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Sponsoring the arts is good for business, p. 2

DeVry Goes International +

Building international community, p. 7

State Resources for Biz +

State commissioner Henry Yin, p. 8

VOLUME 11,
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Business Without Borders

Feb/March
2011

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Embracing Diversity



by **Brian Lee**
MassMutual Financial Group

On any given day, clients of all different persuasions and backgrounds come through our doors. And, that's the pleasure of working at the San Francisco Bay Area Agency in Fremont—you never know who you're going to meet!

Crossing virtual borders can be a challenging endeavor so it is critical to establish tools to help leverage and foster relationships in specific, yet diverse markets. In this era of unprecedented globalization, the phrase "untapped potential" has become ubiquitous. Yet we understand that it is simply good business to reach the widest

audience possible.

Offering advice to reach and embrace clients found in a multitude of cultures is best told through our experience. Although our business is local, our parent company, MassMutual Financial Group, has a global footprint with subsidiaries operating in Asia and South America. Our clients can be sure that when they arrive for one-on-one consultation, they are always connected to a larger network that consists of – among many other faculties – a multilingual support service.

—Diversity
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Interpreters: A Valuable Resource in Defeating Language Barriers

by **Luisa Newcomb**
Interpreters Net

The City of Fremont is well known for its richly diverse community, in both culture and languages. Communication has always been important to a community's success, and interpreters can provide a valuable service for businesses and individuals all over the world.

The medical, educational and legal fields have experienced a

—Interpreters
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Kaiser Permanente Uses Latest Technology to Cross Language Barriers

by **Johnny Ng**
Kaiser Permanente

Kaiser Permanente is taking advantage of the latest video technology to enhance services to its deaf and limited English-speaking members.

Under the Kaiser Permanente Interpreter Network (KPIN) program, Kaiser Permanente is providing American Sign Language (ASL) and/or select language interpreting services remotely via video.

"The goal is to create an internal network of high quality professional health care interpreters that can be shared among other Kaiser Permanente facilities to better serve our members," said Maria Servin, Assistant Medical Group Administrator for Kaiser Permanente in southern Alameda County.

Called video remote interpreting or VRI, this new service works very simply. When a Kaiser Permanente mem-

ber or patient requests interpreter services assistance, a staff member will access a VRI video cart and connect with an interpreter for the requested language. The staff interpreter, located in another area of the facility or elsewhere, will communicate via a video phone. The member will see and communicate with the interpreter over a video monitor.

"Using this new system is easy and simple," said Scarlett McCunne, Interpreter Services Manager.

The VRI pilot was first launched in 2008 in the Kaiser Permanente Fremont Medical Center Primary Care and Emergency departments and a year later it was rolled out to the Primary Care departments in the Hayward Medical Center and the Union City



Kaiser Permanente interpreter

medical offices. Kaiser Permanente recently expanded its service through participation in the Health Care Interpreter Network, made up of health care centers throughout California and the United States, and increased its pool of health care interpreters.

In the southern Alameda County service area, Kaiser Permanente has 25

—Kaiser Technology
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Welcome – In Any Language!



by **Francisco Acosta**
Good Nite Inn

Hiring employees who can speak English and another language is one way that those of us in the hospitality industry can meet the needs of a diverse customer base, such as exists in Fremont. Our guests do not always speak English fluently, and in some cases, not at all. Therefore, to better serve our clients, we should be look-

ing to hire employees who speak the languages most often spoken by our guests.

At the Good Nite Inn in Fremont, ninety-five percent of our current non-management employees are Spanish-speaking. We wanted to hire more employees who speak both English and Spanish, and found that an added benefit of looking for bilingual candidates is that we have ended up with much greater diversity at our location. We are proud to have people from Mexico, India, Japan, the Philippines, and El Salvador in addition to those born here. Having staff members who speak different languages has helped us communicate with international guests who do not speak English.

Additionally, with a very successful School for the Deaf in Fremont, we

—Multiple Languages
page 6

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Top
of the
Week
REPORT

Linking the Business Community

Up to date business and community news for Fremont

email Napoleon Batalao at
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Extend your Outreach through Support for the Arts

The Benefits May Surprise You!



by **Margaret Thornberry**
Fremont Cultural Arts Council

Cities are comprised of many communities, formal and informal groups joined together by social, fraternal, cultural, political and other common interests. Because Fremont hosts such a diverse population – I've heard that there are 135 different languages spoken in the homes of our public school students – businesses need to appeal to potential customers and clients from a wide diversity of groups. Reaching out to these diverse populations can seem daunting.

There are many ways to make your business stand out, and one of them is via the cultural arts. Every population has an aesthetic appreciation, and art in the form of music, performance, murals, stand-alone pieces and other decorative arts can serve as bridges between cultural communities and the businesses that would like to serve them.

Can the arts have a financial impact on a community-wide basis, or are the arts a 'frill', difficult to justify in difficult financial times? In 1990, former Fremont City Councilman John Dutra provided information to a local group attempting to establish a cultural arts center. The information came from a 1984-85 Los Angeles study that found that receipts and revenues from arts organizations around the country totaled \$1.3 billion and that 90% of their expenditures went to local people and local organizations. There were 45 different types of business listed as major suppliers of goods and services in this study.

Portland, Oregon found a similar result after a performing arts complex was built during 1985-87. By 1989, Portland was able to measure a substantial economic impact on the community. Attendance at a variety of events in 1989-90 translated into more than \$15 million in ticket sales. Indirect purchases by attendees brought that figure to an unbelievable \$100 million.

These findings still hold true. In "Arts & Economic Prosperity III" (available on the internet at Americans for the Arts), spending on printing of tickets and posters, stage settings, costumes, eating out, transportation and other ancillary expenses all provide substantial income for local busi-

Diversity—

from page 1

Facilitating ease of communication through a common language is a fundamental part of appealing to a broader and multicultural audience. It establishes immediate intimacy that enables clients to talk about something as personal as finances. In our business, Mandarin and Cantonese are the more prolific languages we've encountered, but we also have translators for Korean, Vietnamese, Hindi, Nepalese, Burmese, and Spanish.

Written material is as important as the spoken language. We boast a wide inventory of in-language materials to aid financial literacy in distinct cultural markets. Providing our clients with this added knowledge base enables them to study and gain a deeper understanding of the more complex points of financial strategies. This additional source of knowledge is essential in making sound financial decisions.

Our commitment to diversity extends inward also, as ethnic and gender diversity is well-reflected in our agency's organizational chart and upper management. Our company has created a program of cross-cultural mentoring to help agents develop outside their "natural," niche market to obtain greater success. Many agents have reported a broadening of their personal and professional lives through interactions with easily accessible mentors.

What drives our business is the demands of a discriminate and intelli-

nesses.

This is all well and good, but what can you do as a practical matter? Your company name as a sponsor or donor on advertising and playbills for a local theatrical or art event is good advertising, reaching out to an educated and relatively affluent group. Each of the cultural groups in our area holds artistic events and would welcome sponsorship. This need not be costly, but could be in the form of gift certificates to be used as prizes for dance or painting competitions. Providing architectural art such as fountains, murals, sculptures and other artistic decoration at a place of business creates a sense of place, and populations used to colorful decorative tile entries may find a retail business more welcoming if a bit of color and design replace the usual Bauhaus starkness. Local painters and photographers from all cultures are interested in displaying their work in public places. Having colorful and changing art on the walls of your business can improve the work environment and lift employee morale. Even if your business is not open to the general public, you can support your local artistic community by renting or leasing works of art.

Reaching out to diverse communities through art can prove to have economic benefit to your business while also improving the quality of life in the community to the benefit of all. The cultural arts are good for the local business community and the cultural arts are well worth supporting – and enjoying.

Margaret Thornberry is the president of the Fremont Cultural Arts Council (FCAC), which is dedicated to promoting support for and enjoyment of the arts in the Fremont Community. For more information about the Fremont Cultural Arts Council, visit www.fremontculturalartscouncil.org or call (510) 794-7166.

“...spending on printing of tickets and posters, stage settings, costumes, eating out, transportation and other ancillary expenses all provide substantial income for local businesses.”

gent client-base, whose personalities are shaped by a multitude of cultural forces. Being able to operate in markets other than the mainstream market is a viable and enduring asset that will continue to add value to our organization. To this end, we actively employ a recruiting strategy that reflects our understanding that we are part of the demographic we serve, not separate. This is also demonstrated in our civic outreach, such as MassMutual's Multicultural Scholarships program.

“We've always been committed to attracting talented professionals to the field of financial services, and in particular to supporting people of diverse backgrounds, both as agents and as clients,” said Robert Fakhimi, MassMutual CEO and managing partner.

Take a look around the Bay Area and you'll see that it is the community's varying makeup that makes it one of the most interesting places in the world to live. In the end, diversifying is a survival mechanism: what differentiates a successful business from a failing business is adaptation. And we're proud to say that we've adapted very well.

Brian Lee, ChFC, CFP®, is a Managing Partner with MassMutual Financial Group, a mutually-owned financial protection, accumulation and income management company. MassMutual has ranked as one of America's top organizations, placing on the Fortune 500.



Save the Date! April 14

Who says you can't have fun while you work? Connect with other Bay Area baseball fans for the A's Networking and Baseball night on the first Thursday of the 2011 season.

This inaugural event features a catered, pregame networking mixer in the Eastside Club and includes a discounted Field Level ticket.

- Thursday, April 14 – Starts at 5:30pm
- Field Level Tickets, \$21 (normally \$26)
- Pregame, networking mixer in the Eastside Club
- Appetizers and non alcoholic beverages are included!

Online ticket ordering available soon. Check www.fremontbusiness.com for more info or call Nina Moore at (510) 795-2244, ext. 107

Kaiser Technol- ogy—

from page 1

VRI video carts, as well as one wall-mounted video monitor in its Fremont Emergency Department, and approximately 300 exam rooms connect to the KPIN network.

Currently, only ASL, Spanish, and Chinese interpreters will be available via video on the KPIN system. However, members still have access to any of more than 150 languages currently offered via Language Line Services. Other video spoken languages will be made available as the project progresses.

Kaiser Permanente has approximately 7,000 appointments per month in southern Alameda County that require an interpreter. Over 80 percent of the interpreter need is for Afghan, Chinese, East Indian and Spanish-speaking members.

Kaiser Permanente serves the largest deaf patient population in all of Northern California. Its southern Alameda County service area also serves one of the most ethnically diverse populations in the state.

To learn more about the Kaiser Permanente Video Remote Interpreting Program in southern Alameda County, please contact Johnny Ng, Kaiser Permanente Public Affairs, at: johnny.ng@kp.org.

Chamber Calendar of Events

March 2011

- 1 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 2 Ambassador Meeting**
8 a.m., Chamber Conference Room
- 4 Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 8 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 9 Mixer**
5-7 p.m.
Location: TBD
- 11 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 15 Finance Committee Meeting**
Noon, Washington West, Strategic Development Conference Room

Fremont City Council Work Session
Time TBA, City Council Chambers

- 16 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 21 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room

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

- 23 Government Affairs Committee Meeting**
11:30 a.m., Chamber Conference Room

Mixer
5-7 p.m.
Location: TBD

- 24 Membership Committee Meeting**
Noon, Chamber Conference Room

- 30 Annual State of the City Luncheon**
11:30 a.m., Marriott Hotel

April 2011


- 5 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 6 Ambassador Meeting**
8 a.m., Chamber Conference Room
- 7 Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 8 Chamber Board of Directors Annual Retreat**
7:30 a.m., Washington West, Andersen Auditorium
- 12 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 13 Mixer**
5-7 p.m.
Location: TBD
- 14 Chamber Day at the A's: Meet, Greet & Play Ball**
5:30 p.m. Mixer, 7:05 p.m. Game, Oakland Coliseum

- 19 Fremont City Council Work Session**
Time TBA, City Council Chambers
- 20 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Membership Bootcamp!**
11:30 a.m., Chamber Conference Room
- 21 Leadership Fremont Class**
8:30 a.m. - 5 p.m., Fremont Police Dept.
- 26 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- 27 Mixer**
5-7 p.m.
Location: TBD
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 28 "The Expression of Leadership" Workshop**
8-11 a.m., DeVry University, 6600 Dumbarton Circle, Fremont

May 2011

- 3 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 4 Ambassador Meeting**
8 a.m., Chamber Conference Room
- 5 Leadership Fremont Class**
8:30 a.m. - 5 p.m., Washington West
- Business Building Forums**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.
- 6 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 10 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 27 Mixer**
5-7 p.m.
Location: TBD
- 17 Fremont City Council Work Session**
Time TBA, City Council Chambers
- 18 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 19 Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- 24 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 25 Merrill Gardens at Fremont Mixer**
5-7 p.m.
2860 Country Dr., Fremont
Phone: (510) 790-1645

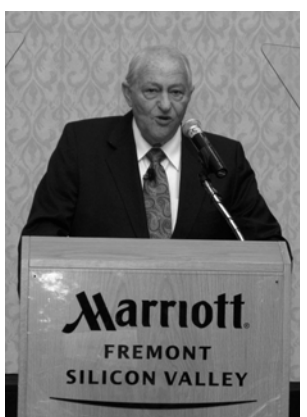
Visit our online events calendar at
www.fremontbusiness.com



presents

STATE OF THE CITY

FREMONT 2011



Annual Meeting & Luncheon
Wednesday, March 30, 2011
11:30 a.m. — Registration
12:00 p.m. - 2:00 p.m. — Main Program
Fremont Marriott Hotel
46100 Landing Parkway

The Fremont Chamber of Commerce is pleased to present the 2011 State of the City. Mayor Bob Wasserman will discuss key developments and important issues facing our City, and we will also salute our Chamber volunteers and install our new officers.

Ticket prices:
Chamber members: \$42
Non-members: \$65

Sponsorships available.

Visit www.fremontbusiness.com to download a registration form.

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Fremont Flowers
Wells Fargo Bank

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1 Year

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 Actura provides professional Web Design and eBusiness solutions. Building upon open source content management systems (CMS), our applications range from small business solutions for legal services, health-care, medical services, and real-state agencies to large scale enterprise solutions such as complex web portals, electronic office automation, enterprise content management (ECM), document management, streaming video and content distribution networks.



Connection Clubs: Meeting Dates, Times, Places

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

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

Tuesday Noon
 11:45a.m. @ Hilton Hotel
 Chair: Linda Snyder
 (510) 795-0800
 Vice-Chair: Karen Harry
 (510) 552-1499

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

Connect 2 Succeed
 11:45a.m. @ Jack's Brewing
 (held on the 2nd & 4th Thursdays of each month)
 Chair: Ray Chui
 (510) 744-0744
 Vice-Chair: Steve Smith
 (510) 475-9743

Referrals Plus
 12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
 Chair: Francisco Acosta
 (510) 656-9307
 Vice-Chair: OPEN

Friday AM
 7:15a.m. @ The Depot Diner
 Chair: Melissa Fields
 (510) 796-8300
 Vice-Chair: OPEN

Friday Women In Business
 Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
 Chair: Anna Cornelio
 (510) 791-1100
 Vice-Chair: Harriet Whitney
 (510) 793-7405

The Expression of Leadership: Evidence-Based Strategies that Inspire Action

A free workshop from the Center for Behavioral Safety at DeVry University hosted by the Fremont Chamber of Commerce.

You don't need formal authority to be an effective leader. Influencing and inspiring others to action requires that you earn their trust and respect. As the creator of Evidence-Based Leadership™, Dr. Thomas Boyce will help you become an activator and a motivator. During this practical and example-filled keynote tutorial participants will:

- gain an understanding of the attributes and behaviors displayed by an effective leader
- develop their leadership communication skills to create a compelling vision and share it with others in meaningful ways
- learn how to apply the power of positive reinforcement to inspire world class performance
- start building relationships that truly empower people to achieve success rather than avoid failure

Presented by:
 Thomas E. Boyce, Ph.D.
 President of the Center for Behavioral Safety



Location:
 DeVry University
 6600 Dumbarton Cir.
 Fremont, CA 94555
<https://www.devry.edu/>

Date/Time:
 Thursday, April 28
 8 a.m. — 11 a.m.
 Continental breakfast included.

Registration Required:
 No cost to attend, but registration is required. Register by calling (510) 795-2244.

Now Open in your Fremont Neighborhood.

Come experience our latest phones and learn more about our lineup of innovative products and services on our new Any Mobile, Anytime Network.™ Welcome to the Now Network.™



Please visit your Sprint Store by Wireless Lifestyle
 43417 Christy St. • Fremont, CA 94538
 Sprint Phone Repair Center

Member News

Old Warm Springs Blvd., Fremont, CA 94538

Fremont Warm Springs Sunrise Rotary Steps Up their Annual Fashion Show

On Saturday, March 26, at the Castlewood Country Club, the *Rotary Club of Fremont Warm Springs Sunrise* will be holding its premier event, "An Evening of Sparkles." This event will start at 6:00 p.m. with a champagne welcome and then move on to an elegant dinner with a choice of New York Steak or Grilled Mahi Mahi, followed by a raffle, silent and live auction. Topping the evening off will be a fashion show with gowns by Jessica McClintock and tuxedos by the Men's Wearhouse; jewels by Bay Jewelers; and custom evening bags given to the stars at this year's Academy Awards by Ettiennne.

This fundraising event will benefit the End Polio Now program as well as local charities. Tickets for the event are \$75.00 per person and all on-line ticket purchases will be entered into a special raffle drawing. For more information and ticket purchase, please visit www.fremontwarmssunrise.org.

Indo-American Community Federation hosts 10th Annual Unity Dinner

The *Indo-American Community Federation* is proud to host its 10th Annual Unity Dinner on Friday, March 25th, from 6:15 to 11:30 p.m., at the Fremont Marriott. The event will feature keynote speaker Mo Qayoumi, President of CSU East Bay; Master of Ceremonies, Jim Wieder, former Channel 7 reporter and anchor; and an award ceremony honoring members of our community who further the cause of unity. Attendees will also be treated to "United Colors of Dance," a dance performance by Dance Identity. From 9:15 - 11:30 p.m., join DJ Bitzy on the dance floor for a fun end to the evening.

Tickets are \$85 and a table of 10 is \$800. Please reserve your table by sending a check to IACF, 719 Boar Circle, Fremont, CA 94539. For more information about IACF, visit www.indocommunity.us.

AC Transit's Real-Time System Wins "Project of the Year"

AC Transit's real-time bus information system, provided by NextBus, has been awarded the 2010 Project of the Year by the Institute of Transportation Engineers -- San Francisco Bay Area Section (ITE.)

AC Transit was honored for "innovative...technologically advanced" engineering in implementing the computerized system on every bus within the agency's service area. Most notably, the transit agency was singled out for making "innovative approaches (under) unusual circumstances" that proved to be unique, cost effective and publicly embraced.

"This ITE award is very prestigious and we could not be happier to receive it," said AC Transit Interim General Manager Mary King. "Our goal is to provide reliable service because we know how important it is to our riders. This award acknowledges that we are getting closer to reaching that goal."

"The new carport is expected to produce about 210,000 kilowatt hours of energy per year, or enough to power about 19 homes," says Capital Improvement Projects Manager Sami Ghossain. The structure should provide 30 to 50 percent of the power to the District's energy costs. "The new carport is expected to produce about 210,000 kilowatt hours of energy per year, or enough to power about 19 homes," says Capital Improvement Projects Manager Sami Ghossain. The structure should provide 30 to 50 percent of the power to the District buildings at its Alvarado Wastewater Treatment Plant in Union City during peak output. "So far, energy production has been higher than originally estimated," says Ghossain.

Using GPS technology to track buses and taking into account typical traffic conditions, real-time information takes the guesswork out of catching the bus, so no one now needs to wait longer than necessary. Research shows that such information reduces passengers' perceived wait times and, subsequently, their anxieties about delays.

AC Transit's real-time information is accessible by computer, cell phone, or smart phone. Passengers can request real-time information with a phone call or text message and even schedule e-mail alerts for bus stops they use regularly. Every AC Transit bus stop has been assigned a bus stop ID number that is now available online to make calling and texting even faster. Eventually, these ID numbers will be posted at the actual bus stops. Riders simply need to go online at www.actransit.org/nextbus to get on board with this free service that is bound to enhance their commute.

There are also NextBus electronic signs at in the Downtown

Berkeley and Fruitvale BART stations, as well as over 100 LED signs in bus shelters along the 1R route (from San Leandro BART, through Oakland to Berkeley) and the 72R route (from Richmond to downtown Oakland).

Union Sanitary District's Solar Carport Benefits Environment and Bottom Line

Union Sanitary District (USD) recently completed an 11,000 square foot covered storage area for its vehicles and emergency equipment that packs an added bonus: 637 solar panels on its roof will generate power and lower the District's energy costs.

Covered storage was needed for USD's large maintenance vehicles and to protect its emergency equipment from the elements. "This project has many positive attributes," Ghossain says. "We have the opportunity to lower our carbon footprint and protect the environment by creating a source of renewable energy for our buildings, save money by reducing energy costs, and keep our vehicles and emergency equipment in a better state of readiness." The District expects to receive about \$250,000 in rebates from PG & E over the next five years.

USD's next solar project will provide energy-saving and environmental benefits on a larger scale. Solar arrays will be constructed at the District's Irvington Pump Station in south Fremont. That system, due to be completed by the end of summer, will make the pump station "self-sufficient in terms of power," says Ghossain. "The building and its equipment will be run

by power generated on-site."

Union Sanitary District operates a 30 million gallon per day wastewater treatment facility in Union City and provides collection, treatment and disposal services to the Tri-City area. For more information about USD's solar projects, contact Sami Ghossain at (510) 477-7601.

Good Nite Inn Fremont named "2010 Property of the Year"

Good Nite Inn Fremont is proud to have been named Property of the Year by Good Nite Inn Management based in Los Angeles. This award is presented for Outstanding Customer Service and Operational Performance.

Congratulations to Francisco Acosta, (General Manager), Farhad Ahmad (Assistant Manager), Blanca Ocegueda (Front Desk Supervisor), Estilita Martinez (Head Housekeeper), Richard Peyton (Maintenance Engineer) and the rest of the Good Nite Inn staff in Fremont! The last time Fremont won this award was in 2003 and 2004, when the property won it back to back. Good Nite Inn Fremont is looking to repeat 2010's success in 2011.

The Good Nite Inn Fremont is located at 4135 Cushing Parkway.

Kidango presents 16th Annual Taster's Showcase

Kidango, a nonprofit children's agency, will hold its 16th Annual Taster's Showcase fundraiser on Sunday, April 17th at the Fremont Marriott, located at 46100 Landing Parkway off highway 880. From 1-4pm, Taster's Showcase attendees will enjoy food from the best local restaurants, sip fine wines, and participate in a live auction, silent auction, and drawing.

Proceeds will benefit Kidango's early education, mental health, and nutrition programs that provide 2,500 children with a foundation to succeed in life.

Tickets are \$35 in advance, \$45 at the door. Advance tickets can be purchased by calling (510) 897-6912; online at www.kidango.org; or in person or by mail sent to Kidango Administrative Office, Attn: Tasters Showcase Tickets, 44000

Citizens for Better Community announces Annual Spring Celebration

Citizens for Better Community is very excited to announce its 19th annual Spring Celebration. This year's event will be held at the Fremont Marriott on Saturday April 23rd, with a reception at 5:30 p.m. followed by dinner and entertainment at 6:30 pm.

The theme for this year is "Foshan - Legend of the Warriors, Modern Day Warriors Unleashed."

Individual tickets are \$88 per person and sponsorships are available. For more information and to purchase tickets, visit www.cbcsfbay.org or contact Kathy Jang at kjang@cbcsfbay.org or (510) 790-0740.

Fremont Police and Fire Department support Special Olympics Northern California

The *Fremont Police and Fire departments* are hosting the third annual "Guns 'n' Hoses," a charity basketball game between Fremont fire fighters and police.

All proceeds from the event will benefit Special Olympics Northern California, a non-profit organization dedicated to promoting understanding, acceptance, and inclusion between people with and without intellectual disabilities through year-round sports training and athletic competition.

The event will be held at Washington High School (38442 Fremont Blvd) on Saturday, April 16 at 6 p.m.

Tickets are \$5 and can be purchased at the following locations: Cartridge World (39288 Paseo Padre Pkwy), Fremont Police Department (2000 Stevenson Blvd., Mon - Fri, 8 a.m. - 5 p.m.), Tri-City Animal Shelter (1950 Stevenson Blvd., Tues - Fri, 8 a.m. - 5 p.m. & Sat. 11a.m. - 4 p.m.).

Show your support for our Fremont Police & Fire Departments and cheer for your favorite team while donating to a great cause!

Fremont Firefighters host Fallen Firefighters benefit Golf Tournament

On May 23, the *Fremont Firefighters Local 1689* will host The National Fallen Firefighters Memorial Golf Tournament at the Sunol Valley Country Club. For information on being a sponsor for this tournament, please contact Richard Dickinson at (510) 453-3816 or by e-mail at RDickinson@fremont.gov.

Got News?

The Fremont Chamber publishes newsworthy items from our members. Does your business have a special announcement? Did it reach a milestone? Let us know about it! Chamber members, e-mail Nina Moore at nmoore@fremontbusiness.com.

Multiple Languages—

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are also seeing a high demand for understanding sign language. We have some employees who are starting to learn this on the side. Today, if we have a client who is deaf, we write notes back and forth to communicate. We hope that hiring employees who are bilingual in different languages, including sign language, will help us to better serve our guests.

Historically, we have recruited through standard methods such as Craigslist, employee referrals, con-

tacting E.D.D., but we are now starting to use recruiting tools such as Facebook, NuAlerts and email blasts.

We understand in the future there will be people from more and more countries visiting California and we hope to keep increasing our "melting pot" by bringing representatives from more and more cultures into our business. Our staff is our biggest asset, and to meet the demands of our increasingly global economy, our corporation has started recruiting internationally, in places like Russia for part-time sum-

mer jobs through work exchange programs.

We believe that this is just another way to recruit great people so that we can continue to "Exceed Everyone's Expectations."

Francisco Acosta is the General Manager of the Good Nite Inn in Fremont, located at 4135 Cushing Parkway. He can be reached at (510) 656-9307 or via email at GNIFremont@good-nite.com. For more information, visit www.goodnite.com/fremont.

"To better serve our clients, we should be looking to hire employees who speak the languages most often spoken by our guests."

DeVry University Builds an International Community



by **Tara Mills**
DeVry University

Over the last couple of years, DeVry University's Fremont campus has greatly expanded its international recruiting. We now have nearly 100 students representing 22 countries. We are proud of the international community impact both inside and outside the classroom.

As part of our international efforts,

the English as a Second Language (ESL) program at DeVry University has helped more than 50 international students in the past two years. The program helps students gain the English language skills necessary to succeed in both their undergraduate and graduate programs. Students undergo intensive English training that includes up to 20 hours of instruction per week. In addition, students have required tutoring and language lab hours.

Three ESL-trained tutors meet with students in the Academic Success Center (ASC) on a regular basis to augment their reading and writing courses. The DeVry University Fremont campus library is building a collection containing world literature, several bilingual dictionaries, specialized ESL readings, and basic grammar texts to support our international community. Professor Lesley Stampleman writes, "The most exciting part of the program is speaking to former students about

their success in high level English composition courses."

Outside of the classroom, students have the opportunity to become part of the campus community through involvement in the International Club. The club is led by the international students themselves with support from Professor Benny Lo. In the last year, the club has enjoyed off campus excursions such as hikes, plays, and concerts around the Bay Area. The International Club has also hosted events such as Chinese New Year, Spring Festival, and the Moon Festival. The events share different cultures with the student body on the DeVry University campus.

In a recent meeting with the club, Lu Li shared her experience being an international student: "I love the people. Everyone is so warm and

friendly. The festivals allow us to have fun and share our culture with others. Coming together makes us feel like home." Lu is one of the recent inter-

Management.

Though the program is still in its infancy, the impact of the international students has been felt in many ways on the Fremont campus. Our new specializations in Renewable Energy and Sustainability Management emphasize current local, national, and international applications. We are excited to continue to build the international program, enhance support services, and learn more about cultures from around the world.

Dr. Tara Mills holds an M.A. in TESOL and has worked with international students for over 15 years. She is the Associate Dean for the College of Liberal Arts & Sciences at DeVry University. DeVry University fosters student learning through high-quality, career-oriented education integrating technology, sciences, business and the arts. Dr. Mills can be reached at tmills@devry.edu or for more information, visit www.devry.edu.

Our new specializations in Renewable Energy and Sustainability Management emphasize current local, national, and international applications.

national student graduates with a Master's Degree in Project Management. Recently she returned to campus to share the launch of the company she formed with two other international students during her capstone project at Keller Graduate School of



submitted by the
**Leadership Fremont
Class of 2011**

The Chamber of Commerce Leadership Fremont's class of 2011 is leading a special project for the Children's Natural History Museum. The museum, managed by Math Science Nucleus, is one of the unique gems of Fremont. Children from around the

Bay Area and beyond come to experience the rich history of our region during the Ice Age.

The Leadership Fremont class will be fulfilling the museum's need for an outdoor lunch area where large numbers of students can be accommodated. With an average of 15,000 students visiting a year, Leadership Fremont hopes to double the amount of students

able to participate in such field trips with this patio project.

A ribbon cutting ceremony for the new patio will be held on Wednesday, April 20th. We invite you to join us in celebrating the joy of science education and the pride of Fremont's natural history! The museum is located at 4074 Eggers Drive in Fremont.

To learn more about the museum,

the project, or to give a donation, visit www.ms-nucleus.org/gordon. If you are interested in discussing donations for the project or to receive a sponsorship packet, please contact our team manager Kathy Hunt at Kathy_hunt@whhs.com.

Leadership Fremont is an annual program of the Fremont Chamber of Commerce. The nine-month training

program is designed to identify, nurture and develop emerging leaders within our community. The program curriculum is comprised of three components: Community Issues, Leadership Skill Set, and the Community Project. For more information on Leadership Fremont, visit www.fremontbusiness.com and click on the Community Link on the left.

Leadership Fremont 2011 invites you to the Museum!

Shop Fremont!



Visit www.shopfremont.biz

Interpreters—

from page 1

growing demand for interpreters and translators. Imagine the relief of finally being understood in a hospital emergency room! Going to court is stressful for anyone, but what if you didn't speak the same language as the judge, lawyers or jury? These types of issues have created much needed employment opportunities in the Fremont area. Interpreting agencies are always looking for people fluent in English in addition to any other language. For example, Interpreters Net contracts with over 4,000 interpreters throughout the United States, providing services in over 80 languages.

What is the difference between a translator and an interpreter? A translator translates documents from one

language to another. Individuals may require important documents such as birth, marriage and death certificates from other countries to be translated into English. Businesses may have a need for a translator when documents such as employee handbooks, safety guidelines, forms and instructions are required to be available in languages other than English.

An interpreter provides in-person or telephonic communication between people who don't speak the same language or who have limited English proficiency. This is particularly helpful during medical appointments, employment interviews and staff meetings. Interpreters are appreciated by parents and teachers during conferences, which in turn helps students to

reach their full potential.

Interpreters are available to help during life's important events - times when clear communication is essential.

Interpreting and translation agencies may be able to help you better satisfy the needs of your existing clients and expand your business further.

Luisa Newcomb is the founder of Interpreters Net, which has been providing quality medical, legal and educational interpreters for over a decade in ASL and 80 other languages. They are based here in the Bay Area and contract with several local medical groups and hospitals. For more information, call (650) 346-3008, email InterpretersNet@comcast.net or visit www.interpretersnet.com.



by Sallie Pine
Fremont Libraries

Fremont Main Library: Global Reach, Local Access

Located in a City with residents from around the globe and business ties to many countries, the Fremont Main Library reaches a global community in a variety of ways.

Global Business Information

Our business collection helps local enterprises connect globally. Some of the print sources that local businesses seeking to increase their reach might want to use are:

- *International Directory of Importers: Asia-Pacific (2010)*
- *International Directory of Importers: Europe (2009)*
- *Dun & Bradstreet's Principal International Businesses (2010)*
- *Export Administration Regulations (looseleaf)*

We also subscribe to some journals that might be of interest for those involved in, or looking to be involved in, international trade:

- *China Business Review*: This is the official magazine of the US-China Business Council, considered the leading authority on China trade and investment. It includes strategies for penetrating the Chinese market, opportunities in specific sectors, legal developments in China's trade and investment arenas, and more.
- *International Employment Hotline*: Contains job listings
- *Made for Export*: Consumer Goods: Called a "trade fair in print," presents products and offers trading contacts. Separated into sections by type of

product.

• *OECD Outlook*: Economic forecasts for OECD countries. (For a complete list, see www.oecd.org). Issued by the Organization for Economic Co-operation and Development's Dept. of Economics and Statistics.

A host of informative articles can be found by logging on to our magazine and journal databases with a library card and searching by keywords (country, product, industry, etc.) The more descriptors you use, the more targeted your results. Go to www.aclibrary.org, click on Research (blue bar at the top), then Articles and Databases, then Magazine, Journal and Newspaper Articles. Choose either EBSCOHost Research Collection or Infotrac OneFile. You'll be prompted for your library card number to get in. Don't have one? Get an e-card quickly and easily by going to www.aclibrary.org. Under the heading "Using Your Library" in the bottom right of the home page, click on Get a Library Card, then fill out the online registration form. You'll be issued a number allowing you access.

Our website also includes links to valuable information for those operating internationally. Go to www.aclibrary.org. Under Research (dark blue band at top), click on Business & Investment, then on Global Marketplace:

- *Deloitte Global Country Guides* (<http://tinyurl.com/492x7py>): These reports contain detailed information on doing business or investing in 60 key nations. Covers tax and investment considerations, HR regulations and visa requirements.
- *Europages, the European Business Directory* (www.europages.com): Contains 500,000 companies in 21

business sectors. Can be searched by company name, country, and product or service.

• *Global EDGE* (<http://globaledge.msu.edu/resourceDesk/>): This rich portal site from Michigan State University contains country insights, market potential indicators, and links to a wealth of global business resources by country or topic.

• *Global Road Warriors* (link from our web page with a library card to log into this subscription service.): GRW has country-based e-content for libraries containing information for business people, students and travelers, with maps; country and trade reports; cultural, media, holidays, trade information; and much more.

• *International Business Culture and Etiquette* (www.executiveplanet.com): Guidelines for business etiquette by country.

Other websites we have found to be useful are:

Country Studies

- Library of Congress Portal Gateway (Portals of the World) <http://international.loc.gov/intldl/intldlhome.html>
- CIA World Factbooks www.cia.gov
- US State Department Background Notes on countries <http://www.state.gov/r/pa/ei/bgn/>

Industry and Trade Survey Reports

- US International Trade Administration <http://trade.gov/mas/index.asp>: Click on Data & Analysis in the dark blue bar at the top
- International Market Insights and Industry Sector Analysis from the US Department of Commerce <http://www.buyusa.gov/home/export.html>:

Choose a country and select Industry Highlights or Doing Business in... from the navigation bar at the left

Company Information

- Kompass <http://www.kompass.com/>: Worldwide business purchasing and marketing directory
- Europages, the European Business Directory: Contains 500,000 companies in 21 business sectors. Can be searched by company name, country, and product or service.
- Wand www.wand.com: This is a worldwide directory of companies and products. You only have to register if you want to list your company.

International Trade

- U.S. International Trade Commission (Register free) <http://dataweb.usitc.gov>: Export questions, import duties, intellectual property questions, official tariff schedules and tariff information, import/export statistics, industry and trade survey reports
- Official Harmonized Tariff Schedule. <http://www.usitc.gov/tata/hts/index.htm>: Downloadable by chapter
- Import-Export Statistics of the United States (need a free login name) http://dataweb.usitc.gov/scripts/user_set.asp: Gives you the most important import and export statistics by product and value or quantity. Based on the "U.S. Imports for Consumption" tables and "U.S. Exports."
- Trade Stats Express from the Office of Industry & Trade Information <http://tse.export.gov/>: National trade data and State exports

Multi-Lingual Collection

Our libraries have materials in languages other than English. The most

popular of these are Chinese and Hindi. Centerville also has books and DVDs in Farsi, a language spoken primarily in Iran and Afghanistan. Fremont Main's collection includes books in Chinese, Farsi, Gujarati, Hindi, Japanese, Korean, Punjabi, Russian, Spanish, Tagalog, Tamil, Urdu and Vietnamese. DVDs are available in Chinese, Farsi, Hindi, Korean, Punjabi, Spanish, Tagalog, Urdu and Vietnamese. In addition to being used by members of the community in and around Fremont, these are often checked out by visiting family members coming from overseas.

Program Outreach to our Global Community

Beyond materials, Fremont Libraries also offers programming in languages other than English. There are bilingual story times at Fremont Main, with English combined with Mandarin, Hindi, and Japanese. There has been a series of lectures aimed at the Chinese speaking audience about Western literature and the influences upon it, conducted in Mandarin. Computer classes and/or classes on making use of the library's catalog have been held for speakers of Chinese, Farsi, Spanish and Hindi, and continue to be scheduled when possible.

For more information on materials and programming, call the Information Desk at (510) 745-1401, or the Children's Desk at (510) 745-1421.

Sallie Pine, Manager, Fremont Libraries can be reached at (510) 745-1413 or via email at spine@aclibrary.org. The library is located at 2400 Stevenson Blvd in Fremont. For more information, visit www.aclibrary.org.

Business without Borders: State Resources that can Help



by Henry Yin
California Commission for Economic Development

Given the convenience of the Internet, the world has become a flat marketplace. Business can be conducted literally with NO borders. Many resources are available to help businesses become more competitive in a global market. As an appointed Commissioner for Economic Development with the State of California, I would like to provide some information about the Commission as well as about resources that are available to help local businesses become more competitive in a global market.

What does the CA Commission of Economic Development do?

First established in 1971, the California Commission for Economic De-

velopment (CED) is a statewide, bipartisan advisory commission, now chaired by Lt. Governor Gavin Newsom. The Commission is charged with providing policy recommendations on our state's economic development to the Governor, Legislature and private sector.

How can Commissioners help someone who wishes to do business overseas or locate a business here?

As you will see from the bio of each of the current Commissioners, <http://ced.ca.gov/>, each and every Commissioner brings a different background and industry knowledge and experience to CED. I myself would be

honored to offer assistance in the following fields or industries:

- Technology Transfer
- Manufacturing Outsourcing to Asia
- Electronic Assembly
- Agriculture Produce Import / Export
- Green Products Testing & Certification

What are some agencies providing business resources to us?

- California Commission for Economic Development (CED), <http://ced.ca.gov/>,
- Governor's Office for Economic Development, www.business.ca.gov/,
- California State Assembly Committee on Jobs, Economic Development and the Economy, <http://www.assembly.ca.gov/acs/newcomframeset.asp?committee=131>,
- California Association for Local Economic Development (CALED), www.caled.org
- Team California, www.teamca.org/about_us.php,
- CA Economic Strategy Panel, <http://www.labor.ca.gov/panel/espmbrs.htm>

Henry Yin is a long-time Chamber member and past Chairman of the Board who was appointed to the California Commission for Economic Development last year. He can be reached via email at commissioneryin@gmail.com or (510) 676-7139.