



## Stress and the Economy

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The Rules Have Changed, p. 7

## Alameda County's 211

Need to Find a Community Service? Dial 211, p.4

VOLUME 9, NUMBER 8

# Surviving a Challenging Economy

January/February 2009

## Chamber Extends Support for A's Move to Fremont

By Nina Moore

*Fremont Chamber of Commerce*

At its meeting on Friday, January 9th, the Chamber Board of Directors voted to extend its support of the A's move to Fremont to include support for the alternative site near the future Warm Springs BART station. This action followed a presentation regarding the proposed alternative site by A's co-owner Keith Wolff.

Previously, the Chamber Board had

taken a strong position of support for the project at the original site near Pacific Commons. The new site is being considered for several reasons, including the transportation alternatives to games that it will provide. However, residents in neighborhoods closest to the Warm Springs site have expressed concerns related to traffic congestion, parking, and public safety. Wolff discussed actions that would be taken to address neighborhood concerns related to these issues, and also discussed

the community outreach that will take place over the next few months.

Based on the presentation, the Board voted to continue to support the A's move to Fremont, including the potential change to the new alternate site, with the understanding that there will be protection and support for the surrounding neighborhood and schools. The Board believes that the A's own-

—Cisco Forum, page 7

## The City of Fremont and the Challenging Economy Ahead

By Fred Diaz and Harriet Commons  
*City of Fremont*

The City of Fremont faces many of the same challenges as the rest of the business community in managing through these challenging times. We are a service business, providing public safety and maintenance services to the community. The majority of funding for these services is controlled by the State, through property and sales taxes, and subject to the ups and downs

of the economy.

One of our major challenges is the significant lag time between things that affect our revenues and when we actually receive that information. For example, the assessed valuation for our property tax collections for this fiscal year (2008/09) was set as of January 1, 2008. Since then, much has happened that

—City Challenge, page 2

## Save these Dates!

Upcoming Public Policy Forums  
Fremont Marriott  
Registration 11:30 am; Luncheon & program 12-2 pm

**Tuesday, February 24**

Cisco Field: Update on the Vision

Featured speakers:

Lew Wolff, Owner and Managing Partner of the Oakland Athletics, and Robert DuPuy, President & Chief Operating Officer of Major League Baseball

**Tuesday, March 31**

Annual State of the City

with

Mayor Bob Wasserman

**Thursday, April 30**

The Economic Stimulus Package - What's in it for Us?

Featured speaker:

Russell Hancock, President & CEO of Joint Venture Silicon Valley followed by Panel Discussion

For more information, contact Nina Moore at (510) 795-2244, ext.107

## When the Recession Storm Hits Hard Survival Tips for Small Businesses



By Eric Ng

*Sunbelt International Business Brokerage Network*

When a recession storm hits hard, consumer behavior changes. As small business owners, we are all seeing an effect on our businesses. The prolonged recession has pushed many of us into survival mode, or even to the

point of closing the doors. Instead of merely sitting there, however, stunned by the sharp decline in business, an owner can take positive steps to help his or her company weather the storm and maintain the equity that has been built. Here are tips from survivors:

### #1 The appearance of a dying business will discourage and deflect customers.

Keep your shelves properly stocked. Maintain an energetic and cheerful atmosphere for customers. No one wants to shop at a sad place.

### #2 Retail consumers become increasingly price-sensitive.

Feature more sales, and deeper discounts on some popular items. Loss-leader items can increase the perception that better value can be found at

—Weather the Storm, page 5

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

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Fremont, CA 94539

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CHAMBER OF COMMERCE

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2008 – 2009

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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.

Chair's Message

Doing Business in  
Challenging Times

By George Duarte  
MBA, CMC, CMPS

Here at the beginning of 2009, we have a chance to start anew. We have a new president and government, both of whom have a new determination to look at things differently, try new things and think out of the box in an effort to solve the challenges that we as a nation have. As business owners and ordinary citizens, we can look to this new government as inspiration for us to emulate in our own businesses and lives, to intend to have a newfound determination to work our way through these times, to ultimately prevail and still be in business by the time the economy recovers, as it undoubtedly will. President Obama has said that this will not be solved by the government, but by the citizens, doers and entrepreneurs rolling up their sleeves and unleashing classic Yankee ingenuity and "can do" attitude.

Business is challenging in the best of times, and current times demand true and unprecedented creativity in marketing, administration and internal business processes. As an example, in my business of mortgage brokering, everything has changed: all the lenders I did business with are now out of business; most of the loan programs are gone, the guidelines for those remaining have changed dramatically and continue to do so, on a daily basis; there are new laws and regulations; and even the software is

different. Nothing is as it was, even as little as a year ago. Yet, I am still here—adapt and be flexible or die.

There is an old fable about the mighty oak and the reed of grass, the oak looked down on the reed because it bent to the wind, but one day a tornado came and blew the oak down, but the reed bent, then bounced back – the lesson is that it pays to be flexible and open to new ways of doing things. For a business person this means you must review your attitudes and assumptions about how you do business, relentlessly adapt your procedures to adopt the latest technology; investigate, understand and adopt a "Guerilla Marketing" attitude. Management guru, Tom Peters, wrote a book a few years ago called "Re-Imagine, Business Excellence in a Disruptive Age" which was followed by a television show on PBS, both are definitely worth your time and consideration.

In this new year, the Fremont Chamber of Commerce remains committed to reviewing how we do business, what services we have to offer our members and the community, and to tightening our fiscal belt. The Chamber intends to continue be a valuable resource for businesses, large and small.



George Duarte  
Chairman of the Board of Directors

City Challenge—

from page 1

"With all of the talk about national and State economic stimulus packages, we are likewise exploring the development of our own local Fremont Economic Stimulus Package"

will negatively affect our property tax collections – both this year and in 2009/10.

One thing that will definitely affect us this fiscal year is the increase in property tax delinquencies – but we won't know the full effect until the County gives us our clean-up payment for 2008/09 in September 2009. As another example, we won't have information about our sales tax for the October-December 2008 quarter until March 2009. We anticipate a decline in sales tax revenue, based on all the bad economic news, but we won't know how much for another couple of months. The big challenge is making decisions about the budget and service levels that affect the community without concrete information until months after the fact.

Trickle-down Impacts of the National and State Economic Crises

Unlike the past few recessions that have been more regional in nature, this recession is affecting not only the State and the entire nation - it's really a global phenomenon. As the effects of the sub-prime mortgage mess have emerged, it is adversely affecting our property tax revenues (due to falling property values) and our sales tax receipts (people have less income to spend – either because their home equity lines no longer exist or because they have lost their jobs).

For quite some time, we in Silicon Valley were somewhat insulated because the high-tech sector seemed to be relatively immune to the economic downturn – but we now know that is no longer the case. If ever there was a time when it's apparent that we are all connected, it's as we weather this economic crisis together.

How the City Tries to Help Businesses in These Difficult Times

Recognizing that we're all in this together, we are committed to working with our businesses to help get us all through these difficult times. The City has partnered with the Chamber of Commerce to present a monthly workshop series for small businesses offered through the East Bay Small Business Development Center. These workshops are geared toward helping existing businesses in these difficult economic times. They are free and each month focus on a different topic. We are also working with individual businesses on obtaining grant funds for re-training employees. For example, we are currently working with NUMMI on obtaining state Employment Training Panel funds.

We have also expanded our Shop Local campaign and our Discount Coupon program, both of which are aimed at encouraging residents to shop at local retail stores. This year we are offering more free "Shop Fremont" shopping bags and discount coupons on our website, www.shopfremont.biz.

With all of the talk about national and State economic stimulus packages, we are likewise exploring the development of our own local Fremont Economic Stimulus Package. The Package will look at how we can cut red tape and reduce the cost of City fees and permits in order to help local businesses survive and grow. If our businesses are successful, the City will be successful, too.

Fred Diaz is the City Manager for Fremont and Harriet Commons is the City's Finance Director.



FCCTV: Fremont Chamber of Commerce Television

Business Travel Accommodations: Looking For a Home Away From Home

As our professional lives become more and more global, we are often called upon to travel and spend time away for our homes. One of the few things that makes business travel bearable is a hotel that makes you feel comfortable and at home.

During February's FCCTV "Business Travel Accommodations: Looking For a Home Away From Home" KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews representatives from the new Chase Suite Hotels. They talk about the quality and depth of services available to guests at Chase Suite Hotels. Sensitive to the needs of the business traveler, Chase Suite Hotels offer a wide variety of business services as well as a library and conference room that can be used for meetings or as a private work room.

With a number of locations throughout the west coast, Chase Suite Hotels specializes in creating an atmosphere that is professional yet homey and comfortable, where pets are welcome and guests have been known to stay up to six months.

See the latest FCCTV episode on  
Comcast in your city! For a schedule,  
turn to page 5

## New Construction Debris Recycling Requirements

Effective January 1, 2009, applicants for Building and Demolition permits in Fremont must meet new recycling requirements for the construction and demolition debris.

The new law requires recycling 100% of the asphalt and concrete, and 50% of the remaining debris from certain construction and demolition projects.

The following types of projects are affected:

- All demolition projects that require a Demolition Permit
- All residential & commercial projects (new & remodel) with a permit valuation of \$300,000 or more

There are no additional permit fees or deposits required at the time the application is submitted. There is additional paperwork needed to obtain Final Approval.

1. Submit a Waste Handling Plan (WHP) with your application. The Plan must be approved before permits are issued and work begins.

2. Save all receipts from recycling facilities during the project.

3. Submit a Debris Diversion & Disposal (DDDR) report within 30 days of completion and attach all receipts to show that recycling requirements were met. The DDR and receipts are needed prior to Final Permit Approval.

For more information, contact the Environmental Services Division of the City of Fremont at 510-494-4570 or visit [www.fremont.gov/construction](http://www.fremont.gov/construction).



Calling all Restaurants, Grocery Stores, Drug Stores, and Mass Merchandise retailers!

**Your Input is Needed Now on Potential Regulations**

Like many California communities, the City of Fremont is looking for ways to reduce litter, waste, and energy consumption and to preserve our natural resources. There are many steps that can be taken to achieve these goals.

The City Council has indicated a desire to reduce the use of single-use plastic shopping bags and polystyrene (Styrofoam). City staff is evaluating various approaches and alternatives, which range from voluntary incentives to potential regulation.

The Fremont Chamber and the City want to make sure that your voice – the voice of businesses that would be impacted by such a decision – is heard before any decisions are made.

Together, we have created a survey that has been emailed or mailed to all restaurants, grocery stores, drug stores, and mass merchandise stores in Fremont. If you are one of these and did not receive a copy of the survey already, please contact Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com) or call (510) 795-2244 ext 107.

## Community Calendar

The Chamber also lists community events! Visit [www.fremontbusiness.com/commCalendar.htm](http://www.fremontbusiness.com/commCalendar.htm) for the latest community oriented events in Fremont and the Tri-Cities area.

Got an event? email Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

Look at our RSS feed: <http://tinyurl.com/6cgdow>

# Calendar of Events

## February

- 2 Joint City Council / School Board Meeting**  
4 p.m., City Council Chambers
- 3 No Fremont City Council Meeting**
- 4 Ambassadors' Meeting**  
8 a.m., Chamber Conference Room
- Premier Ballroom Studio Mixer**  
5 - 7 p.m.  
4181 Cushing Pkwy, Fremont  
Phone: (510) 683-9228  
Web: [www.premierballroomstudio.com](http://www.premierballroomstudio.com)  
Premier Ballroom studio is the most elegant ballroom in the San Francisco Bay Area, occupying over 8000 sq. ft. in a convenient shopping plaza. A floor of over 3000 sq. ft. is perfect for social and competitive ballroom dancing. Experience the magic and fun of ballroom dancing in this dynamic and welcoming environment, as their exceptional quality team provides an innovative yet nurturing approach to teaching dancing.
- 10 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 11 Member Briefing**  
11:30 a.m., Chamber Conference Room
- YMCA Fremont-Newark Mixer**  
5-7 p.m.  
41811 Blacow Rd., Fremont  
Phone: (510) 657-5200  
Web: [www.ymcaeastbay.org](http://www.ymcaeastbay.org)  
Let the YMCA of the East Bay help you improve your health, find quality child care and healthy recreation for teens, have fun as a family and just feel better about life. Take a look and see what they can do for you.
- 12 Membership Committee Meeting**  
Noon, Chamber Conference Room
- 13 Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 16 Presidents' Day**  
Chamber office closed
- 17 City Council Work Session**  
Time TBD, City Council Chambers
- 18 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Gavin Law Offices Mixer**  
5-7 p.m.  
39300 Civic Center, Ste. 170, Fremont  
Phone: (510) 248-4769  
Tim Gavin specializes in wills, trusts and probate.
- 19 Leadership Fremont, Class of 2009 Session**  
8:30 a.m.-5:00 p.m., Fremont Marriott Hotel
- 20 ChamberPak Deadline**
- 24 Leadership Fremont Steering Committee Meeting**  
8:00 a.m., Chamber Conference Room
- Public Policy Forum: "Cisco Field: Update on the Vision"**  
11:30 a.m. registration, 12 - 2 p.m. lunch & program  
Fremont Marriott Hotel  
46100 Landing Pkwy., Fremont  
For more information or to register visit [www.fremontbusiness.com](http://www.fremontbusiness.com).
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 25 Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room

## March

- 3 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 4 Ambassadors' Meeting**  
8 a.m., Chamber Conference Room
- 10 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 12 Membership Committee Meeting**  
Noon, Chamber Conference Room
- 13 Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 17 Leadership Fremont, Class of 2009 Session**  
8:30 a.m.-5:00 p.m., NUMMI
- City Council Work Session**  
Time TBD, City Council Chambers
- 18 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 24 Leadership Fremont Steering Committee Meeting**  
8:00 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 25 All American Pet Emporium Mixer**  
373723 Niles Blvd., Fremont  
Phone: (510) 793-7387  
Web: [www.allamericanpetemporium.com](http://www.allamericanpetemporium.com)  
All American Pet Emporium offers and your furry friend a comfortable place to shop, visit with friends and socialize your pups. If you're looking for warm sweaters, leather collars, doggie jewelry, entertaining toys, yummy treats, safe travel essentials, strollers, proud pet parent goodies and more....than you've got to come in and sniff around...oh and you'll love the prices, too!
- 31 State of the City Lunch**  
11:30 a.m. registration, 12 p.m. lunch  
Fremont Marriott Hotel,  
46100 Landing Pkwy., Fremont  
For more information or to register visit [www.fremontbusiness.com](http://www.fremontbusiness.com).



## Host a Mixer

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

# Anniversaries

<p><b>40+ Years</b> Amsbaugh, Don Four Winds Growers Fremont Engineers, Inc. Fremont Flowers and Gifts Fremont Law Pacific Gas &amp; Electric</p> <p><b>30+ Years</b> Fremont Unified School District Goldstein Enright Accountancy Corp. RINA Accountancy Corp.</p> <p><b>20+ Years</b> B.L.V. Insurance Services Cal Self Storage Creekside Village Apartments David M. Britton, CPA Gonsalves &amp; Kozachenko Kidango M.L. Nielsen Construction, Inc. Tonix Corp.</p> <p><b>15+ Years</b> ACTIA</p>	<p>Allegro Music Club Sport of Fremont Coldwell Banker - Madeline Holmes Mission Adobe Garden Center Mission Coffee Roasting Co. Tri-Cities League of Volunteers (LOV)</p> <p><b>10+ Years</b> Ardenbrook, Inc. Arlene Kaiser Productions Fremont Village Heald College JVA Business Services Maselli Bail Bonds, Inc. MasterKey Real Estate-Mission Neufeld Grinding, Inc. Sisters of the Holy Family Storefront Door Service Sweet Tomatoes Washington Hospital Healthcare System Windermere Properties of the East Bay - John Juarez</p>	<p><b>5+ Years</b> Alameda County Dept. of Child Support Services Briarwood At Central Park Apartments City of Fremont Countrywood Apartments Dutra Enterprises, Inc. Foot Solutions Fremont Football League Hyatt Place John A. Romano, M.D., Fremont Plastic Surgery Ken Johnson &amp; Associates KRTY / KLIV La Pinata #5 Mexican Restaurant Law Offices of Robert A. Wiekowski - A Professional Corp. Minuteman Press Mission Peak Business Products Mission Real Estate &amp; Mortgage - Valerie Boyle MRL - John Lee Nelson Staffing NeoVision Eye Center</p>	<p>Norris Consulting Services One Child Realty Experts - Marsha Cabral San Francisco Public Utilities Commission Santa Clara Development - Robson Homes Sheppard Mullin Richter &amp; Hampton, LLP Silver &amp; Black Telecom Special Events</p> <p><b>2+ Years</b> 3A Pet Sitting All Valley Plumbing Bjork Construction Co., Inc. Don's Barber Shop East Bay Town Planner Everex Communications Inc. Fabulous Faces Revealed Fletcher Jones Motorcars of Fremont Huntington Learning Center KeyPoint Credit Union Konica Minolta Lowe's</p>	<p>Meriwest Credit Union NB Network Solutions Prince of Peace Lutheran School Sign A Rama</p> <p><b>1 Year</b> Alinea, Inc. Amgen, Inc. Caltronics Business Systems Commercial Capital Ltd. Currie-Ronduen Chiropractic East Bay Agency for Children Fastsigns Federicos Cafe Fremont Elks Lodge Les Schwab Tire Center Life Chiropractic College West Maaco Collision Repair &amp; Auto Painting McCollisters Transportation Group, Inc. Medspa 29 Professional Corp. Nexus Bridge Sleep Diagnostics of Fremont Vintage Catering Your Travel Biz</p>
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*Congratulations to all our Chamber members who have reached these milestones*

## New Members

### Beauty & Health Products

#### Ganaye Skin Care

Colleen Ganaye  
41247 Apricot Ln.  
Fremont, CA 94538  
colleen@ganaye.com  
(510) 557-7025  
(510) 657-3494

### Business Associations

#### Mission San Jose Chamber of Commerce

Ken Ariathurai  
P.O. Box 3396  
Fremont, CA 94539  
info@msjchamber.org  
www.msjchamber.org  
(510) 687-1611

### Business Brokerage & Financing

#### Sunbelt Business Brokers San Francisco/Oakland

Eric Ng  
2229 Harbor Bay Pkwy.  
Alameda, CA 94502  
Phone: (510) 523-0232  
Fax: (510) 550-7538  
eng@sunbeltnetwork.com  
www.sunbeltnetwork.com

### Beauty Salons & Day Spas

#### Ascend Salon

Brooke Duncalf  
37140 Maple St.  
Fremont, CA 94536  
Phone: (510) 713-9600  
ascendsalon@gmail.com

### Chiropractors

#### Forni Chiropractic

Sylvia Forni  
40000 Fremont Blvd., Ste. E  
Fremont, CA 94538  
dr.forni@gentlespinalcare.com  
www.gentlespinalcare.com  
(510) 438-0804  
(510) 438-0804

### Contractors - Electrical

#### Amletric Electric Co.

Preston Reeves  
3548 Rutledge Com.  
Fremont, CA 94538  
Phone: (510) 825-9491  
Fax: (510) 513-4158  
amletric\_co@comcast.net

### Event Planning & Management

#### Designer Events LLC

Rochelle Valadez  
42878 Fontainebleau Park Ln.  
Fremont, CA 94538  
rochelle@designerevents.net  
www.designerevents.net  
(510) 209-5806

### Industrial Equipment & Supplies

#### Grainger

Ann Maras  
4700 Hannover Pl.  
Fremont, CA 94538  
Phone: (510) 897-4860  
Fax: (510) 897-4861  
ann.maras@grainger.com  
www.grainger.com

### Real Estate—Appraisers

#### Advantage Appraisal Solutions

John Faut  
40087 Mission Blvd., Ste. 223  
Fremont, CA 94539  
john@advantageappraisalsolutions.com  
www.advantageappraisalsolutions.com  
(925) 348-6347

### Restaurants

#### Fuzio Bistro

Ted Robinson  
3113 Stevenson Blvd.  
Fremont, CA 94538  
Phone: (510) 687-9310  
Fax: (510) 687-9312  
trobinson@fuzio.com  
www.fuzio.com

### Travel Agencies & Bureaus

#### Lets Go Travel

Veronica Perea  
1550 Technology Dr., Ste 2091  
San Jose, CA 95110  
letsgotravelagency@yahoo.com  
www.letsgotravelagency.com  
(408) 569-4995

We are your source for domestic and international travel and travel deals under \$250. We offer many spa, golf, hunting, fishing and extreme sports packages! We can help you with a free honeymoon registry; book your golf tee times; travel wear; flowers and gift baskets. We also are partnered with TicketsNow and can provide fundraising opportunities for non-profits.

## Alameda County's Link to Community Services: Dial 211

Most people know to dial 911 when their lives are being threatened and to dial 411 when they want to locate the nearest restaurant or pharmacy. But, are you aware you can dial 211 to access the myriad of community services in your area?

A year since its official launch in Alameda County, the three-digit multilingual telephone service, 211, is quickly becoming recognized as the number to call for health, housing, and human services. During its first year of operation in Alameda County, 211 Resource Specialists handled over 46,000 phone calls and provided over 77,000 health, housing, and human service referrals to the people of Alameda County.

As the centralized source for community service information, 211 is here to make sure people get connected to the services in their area quickly and efficiently. There is no longer a need to find a seven or ten digit number for human service information or assistance. 211 is the answer to navigating the community resource system that can be complex and frustrating. Sim-

ply by dialing 211, callers are connected to a live Resource Specialist who has immediate access to hundreds of health, housing, and human service programs in Alameda County.

Available 24-hours a day, 7-days a week, 211 provides information and referrals in over 150 languages about government programs, housing-related services, community services, support groups, educational opportunities, job training programs, or any other human. For example, a dad can call to locate after school programs for his daughter; a merchant can call on behalf of a homeless family to find the nearest available shelter; an abused woman can call to locate a safe house; a daughter can call to find an adult daycare for her senior mother; or a caseworker can call to locate a free clinic for a client.

To learn more about the 211 phone line or Eden I&R's other services, please visit the agency's website at [www.211alameda.com.org](http://www.211alameda.com.org) or contact Barbara Bernstein, Executive Director, at [bbernstein@edenir.org](mailto:bbernstein@edenir.org) or 510-537-2710, ext. 8.

## 2009 California and Federal Employment Poster

Today more than ever, California businesses face increasing regulations in order to comply with labor laws. One such regulation requires that employers display updated employment posters at their places of employment. Failure to display all required State and Federal posters can lead to fines of up to \$17,000.

Getting in compliance is easy and inexpensive, the Fremont Chamber of Commerce has the necessary posters

available for you.

2009 California and Federal Employment Poster: ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Spanish. Member price \$25 (non-laminated); and \$39 (laminated).

To order, call Lana Windom at (510) 795-2244 or visit [www.fremontbusiness.com](http://www.fremontbusiness.com).



## Connection Clubs: Meeting Dates, Times, Places

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

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

**Tuesday Noon**  
meets weekly at 11:45 a.m.  
Ginger Cafe at Newark Hilton  
39900 Balentine Dr., Newark  
Chair: Justine Schroeder, (510) 673-4646  
Vice: Russell Bender (510) 770-9360  
www.tuesdayconnectionclub.com

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am  
La Piñata Restaurant  
39136 Paseo Padre Pkwy, Fremont  
Chair: Sandra Madonna (510) 910-2681  
Vice-Chair: tba  
www.connect2succeed.com

**Fridays Women In Business**  
meets weekly at 7:30 a.m.  
Best Western Garden Court Inn  
5400 Mowry Ave., Fremont  
Chair: Tammy Duran, (510) 693-5054  
Vice-Chair: Maria Sicalbo, (510) 791-0852  
www.fremontwib.com

**Thursday AM**  
meets weekly at 7:30 a.m.  
The Depot Diner  
37260 Fremont Blvd., Fremont  
Chair: Renee White (510) 790-0822  
Vice: Madeline Holmes (510) 599-1215  
www.thursdayAM.com

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 12 noon  
Vida y Vino  
43808 Christy St., Fremont  
Chair: Scott Capen, (510) 207-6207  
Vice: Scott Doruff, (510) 505-1011  
www.thursdayreferralsplus.com

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

## Doing Business Over Lunch



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



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



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

### JEBZ Restaurant

39742 Cedar Blvd.  
Newark **(510) 661-0355**  
Open Tue-Sun 11 am-10 pm  
Weekend Champagne Breakfast  
10 am-3 pm



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



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.

## Weather the Storm—

from page 1

your store. Treat the cost as part of your marketing budget. It can help in moving old inventory too.

### #3 Really get to know your customer.

This is extremely important for a service business and is increasingly important even for commodity businesses. If your POS system has a loyalty program built-in, study your user manual. Offer special one-time discounts in exchange for customer information. Know the first name of the top 20% of your customers - no more busy/shy owner hiding in the office - go out and introduce yourself to your customers. A warm greeting, calling your customer's first name, will help bond them with you and your store.

### #4 Utilize target promotions.

Once you have sufficient customer information and have analyzed it, you can do targeted promotions. You know your customers and you know what they buy. Send them a coupon from time to time. Give them a call when you offer a new service. This is perhaps the most cost-effective way to spend your marketing dollar. Do not forget your customers and do not let them forget you, and since price is becoming an increasing concern, give them enough cost-saving incentives so that they have no reason to think of going elsewhere.

### #5 Preserve your current customer base.

A customer retained is more valuable than a new customer acquired. But as you have your strategy in place to retain most of your existing customers, you can move on to recruiting new

ones. In the present economic climate, you can get attractive prices from media companies so as to mount cost-effective, well-focused advertising programs. Be willing to "think outside the box" for new marketing and promotional ideas. Make a point of attending your community's business/social

"...an owner can take positive steps to help his or her company weather the storm and maintain the equity that has been built."

events such as those arranged by the Fremont Chamber of Commerce. Let as many people as possible know about your business and how it's special. Don't be shy about this. We all thrive on the knowledge of each other's products, services and business needs and opportunities.

### #6 Join a networking group.

People are more inclined to do busi-

ness with those they know and trust so join a networking group. These groups provide a virtually endless supply of valuable contacts. Email me about joining my free power networking group. Contributors of content to my monthly email newsletter get free advertising.

*Eric Ng, MBA, a business broker and financial analyst, is also a small business owner and franchisor in the Fremont area.*

*A graduate of UC Berkeley, he is a member of the Sunbelt International Business Brokerage Network, the world's oldest and largest such organization, and he has buyers for good businesses at the right price. Eric can be reached at (510) 523-0232 or email: eng@sunbeltnetwork.com*



**zpizza**  
46703 Mission Blvd.  
Fremont  
**(510) 360-9900**  
Sun-Thur: 11 am-9 pm  
Fri-Sat: 11 am -9:30 pm

## Write Place

Need help getting your message across? Go to the Write Place for your next communications project.

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- ❖ Crisis communications
- ❖ Community outreach
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- ❖ Web site content
- ❖ Press releases
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- ❖ Executive speeches

Discount for Chamber members.  
Contact Rhonda Rigenhagen:  
**(510) 648-0103**  
HelpMeRhonda@WritePlace.biz  
www.WritePlace.biz



## 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.

# Member News

## Amgen's Fremont location names new site head

As of September 22, 2008, Dennis Murphy assumed the position of vice-president, Amgen Fremont Operations. He replaced Alison Moore, who assumed responsibilities for Amgen's newly formed Corporate Manufacturing Organization as vice president, Corporate Manufacturing. Her position is based at the company headquarters in Thousand Oaks.

Mr. Murphy, a native of San Francisco, joined Amgen in 2005



Dennis Murphy, Amgen

and has held various positions of increasing responsibility. In his most recent role as vice president of Engineering, his responsibilities included global real estate and asset planning, large capital construction, and facilities maintenance/operations.

Prior to joining Amgen, Murphy spent 24 years in the United States Navy commanding nuclear submarines and working in various executive and government relations positions. While in the Navy, he was selected as a White House Fellow, a prestigious leadership and public service program sponsored by the president of the United States. Murphy is a graduate of the United States Naval Academy, holds a master's degree in engineering management from Catholic University in Washington, D.C. and is a nuclear engineer, certified by the Department of Energy. He also is a graduate of the executive program at UCLA's Anderson School of Business.

"I look forward to my new role at our Fremont site," said Mr. Murphy. "I am thrilled to lead such a great group of people at a state-of-the-art facility known for its flexibility and scaleability. I look forward to working with my new colleagues and continue the legacy developed under Alison Moore's leadership."

Amgen Fremont is located at 6701 Kaiser Drive and is Amgen's only manufacturing facility in the Bay Area. The 100,000 square-foot manufacturing facility manufactures Vectibix®, an entirely human, monoclonal antibody cancer therapeutic. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab,

to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit [www.amgen.com](http://www.amgen.com).

## FUSD Board of Education announces permanent appointment of Superintendent

At their January 14, 2009 meeting, the Fremont Unified School District Board of Education voted unanimously to appoint Dr. Milt Werner as Superintendent of the Fremont Unified School District with a four-year contract effective January 1, 2009 through June 30, 2012. Dr. Werner has served as Interim Superintendent since July 1, 2008. He joined FUSD six years ago serving as principal of Washington High School for three years and as the Assistant Superintendent of Instructional Services for two. With more than 30 years in education, Dr. Werner has held several positions, including assistant principal at James Logan High School in Union City from 1975-1985.

"The Board of Trustees is very pleased that Dr. Milt Werner has accepted the leadership position of Superintendent for the Fremont Unified School District," said Board President Larry Sweeney. "As we are forced to face immediate and unprecedented fiscal challenges, it is reassuring to the Fremont community to have Dr. Werner's steady hand and open door policy ready to engage and find workable solutions."

Fremont Unified School District is comprised of 42 schools including 29 elementary, 5 junior high, 6 high schools, the Fremont Adult School, and the Mission Valley ROP. It serves over 32,000 students and has 3,000 classified and certificated staff. For more information visit [www.fremont.k12.ca.us](http://www.fremont.k12.ca.us).

## Fremont Superintendent Hosts Saturday Community Meetings on Budget Crisis

Superintendent Milt Werner will host two community meetings on the impact of the State budget crisis on the Fremont Unified School District and the programs and services that are in danger of being cut. Attendees will have the opportunity to provide feedback and have questions answered.

The first of the two meetings will be held on Saturday February 14, from 10am - noon, at Irvington High School's Valhalla Theater (41800 Blacow Road). The second meeting will be held on Saturday Feb-

ruary 21, from 10am - noon, at American High School's Library (36300 Fremont Blvd). For more information, contact the Superintendent's office at (510) 659-2542.

## Fremont Bank Foundation grant benefits improved communication and assessment in Fremont public schools

Fremont Unified School District is proud to announce the launch of its new website and individual school websites, which have been redesigned in order to standardize information from school site to school site and to be more accessible to the public. This redesign was made possible by a generous grant from the Fremont Bank Foundation, that gave the District \$105,430 for two projects for the 08/09 school year. One of these was the redesigning of the websites through a content management platform; the other was OARS/Reading Lions, an online student assessment tool.

Established in 1995, Fremont Bank Foundation is an independent, private, grant-making foundation that does not solicit funds nor accept unsolicited proposals. Solely funded by Fremont Bank, the Foundation invests in local nonprofit organizations for the implementation of their extraordinary visions to help create and maintain a healthy, vital community. A special interest is placed on grant-making opportunities that focus on minimizing the root causes of community problems and that leverage grant effects through collaboration with other community partners. Getting to know the people who manage the nonprofit organizations Fremont Bank Foundation supports and how they operate is fundamental to the Foundation's grant-making strategy.

"During these trying financial times we are experiencing in public education it is comforting to know that community organizations like Fremont Bank are willing to step forward to support much needed projects that benefit all 32,000 students within Fremont Unified," said Interim Superintendent Milt Werner. "We are gratified to have their support and sincerely appreciate their tremendous generosity."

## Fremont Education Foundation hosts annual Gala on February 27

The Fremont Education Foundation's seventh annual Excellence in Education Gala is scheduled for February 27th at the Fremont Marriott, from 5:30 - 10pm. The theme of this year's event is "Surfin' Safari: A Day at the Boardwalk" and attendees will be treated to games, food and entertainment reminiscent of a day at the boardwalk. Fortune-tellers, caricature

artists, a live band, a unique auction and raffle, and a professional hypnotist make this a MUST-ATTEND EVENT!

The Fremont Education Foundation's "Excellence in Education" Gala is the only fundraising event in Fremont that promotes and celebrates excellence in education at the K-12 level within our public schools. Funds raised for the Foundation's grants will allow FEF to continue to sponsor and expand support of exceptional projects in FUSD classrooms. Over the past 18 years, FEF has awarded over 160 grants to teachers, directly benefiting tens of thousands of students in our schools. Given the current budget crisis, classroom needs are greater than ever.

Each year, the Fremont Education Foundation chooses two honorees to celebrate - one from within the Fremont Unified School District and one from the greater community - for their outstanding contributions to education within Fremont. This year, the Foundation is proud to celebrate the contributions of Niles Rotary to educational programs and excellence throughout Fremont. As its FUSD honoree, the Foundation has chosen to honor two educational leaders who have served Fremont students for many years and were two long-time members of the Fremont Education Foundation board: Bev Chernoff and Linda Garbarino.

Tickets are \$75 per person; sponsorships are available. To reserve your seats, visit [www.fremont-education.org](http://www.fremont-education.org) or call (510) 659-2561 (voicemail). Dress is casual.



## Online Business Directory Referrals Report January 2009

Total visits to [fremontbusiness.com](http://fremontbusiness.com): **10,040**

Average number of monthly visits to [fremontbusiness.com](http://fremontbusiness.com) (6 month average): **10,682.833**

Total number of referrals from the website business directory: **10,704**

Each member averaged **14.87** referrals from the directory in January

Each day in January there was an average of **345** referrals from the directory

The top 150 display referrals received a total of **10,249** display referrals from the directory

The top 150 clicked on referrals received a total of **638** clicks to their websites

The total emails sent from our directory was **5**

The total map referrals from our directory was **107**

Data Provided by ChamberWeblink



## Ask SCORE: Business questions answered via email

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

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

email your business related questions to: [score@fremontbusiness.com](mailto:score@fremontbusiness.com)

# Fremont Business Review Editorial Calendar



**Congratulations, Fremont Marriott Silicon Valley!**

## You're Super Heroes

The StopWaste Partnership honors you with our 2008 Business Efficiency Award for cutting costs, recycling & preventing waste, and protecting the environment.

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**www.StopWastePartnership.org**

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

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

**MARCH 2009**  
*Educating Tomorrow's Workforce*  
 Staff Consultant: Nina Moore  
 Deadline: 2/17/09

**APRIL 2009**  
*Going Green: Local update*  
 Staff Consultant: Nina Moore  
 Guest Editor to be named  
 Deadline: 3/16/09

**MAY 2009**  
*Chamber Membership: Making it Work for You*  
 Staff Consultant: Cindy Bonior  
 Guest Editor: KK Kaneshiro, Fremont Chamber of Commerce  
 (510) 765-2244 x103  
 Deadline: 4/13/09

**JUNE 2009**  
*Leadership Development*  
 Staff Consultant: Cindy Bonior  
 Guest Editor to be named  
 Deadline: 5/14/09

**JULY 2009**  
*Fremont Festival of the Arts*  
 Staff Consultant: Nina Moore  
 Guest Editor to be named  
 Deadline: 6/15/09

**AUGUST 2009**  
*Time Management*  
 Staff Consultant: Nina Moore  
 Guest Editor to be named  
 Deadline: 7/13/09

**SEPTEMBER 2009**  
*E-marketing: Harnessing the Power of*

*Internet Marketing*  
 Staff Consultant: Cindy Bonior  
 Guest Editor to be named  
 Deadline: 8/14/09

**OCTOBER 2009**  
*Structures & Strategies for Business Success*  
 Staff Consultant: Cindy Bonior  
 Guest Editor to be named  
 Deadline: 9/14/09

**NOVEMBER 2009**  
*Successful Business Meetings*  
 Staff Consultant: Nina Moore  
 Guest Editor to be named  
 Deadline: 10/12/09

**DECEMBER 2009**  
*Travel Tips*  
 Staff Consultant: Cindy Bonior  
 Guest Editor to be named  
 Deadline: 11/13/09

**JANUARY 2010**  
*Professional Growth*  
 Staff Consultant: Nina Moore  
 Guest Editor to be named  
 Deadline: 12/11/09

Write an article for the Business Review: call 510-795-2244 for details

## Cisco Forum—

from page 1

er ship has demonstrated a strong commitment to addressing the issues listed above.

Since the middle of January, Keith Wolff has been participating in small group meetings in the Weibel and Warm Springs areas to present the current status of the A's project, listen to residents' concerns, and discuss ways that the A's could mitigate those concerns. These meetings have been scheduled as neighborhood coffees in individual homes and at Weibel, Warm Springs, and Leitch elementary schools. Additional community meetings throughout Fremont will be scheduled over the next few months. For more information, please contact Nina Moore at the Fremont Chamber of Commerce: nmoore@fremontbusiness.com

"The Chamber continues to believe strongly that bringing the A's to Fremont will have positive economic benefits for our City, serving as a catalyst for additional economic development and elevating Fremont's standing as a

City worthy of attention by major businesses looking for site locations," said Cindy Bonior, Chamber president and CEO. "Having the A's in Fremont will make Fremont an attractive destination for both visitors and commerce. And based on prior history, the A's will be strong contributors to our local community - our schools and our non-profit organizations."

To learn first-hand about the A's current plans and project status, you won't want to miss the Chamber's Public Policy Luncheon "Cisco Field: Update on the Vision" scheduled for Tuesday, February 24, 2009, from noon - 2 p.m. at the Fremont Marriott. Our featured speakers will be Lew Wolff, owner and managing partner of the Oakland Athletics, and Bob DuPuy, President and Chief Operating Officer of Major League Baseball.

To reserve your seats, visit [www.fremontbusiness.com](http://www.fremontbusiness.com) or call Lana Hillary-Windom at (510) 795-2244 ext. 105. For information on sponsorship opportunities, contact Nina Moore at (510) 795-2244 ext. 107.

# New Laws for California Drivers in 2009

Submitted by AAA Northern California

Once again, the rules of the road are changing and drivers must be aware of several new laws that will affect them in the coming year. Some of the new regulations about to take effect are aimed at improving safety, reducing greenhouse gas emissions and protecting consumers' rights.

"As a driver, you want to be aware of the new rules of the road, and AAA hopes to alert people to the latest changes," said Matt Skryja, AAA Northern California spokesperson. "You don't want flashing lights in your rearview mirror to be your first clue that the rules have changed."

### Text Messaging While Driving

SB 28 prohibits drivers over the age of 18 from text messaging or using any other hand-held mobile service device while driving. The current law prohibits adults from using a hand-held cell phone while driving, and it prohibits the use of any electronic device, whether hands free or not, by teen drivers.

### Clean Air Stickers

In response to news that clean air stickers were being copied and sold online, SB 1720 prohibits the counterfeiting of "clean air stickers" issued by the DMV. The stickers authorize clean air vehicles to use HOV lanes during peak hours without the required number of passengers.

### Windshield GPS Placement

SB 1567 authorizes the mounting of a GPS device on the windshield of a car, if done so within a seven-inch square on the lower passenger side of the windshield or within a five-inch square on the lower driver side of the windshield.

### Greenhouse Gas Reductions

Once SB 375 takes effect, it will require regional transportation plans to contain a Sustainable Communities Strategy designed to achieve greenhouse gas emission (GHG) reductions by cars and lightweight trucks. The Air Resources Board must provide each region with GHG target goals.

### Traffic Fees and Penalties Increased

Under SB 1407, the penalty for moving violations increases by \$35, traffic violator school attendance fees by \$25, fix-it-ticket fees by \$15 and parking fees by \$3. The money goes to court house construction, rehabilitation and maintenance.

### Used Vehicle Tickets

AB 2401 protects the purchaser of a used vehicle from having to pay the parking tickets of the previous owner.

### Locksmith Licensing Laws

AB 2592 changes locksmith licensing laws, including increased fines, to try to stop unlicensed persons from working as locksmiths.

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. For more information visit [www.aaa.com](http://www.aaa.com).

**Downsizing your office space? Chamber offers office space at affordable rate**

The Fremont Chamber of Commerce has two private office spaces for rent within the Chamber offices. Each office is approximately 120 square feet and offers a professional setting for your business.

Please contact Lana Hillary-Windom at (510) 795-2244 or email [lhillary-windom@fremontbusiness.com](mailto:lhillary-windom@fremontbusiness.com) for more information.

## Warm Springs Tree Lighting



The Warm Springs Tree of Lights was lit for the holidays on December 5, 2008 at the annual Warm Springs Tree Lighting ceremony. Located at the Warm Springs Plaza, this tree was built by Luis Lira and his son Nick Lira. It was turned on every night from December 5th until the first week of January.

## Niles Sparkles for the Holidays

By Dea Smith  
Niles Merchants Association

The Niles Merchants Association kicked off the holidays with the annual Niles Festival of Lights parade on the Friday after Thanksgiving. It was attended by about 20,000 viewers. Mayor Bob Wasserman and his wife Linda were there to enjoy the parade and to light the tree. This year, George Rodgers, of Ohlone College, asked the children to come up and assist the Mayor with the countdown to the tree-lighting.

The fire trucks led the parade and the crowd enjoyed some repeat participants like the Tap Dancing Christmas Trees – always a favorite.

To help finance the parade this year,

a Christmas Tea was served on December 6th, 7th and 13th at the home of a board member. This fundraiser was particularly important, as the economy has affected our ability to collect donations in support of the parade, which has become very popular and is well attended by the community.

The tea was well received and there are conversations about having similar events in the future, spaced throughout the year. Guests were very pleased with the quality and quantity of the food and the overall experience. The rooms were each decorated with a variety of trees, garlands, and themed ornaments, and guests were invited to tour the house.

We are looking forward to our 2009 schedule and welcome everyone to visit us at our stores in Niles this year!



Fire Trucks led the way at the Niles Festival of Lights

## Relating Stress With Economic Challenges

By David Afana  
Afana Enterprises

Falling stock values, unemployment on the rise, foreclosures and decreased real estate equity, commercial and personal bankruptcies are all becoming normal headline news. Even 401K and retirement plans are being devalued as this country continues to experience a whirlwind of uncertainty. U.S. based companies are looking at all angles to increase the bottom line and stay afloat, which includes outsourcing work to overseas labor. Were you prepared for something like this to happen? What lifestyle modifications are you willing to implement in 2009 to get through these financial economic challenges?

Many of us are worried about our job stability in today's challenged economy. Some folks are finding it necessary to take on a second and even perhaps a third job just to make ends meet, which only decreases the amount of quality time spent with families and loved ones. Others are finding themselves having to sell precious family treasures and heirlooms just to put food on the table and provide shelter and

care for their families. Have you given thought recently to what the daily living challenges are doing to your health and well being?

Worrying about your financial future is directly linked to increased emotional and physiological stressors. These acute emotional and physiological stressors cause increased heart rate and elevation of blood pressure. The release of stress hormone called *Cortisol* in high doses in the body can cause a hormone imbalance, which reeks havoc on the immune system. This is the danger hormone that tells your body to store up every bit of energy that it can, and your body stores up that energy as body fat. According to the American Medical Association (AMA) excessive physical exertion and emotional stress may cause problems for adults, but women seem to be particularly susceptible to developing heart problems in the face of emotional stress. Heart disease is becoming the next epidemic health challenge in our society. In addition, according to the AMA, 80% of illness is caused by stress. Stress also increases risk of Type 2 Diabetes in adults and children. The World Health Organization

(WHO) estimates that 150 million people worldwide have diabetes, a figure that's expected to surpass 300 million by 2025. Even children are experiencing emotional stressors in their lives because we are a stressed out nation.

What would you be willing to do to reduce levels of the bad stressors in your life? Would you make it a priority to exercise more or start exercising or perhaps modify your diet to eat healthier or even consider taking a dietary supplement that can assist in these areas? This can be achieved by taking *Adaptogens* on a daily basis. You may be asking yourself what are *Adaptogens*. The term *Adaptogen* is used by herbalists to refer to a 100% natural herb product that is proposed to increase the body's resistance to stress, trauma, anxiety and fatigue. Just think about it, reducing levels of stress at a cellular level creates a healthier lifestyle.

*Adaptogens* taken from the root word "adapt" have been in existence for thousands of years and are supported by both medical and scientific research. *Adaptogens* are viewed as a modern miracle of nature because of their high natural absorption rate into the body. Predominant common *Adaptogens*: *Eleuthero* and *Rhodiola Rosea* help to maintain the body's equilibrium to immune response to external stressors (*Adaptogens*, *Nature's Miracle: Ancient Wisdom Validated through Modern Science* by Dr. David Karam, MD., PhD., Clinical Medical Science Director with Institute For Adaptogenic Sci-

ence).

The condition of our economy affects our well being in many ways and it is out of our control. Worrying about how to achieve retirement or even survive through retirement is on the minds of many people. Increased anxiety levels are causing us to worry more and this causes increased levels of stress. Why not consider something within

your control by introducing *Adaptogens* into your daily diet and adopting healthy habits to help you weather the stress in your life.

To learn more about *Adaptogens*, please visit David Afana's website at [www.afanaenterprises.net](http://www.afanaenterprises.net). You may also reach David at (877) 206-2572 or email [david@afanaenterprises.com](mailto:david@afanaenterprises.com).

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