Chamber membership scored relatively high in terms of perceived value. Networking through Connection Clubs, mixers and events received high narrative praises. Services that received the highest value scoring were *Top of the Week* and the *Fremont Business Review*. These were followed by the Chamber's web site, the Membership Directory, ribbon cuttings, and the Business Marketplace trade show. Along with high value ratings, respondents offered a number of suggestions to increase the value such as member-to-member discount opportunities and more educational opportunities. Those respondents who did utilize the Chamber's advertising opportunities needed help in assessing the success of their efforts and how it relates back to their business. Members also told us they would be interested in the Chamber helping to find ways to lower common overhead expenses.

Issue advocacy also was at the forefront of member needs. Generally speaking, members expressed an interest in seeing the Chamber become an outspoken advocate for the business community in local issues. There was particular interest in seeing the Chamber work more collaboratively with the local business districts and act as a catalyst in the unity process.

Here's our plan

Armed with a better understanding of our members' needs, we developed a comprehensive plan based upon five key objectives:

1. Increase communication between our members and between our members and the Chamber
2. Educate members regarding the benefits of Chamber membership

3. Increase value of Chamber membership
4. Outreach to community and stakeholders
5. Provide local government advocacy for members

From these objectives we created a number of deliverables which will serve to meet the needs identified in the survey, and this is where it gets exciting.

Open for Business

Beginning in March, we will launch our Open for Business program. This is designed to give our members greater opportunities to interact with one another. The Chamber web site will feature a section called Open for Business. The section will enable members to post coupons, member to member discounts, job openings, calls for volunteers and general announcements concerning their business. Participating members will gain greater visibility and web site traffic with URL click throughs, but it will also create an atmosphere of greater interaction among members. One of the greatest resources Chamber members have is each other and we must help you find one another.

The Blueprint is another element in the Open for Business program. This new publication will be sent quarterly with your ChamberPak beginning in March and is intended to help members better utilize their membership benefits. It was entitled *The Blueprint* because it not only lists and explains membership services, but more importantly, it will include actual plans, or blueprints if you will, that will help you activate and maximize your membership benefits for success.

To further the member to member interaction and sharing of information, members are invited to share their expertise with others in the monthly *Fremont Business Review* by writing an article. Each issue of the *Fremont Business Review* will include the focus of upcoming issues. We encourage members to write an article and include with it a short bio that outlines your expertise in the area. Another opportunity in the *Fremont Business Review* will be the addition of "Business Tips". This section will be driven by members who can submit their best business practices to share with other members. Both of these are opportunities that carry no cost yet allow you to demonstrate your competence and expertise. The more that others know and understand you, the more likely they are to do business with you.

Communication

Beginning this month, the Chamber staff will begin conducting "goodwill calls". These are

phone calls to our members that will give you the opportunity to discuss your needs or matters of interest. The phone call will be as long or as short as you, the member, want. Our goal is to increase our communication with you and develop a stronger bond.

During our call, we will take the opportunity to update you on the number of online referrals your business receives through the Chamber website and explain what those referral numbers mean. Plus we will confirm with you the contact information we currently have in our database and make the necessary corrections. Please pick up that phone; we're looking forward to speaking with you! But don't feel that you must wait until your phone rings, you're welcome to contact us at any time and we welcome your call.

Community Outreach

Our first step in broadening our community outreach began in January with the hiring of a new Director of Government and Community Affairs, Nina Moore. This is somewhat of a new position for the Chamber. Although we have had a traditional staff position that focused on government affairs, this new position includes an additional focus of developing effective working relationships and partnerships with local business and community groups in order to promote activities and programs that enhance the overall quality of life in Fremont.

We expect that this new outreach effort will include regular meetings with the leadership of district business associations, and partnering with these associations to host events and develop strategies aimed at influencing public policy.

Additionally, the *Fremont Business Review* will dedicate a page to the district business associations. All the business districts who formalize a membership exchange with the Chamber will be allotted space on this page. Ultimately, it will up to the business associations to choose what will appear in this new Fremont Business Review section, but we expect that you will be able to read about the activities and upcoming events in the districts.

We are excited about these changes and look forward to working to increase the value of your Chamber membership. It is our intent to continue to build on these new services and work to address your needs as Chamber members. Let us know what you think about these changes as we move forward.

New Services Quick List

Open for Business Web Site Addition

A section of the web site that will allow members to post coupons, member to member discounts, job openings, calls for volunteers and general announcements concerning their business. Will be launched in March 2008.

The Blueprint

A quarterly publication that will explain membership benefits with suggested plans for promoting your business. The Blueprint will arrive with your March ChamberPak.

Fremont Business Review Guest Author

Members are invited to share their expertise by writing an article for an issue of the *Fremont Business Review*. This was launched in the December 2007 Fremont Business Review with the listing of the Editorial Schedule including issue focus, Guest Editor contact information, and copy deadline.

Fremont Business Review Business Tip

A section of the Fremont Business Review here members can submit their best business practices to share with other members. Look for this to appear in the March issue of the Fremont Business Review along with instructions on how you can make a submission.

Good Will Calls

Phone calls made by Chamber staff to our members that will give you the opportunity to discuss your needs or matters of interest. These phone calls will start early February and begin with members whose membership renews in March.

District Business Association Page

A page in the Fremont Business Review dedicated to district business associations. We expect this to be begin appearing in the May Fremont Business Review.



Host a Mixer in 2008

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2008. 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 2008.

Guest Editor Message



by Tina Nunez
Chief of Ambulatory Care
Services, Washington
Hospital Healthcare
System

Health care is more than about keeping yourself healthy. While that's the most important part of the equation, health care and what it entails can have a great affect on the well being of you, your family, your business and your

community. It also encompasses more than just going to the doctor when you're sick. While quality health care services are important, it's just one piece of the health care puzzle.

Most of us receive our health care benefits through our place of employment. Regardless of the size of the business, there's no doubt that health care costs are expensive. That's why prevention and wellness programs are fundamental to managing the health care costs in the workplace. Wellness programs can help keep your workforce healthier and ultimately more productive by helping to reduce the amount of sick days taken by employees as a result of illness or injury. It is for this reason that I asked the manager of Washington Hospital's Well for Work program, Mike Rogers, to provide an overview about the importance of wellness in the workplace.

Ensuring that you are eating right is an important aspect of healthy living, however, professionals are challenged by their busy lifestyles to successfully incorporate this into their lives. I bet most of us at some point in our busy lives don't find the time to eat or for that matter, are in such a hurry we forget to eat. However, it is still possible to meet the demands of a busy professional and make the right choices. Melinda Poliario, RD, MS from Kaiser Permanente provides simple tips and eating habits for the busy professional in order to help them live a healthier life.

Keeping employees healthy is one aspect, but once they arrive to work, they need to be productive. However, there are factors outside of the workplace that affect productivity. An often overlooked factor is the importance of a good night's

sleep. It sounds very simple, but in our culture, sleep is an afterthought and it happens only when we have time for it. When we have time for it, it's common not to get enough of it. Even when the prospect of sleep is upon us, the ability to achieve a restful night's sleep can be difficult at best. Whether tomorrow's to do list at work is on the mind or something more serious, such as sleep apnea; sleep deprivation of any kind can have a significant affect on one's ability to concentrate and work well throughout the day. Dr. Jason Van Tassel, an ear, nose and throat specialist with Washington Township Medical Group provides some helpful insight into this often-misunderstood problem that affects many in our community.

Our community is wonderfully diverse with more than 100 languages spoken in the Tri-City area alone. We're also economically diverse, with a significant poor and underserved population of individuals who lack any kind of health coverage. Thankfully, there are programs like the Tri-City Health Center, which help fill the gap and provide a vital public service to those who are the most venerable in our society. The services provided at the Tri-City Health Center are an essential part of the successful health care delivery of system in our area. Without a health care safety net like them, the system

that's in place to meet the health care needs of the entire population of the Tri-City area would be stressed to capacity. Kathy Lievre, CEO of Tri City Health Center, provides a perspective on what it means to be a community clinic.

Finally, making sure that you and your family are prepared in the event of a disaster is something that we all need to think about. Federal and state services will be overburdened during a major disaster.

It's up to each of us to be prepared. Experts recommend no less than a one-week supply for each family member during a disaster. Preparing a "go kit" beforehand with all the needed supplies will ensure that you have the necessary provisions to sustain your family properly. Doing the same for your business is just important, since one never knows when a disaster will strike. Vic Valdes, Deputy Fire Chief of Fremont Fire, will provide the essential tips you need so that you'll be ready.

Health care is and all that it entails — *from the workplace to the broader community* — is complex and a topic that many know little about. It is my hope that the articles featured on this month's *Fremont Business Review* will help you become more informed about health care. After all, we are all health care consumers at some point in our lives.

“While quality health care services are important, it's just one piece of the health care puzzle.”



The Fremont Chamber of Commerce presents
a Business Building Forum:
Online Presence
You're Only as Good as Google Says You Are

February 29, 2008

12:00 PM to 2:00 PM

Northern California Cancer Center

Training Room

2201 Walnut Ave., Ste. 300

Fremont, CA 94538

\$20 members/\$30 non-members, lunch included.

Learn how to uncover what online information is available about you, your business, or even your children and learn how easily information is accessed by anyone with an internet connection. With just a few easy and free online tools, you can claim your online reputation, raise your visibility and tell your own story.

Register by calling (510) 795-2244 or www.fremontbusiness.com. Guest speaker: Irene Koehler, owner of First Thing Tomorrow Human Resources Consultants.

Calendar of Events February

4 Joint City Council/Fremont Unified School District Meeting
4 p.m., City Council Chambers

5 Finance Committee Meeting
8 a.m., Chamber Conference Room

Fremont City Council Meeting
7 p.m., City Council Chambers

6 Ambassadors Meeting
8 a.m., Chamber Conference Room

Executive Board Meeting
8:00 a.m., Kaiser Permanente Conference Room

Greenstein, Rogoff, Olsen & Co., LLP Mixer
5-7 p.m.

39159 Paseo Padre Pkwy., Ste. 315, Fremont
Phone: (510) 797-8661 Web: www.groco.com
Greenstein, Rogoff, Olsen & Co., LLP is a full service CPA firm assisting clients with their accounting, tax and financial planning needs. In business in 1964, GROCO ranks as one of the top firms in the Bay Area with offices in Fremont, Palo Alto, Danville and San Francisco.

8 Board of Directors Meeting
7:30 a.m., Chamber Conference Room

12 Fremont City Council Meeting
7 p.m., City Council Chambers

13 Lima Family Mortuary in Cedar Lawn Park
5-7 p.m.

48800 Warm Springs Blvd., Fremont
Phone: (510) 656-5565

Lima Family Mortuary in Cedar Lawn Memorial Park is a full service funeral home and cemetery whose goal is Service Beyond Expectation for every family. They also believe in giving back to their community by hosting the Escape School program, a program designed to teach both children and parents how to think smart in an abduction situation. A second program also supported by Lima Family Mortuary, "Living Safe", teaches how to protect yourself from identity theft.

14 Leadership Fremont, Class of 2008 Session
8:30 a.m., Location TBA

18 President's Day
Chamber Office Closed

19 Leadership Fremont Steering Committee Meeting
8 a.m., Chamber Conference Room

Fremont Council Work Session
Time TBD, City Council Chambers

20 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

Member Briefing
11:30 a.m., Chamber Conference Room

21 Communications Committee Meeting
1:30 p.m., Chamber Conference Room

26 Fremont City Council Meeting
7 p.m., City Council Chambers

27 Government Affairs Committee Meeting
8 a.m., Chamber Conference Room

Harrison Accounting Group, Inc. Mixer
5-7 p.m.

37272 Maple St., Fremont
Phone: (510) 793-4323 Web: www.hagicpa.com
Harrison Accounting Group, Inc. has helped hundreds of professionals become more profitable over the last half century through strategic planning and identifying all the special circumstances available to your business. They are waiting to give you the close, personal attention you deserve.

29 Business Building Forum - "You're Only as Good as Google Says You Are"
Noon - 2 p.m.

No. California Cancer Center, 2201 Walnut Ave., Ste. 300
Learn how to uncover what online information is available about you, your business, or even your children and learn how easily information is accessed by anyone with an internet connection. With just a few easy and free online tools you can claim your online reputation, raise your visibility and tell your own story. Register by calling (510) 795-2244 or www.fremontbusiness.com.

Visit our online events calendar at
www.fremontbusiness.com

New Members

Business Consulting

Dynamic Consultants International

Judy Yeh
4470 Cassill St.
Columbus, OH 43220
Phone: (614) 918-5608
Fax: (614) 451-1415
Email: dciglobal@yahoo.com
Website: www.dciglobal.org

Chiropractor

Fremont Family & Sports Chiropractic

Melanie Coronel
39055 Hastings St. Ste. 206
Fremont, CA 94538
Phone: (510) 284-0071
Fax: (510) 284-0072
Email: drcoronelc@gmail.com
Website:
www.melaniecoronelc.com

Individual Members

Carl H. Bocchini
P. O. Box 360363
Milpitas, CA 95036
(408) 644-9766

Jewelers-Jewelry

Mission Hills Gallery Fine Jewels

Nader Ayad
2678 Mowry Ave.
Fremont, CA 94538
Phone: (510) 713-1616
Fax: (510) 713-1611
Email: mhgallery@sbcglobal.net
Website: www.fremontjewelers.com
Mission Hills Gallery Jewelers is a family owned and operated, full service jeweler. As a fourth generation jeweler/gemologist, we turn your vision into beautiful jewelry to reflect your personal taste. Our facility is located at the Washington Hospital West Shops; we have an on-site gemological laboratory and we are equipped with GIA Instruments.

Real Estate - Appraisers

Professional Appraisal

L. Marina Ilham
4890 Rogers Ave.
Fremont, CA 94536
Phone: (510) 709-5889
marina@cproappraisal.com
www.cproappraisal.com

Become a member today

Call KK Kaneshiro to find out about the benefits of becoming a member of the Fremont Chamber of Commerce. 510-795-2244, ext. 103

Call or visit fremontbusiness.com for more info. The next member briefing date is **Feb 20, 2008.**



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Mention this ad for a Free comprehensive analysis I've closed over 200,000 Sq. Ft.

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For details:
Call Rob Chiang
408-646-4218

Anniversaries

40+

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Fremont Engineers, Inc.
Fremont Flowers and Gifts

30+

H & R Block Tax & Business Services
RINA Accountancy Corp.

25+

David M. Britton, CPA
Century 21 Mission-Bishop Real Estate
Tonix Corp.

20+

M.L. Nielsen Construction, Inc.

10+

Ardenbrook, Inc.
JVA Business Services
MasterKey Real Estate-Mission
Neufeld Grinding, Inc.
Sisters of the Holy Family
Washington Hospital Healthcare System

5+ Years

Briarwood At Central Park Apartments
City of Fremont
Foot Solutions
John A. Romano, M.D., Fremont
Plastic Surgery
KRTY / KLIV

Law Offices of Robert A.

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Minuteman Press
Mission Peak Business Products, Inc.

Nelson Staffing
PSI-Protection Service Industries
Sheppard Mullin Richter & Hampton, LLP
Special Events

2+ Years

Alma Via of Union City
Bassett Furniture Direct
California Army National Guard
Floors To Your Door
Ken Johnson & Associates
La Piñata #5 Mexican Restaurant
MRL - John Lee
NeoVision Eye Center
Norris Consulting Services
Palo Alto Medical Foundation
San Francisco Public Utilities Commission
Santa Clara Development - Robson Homes
Sedona Benefits

1 Year

A+ Art & Frame
Esquire Dental
Northern California Cancer Center
Pulaski Tickets & Tours
State Farm Insurance - Kevin Nuss

Chamber to host State of the City 2008 on Monday, March 31st

The Fremont Chamber of Commerce is pleased to present the State of the City 2008 on Monday, March 31st from noon to 2:00 p.m. at the Fremont Marriott Hotel. Mayor Bob Wasserman will provide a recap of the new developments within Fremont and discuss the important issues facing our city.

The State of the City event will also serve as the Chamber's annual

meeting where we will install our officers and directors as well as offer a salute to Chamber volunteers for their work and dedication.

Registration for the event begins at 11:30 a.m. and lunch is included. Tickets are \$40 for Chamber members and \$60 for non-members. Tickets are expected to sell quickly, so purchase them in advance by calling the Chamber office at (510) 795-2244 or visit-

ing www.fremontbusiness.com.

Sponsorship opportunities are available at \$700 for table sponsorship and \$1,200 for event sponsorships. Sponsorship packages include various forms of recognition at the event and in advertising for the event.

For more details, contact Nina Moore at (510) 795-2244 x107 or nmoore@fremontbusiness.com.



Images from the 2007 State of the City Address

Above: Chamber Board Chairperson Vicky O'Gorman
Right: Mayor Bob Wasserman

Congratulations to all our Chamber members who have reached these milestones

Connection Club Meeting Dates, Times, Places

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

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

Tuesday Noon
meets weekly at 11:45 a.m.
Spin A Yarn
45915 Warm Springs Blvd., Fremont
Chair: Justine Schroeder, (510) 673-4646
Vice-Chair: Aimee Brown, (510) 366-9707
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Tina Kemline, (510) 304-1526
Vice-Chair: Erik Johnson, (510) 364-9078
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Regina Hayes, (510) 770-8133
Vice-Chair: Kathy Colton, (510) 490-7740
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Brad Gelesic, (510) 612-3858
Vice-Chair: Matt Dickstein, (510) 796-9144
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
The Outback Steakhouse
5525 Stevenson Blvd., Fremont
Chair: Scott Doruff, (510) 505-1011
Vice: Scott Capen, (510) 505-5553
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Dan Strauss, (510) 366-5082
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

Member Benefit Connection Clubs

Building a network of contact is critical in today's business environment. A wide variety of contacts gives a business owner access to a group of individuals who together possess an enormous amount of expertise and experiences. Membership in a Connection Club of the Fremont Chamber of Commerce is designed to give members the networking base to be successful in business. Members of these clubs understand the value of networking and sharing their knowledge and challenges with a group of people they know and trust. Fremont Chamber Connection Clubs



Connect with a connection club
Above: the Connect 2 Succeed Club

have become so successful that they now serve as a model for similar groups in Chambers all over the State.

Open only to Fremont Chamber members, Connection Clubs meet at a variety of times and days to exchange leads and assist one another in growing their business. A Chamber member may participate in no more than

two Connection Clubs. Each club may have only one representative of a given profession, no duplications are permitted. Membership

dues in a Connection Club are minimal and the results are sure to be maximum.

If you are more interested in more information regarding the Connection Clubs, please contact KK Kaneshiro at (510) 795-2244, ext. 103 or email kkaneshiro@fremontbusiness.com

A Good Night's Sleep



by Jason Van Tassel, M.D.
Washington Hospital Healthcare System

The impact of a good night sleep cannot be underestimated. Unfortunately, many do not ever achieve a good night sleep and can experience significant decreases in productivity at work and can put drivers at significant risk on the road. Many reasons can be attributed to poor sleep including just not getting enough of it. The remedy for lack of sleep is simply getting into bed a few hours earlier. But often more significant problems are the cause such as obstructive sleep apnea. In fact, as many as 1 in 5 American adults have at least mild obstructive sleep apnea or OSA for short.

The most common sign of a person with OSA is loud snoring. A large number of snorers are believed to have OSA. People with snoring and OSA often say that their only problem is that their bed partner complains about their snoring. Many times, a sleep partner may witness an apneic event where

breathing temporarily stops. These interruptions can last from a few seconds to over a minute disrupting the normal architecture of sleep. The frequent arousals and the inability to achieve and maintain the deeper stages of sleep can lead to excessive daytime sleepiness, non-restorative sleep, automobile accidents, personality changes, decreased memory, depression and even erectile dysfunction (impotence). The sleep deprivation and lack of oxygen caused by sleep apnea is known to increase health risks such as cardiovascular disease, high blood pressure, stroke, diabetes, weight gain and obesity.

Excessive daytime sleepiness may be mild or severe, depending on the severity of the obstruction. Some patients suffering from OSA fall asleep in a non-stimulating environment, such as while reading in a quiet room. Others may fall asleep in a stimulating environment, such as during a business meeting and eating. Patients with OSA often complain of waking up feeling like they had never slept at all. Decreased alertness places a person at risk in a variety of potentially hazardous situations and can have significant repercussions while driving. People with untreated sleep apnea are up to seven times more likely to be involved in motor vehicle accidents.

In the past, patients diagnosed with OSA had few treatment options. These included wearing a cumbersome breathing mask at night called CPAP, which is short for Continuous Positive

Airway Pressure or undergoing painful throat surgery. Although these treatment still play a role, many new minimally invasive treatments have been developed that successfully treat OSA.

One of the most innovative treatments is the Pillar Procedure for people with mild to moderate sleep apnea that can be performed in the physician's office. During the Pillar Procedure, three tiny woven polyester implants are placed into soft palate.

“The sleep deprivation and lack of oxygen caused by sleep apnea is known to increase health risks such as cardiovascular disease, high blood pressure, stroke, diabetes, weight gain and obesity.”

These Pillar palatal implants add structural support and stiffen the soft palate, minimizing and even eliminating the palatal tissue vibration that can cause snoring and the collapse that can obstruct the airway and cause OSA.

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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

Member News

Dr. Colin Yoshida sponsored holiday toy drive

Dr. Colin Yoshida, D.D.S. sponsored, for the first time, a toy drive to support the "Toys for Tots" program by the U.S. Marine Corps Reserve. With the help and support of local residence, patients and establishments, Dr. Yoshida was able to collect a number of toys that was distributed to less fortunate children in the community. Mission San Jose High School and Subway restaurant also assisted Dr. Yoshida in the hosting and collection of toys. "Holiday season is not just about festivities and having fun, it meant more when you see those smiles from children's faces and you give back what you can to the community," said Dr. Yoshida. For other upcoming community event, please contact Dr. Colin Yoshida, D.D.S. at (510)745-1800 or go online at www.yoshidadentistry.com.

Washington Hospital to host benefit for Stroke Response Program



Washington Hospital presents a Community Cultural Event featuring Rita Moreno. The one-hour show will feature Ms. Moreno sharing stories from her fascinating life, including over 60 years as a star of stage and screen. The event will be held on Friday, February 29 at 8:00 p.m. at the Ohlone College Smith Center. Proceeds will benefit the Stroke Response Program at Washington Hospital. Purchase your reserved tickets today (\$60) through the Washington Hospital Healthcare Foundation Office at 510-791-3428. Sponsorship opportunities are available starting

at \$500. All sponsorships include tickets to the performance plus a post-event dessert reception which will include a meet and greet with Ms. Moreno. Tickets will be mailed or available for pickup from our office after February 1st. Tickets may be purchased by cash, check or credit card.

Small Business Solutions

Educational opportunities for small businesses

The Alameda County Library and the Fremont Chamber of Commerce has partnered to host a series of educational opportunities for the small business community entitled Small Business Solutions. This series of seminars is designed to provide important and timely information on a variety of business issues with a new business issue addressed each month.

The first seminar in the series is *Doing Business in the United States*. Offshore investors, non-resident businesses and the new American entrepreneurs and business owners need to be aware of the implications of doing business in the United States. Alan

Olsen, CPA, partner at Greenstein, Rogoff, Olsen & Co., will discuss the unique issues facing this group such as tax treaties between countries, legislation and compliances, proper business structure, transfer of assets and how this group of businesses can achieve financial success in the United States.

Doing Business in the United States will be presented Tuesday, February 26th from 7 to 8:30 p.m. at the Fremont Main Library, 2400 Stevenson Blvd., Fremont in the Fukaya Meeting Room. This seminar is free and seating is limited. For more information call (510) 745-1401.

Wellness Programs—

from page 1

Wellness programs in the workplace are designed to identify, prevent, and control risk factors such as high blood pressure, high cholesterol, diabetes, obesity, physical inactivity, poor nutrition, and tobacco use.

Types of Wellness Programs

One simple idea to beginning a wellness program is to start a walking program—it takes minimal resources or expense to coordinate. Give it a catchy name and set mileage goals. 30 minutes of walking every day can cut cardiovascular disease in half!

More complex wellness programs can include bringing a medical professional onsite to do anything from blood pressure and cholesterol screens to full physicals with goals.

The following are some key ingredients to developing an on-site wellness program:

Senior Management support

A successful wellness program starts from the top. A "go ahead" is not enough. Employees must see that wellness is valued by the company and is part of the company culture. A senior

manager as a champion of the program is key.

Do Your Homework

Find out what your company's largest and most expensive health insurance claims are. Also find out what the most common and most expensive work related injuries are. This will give you a starting place for the wellness program and conditions to target.

Survey the Employees

Find out what the employees want in a wellness program. It will be difficult to make a change in company culture without the employees' buy-in. Have a give-away or drawing for employees returning the survey.

Create a Wellness Committee

The wellness committee will analyze the employee survey and decide on events. The committee will also be in charge of publicizing the events.

Evaluate the Program

Evaluating the program and getting employee feedback will ensure that the program does not go stale and that the program still has value.

All of this may seem overwhelming or potentially expensive. Or you might work for a smaller company that does not have as many resources. A couple of things to remember; it is estimated that for every \$1 spent on wellness you can expect to save \$2-

\$5. A good wellness program will keep your employees on the job and more productive. This will help lead to a healthier bottom line-which is a good return on your time and financial investment!

"It is also notable to highlight that approximately 50 percent of premature deaths are from preventable illnesses and are caused by lifestyle issues"

Online Presence—

from page 1

ees, family members, friends, etc.

At the Fremont Chamber of Commerce Business Building Forum:

You're Only as Good as Google Says You Are - Increase Your Visibility and Claim Your Reputation, you will learn how to uncover what online information is available about you, your business, or even your children and learn how easily information is accessed by anyone with an internet connection. Guest

speaker, Irene Koehler of First Thing Tomorrow Human Resource Consultants, will offer tips to discover information which seems to be about you

and to claim your online reputation. With just a few easy and free online tools, you will learn to raise your visibility and tell your own story.



Irene Koehler

The forum will take place on Friday, February 29th from Noon to 2 p.m. and will be held at the Northern California Cancer Center Training Room, 2201 Walnut Ave., Ste. 300. The cost to attend is \$20 for members and \$30 for non-members, and includes a box

lunch. Space is limited and we recommend you register immediately. To register call 510-795-2244 x105 or visit www.fremontbusiness.com.

Sponsorship opportunities are also available; please contact Cindy Bonior at (510) 795-2244, ext. 106.

Speaker Irene Koehler is the owner of First Thing Tomorrow Human Resources Consultants and the founder of Connectricity, a virtual and live networking group for engaged professionals in the Bay Area. With over twenty years in the Human Resources field, Koehler's professional experience has included work in the public and private sectors, and in organizations employing from 10 to 70,000 people. Providing guidance to senior leaders in times of change is a key area of expertise. Irene's skills have enabled her to lead, advise and support successful organizations and business leaders in a way which was instrumental to the achievement of critical business objectives. Irene can be reached at info@firstthingtomorrow.com or 510.438.0735.



Fremont Firefighter's Tequila Tasting

Supporting the Fremont Firefighter Combat Challenge Team

Wednesday, March 19th at 6 p.m.

Learn about the culture and heritage of fine Mexican distilled spirits with five flights of premium tequilas from five of Mexico's leading producers. Hors d'oeuvres included. Dress Code: Business Casual - Jeans with Blazer

21 year of age and older • \$40 in advance – \$45 at the door • Advance tickets at the Chamber Office -

www.fremontchamber.com - 510.795.2244 or La Piñata Restaurant #5

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Resolve to be Prepared for the New Year



by Vic Valdes
Deputy Fire Chief (emeritus)

With the New Year upon us I'm recommending that we all resolve to be better prepared for emergencies and disaster situations. No business operating in the disaster-prone San Francisco Bay Area should risk operating without a disaster plan. The SBA reports in 2006 that 25 percent of small businesses don't reopen after disasters such as floods, earthquakes and wild land fires. The failure to plan for emergency contingencies sets a course for future failure.

In your disaster plan, consider three subjects: human resources, physical resources and business continuity. How would a disaster affect your employees, customers and work-

place? How would you continue doing business if your facility is damaged or streets are impassable?

Some suggestions for you to consider:

- Keep phone lists of your employees and customers with you and key staff members.
- If you have a voicemail system at your office, designate a number you can record messages for employees and customers.
- Arrange for programmable call forwarding for your main business line(s), if you can't get to the office, you can call in and reprogram the phones to ring elsewhere.
- If you can't get to your office quickly after an emergency, leave keys and alarm code(s) with a trusted employee who is closer.
- Back up computer data frequently throughout the business day. Keep a backup file off site.
- Use UL-listed surge protectors and battery backup systems to protect sensitive equipment and help prevent a computer crash if the power goes out.
- Purchase a NOAA Weather Radio with a tone alert feature. Keep it on and when the signal sounds, listen for information about severe weather and protective actions to take.
- Keep a minimum supply of goods,

materials and equipment you would need for business continuity.

- Discuss with your insurance agent about precautions to take for disasters. Most policies do not cover earthquake and flood damage. Protect valuable property with special riders. Consider business continuity insurance.
- Keep emergency supplies ready, including flashlights with batteries, first aid kit, tools, and food and water for employees and customers to use during a period of unexpected confinement at your business.

Prevent or reduce damage in your facility by:

- Securing tall bookcases, display cases, mirrors and artwork to wall studs.
- Protect breakable objects by securing them to a stand or shelf using hook-and-loop fasteners.
- Secure large objects that could fall and break or injure someone.
- Install latches to prevent drawers and cabinets from flying open and dumping their contents.

Protect Your Employees and Customers:

Designate a safety coordinator for each work shift. This person will make decisions relating to the safety of employees, customers, and the business

itself. Ensure that employees are trained and have the opportunity to practice emergency procedures such as evacuation and shelter-in-place drills.

Everyone needs to know how to prepare for emergencies and what to do when one occurs. A treasure trove of preparedness information and tips is available from:

U.S. Department of Homeland Security at: www.ready.gov

FEMA
www.fema.gov

American Red Cross
www.redcross.org

Calif. Office of Emergency Services
www.oes.ca.gov

PG&E
www.pge.com/safety

City of Fremont
www.fremont.gov

To schedule a 3-hour Personal Emergency Preparedness (PEP) training or for more disaster preparedness information, please contact the Fremont Fire Department at (510) 494-4244.

We wish you all the best for a safe and prosperous Happy New Year.

Elise Balgley

Attorney at Law

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Fremont Chamber Online report

Online Business Directory Referrals Report

Dec 2007

The number of referrals from the Chamber's business directory this Period was
9,512.

Display: **8,618**
Click Throughs: **694**
E-mail: **41**
Mapped: **159**

Unique Visits

A total of **10,664** distinct visits were made to the site, www.fremontbusiness.com during the month of Dec., 2007

An average of **12,659.7** unique visits were made to the Fremont Chamber's website over the last six months [Jul-Dec 2007]

Data provided by
ChamberWeblink

A Healthy Community is a Productive Community!

by Kathy Lievre
CEO/Executive Director
Tri-City Health Center

If you are fortunate to carry health insurance, it is a comfort and relief to know that wellness is within your grasp. However, basic preventive care is out of reach for many low-income families in communities everywhere. How do we fill the gap locally? Look to your local non-profit Community Health Center to provide safety-net health and social services for those who are most in need.

What is a Community Health Center?

Deeply rooted in the civil rights movement and social justice programs of the late 1960's, Community Health Centers provided basic healthcare services to the uninsured poor in rural communities across America. Health Centers now constitute an integral part of the nation's health delivery system.

Every Federally Qualified Health Center (FQHC), as these centers are known, is governed by a community board with a patient majority. The beauty of this system is that patients do not just pay for their health care, they also "have a say" in how their health care is delivered through their patient representatives on the center's governing board. The patient-majority governing board is a core statutory requirement that every health center must meet in order to receive federal funding.

Helping Those in Need

Health Center patients are among the nation's most vulnerable populations - people who even if insured would nonetheless remain isolated from traditional forms of medical care

because of where they live, who they are, the language they speak, and their higher levels of complex health care needs. In Alameda County, eight community clinics provide primary medical care to over 165,000 patients, re-

"Health Centers also bolster local business and stabilize neighborhoods by stimulating community development and economic growth."

sulting in a whopping 647,000 visits per year. Ninety-six (96 percent) of patients are below 200 percent of the Federal Poverty level, and over half are uninsured. The largest patient groups seen are uninsured children, the work-

ing poor, homeless clients, and those who have lost their benefits (e.g., the dot-com crash).

Health Centers make a difference in our communities by improving access to primary and preventive care, reducing health disparities, creating high quality, cost effective care, and contributing to lower infant mortality. Most people don't realize that without community health centers, many individuals would be forced to seek medical attention at local hospital emergency rooms -- facing higher costs and additional barriers to care. And, many would simply not seek care at all.

Health Centers also bolster local business and stabilize neighborhoods by stimulating community development and economic growth. Small business owners rely on Com-

—Health Centers

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FCCTV:
Fremont Chamber of
Commerce Television

**Alma Via Assisted Living: Quality
Living for Seniors**

Caring for an aging loved one is something that many of us will confront in our lives. We are often faced with choosing a care facility that will provide quality care, yet offer a range of services and amenities that create a comfortable and secure space.

During February FCCTV "Alma Via Assisted Living: Quality Living for Seniors" KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guests Anastacia Corse, Marketing Director and Suzann Frannacht, Gar-

dens Program Director for Alma Via Assisted Living. Anastacia and Suzann talk about the many programs offered to residents including Snoezelen therapy, a sensory therapy which utilizes light, sound, smells and touch to heighten an aging individual's sensory perceptions. They also explained how Alma Via seeks to provide a comfortable and familiar living environment for residents and families by providing respite care, facilities for family gatherings, arts and crafts, movie nights, and faith based services.

Good Eating—

from page 1

tion, take part of it back and save it for lunch the next day. You can enjoy all foods without overdoing it and at the same time, you can also avoid that dreaded post-lunch drowsiness attack.

Fast Food Can Be Okay

Sometimes, you can't avoid "fast" or "convenience" food. Most fast food restaurants now offer "healthy" choices and tasty options such as salads, grilled chicken or fish and frozen yogurt. But don't make it a habit to eat fast foods. Limit it to once or twice a week and don't let it become a regular part of your diet.

Plan Ahead

You'll make less-healthy choices if you wait until you are pressed for time, hungry and tired. Plan out and prepare ahead of time healthy and

quick meals or snacks to bring to the office.

Pre-prepared meal ideas include pre-bagged salads that include nut or fruit toppings and low-fat dressing, sliced fresh fruit and raw vegetables, and low or non-fat yogurt or cottage cheese. Stock up on healthy snacks and food at the office such as meal replacement bars, trail mix, pretzels and mixed nuts. Consider a small basket filled with fresh fruits on your work desk.

Don't Forget Water

Keeping yourself hydrated throughout your day is important. Water is considered to be a major nutrient. Drink when you are thirsty and let thirst be your guide. Remember, we can sometimes mistake thirst for hunger.

Avoid drinking too much of those sports drinks, juices, and "health" or "vitamin" waters because they have a lot of added sugar which translates into a lot of calories.

Have water handy at all times. Consider keeping bottled water in your office and in your car to stay hydrated as you are busily going from one appointment to another.

Practice Daily

As you incorporate these new eating and healthy habits, remember that it will take time before they become a natural part of your busy professional lifestyle. Make your changes gradually and give yourself time to adjust. In time, you will find yourself with a more energy and feel better overall.

Health Centers—

from page 7

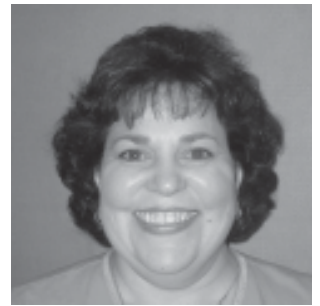
munity Health Centers to provide safety-net services for employees who may not be enrolled in a healthcare plan. In today's shifting economic climate, working-class families increasingly face the challenge of affordable health care services. This could be your neighbor, family member, a young college student, someone in your church, or even an employee. The need is great, and continues to grow.

Why is supporting Health Centers Important?

Investing in Health Centers produces improved health outcomes and quality of life, as well as reductions in health disparities for millions of Americans. Community Health Centers depend on a mix of government and foundation grants, individual donations, insurance reimbursement, and fees. A proposed healthcare reform act, if passed for the State of California, could provide insurance for many.

On the local level, support from individual donors, foundations, and corporate partners continues to be essential. What can you do? Act locally. Lead by example. Support affordable healthcare through political action, i.e., vote in favor of sustaining healthcare services on local ballot initiatives. Become a Board Member. Make a financial contribution (these are always welcome!) And finally, spread the word that there is a resource for affordable healthcare in your community. Your support makes a difference.

Kathy Lievre is the CEO/Executive Director of Tri-City Health Center, a non-profit community-based health clinic providing a wide spectrum of educational healthcare, and social services to everyone, without regard to financial position, ethnicity language, culture sexual orientation or any other



Kathy Lievre

criteria. For over thirty-five years, TCHC has provided quality health care services to the underserved in Southern Alameda County. For more information: Tri-City Health Center 39500 Liberty Street Fremont, CA 94538. (510) 770-8040. Visit our web site: www.tri-cityhealth.org

**FCCTV
Times & Channels**

FCCTV is shown in over 646,000 households! Would you like to be a guest? Call KK Kaneshiro at 510-795-2244, ext. 103. Fremont Chamber of Commerce Television (FCCTV) highlights Fremont Chamber of Commerce members

Comcast Customers:

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

Newark - Ch 27 Fri 5 p.m.

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

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

Hayward, San Leandro, San Lorenzo and Castro Valley -
Ch 28 Thu 10 p.m.; Sat 3:30 p.m.; Sun 8:30 p.m.



**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 of the issue that interests you, or contact Cindy Bonior at (510) 795-2244 x106 or cbonior@fremontbusiness.com.

MARCH 2008

Spring Clean Your Business
Matt Dickstein, Attorney at Law
(510) 796-9144
matt Dickstein@hotmail.com
Deadline: 2/11/08

APRIL 2008

Go Green!
Nina Moore, Fremont Chamber of Commerce
(510) 765-2244 x107
nmoore@fremontbusiness.com
Deadline: 3/17/08

MAY 2008

Economic Development: Fremont's Report Card
Guest Editor to be named
Deadline: 4/21/08

JUNE 2008

On the Road: Business & Leisure Travel
Guest Editor to be named
Deadline: 5/19/08

JULY 2008

Fremont Festival of the Arts: Celebrates 25 Years!
Jane Mueller, Well Chosen Words
510-792-4173
jmueller@iname.com
Deadline: 6/16/08

AUGUST 2008

Employee Incentives: Rewarding Your Most Valuable Asset
Ken Ariathurai, Aria Printing @ The UPS Store
(510) 687-1600
kenaria@sbcglobal.net
Deadline: 7/14/08



How Green Is My City?

Ok, so this is a blatant play on words on the 1941 film classic *How Green Was My Valley*, but inquiring minds want to know what businesses in the Tri-City area are doing to "Go Green". If your business has a focus on conserving our natural resources, reducing your carbon footprint, utilizing environmentally friendly products, please let us know how you are doing this. Send a quick email to Nina Moore at nmoore@fremontbusiness.com and

we will print as many responses as possible in the April 2008 newsletter, which is devoted to Going Green. Responses must be received by March 10, 2008. If any of you wish to write a longer article (500 words maximum) on what your business is doing to sustain our natural resources, please also contact Nina Moore at the above email address. We look forward to hearing from you!