

FREMONT BUSINESS NOW

FREMONT
CHAMBER OF COMMERCE

**VIRTUAL
EDITION**

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July 2021



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PHARMACY
Since 1957

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BY CINDY BONIOR
CEO FREMONT CHAMBER OF COMMERCE

Even as the confines of COVID begin to fade, the road to recovery lies ahead and for most, it will be a long haul. Now's the time to employ all resources available to your business. Here are some robust marketing strategies to smooth and shorten that road up to lead you back to pre-COVID success.

Networking Events

Now that that we're able to enjoy some face-to-face time...show your face! It's no secret that people like to do business with people they know and the best way to do that is to be out and about in the community shaking hands or bumping elbows, whichever makes you comfortable. It won't be long until we begin hosting our traditional indoor events again such as the State of the City, Women in Business Expo, or Seminars, but until that time, ribbon cuttings are beginning to happen and with the weather turning warmer, so are outdoor mixers. Get out there, it will be great to see friends you have missed the last year.

Community Events with Marketing Opportunities

Community events provide

THE ROAD TO RECOVERY

Marketing Strategies for Success

opportunities for smart businesspeople to prospect in the community. The be all and end all of opportunities is Business Marketplace in the Fremont Festival of the Arts, September 25th and 26th. One of the largest festivals west of the Mississippi, the Fremont Festival of the Arts provides access to a huge community audience and lends itself to demonstrations and lead collecting. Not only is the audience local, but folks from all over the Bay Area and beyond attend creating an opportunity to extend your reach outside the city limits. And for the first time ever, Business Marketplace participants will be able to sell products and services to attendees at the 2021 festival...now that's an amazing opportunity!

Fremont Street Eats, which began July 9th, also offers an opportunity for outreach to the community and allows for you to sell products or services. It's free for members to participate; it can't get any more affordable than that!

Targeted Marketing Events

Our newest targeted marketing event is Dine Out in Fremont. For the entire month of September, the Fremont Chamber of Commerce in partnership with the City of Fremont will conduct a specific and targeted restaurant promotion. Diners will be tempted by the delicious offerings of Fremont restaurants and be rewarded for their support with periodic drawings for prizes followed by a grand prize at the end of the

month. Let's work together to get people back in our restaurants! More information will be released soon, so keep an eye out for how your restaurant can take advantage of this new promotional event. And, for those who love food, we can't wait to entice you to enjoy a great meal out with the opportunity to win prizes .

Sponsorship

Sponsorship is a powerful marketing tool for businesses of all sizes. Sponsorships allow you to reach targeted niche markets and can help your business meet multiple marketing goals at once. Sponsorships are, without a doubt, among the best methods to build and enhance brand awareness, shape consumer attitude by presenting a positive image, generate leads, and differentiate yourself from competition. Savvy businesses will use sponsorship to create media awareness and use the opportunity to establish itself as a good corporate citizen and community supporter.

Choosing the appropriate venue/event and strategically activating your sponsorship are keys to a successful sponsorship. The venue/event should engage the audience you are targeting, provide the opportunity to interact with your target audience or represent and/or support your business values and/or mission. Be sure to be fully involved in the event and

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take advantage of all benefits and promote your sponsorship.

Many Chamber events are outstanding opportunities for sponsors: some offer access to business leaders, potential customers, or vendors; some offer access to community members who are potential clients; and some are designed to support and connect members with specific causes. Sponsorship in Chamber events can prove to be an outstanding and fruitful investment in your marketing plan. We encourage you to look at the number and variety of sponsorship opportunities available and employ them in your marketing plan.

Advertising

Advertising is a staple in any marketing plan. There are many online platforms that are affordable and reach a broad audience. The Chamber has a couple of options that are targeted specifically to the Fremont community. With an average number of unique visits of 96,000 per month, the Chamber's website, fremontbusiness.com, is a great way to reach an audience of potential customers who visit the site to specifically look for local businesses to patronize. Fremont Business Brief, the Chamber's weekly e-newsletter offers similar benefits, a targeted audience at an extremely affordable rate.

Don't overlook the power of print publications. Fremont Business Now, the Chamber's printed newsletter, published semi-annually, offers advertising at an affordable rate. And, members many submit articles for publishing to educate and demonstrate their

business expertise. The Chamber's annual membership directory is a great resource for both locals and visitors. Copies of the directory are in guest rooms of several hotels in Fremont and are mailed out to a very large mailing list. Many people use it as a buyer's guide when looking for products and services. Advertising is available in both these publications with special rates for members.

Don't forget, the Ad Bank that was established to help fund advertising during COVID still has funds available. Contact us to use the Ad Bank and your next ad could run for free!

Get Involved

Volunteering in an organization provides organic networking opportunities all the while supporting a cause or organization in which you believe. Consider serving on the Chamber Board of Directors, a working committee or volunteer to work at a Chamber event or as an Ambassador. It can be lots of fun and you'll meet lots of great people and potential customers. And, there are many charitable non-profits that are Chamber members; let us know your interests and we'll help you find an organization that needs your volunteer support.

Free But Pack a Huge Punch

Not all marketing tools come with a

price tag. There are several benefits available to members that do not cost a thing.

With its robust activity, the Chamber web site possesses many marketing tools. Help us to enhance your presence and profile in the web site business directory by providing us with pictures, a logo, a video, and a business description. Your potential customers will have a positive impression before they even contact you. Members can also post coupons, job postings, events and announcements on the Chamber website. It takes minutes to post and there is no charge. And while online, request that we help you push out your social media posts; we will be happy to share and report for you; again, it's free.

As an expert in your field, you have important information. Show off your expertise by answering a question in a concise three-minute video. Nothing builds more confidence in a potential customer than to see you as a master in your field. And the cost? It's free!

Chamber membership delivers an abundance of opportunities for businesses to kick start their marketing plan and shorten the road to recovery. Don't use just one of these opportunities, use a few, use them all and push your business into the next level of success.

Join the Fremont Chamber of Commerce

Visit our website fremontbusiness.com



MEMBER HIGHLIGHT: HALLER'S PHARMACY & MEDICAL SUPPLY

Fast Facts: HALLER'S PHARMACY & MEDICAL SUPPLY

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Twitter: @hallerypharmacy
Instagram: @hallerrx

Chamber Member since 2018

Products & Services: Prescription Medication, Compounding Services, Specialty Medication, Medical Supplies Purchase/Rental, Compression Stockings, Ostomy, Colostomy, Braces, Over-the-counter products, Wound Care, Diabetic Products.

The one thing that never goes out of style is service, and that's what you'll find in abundance at Haller's Pharmacy & Medical Supply. Serving Fremont since 1957, Haller's mission is to serve the community to make it a happier and healthier place for all. Haller's offers a full array of services such as vaccinations, medication management therapy, medical supplies, free delivery, free blood pressure screening and easy transfer in. Most insurances are accepted.

Since COVID-19 became a reality in March of 2020, Haller's has shifted its efforts to help the community manage and survive the pandemic as best as possible. Haller's initially ordered and sold as much PPE as they could source including masks, hand sanitizers, sanitizing sprays, etc.

After assuring that personal protection supplies were available, Haller's turned its focus to COVID-19 testing offering daily testing to people in their cars in its parking lot. As the pandemic

escalated and a vaccine was available, Haller's shifted to an all-hands-on deck approach to vaccinations. Haller's employees have donated their time at local vaccination clinics, the largest being the facility at a Fremont Fire station. Partnering with Fremont Fire and Alameda County, Haller's has vaccinated well over 6,500 community members.

An active Fremont Chamber member, Haller's finds value in the Chamber's networking to develop closer relationships and continues to learn the needs of the community to better serve them. The Chamber newsletters, events and web site also help the Haller's team keep up on the community activities as well as provides a promotional opportunity for them.

With a long and revered history of serving the Fremont community, Haller's Pharmacy & Medical Supply looks forward to continuing to be vital resource and providing the education and tools for a healthier community.

GETTING BACK TO IN-PERSON MEETINGS

Friendly reminders of the proper etiquette we've all most likely forgotten



BY JENNIFER BONIOR
DIRECTOR OF SPECIAL EVENTS

The virtual vs. face-to-face meeting debate is one that I personally feel can never be won; the list of pros and cons is endless, and frankly differs from person to person and company to

company. So instead of debating which is better, let's just make sure we're prepared for whichever type of meeting in which we find ourselves. With the recent shift to remote work, we've all become pros at video conferencing, and as a result, we're probably also a little rusty when in the actual conference room. So before you walk back into the office and pull up a chair, here are a few quick reminders on proper in-person meeting etiquette...

Devices Down - Unless the meeting calls for you to actively be on your laptop, tablet or phone, put your device(s) away and give your full attention to the meeting presenter.

Body Language - Be aware of how you're presenting yourself: you can't just turn your camera off or hit "mute" when in-person.

Stay Focused - Create an agenda and

stick to it: no one likes a drawn out meeting and it's a lot more distracting when attendees have to physically leave the room if a meeting goes long.

Engage - Everyone invited to a meeting has a valuable perspective that deserves to be heard, so speak up.

Own Your Role - Show up prepared to do your part: a meeting is at its most effective when everyone plays their role to the best of their ability.

Keep It Constructive - If a conflict arises, try not to challenge an individual: instead keep it about the work and challenge the idea.

Have Fun - Meetings are an opportunity for people to come together to share, learn and discuss, so enjoy this opportunity to collaborate and make the most of it.

LIEUTENANT GOVERNOR ELENI KOUNALAKIS VISITS FREMONT, GETS FEEDBACK FROM BUSINESSES

California Lt. Governor Eleni Kounalakis met with small business representatives in Fremont on July 2nd. The group discussed difficulties facing small businesses in the aftermath of COVID-19 and the challenges of doing business in the Golden State.

The event was organized by the Fremont Chamber of Commerce.



UPDATED COVID-19 WORKPLACE GUIDELINES

Are you confused about the COVID-19 workplace restrictions issued by CAL/OSHA?

The California Chamber of Commerce released the following bullet points to clarify the do's and don'ts of the updated restrictions.

The COVID-19 Emergency Temporary Standard (ETS) revisions include the following:

- After close contact, fully vaccinated employees don't need to be offered testing or excluded from work unless they have COVID-19 symptoms.
- Fully vaccinated employees don't need to wear face coverings except for certain situations during outbreaks and in settings where the California Department of Public Health (CDPH) requires all persons to wear them. Employers must document the vaccination status of fully vaccinated employees if they

don't wear face coverings indoors.

- Employees aren't required to wear face coverings when outdoors regardless of vaccination status, except for certain employees during outbreaks.
- Employees are explicitly allowed to wear a face covering without fear of retaliation from employers.
- Physical distancing requirements have been eliminated except where an employer determines there's a hazard and for certain employees during major outbreaks.
- Employees who aren't fully vaccinated may request respirators for voluntary use from their employers at no cost and without fear of retaliation from their employers.
- Employees who aren't fully vaccinated and exhibit COVID-19 symptoms must be offered testing by their employer.
- Employer-provided housing and transportation are exempt from the

regulations where all employees are fully vaccinated.

- Employers must review the Interim guidance for Ventilation, Filtration, and Air Quality in Indoor Environments.
- Employers must evaluate ventilation systems to maximize outdoor air and increase filtration efficiency, and evaluate the use of additional air cleaning systems.

To help employers understand their obligations under the revised ETS, Cal/OSHA has an updated fact sheet & Frequently Asked questions. Cal/OSHA also is updating its model COVID-19 Prevention Program in English and Spanish, as well as information on planned webinars. Employers should keep an eye on the Emergency Temporary Standards webpage for these items. Read the statement by CalChamber by [clicking here](#).

CHAMBER OFFERS N95 MASKS TO EMPLOYERS

On June 17, the Occupational Health and Safety Board approved amendments to the Emergency Temporary Standards (ETS) for COVID-19 prevention. The new language states:

Upon request, employers shall provide respirators for voluntary use in compliance with subsection 5144(c)(2) to all employees who are not fully vaccinated and who are working indoors or in vehicles with more than one person.

The State of California is providing a one-month supply of N95

respirators to businesses for unvaccinated employees to adjust to the new ETS language. The State has partnered with the Fremont Chamber of Commerce to distribute the supply to local Alameda County businesses. Please contact [Napoleon](#) to reserve a supply for your business.

The N95 masks come in boxes of 20, or a case of 48 boxes (960 masks). We will provide 2 boxes (40 masks) per each unvaccinated employee. Please let Napoleon know how many boxes you require.

You will need to pick them up at the Fremont Chamber of Commerce, 39488 Stevenson Place, Suite 100, Fremont, CA, 94539.

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[Learn more/find other suppliers.](#)

Email Napoleon nbatalao@fremontbusiness.com

DINE OUT IN FREMONT COMING IN SEPTEMBER

For the month of September, the Fremont Chamber of Commerce in partnership with the City of Fremont will conduct a specific and targeted restaurant promotion. Diners will be tempted by the delicious offerings of Fremont restaurants and be rewarded for their support with periodic drawings for prizes followed by a grand prize at the end of the month.

What we're going to do:

- We will promote Dine Out In Fremont on print, web, email, social media, posters, Signage and graphics. We will be providing marketing materials to you as well so that you can join in the marketing effort.
- We will list your restaurant name on promotional materials. Fremont Chamber members listing will include logo with link to website.

- We strongly encourage restaurants to offer a special promotion or meal. During the month, make it enticing and irresistible. We will post your specials and help you promote it.
- Use your social media to promote Dine Out In Fremont and the prizes in order to coax customers to dine out. We will share your posts and increase your reach.

How Dine Out In Fremont works:

- After dining at one of the participating restaurants, customers email the receipts to dineout@fremontbusiness.com Or customers may mail or drop off receipts to the Fremont Chamber office at 39488 Stevenson Place, Suite 100, Fremont, CA 94539.
- Once a customer reaches \$25 in receipts, the customer is

entered into a periodic drawing for a restaurant gift certificate.

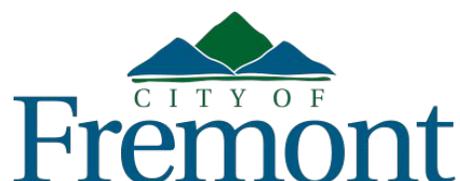
- Every \$25 in receipts earns an entry into the periodic drawing and also into the grand prize drawing.
- At the end of Dine Out In Fremont, a lucky winner will take home the grand prize.

How you can participate:

- All restaurants in Fremont are eligible to participate.
- There is no cost to participate for Fremont Chamber members. We are pleased to offer the opportunity to non-members at no cost to aid in COVID recovery. Note: There may be a charge for future Dine Out In Fremont events for non-members.
- Restaurants must contribute at least one \$25 gift certificate for the drawing.
- Complete the [participation form](#) by August 10, 2021 in order to participate.

EST. 2021

dine out »
in
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CHAMBER MEMBERS: COME AND MEET THE COMMUNITY AT FREMONT STREET EATS

After a year off and massive loneliness, Fremont Street Eats is back! Permits are pulled, food trucks are lining up, safety measures are being taken. The Fremont Chamber of Commerce is looking for a few good members to join us for the 2021 food truck season.

Let's show Fremont how to do outdoor events safely and promote our businesses at the same time. July 9 was the start of Fremont Street Eats 2021, and the beginning of an opportunity to get back into the minds of the community:

Only Fremont Chamber members can host a booth* (free of charge!) Space is limited - first come, first served.

Dates are Fridays from July 9 to October 22

The hours are 5:00 pm to 9:00 pm
You get 30 seconds to speak about

your business at the giveaway raffle to a captive audience of locals.

Contact Napoleon to find out what dates are open. At this time, we are limiting the number of member exhibitors to three per date. Please contact us for more info. See pictures of past Fremont Street Eats by visiting our Facebook, Instagram, Twitter accounts.

*There is a list of rules that need to be followed, mostly relating to setup times and trash cleanup - Napoleon will let you know more.

[DOWNLOAD THE MEMBER SIGN UP FORM](#)
[DOWNLOAD THE MAP](#)

Not a member? [JOIN!](#)

Visit the Fremont Street Eats website:
fremontstreeteats.com

Member Benefit: FREE SPACE AT FREMONT STREET EATS



One of the best ways to promote your business is by getting out in front of people. Now that people are going out more, it makes sense to meet them where they congregate - Fremont Street Eats!

Fremont Chamber members get space FREE OF CHARGE at Fremont Street Eats. You just need to fill out the form found at the left and choose two or three dates to participate.

Have questions? Email Napoleon at nbatalao@fremontbusiness.com

Nonprofit Focus:

ALAMEDA COUNTY LIBRARY FOUNDATION

Did you know that the Fremont Chamber of Commerce donates 100% of the tips given at the beer and wine tent at Fremont Street Eats to a local nonprofit every season?

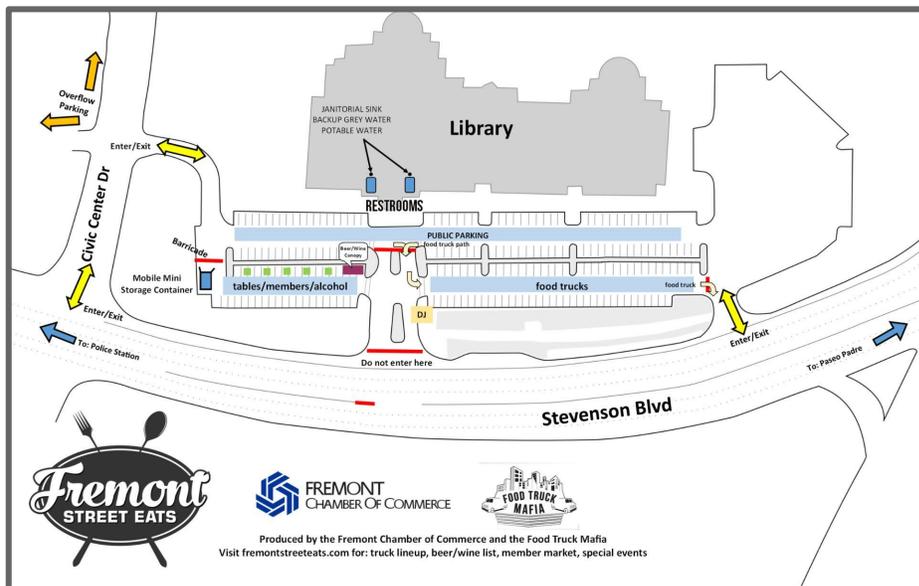
This year our targeted nonprofit is the Alameda County Library Foundation.

MISSION: The mission of the Alameda County Library Foundation is to provide critical support to public libraries in the Alameda County Library system resulting in all people in our communities having access to knowledge in all of its forms. We accomplish this mission by raising revenue in support of library programs, facilities and services that promote traditional and digital literacy, encourage educational achievement and lifelong learning, and address opportunity gaps in the communities we serve.

Core Programs:

- Adult Literacy
- Collections
- Homework Centers
- iPad/Laptop Lending
- Jail Services
- Senior Services
- Summer Reading Programs

Learn more about the Alameda Library Foundation at their website.
<http://www.aclf2.org>



FREMONT STREET EATS NOW AT THE FREMONT MAIN LIBRARY

After a one year hiatus due to the COVID-19 pandemic, Fremont Street Eats has returned to Fremont! The Fremont Chamber of Commerce and the Food Truck Mafia have moved the location of Fremont Street Eats to the parking lot of the Fremont Main Library at 2400 Stevenson Boulevard.

Fremont Street Eats happens on Fridays from July 9 to October 22, 2021 from 5:00 PM to 9:00 PM. Visitors can enjoy food trucks and buy drinks from the Fremont Chamber of Commerce beer tent. Chamber members will also be on

hand to promote their businesses and to connect with the community. Please note that there will be no Fremont Street Eats on September 24, the day before the Fremont Festival of the Arts.

Our featured nonprofit beneficiary for beer tent tips is the Alameda County Library Foundation (ACLF). See the sidebar *Nonprofit Focus* for more information about the ACLF.

Visit the Fremont Street Eats website to see upcoming trucks, members, beer, cider, and wine choices: fremontstreeteats.com

