



Fremont

BUSINESS REVIEW

VOLUME 5, NUMBER 10

www.fremontbusiness.com

January 2005

Developing a Culture of
Accountability - The Four O's*Obstacles, Options, Outcomes and Opportunities*

by Pamela Raumer

Marketing Director at RINA
Accountancy Corporation

Will you meet your sales goals and profit objectives this year? Accountability plays a major role in achieving success. Developing a culture of accountability will assist your firm in achieving your sales goals and profit objectives. What is accountability? Accountability is the behavior attached to a responsibility. Being responsible is not necessarily being accountable. A favorite quote of mine by David Maister sums it up, "If people are not prepared to be held accountable for what they do, it is unlikely that they will achieve much". Accountability starts at the top. Top executives and management need to "practice what they preach" by setting the example of being accountable.

To develop a culture of accountability, a firm needs to start with a con-

sensus and commitment around their mission and vision statement. Everyone needs to be on the same page. Facilitating a retreat where all partners are involved in the creation of the mission and vision statements will accomplish this. If you already have a mission and vision statement, maybe it is time to update it, especially if your firm is growing and expanding. A great way to develop buy in from all staff would be to provide a firm retreat so that everyone participates in the creation or updating of the mission and vision statements.

Once you have a buy-in to the mission and vision statements, a firm marketing plan should be created where everyone in the firm has objectives with action plans that tie into the firm marketing plan. RINA Accountancy Corporation not only has a firm marketing plan, but also each partner and staff member has their own marketing plan and each office has a marketing

plan. All marketing plans flow into the firm marketing plan so that everyone is focused on the same goals, but at different levels. RINA also recently had a firm retreat where our twelve partners created three main objectives (Client Satisfaction, Staff Satisfaction and Targeting the Ideal Client) and divided the firm into three committees - everyone was able to choose which committee that they wanted to participate on. The committees meet regularly to go over action items and results and then report back to the firm on their activity either through email or a presentation at the next firm retreat - RINA facilitates two firm retreats per year. Staff feels that not only do they have a say in the firm's goals, but participate in achieving those goals.

Overcoming the Obstacles

There may be some obstacles that get in the way of staff achieving firm and

personal goals. These are the excuses, reasons and finger-pointing that staff will use as to why they have not completed something that they said they would do. Some of these excuses and reasons are: too many deadlines, not enough time, miscommunication, rather do something else, procrastination, too much work, etc. Professionals working in a firm that has a culture of accountability will not use excuses, because they do what they say they are going to do with the results being beneficial to themselves as well as the firm.

Time is usually the ex-

—Accountability
page 8

Business
Marketplace
2005Getting the
most out of
Trade Shows

With the Chamber's annual Business Marketplace just weeks away, it's not too early to begin to prepare. The 2005 Business Marketplace will be held at the University Phoenix facility at 40440 Encyclopedia Circle in Fremont. With the show open from 4:30 p.m. until 7:00 p.m., attendees will 2 1/2 hours to browse the more than 50 Chamber member booths to discover new products and services to meet their personal and professional needs. This year's show will also feature tasty samples from some of the areas leading restaurants and caterers.

Whether you are exhibiting in the Business Marketplace or plan to attend, there are a number of tips and techniques we have to share with you to make your participation as productive as possible.

—Getting the Most, page 6

2004 Election Recap

By Billy Sandbrink

Director of Government Affairs

The re-election of President Bush was probably the most important outcome for most voters on Election Day. As expected, Californians favored Senator Kerry over President Bush by a 54.4% to 44.5% margin, but the rest of country voted for President Bush by a few million votes. This election was another one in which the GOP gained seats in both houses of Congress, including the defeat of Senate Minority Leader

Tom Daschle in South Dakota.

Governor Flexes Political Muscles

The statewide elections on Tuesday the 2nd reaffirmed the power of Governor Arnold Schwarzenegger. After the election he said, "I am a very happy Governor" and he should be. Nearly everything and everyone he put his name behind was successful. He saw his preferred local funding measure, Prop 1A, pass while the measure he opposed, Prop 65, failed. Propositions 68 and 70, the Indian casino initiatives

that the Governor launched a television ad campaign against were also soundly defeated. Despite adding another notch on his belt, he will have some work to do to repair hurt feelings with Democratic Legislators when he called them "losers" and with his more conservative party members with his support for stem cell research in Prop 71, which passed on Election Day.

Local Issues

Three local issues were decided by Fremontians that may have as much

of an impact on our everyday lives than the state and national elections.

Measure AA, the BART seismic retrofit bond, garnered seventy percent of the vote to approve over \$900M in bonds to retrofit BART lines and the Transbay Tube. This money is part of

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business environment.*

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- Elise Balgley.....Bernard, Balgley & Bonaccorsi
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- Dirk Lorenz.....Fremont Flowers & Gifts
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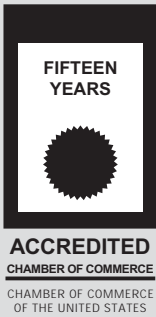
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Fremont Business Review

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15 Years of Excellence

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

Election Recap—

from page 1

a major \$1.3B seismic retrofitting program for BART to protect the transportation conduit from the threat of a major earthquake.

Measure FF, the Washington Hospital bond, approved one hundred and ninety million dollars to expand some of the hospitals vital services, retrofit, and put the hospital well ahead of schedule to come into compliance with state law forcing hospitals to do something. FF, dubbed by the Yes on FF campaign as "For our Future", received seventy and one-half percent of the vote, a few points above the required two-thirds threshold for bond measures.

Measure V, Fremont's Utility User Tax, did not enjoy similar success as AA and FF. Measure V failed by a 10.6 points, some percent to some percent. Measure V would have placed a 6% maximum tax on utilities, with the City Council opting to enact the tax at 4% for at least the first year. The City has cited the need for the additional money because of looming budget deficits and reduced service levels from past years, which come to a total of \$26 million. Add in you comments about the need for further talks.

Elected Officials

Voters also had the opportunity to vote for up to sixteen candidates in twelve different races.

In a highly competitive race for Fremont's vacated Mayoral seat, Councilmember Bob Wasserman defeated fellow Councilmember Bill Pease by a little more than five thousand votes out of nearly sixty thousand cast. The race for the two open seats on the City Council was even closer. Incumbent Steve Cho comfortably secured his seat for another four years, but the race for the other seat came down to local businessman Dirk Lorenz and Planning Commissioner Bob Wiewkowski. The early returns showed Lorenz holding on to a margin of less than a hundred votes, but Wiewkowski prevailed at the end of the night by about seventeen hundred votes.

The two Congressional races enjoyed fewer tense moments as some of the local elections. Pete Stark, as expected, won another term for the 13th Congressional District, as did Senator Barbara Boxer.

The results for the remaining races are as follows:

- California's 20th Assembly District - Alberto Torrico defeated Cliff Williams
- Fremont Unified School District Board - Incumbents Nina Moore and Peggy Herndon, along with Ivy Wu won the three open seats
- Washington Hospital Board - Incumbents Dr. William Nicholson and Pat Danielson were re-elected and Dr. Jacob Eapen narrowly defeated Susanna Wong for the two-year seat

- Ohlone Community College District Board of Trustees - The three incumbents, Dan Archer, Nick Nardolillo, and Bob Brunton defeated their respective opponents to retain their seats
- AC-Transit Board at-large seat - Incumbent Chris Peoples was re-elected

High voter turnout: Fact or Fluke?

News services clamored for weeks that this election could be one of the highest displays of voter turnout in recent memory. Workers in Registrars offices all over the nation were working overtime to keep up with the non-stop flow of registration forms for new voters. The glass half empty contingent says that we are not seeing a new trend of higher voter turnouts and interest in the political process. Rather we are seeing a temporary blip on the radar because of the Presidential election teamed with people registering, but not having any intention of voting. Hopefully the glass-half fullers are right and more Americans will be using their right to vote for years to come.

For complete results on all of the election items, visit our homepage at www.fremontbusiness.com and click on "election results" under GA Corner or go to the Secretary of State website at ss.ca.gov and click on election results.

Look at complete election results at www.fremontbusiness.com or visit the Secretary of State website at ss.ca.gov

Chamber Website Team Making Progress

The Chamber Website Team is working together to update the look and functionality of the Chamber's existing website - www.FremontBusiness.com. The Chamber feels the site can be more productive for its members and others in the area while providing an additional source of income to the Chamber to support its community efforts. We are also trying to make it better looking and easier to navigate within the limitations of our current solution.

Recent efforts include:

- 1. A thorough scrub of the Member Directory**
Over time, the categories have become cluttered and nearly impossible to find member resources. The easy part was eliminating empty categories. The team is currently reviewing and updating the remaining selection to provide the clearest selection of professions and services. We are using the data from actual searches used on the site to best match category descriptions.
- 2. Dress up the header**
Blue is the Chamber's color, but it does not need to dominate the site! We are collecting images from interesting areas about the town to add to the site. We will be updating the header and interspersing more images to personalize the site for our community. Contributions welcome!
- 3. Integrate the Business Review**
PDF versions of the articles from the Business Review are now being added online with access on the website.
- 4. Online Re-Registration**
Members due for membership renewal will be encouraged to renew and pay online starting on January 1, saving time and money!
- 5. Use the Shop more**
All items for sale, including booth registrations

for the Business Expo and Festival are being reviewed for incorporation for online purchases.

6. Community Calendar

In order to draw more traffic to the site, the Chamber will be supporting an all-Fremont community calendar of events! Nina Moore is the coordinator and the site will be updated frequently.

7. Integrating the website with other Chamber publications

The team is focused on ensuring that the look and function of the website matches the goals of the Chamber overall. Information, marketing and advertising collateral is being compared and evaluated with the other Chamber teams to ensure consistency. This includes the Business Review, Top of The Week, New Member information, and more!

8. Improvements in the works

This includes Home Page and high traffic page re-layouts for better user friendliness and more interesting imagery. Adding additional income opportunities through banner ads from members looking to advertise on the site are being worked on.

Increased usefulness of the site equates to more traffic and thus more opportunities for visitors to see the businesses in

the Chamber. We hope you like the improvements we are making. Visitor input is encouraged.

The Team currently consists of: Kevin Dean, WSI, Volunteer Chairman; Danna Bergstrom, COO, Fremont Chamber; Napoleon Batalao, Chamber Webmaster. Contact Kevin at kdean@WSINetAdvantage.com if you are interested in joining the Team.

Be part of the Website Committee

Call or email Web Chair Kevin Dean
kdean@WSINetAdvantage.com

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BUSINESS MARKETPLACE 2005

Fremont Chamber of Commerce Annual Trade Show

Thursday, January 27, 2005
4:30 p.m. to 7 p.m.

University of Phoenix
40440 Encyclopedia Circle, Fremont

There is no cost to attend the 2005 Business Marketplace! But it pays to attend ... make business connections, find new vendors or find new products & services.

Reserve your exhibitor space now for the best attended trade show in the Tri-Cities. Don't miss this prime opportunity to show your products and services to a targeted group of business professionals and community members. Act now as space is expected to sell out quickly. Call KK Kaneshiro today at 510.795.2244 ext. 101, or email kkaneshiro@fremontbusiness.com to reserve your space.

An Excellent Opportunity to:

- Generate Sales Leads
- Introduce New Products & Services
- Make Business Connections
- Find New Vendors
- Promote Your Business

Exhibitors Benefits Include:

- Listing in Fremont Business Review
- Listing in Trade Show Program
- Listing on Chamber Web Site
- Hot Link to Your Web Site
- List of Trade Show Attendees Following Event



FREMONT CHAMBER OF COMMERCE



January Calendar of Events

- 3 Marketing – Communications Meeting**
1:30 p.m., Chamber Conference Room
- 4 Fremont City Council Meeting Cancelled**

FCCTV January Show "Business Entertaining – Restaurant Etiquette for Business Diners" Premieres
8:30 p.m., Fremont Cable Channel 2
- 5 Ambassador's Club Meeting**
8 a.m., Chamber Conference Room

Nomination Committee Meeting
Noon, Chamber Conference Room
- 6 Membership Committee Meeting**
7:30 a.m., Chamber Conference Room

Scholarship Committee Meeting
5 p.m., Washington Hospital Foundation, Bldg. D
- 10 Executive Committee Meeting**
7:30 a.m., Chamber Conference Room
- 11 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 12 International Home & Loan Mixer**
5-7 p.m.
40611 Grimmer Blvd., Ste. C, Fremont, CA 94538
(510) 505-0510
International Home & Loan is a full service real estate and mortgage firm that is a one stop shop to fill all your needs in purchasing your home.
- 14 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room

February Newsletter Deadline
- 17 Martin Luther King, Jr. Holiday**
Chamber office closed
- 18 Fremont City Council Work Session**
Time TBD, City Council Chambers
- 19 Connection Club Leaders Meeting**
8:00 a.m., Chamber Conference Room
- 20 Leadership Fremont, Class of 2005 Session**
8:30 a.m., Ohlone College
- 21 Deadline for 2005 Business MarketPlace Exhibitors**
- 24 Marketing – Communications Meeting**
1:30 p.m., Chamber Conference Room
- 25 Leadership Fremont Steering Committee**
8:00 a.m., Chamber Conference Room

Fremont City Council Meeting
7 p.m., City Council Chambers
- 26 Greenstein, Rogoff, Olsen & Co., LLP Mixer**
5-7 p.m.
39159 Paseo Padre Pkwy., Ste. 315, Fremont, CA 94538
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Greenstein, Rogoff, Olsen & Co. has sales ranked among the leading CPA firms in the Silicon Valley and is a full service public accounting firm advising and assisting clients with their accounting, tax, financial and strategic planning needs. At Greenstein, Rogoff, Olsen & Co., they specialize in private and high net worth individuals.
- 27 2005 Business MarketPlace Trade Show**
4:30 p.m. – 7 p.m.
University of Phoenix
40440 Encyclopedia Circle
Fremont, CA 94538

**Chamber Web
FAQ:**

Q:
Does the Chamber charge extra to put my web link on the online directory?

A:
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www.accountantsinc.com
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kblair@stei.com
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Mortuary

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SafeWay Inc.-Warm Springs

Are you linked?
Chamber members are linked to our online business directory at fremontbusiness.com. Make sure you update your link info: fmtcc@fremontbusiness.com

FCCTV

Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast

Business Entertaining

Restaurant Etiquette for Business Diners

Doing business often includes hosting dinners or luncheons with clients. Doing your homework and understanding the tastes and preferences of your customer is important and the choice of the restaurant is part of your presentation and a reflection of your



professionalism. "Business Entertaining - Restaurant Etiquette for Business Diners" the January FCCTV segment features KK Kaneshiro, Director of Member Service, interviews Greg Green, co-owner of Pearl's Café gives tips and suggestions on how impress and win over your clients with grace and entertaining savvy.

FCCTV SHOW SCHEDULE

Fremont -
Channel 29 Mondays 8:30 p.m.
Channel 26 Mondays 6:30 p.m.
Sundays 6:30 p.m.

Newark -
Channel 26 Fridays 5:00 p.m.

Union City -
Channel 15 Thursdays 10 p.m.
Saturdays 3:30 p.m.
Sundays 8:30 p.m.

San Lorenzo, San Leandro and Castro Valley -
Channel 28 Thursdays 10 p.m.
Saturdays 3:30 p.m.
Sundays 8:30 p.m.

Would you like to be a guest? Call KK at 510-795-2244, ext. 101

Fremont City Map

Chamber members: here is your chance to purchase an ad in the Fremont City Map. The Fremont City Map is sold at the Chamber of Commerce. It is also sold at gas stations, bookstores, grocery stores and convenience stores. An ad in the Fremont City Map will help drive business to your place of business. Call Danna Bergstrom for more information on ad space in the Fremont City Map. 510/795-2244, ext 106, or email dbergstrom@fremontbusiness.com



Congratulations to all our members who have reached these milestones

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 at 11:45 a.m.
City Beach
4020 Technology Pl, Fremont
Chair: Elise Balgley, 510-791-1888
Vice Chair: Stephanie Pavis, 510-657-1350
www.tuesdayconnectionclub.com

2nd & 4th Thursdays Noon
starts at 11:45
Express Personnel
39111 Paseo Padre Parkway 117, Fremont
Chair: Donna Mize, 510-797-5100
Co-Chair: Marianne Nsour, 510-651-6500
or Barbara Behrman, 510-739-0438

Fridays Women In Business
meets at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Vicki Kriner, 510-441-7387
Vice: Sue Pats, 510-790-2993
www.fremontwib.com

1st & 3rd Friday Pro Source CC
meets at 7:15 a.m.
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5400 Mowry Avenue, Fremont
Chair: Kevin Dean, 510-687-9737
Vice: AiRung Liu, 800-755-5203
www.theprofessionalsource.com

Wednesday Noon
Location TBD
Chair: Mojgan Alapour, 408-452-6150
Vice Chair: Dr. Staci Talan, 510-745-7445

Thursday AM
meets at 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd, Fremont
Chair: Marian Briones, 510-226-7827
Vice: Terri Landon, 510-796-8300
www.thursdayAM.com

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Chair: Anna Jacoby, 510-490-0379
Vice Chair: Dr. Nichols, 510-593-7743
www.thursdayreferralsplus.com

Friday AM Connection Club
meets at 7:15 a.m.
The Depot Cafe, Fremont
37260 Fremont Blvd, Fremont
Chair: Kelly Rao, 510-252-0448
Vice: Jose Gonzalez, 510-894-0764
www.fridayconnections.com

Before visiting a club, call Chairperson to confirm place & time.

Member Benefit

SCORE

The Service Corps of Retired Executives

Running your own business can be difficult and it's not unusual for a small business owner to need advice and counseling from time to time. Small business owners benefit from numerous perspectives. And, the effective leader takes insights from many sources and distills the ideas, insights and advice into what's right for his or her business.

Service Corps of Retired Executives, otherwise known as SCORE, is the premiere small business counseling and advice organization in the United States. SCORE is a nonprofit, charitable organization composed of 11,500 volunteer business mentors both working and retired who counsel businesses from nearly 400 counseling offices throughout the country.

SCORE business counselors volunteer their time as confidential and impartial advisors that you can turn to for business mentoring. A SCORE business counselor can help you think through business challenges and opportunities. SCORE advisors can assemble a counseling team with experts from different disciplines to help you get advice on topics from finance and marketing to operations.

And, SCORE can sit down with "you the business owner" to talk about the advice you receive from several of your trusted sources, to help you make sense of how the advice applies to your unique business circumstances. SCORE counselors

listen to you and serve as a sounding board to give "you the business owner" a support system that helps you lead your company.

You can meet with SCORE once or on an ongoing basis. If you have a simple business question or just want an explanation of how a cash flow statement works, SCORE can provide you with answers. However, you can really get best value from SCORE if you set up a series of meetings to talk about a business problem or opportunity.

In addition, SCORE's web site (www.score.org) has a wealth of information and hotlinks to help entrepreneurs. SCORE also offers business counseling through the web site. The online service is called Email Counseling. You can visit the web site and go to Email Counseling. Then, just enter keywords about a business topic or problem and our online skills database will retrieve mini-resumes of our counselors. You pick the counselor that you think is a good match and email your question. It's as simple as that.

Interested in more information? SCORE counseling sessions are on an appointment basis. Counselors will meet with you here at the Fremont Chamber of Commerce office on Monday & Tuesday (510) 795-2244; with other East Bay locations and days scheduled by calling the SCORE Chapter office (510) 273-6611.

Top of the Week REPORT

Linking the Business Community

Have you subscribed to the Chamber's e-newsletter yet? The Top of the Week Report is a weekly digest of important Chamber events, local news, government updates, and Fremont's companies making news.

Signing up is simple: Just send an email message to nbatalao@fremontbusiness.com, with "SUBSCRIBE" (all caps, no quotes) in the subject line. You will receive a confirmation notice immediately and instructions for unsubscribing.

Linking the Business Community

Would you like to get involved in the business community? Join the Government Affairs committee!

Call Billy Sandbrink at 510-795-2244, ext. 107 or email bsandbrink@fremontbusiness.com to learn more.

Leadership Fremont now accepting applications for Class of 2006

Contact the chamber today to become involved in this great program. Call 510-795-2244, fntcc@fremontbusiness.com



Doing Business Over Lunch

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fntcc@fremontbusiness.com



39116 State St, Fremont
(510) 791-1688
Lunch: 11 am - 2 pm
Dinner: 5 pm - 9:30 pm
Sundays: 4 pm - 9 pm



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



40645 Fremont Bl, #23, Fmt
(510) 668-1850
Tu-Thur: 11:30 am - 9 pm
Fri-Sat: 11:30 am - 9:30 pm
Sun: 1 pm - 8 pm



Pearl's Cafe
4096 Bay St.
Fremont (510) 490-2190
Lunch (Tu-Fr): 11:30 am - 2:30 pm
Dinner (Tu-Sat): after 5 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



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



39401 Fremont Blvd
Fremont (510) 657-2436
Sun-Thurs: 11 am - 9 pm
Fri & Sat 11 am - 10 pm

Would you like to have your restaurant listed here? Fremont Chamber of Commerce members can call Danna Bergstrom at 510-795-2244 or email her at dbergstrom@fremontbusiness.com with "Doing Business Over Lunch" as the subject.

Member News

San Jose Law Firm's Real Estate Group Continues to Grow

Hoge, Fenton, Jones & Appel, Inc. is pleased to announce that attorney Sean A. Cottle has joined the firm's Real Estate Group. Formerly of Andersen, Bonnifield & Cottle of Concord, California, Cottle comes to Hoge Fenton as a Counsel with a focus in real estate and land use law. For the past 14 years, Cottle has advised and represented landowners, developers, builders, subcontractors, and homeowners in all phases of real estate, from entitlement to post-sale issues. He also serves as outside general counsel to several commercial and industrial contractors and suppliers. Cottle enjoys an outstanding reputation throughout Contra Costa County, the Tri-Valley, the Peninsula and the Santa Clara County regions. He is an active member of the Home Builders Association of Northern California, the California Building Industry Association, and the National Association of Home Builders. Mr. Cottle received his law

degree from Tulane University. Cottle brings to 15 the number of lawyers in Hoge Fenton's Real Estate Group--making it the largest real estate law practice group in the San Jose area.

Mattson Technology Ships First Flash-Assisted RTP System To Beta Site Partner ATDF

ATDF and Mattson Technology, Inc. announced that Mattson has delivered the first flash-assisted rapid thermal processing (RTP) system to its beta site partner ATDF in Austin, Texas. This new millisecond flash annealing system will be used to develop critical ultra-shallow junction (USJ) processes for the 45 nanometer (nm) technology node and beyond. The system delivered to ATDF features a patented arc lamp and flash technology initially developed by Vortek Industries Ltd, which was recently acquired by Mattson Technology. This newest Mattson RTP system improves thermal control for millisecond flash-assisted RTP annealing and is expected to meet the ad-

vanced USJ anneal process requirements through the 22 nm regime. For more information, please contact Mattson Technology, Inc., 47131 Bayside Parkway, Fremont, Calif. 94538. (800) MATTSON/ (510) 657-5900. Fax: (510) 492-5911. www.mattson.com.

Experience and Enthusiasm Drive Selections for Alameda County Board

Two new Directors have been selected to serve on the Board of the Alameda County Agricultural Fair Association, Michael Nieto and Patsy Gilbert. According to Board President Tony Macchiano, Nieto and Gilbert were chosen because of their broad experience and community ties. As one of the largest non-profit organizations in Northern California, the Fair Association's 26 Board Members oversee the operations of the Alameda County Fairgrounds with over three million visitors each year. Nieto and Gilbert were selected to fill vacancies on the Fair Board when George McDermott (34-year

Board member) and Hugh Walker (9-year Board member) retired from the Board.

In addition to managing more than 300 event days this year, the Fair Association is well underway preparing for the 2005 Alameda County Fair, June 24th through July 10th. Visit the Fair's website at www.AlamedaCountyFair.com or call 925-426-7600 for more information.

Technology CU Hosts Fall Mixer

The Fall Fremont Chamber Mixer, hosted by Technology Credit Union at its Fremont location on November 3, 2004, boasted a solid turnout despite an unforgiving downpour. A warm greeting by Ted Thames, First Vice President of Tech CU, was followed by a harvest feast and valuable raffle prizes. Tech CU, one of the nation's leading credit unions, is now serving Silicon Valley professionals in Alameda, Santa Clara and San Mateo counties.



Monthly Visits to the Chamber Website

www.fremontbusiness.com

9,684

Total number of visits during the month of Nov 2004

8,234.5

Average # of visits per month (ytd)

The Visits report shows the number of visitor sessions, or "visits" to fremontbusiness.com during the specified report period. A visit refers to a series of requests from a uniquely identified client. A visit starts with the first request from the client and remains active as long as the period between subsequent requests from the client does not exceed a set "time-out" period. Clients are uniquely identified by their IP address.

[data provided by Deep Metrix LiveStats]

DEEP METRIX

Getting the Most Out of Trade Shows

from page 1

Exhibitor's Tips:

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

Trade shows can be extremely effective outlets to showcase your products and services to large numbers of customers. Once you have decided to participate in a show, prepare to exploit the opportunity. What's your budget? Booth design? Signage? Special promotions? Giveaways (always bring more foot traffic to your booth)? Product demonstrations? How will you execute your presentation? Always sweat the details before you arrive at the trade show.

- Remember the show attendees are the decision makers or influencers that plan to make a purchase within the next 12 months.
- When anyone shows interest in your booth approach them immediately. Don't leave people waiting or wait for them to say the first word. Trade show attention spans are short if people are not helped within the first few seconds they will leave your booth.
- Be engaging. Avoid greetings like "Can I help you," or "Hi, how are you?" or "How's the show going?" Ask direct questions like "What information can I tell you about our new heating system?" or "Hello, what are you looking for in a patio door?"
- Watch your manners. Certain booth behaviors look sloppy and convey that you're not interested. Don't sit down. Don't eat, drink or smoke at the booth. Never leave your booth unattended. Don't spend time chatting

with colleagues instead of focusing on customers.

- Ask lots of questions. Engage a prospect by asking open-ended questions. This will give you the information you need to determine their needs and interests.
- Make sure your booth is visually appealing. Use a tabletop display and have plenty of handouts to give show attendees. People are attracted to people who do things. Make a display that engages show attendees to participate. When using giveaways, make sure show attendees fill out a drawing form in order to participate. This is how you get your leads. Do your best not to let show attendees leave your booth without getting their name and phone number.
- Staff the booth with enthusiastic, charismatic, and talkative employees who are knowledgeable about your product/services. Conduct a pre-show meeting to identify goals and objectives. Agree on guidelines for interacting with attendees and qualifying customers. Make sure your staff knows how to handle the various disbeliefs/arguments for your product/services and can turn attendees' mindsets around. There is nothing worse when staff cannot answer questions about your product/service.

Attendees Tips:

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

- Wear comfortable shoes.

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

rep says to counteract that weakness.

- Always bring a lot of business cards.

For more information regarding the Business Marketplace 2005, please visit www.fremontbusiness.com or call KK Kaneshiro at (510) 795-2244, ext. 101.



Your ad could be here

Don't miss out on a great opportunity to grow your business and make the most of the *Fremont Business Review*. The *Fremont Business Review* is distributed to over 2,500 business decision makers in the Tri-Cities. Advertise in the *Fremont Business Review* by calling today!

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See our full page insert in the chamber pack

Tax Amnesty

It was probably just an oversight...

We all make mistakes. But we don't always get a chance to correct them. If you did not properly report sales or use taxes in the past, now is your chance to correct that oversight by taking advantage of the Board of Equalization's sales and use tax amnesty program.

You can avoid significant penalty charges and possible criminal prosecution if you apply, file the required returns, and pay the overdue taxes and interest in full.

What is sales and use tax amnesty?

Amnesty provides a rare opportunity to report and pay sales and use taxes that were not reported or to pay tax liabilities that were reported but which remain unpaid. Amnesty allows you to report those tax liabilities without fear of criminal action being brought against you by the State of California.

If you fulfill all amnesty requirements, you will be relieved of penalties for the reporting periods that are eligible for amnesty.

Who is eligible?

You are eligible to participate in sales and use tax amnesty for tax re-

porting periods that started before January 1, 2003 if you:

- Underreported sales or purchases on a previously filed return.
- Did not file a return or report tax for a taxable sale or purchase.
- Have an existing liability.

Who is not eligible?

You are not eligible to participate in the sales and use tax amnesty program if you are currently under criminal investigation or if a court proceeding has been initiated against you as of February 1, 2005.

What if I am eligible but don't participate? Or, I participate, but understate my liability?

You will be subject to substantial penalties that go into effect April 1, 2005. You may be charged penalties at double the normal rate plus an added charge equal to 50% if the interest due.

How and when do I apply?

You must complete and sign an amnesty application and submit it to the Board of Equalization during the sales and use tax amnesty period. The amnesty period starts February 1, 2005, and ends March 31, 2005.

Applications will be available by January 15, 2005 from the following sources:

- Internet. www.taxes.ca.gov
- Faxback. 800-400-7115 (choose automated services)
- Information Center. 800-400-7115
- Mail. Write to the State Board of Equalization, Tax Amnesty Program (MIC:95), P.O. Box 942879, Sacramento, CA 94279-0095 (ask for a sales and use tax amnesty application)
- Field Office. Visit a Board of Equalization field office (look in the phone book under Government Pages, State of California, Equalization, Board of)

How do I participate in the sales and use tax program?

- Apply by March 31, 2005.
- File any required tax return(s) by May 31, 2005.
- Pay all tax and interest amounts in full by May 31, 2005. (If you cannot pay in full by then, you may request to enter into an installment plan. If your request is approved, you must pay in full by June 30, 2006.)

Can I file an extension for amnesty?

No. Amnesty applications are due by March 31, 2005.

If I file an application for amnesty, can I file my returns and pay after the deadline to apply?

Yes, but you must file any required returns and make payment by May 31, 2005. If you request and are approved for an installment payment plan, you must pay the full amount due by June 30, 2005.

Can I get a refund of penalty amount I've already paid?

No. You cannot get a refund of penalty amount that you paid previously.

For more information regarding the State Board of Equalization Tax Amnesty Program, contact the Information Center at 800-400-7115 or visit www.taxes.ca.gov.

Would you like to submit an article or become a guest editor? Contact Cindy Bonior to learn more about the guest editor program. 501-795-2244, ext 106

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New Year's Resolutions Special - When will power won't work, Stephanie can help you with habit control, as well as all other issues. For the month of January only, begin your work with Stephanie and session prices will be discounted 20%. For pricing, please visit Stephanie's website.

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Accountability—

from page 1

cuse and fear is the reason that professionals will use for not being accountable. To overcome these two obstacles, your professionals need to know "what's in it for them". You have options. Objectives and goals need to be tracked, measured and shared with your entire firm on a consistent basis. Rewarding effort as well as results is equally important. Having a good incentive program can assist a firm in developing accountability. All successes should be acknowledged and celebrated. Many people are motivated by money and recognition – your employee incentive plan should include both. Recognition awards are also given out at year end at the Firm's holiday party – this is great recognition amongst their own peers.

Since time is the most widely used excuse in not attaining goals, a firm needs their staff to know how to manage their time. Planning, prioritizing, organizing, delegating and communication are the most important elements in overcoming the time obstacle. RINA recently brought in a time management professional and the entire firm participated in a four hour workshop. The results were that staff are now more aware of the importance of managing their time and have developed some skills that assist in managing their time better.

The other major obstacle of not being accountable is fear. Fear of failure creates procrastination. Procrastination does not get the job done. How do you overcome fear? Some sugges-

tions are: practice to gain experience and skill, seek assistance from a mentor or coworker, gain confidence by taking baby steps out of your comfort zone. RINA provides a mandatory monthly marketing training and education for the entire firm. Role-playing and exercises have played an important part in staff gaining knowledge, skills and confidence in overcoming their fears. Accountability was one of the topics at a recent RINA training session.

Both of these obstacles are behavior related and are not easily overcome. The basis for success is to continue to nurture and develop your staff and give them the tools and resources to perform on a consistent basis. Always reward success as "success breeds more success".

What are the outcomes for the firm when professionals are not accountable?

- Work does not get done in a timely manner/procrastination
- Responsibility is viewed as not important
- Attitudes of indifference develop
- Bad habits are created
- Feelings of being overwhelmed
- Loss of opportunity for the professionals and the firm
- You will not be seen as a team player
- Loss of trust, respect and credibility
- Staff and firm do not reach their potential

- Firm image could be damaged
- Difficult to keep good staff
- Difficult to hire good staff

What are the outcomes for the firm when professionals are accountable?

- A feeling of accomplishment and importance
- Being a part of a winning team
- Self confidence
- Job satisfaction
- Improved morale
- Increased productivity/performance
- Less stress
- Improved relations
- Professional growth
- Enhanced communication
- Expanded skills
- Flexibility/adapt to change
- Staff take ownership
- Opportunity for advancement

The opportunities are limitless:

- Professionals reach their potential
- Revenue growth for the firm

Accountability is a tool that when it has been integrated successfully into your firm culture and is applied on a consistent basis, will produce the results that you want. It can transform your staff and firm into a dynamic well-oiled machine that has no limits. I will end with another quote by David Maister, "To choose a goal without being prepared to be held accountable for progress towards it is to choose nothing". Accountability is a choice that is motivated by a successful ending.



2005 Compliance Tools Available at Chamber Office

Today, more than ever, California businesses face increasing demands to comply with labor laws. The Fremont Chamber of Commerce has the resources to keep you in compliance. Here's a list of the products available at the Chamber office:

2005 California Labor Law Digest

This comprehensive, California specific Digest puts answers to labor law question right at your fingertips, updated for 2005 laws. Required and recommended forms for California businesses are included on CD. \$149 plus tax.

2005 California Human Resources Essentials

The 2005 California Human Resource Essentials is bound in to a book with color-coded easy reference sections. Also included are all the California business forms on CD. \$79 plus tax.

2005 Required Notices Kit

The Kit contains all the 13 required employer notices on one 26" x 39" poster. It also includes the mandatory Paid Family Leave Pamphlets, Workers' Comp Rights and Benefits Pamphlets, UI/SDI Pamphlets and the required California Sexual Harassment Information Sheets. \$81 plus tax.

2005 California Employer Poster

All required employer notices on one 26" x 39" Paper poster. Includes checklist to ensure poster is displayed according to law. Available in English or Spanish. \$21 plus tax.

For more information or to purchase any of these tools, contact Danna Bergstrom at (510) 795-2244, or email dbergstrom@fremontbusiness.com.



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Diversity training opens doors and eyes

By John Rieckewald
Superintendent of Schools

Fremont is a crossroads of cultures and peoples who form a single community combining all of the best features of Asia, India, Africa, Europe, the Middle East and every part of North and South America. Each person from every culture adds a beautiful thread to the rich tapestry of life in our wonderful city.

The people of Fremont take pride in treating one another with consideration and civility. Still, it would be naive to think that more than 200,000 people could combine so many heritages and points of view completely free of misunderstanding.

Two years ago the Fremont Unified School District administered a survey to junior and senior high school students that revealed inappropriate language being used in schools regarding race, ethnicity, religion, body shape and size and sexual orientation. During the past school year, a few incidents were re-

ported at schools that further underscored the need for all of us in the FUSD community to examine our attitudes toward people who are different from ourselves and to redouble our efforts to treat one another with respect, compassion and sensitivity.

In late April, the district administrative staff, Board of Education, community representatives and employee group leaders participated in a two-day diversity training presented by VISIONS, a consulting firm specializing in multicultural awareness. In mid-May, the VISIONS team conducted a diversity audit of FUSD that involved more than 200 students, staff, parents and community representatives in focus groups and interviews. The information gathered is expected to enhance our awareness of diversity issues and set FUSD on the path to becoming a truly multicultural community over the next five years.

Although the focus groups indicated that we have much to learn about one another, the facilitators said they were impressed with the number of individuals and groups in the FUSD community who understand multiculturalism and are ready to progress to higher levels of awareness and productive interaction. The next

step will be to train facilitators within the district to help staff, faculty and students learn to embrace multiculturalism.

A number of corporate citizens have provided the tangible support required to engage the people with the expertise to move us along the path to becoming a multicultural institution. Wells Fargo Bank has contributed \$10,000 toward the training program, the City Beach restaurant and recreational center hosted a fundraiser that helped us raise another \$2,000 to support the program. Fremont Bank has provided meeting space free of charge for us to conduct our two day training sessions.

FUSD prides itself on being an inclusive organization and a family of learners. We are deeply concerned that not everyone feels that sense of belonging, but we are fully committed to doing everything within our power to ensure that nobody continues to feel isolated. We are extremely proud of our district's academic achievements, but we will not rest until we know that we are offering every student, staff member and parent a learning environment in which he or she feels safe, respected, valued, competent, welcome and included.