# ——Fremont BUSINESS REVIEW

1956-2008 Excellence

Presidential Primaries

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Getting the most out of trade shows, page 6

Alternative Dispute Resolution

by Lorna Jaynes, page 7

VOLUME 8, NUMBER 8

# Elections: Primaries & Propositions

Jan 2008

# **Does My Vote Really Count?**



by Trisha Tahmasbi Trustee Ohlone Community College Board

An interesting thing happened in Vallejo last month. Two men were sworn in as mayor...within the same

After the city's mayoral election in November, Gary Cloutier was determined the winner by one of the narrowest margins in the City's history. With four candidates in the race, Cloutier garnered 5,723 votes, beating out his closest opponent, Osby Davis, by a slim 5 votes. As expected, Davis asked for a recount. The surprising results of that recount revealed that, in fact, Cloutier had lost the election by 3 votes. The final vote count showed Davis to be the winner, finishing with a total 5718 votes, compared to Cloutier's 5715 Less than half of eligible voters got out to vote in this elec-

Last month also produced a very close election for our own neighboring city of Newark. With two seats up. the incumbent, Luis Freitas, was a shoe in, collecting 2696 votes - or 31percent of the vote. The next two candidates were separated by a mere 89 votes. Appointed incumbent Al Huezo finished with 2142 votes, barely sweeping by his closest challenger, Sharlene Saria-Mansfield, who finished with 2053 votes. Let's keep in mind that the voter turnout in this elec-

—Every Vote Counts

### Fremont Chamber of Commerce Hires New Director of Government & Community Affairs

Nina Moore hired as Director of Government & Community Affairs for the Chamber

The Fremont Chamber of Commerce is pleased to welcome Nina Moore as Director of Government & Community Affairs with the Chamber. In her new position, Moore will be responsible for identifying and responding to legislative, regional and local government issues that may directly impact Fremont's business community, and working collaboratively with that community to develop strategies aimed at influencing public policy. Moore will also be responsible for de-

veloping effective working relationships and partnerships with local business and community groups in order to promote activities and programs that enhance the overall quality of life in Fremont

"This is somewhat of a new position for the Chamber," said Cindy Bonior, president and chief executive office of the Chamber.

-Nina Moore

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# **Chamber Takes Position on February 2008 Ballot Measures**

The February 2008 ballot has several propositions on it. The Board of the Fremont Chamber has reviewed three of these propositions - Propositions 91, 92 and 93 - and opted to take a position on only one of the three. The criteria used by the Chamber in deciding whether or not to take a position is whether or not we believe that the proposition will have a clear and direct impact on the local business environment, the economic vitality of our area, or the overall quality of life in Fremont.

With these criteria in mind, the Chamber board opted to take no position on Propositions 91 (Transportation Funding) and 93 (Legislative Term Limits). The Board voted to oppose Proposition 92 on Community College Funding. A description of all three propositions follows, with a summary

of the Chamber's rationale for its decision. There are four other initiatives on the ballot related to Indian Gaming agreements (Propositions 94-97), but the Chamber board has not yet voted on these. Stay tuned for our positions on these in a January "Top of the

SUMMARY OF PROPO-SITIONS 91, 92, 93 AND CHAMBER POSITIONS

**Proposition 91 - Transpor**tation Funds: Initiative Constitutional Amend-

Summary: Prohibits the retention of funds earmarked for the Transportation

Investment Fund in the General Fund for use unrelated to transportation.

Fremont Chamber Position: No position. The Chamber places a high priority on transportation as a vital component of a healthy business environment. While we do not wish to see transportation funds raided and this proposition seems like a good proposal in concept, it appears that this constitutional amendment is no longer necessary. Proposition 1A, passed by the voters in November 2006, accomplished this same goal of protecting funding earmarked for transportation, and makes this proposed constitutional amendment redundant and unnecessary. We do not see this as having any

—Chamber Positions

# New Employer Legislation Effective in 2008

The California Chamber of Commerce has recently released the following list of new laws scheduled to take effect in 2008 or earlier that will imnact businesses in California

#### AB 650 Employer Required Notification - Earned Income Tax Credit

Effective Jan. 1, 2008, California employers who are required to provide unemployment insurance must notify all employees that they may be eligible for the federal Earned Income Tax Credit (EITC) within one week before or after, or at the same time, the employer provides an annual wage sum-

-New Legislation

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

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

PRSRT STD PAID FREMONT, CA



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#### Staff

Cindy Bonior......President & CEO 510-795-2244, ext. 106 cbonior@fremontbusiness.com

Nina Moore......Director of Gov't & Comm Affairs 510-795-2244, ext. 107 nmoore@fremontbusiness.com

KK Kaneshiro.......Director of Member Services 510-795-2244, ext. 103 kkaneshiro@fremontbusiness.com

Lana Hillary-Windom......Office Manager 510-795-2244, ext. 105 lhillary-windom@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor 510-795-2244, ext. 102 nbatalao@fremontbusiness.com

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CHAMBER OF COMMERCE OF THE UNITED STATES

# 15 Years of Excellence

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

# The Presidential Primaries

by Assembly Member Alberto Torrico

Every four years a familiar lament is voiced by Californians regarding the presidential campaigns – the race is always over by the time we cast our ballots. It doesn't matter if the person

speaking is a Republican or Democrat, a member of the party in power or the opposition party. Iowa and New Hampshire have spoken and the nominees are for all intents and purposes decided.

But this year history and an earlier primary are combining to enhance the importance of California's election. That means when Fremont voters go to the polls next month, the two major parties' presidential nominations might still be up for grabs.

Last year, I joined with my

colleagues in the state Legislature to move California's presidential primary forward to Feb. 5. The goal was to give our state, with the largest population in the United States, a greater voice in the campaign. The results have been impressive. Candidates in both parties are frequently coming to California and not just to raise campaign funds. They are talking to voters, holding rallies and opening up campaign

offices. Sure, it's not the retail politics found in Iowa and New Hampshire – with a little under 38 million people in California it can't be – but it is a step in the right direction.

The other factor contributing to the influence of the Feb. 5 primary is the lack of an incumbent

president or vice president in the field. That hasn't occurred in over half a century. Even with elections taking place the same day in New York, New Jersey, New Mexico, Arizona, Alaska, Alabama, Arkansas, Connecticut, Delaware, Georgia, Minnesota, Illinois, Missouri, Idaho, Kansas, North Dakota, Oklahoma, Tennessee, and Utah, California will be the biggest prize.

With experienced senators, congressmen, governors, former governors, an ex-mayor and a former First Lady, the

candidates have a wide variety of backgrounds. They all have participated in several debates and have a track record that can be analyzed by the business community to see their positions on globalization, competitiveness, trade agreements, taxes, workforce training and other areas of concern to the private sector.

The challenges facing the next president of the United States are monumental: wars in Iraq and Afghanistan; restoring America's prestige in the world; strengthening our ability to compete in a global economy; fighting global warming and protecting our environment; providing affordable, quality health care; educating an increasingly diverse student population; and many more.

So, given the open field there is no reason to sit this campaign out. Call or email your favorite candidate's campaign and volunteer to help. Coordinate a phone bank, recruit supporters, write a letter to the editor, and speak before a group. You will find that volunteering on a campaign can be fun, a little exciting, and a good way to meet people with similar interests.

Don't let the pundits speak for you. This election matters too much. Get involved and vote.

Alberto Torrico represents Fremont in the California State Assembly.

#### **Find Your Polling Place**

Visit http://www.smartvoter.org/ Enter your Street Address and ZIP code to find the closest polling location.

You must register before January 21 to vote on February 5. Register online: http:// www.sos.ca.gov/elections/elections\_vr.htm

# New Legislation—

from page 1

mary including but not limited to a Form W-2 or Form 1099.

Employers are encouraged to consult with their payroll service, accountant and/or legal counsel regarding compliance with tax laws.

#### **AB 338 Temporary Disability Payments**

Effective Jan. 1, 2008, AB 338 changes how temporary disability (TD) is paid to injured workers. Under current law, an injured worker can receive 104 weeks of TD benefits. However, those benefits have to be paid within 104 weeks of the first date that temporary disability is paid.

AB 338 removes the requirement that the TD benefits be collected within two years of the first date that TD is paid. Instead injured workers are eligible for 104 weeks of temporary disability as long as those benefits are paid within five years of the date of injury. Benefits are still capped at 104 weeks, but the injured worker has a longer period of time in which to collect those benefits.

# AB 392 - Urgency Legislation, Military Spouse Leave

Governor Arnold Schwarzenegger signed AB 392 on October 9, 2007, which requires employers with 25 or more employees to give qualified employees as many as 10 unpaid days off when their spouse is on leave from military deployment.

A qualified employee is one who works for more than 20 hours per week whose spouse is a member of the Armed Forces, National Guard or Reserves who has been deployed during a period of military conflict. The employee must provide the employer with notice within at least two business days of receiving official notice

that their spouse will be on leave from deployment that s/he wishes to take leave. The employee must also provide the employer with written documentation certifying the spouse will be on leave from deployment.

This is an urgency statute, so it is effective immediately for all employers with 25 or more employees.

# SB 929 - Computer Professional Hourly Rate Lowered

The law exempts a computer professional from overtime requirements if the employee is primarily engaged in work that is intellectual or creative. This bill lowered the hourly minimum compensation from \$41 to \$36, effective Jan. 1, 2008. The rate for 2009 will be set by Oct. 1, 2008 by the Department of Industrial Relations.

#### SB 812 - Pharmacists and Alternative Workweek

This bill resolved the inconsistency between Wage Orders 4 and 7 regarding alternative workweeks for pharmacists by clarifying that the terms and conditions of creating an alternative workweek are governed by Wage Order 4, including alternative workweeks that may be adopted by employees in the health care industry.

#### AB 14 - Civil Rights Act of 2007

The Unruh Civil Rights Act entitles all people in California to full and equal accommodations, advantages, facilities, privileges or services in all business establishments regardless of sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status or sexual orientation. This bill expands these protections to include a number of groups and individuals previously not specifically listed.

# SB 783 - Amusement Ride Safety. Effective Jan. 1, 2009

The Division of Occupational Safety and Health (DOSH) regulates the safe installation, repair, maintenance, use, operation and inspection of all amusement rides for the protection of the public. The Permanent Amusement Ride Safety Inspection Program prohibits the operation of permanent amusement rides without at least \$1 million of insurance per occurrence insuring the owner or operator against liability for injury or death and at least \$500,000 for injury suffered by persons riding the amusement ride. This bill increases the latter to \$1 million per occurrence, effective January 1, 2009.

The bill also includes a number of additional notification, training and inspection requirements.

# AB 102 - Name Change, Domestic Partnership and Marriage License

Requires the state Secretary of State to amend domestic partner registration forms to include an option for either or both parties to change their middle and/or last names. The Secretary of State, when preparing the Certificate of Registered Partnership, must include the name used by each party before registration and any new name(s).

Employer note: A person engaged in a trade or business of any kind or in the provision of a service of any kind is prohibited from refusing to do business with or refusing to provide the service to, or imposing a specified requirement upon the use of the name, as a condition of doing business with or providing the service to, a person who uses a name adopted upon the solemnization of marriage or registration of a domestic partnership.

-New Laws for 2008

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#### A Historic Call to Action!

Harrison Accounting Group, Inc.

Forty seven years ago this month, President John F. Kennedy stood on the steps of the Capitol in Washington, D.C. and inspired a generation of Americans to put aside their own needs and help their city, their country, and all mankind. The wind blew strong, the air was cold, and President Kennedy delivered one of the most famous quotes of the 20th Century, "And so, my fellow Americans: ask not what your country can do for you-ask what you can do for your country." My father, Herb Harrison

was part of that generation that listened to the President and gave back to his community. I witnessed my father work tirelessly in our community and through his actions and his words, he instilled in me that you should love your community and you should work hard to give back and make it a better place. He was right!

One of the ways my father gave back to our community was through local political campaigns. As a young boy, I would follow him as he worked and volunteered on City Council and Initiatives in our area. I was hooked at an early age. I saw that political campaigns can be fun. As I got a little older, I realized that politics was one of the best ways to shape our community.

Besides being an excellent way to shape your community, volunteering in a political campaign is a great way to learn new skills and make new friends. Local campaigns allow you to bring your skills (advertising, sales, or computers) to the campaign and also allow you to learn new skills that can help your career and add to your resume. Campaigns are also a great place

to reacquaint yourself with old friends and make new ones. Over the years I have made some great friends in campaigns. Some of my best friends today were people I met when putting up yard signs, walking precincts and stuffing envelopes.

"Besides being an

your community,

volunteering in a

great way to learn

new friends."

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excellent way to shape

political campaign is a

If you are looking for a way to get involved in your community, I encourage you to look at the local political process. 2008 is going to be an exciting political year. We have a Presidential

race, many key local races and everything in between. Find a candidate, group or issue you believe in that will improve our community. It's great to be part of a group, when you know you are making a difference.

Sharpen your existing skills, learn a new skill, make new friends, help your community and help fulfill the challenge President Kennedy laid down 47 years ago. One of my other favorite quotes is: "There's no limit to what a man can do or where he can go if he doesn't mind who gets the credit." I challenge you to get involved in our community and the political process. Remember, together, we can all make a difference in our community, and have fun at the same time!

Bill Harrison is a principal and a C.P.A. with Harrison Accounting Group, Inc. and a member of the Fremont City Council.

Harrison Accounting Group, Inc. evolved from the certified public accounting practice founded in 1948 by Carl Flegal, the office was relocated to Fremont in 1954 where the firm now serves clients throughout the Bay Area and the Western United States. For more information, contact the firm at (510) 793-4323 or http:/ /www.hagicpa.com.



# Calendar of Events January

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

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

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

**DCNS Computer & Networking Services Mixer** 

43575 Mission Blvd., Ste. 116, Fremont Phone: (510) 299-4968 www.dcnetservices.com

DCNS Computer & Networking Services provides onsite technical support for small businesses, including installation, upgrades and troubleshooting of networks and computer systems.

- 10 Nomination Committee Meeting 8 a.m., Chamber Conference Room
- 11 Board of Directors Meeting 7:30 a.m., Chamber Conference Room
- 15 Fremont City Work Session Time TBD, City Council Chambers
- 16 Connection Club Leaders Meeting 8 a.m., Chamber Conference Room
- Leadership Fremont, Class of 2008 Session 8:30 a.m., Ohlone College Studio A

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

- 21 Martin Luther King, Jr. Day Chamber Office Closed
- 22 Fremont City Council Meeting 7 p.m., City Council Chambers
- 23 Government Affairs Committee Meeting 8 a.m., Chamber Conference Room

Holiday Inn & Suites Mixer

42200 Albrae St., Fremont Phone: (510) 651-7373 www.holidayinn.com/fremontca

Experience the first Holiday Inn & Suites in the East Bay's Tri-City! Full-service facilities in a great location and the finest in accommodations with spacious rooms. Our newly added restaurant, Palm Tree Bar & Grill Restaurant is open daily. Located close to Auto Mall Parkway across from Pacific Commons.

31 Business MarketPlace 2008

4:30-7 p.m.

Fremont Marriott Hotel 46100 Landing Pkwy, Fremont

More than 50 Chamber businesses will showcase their products and services. It is among the largest business to business trade shows in the Tri-City area, the Fremont Chamber's Business Marketplace 2008 attracts more than 300 visitors during the show. The Business Marketplace 2008 is yet another opportunity for Chamber members to network and learn about their fellow Chamber member's businesses

Visit our online events calendar at www.fremontbusiness.com

# BUSINESS MARKETPLACE 2008

Fremont Chamber of Commerce Annual Trade Show

Thursday, January 31, 2008

4:30 - 7:00 pm

#### **Fremont Marriott**

46100 Landing Pkwy. Fremont, Ca 94538

#### 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

8 foot x 8 foot Booth Space \$250 16 foot x 8 foot Booth Space \$450 electrical service \$35

Booths include a skirted 6 foot table and two chairs. Electrical service is limited, please reserve service early. Exhibitor is to provide signage. Exhibitors may purchase more than one booth space. Distribution of printed and/or marketing materials is limited to exhibitors only. Deadline for reserving exhibit space is January 14, 2008. Please call KK Kaneshiro at 510-795-2244, ext. 103 to reserve your space. Vendors are not permitted to share booths.

To reserve your booth, call KK Kaneshiro at 510-795-2244, ext. 103.

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# **Anniversaries**

#### 40+ Years

Amsbaugh, Don Fremont Law Pacific Gas & Electric

#### 30+Years

Fremont Unified School District Wells Fargo Bank - Main

#### 25+ Years

Kidango

#### 20+ Years

**B.L.V. Insurance Services** Cal Self Storage Creekside Village Apartments Gonsalves & Kozachenko

#### 10+Years

**ACTIA** Allegro Music Arlene Kaiser Productions Club Sport of Fremont Coldwell Banker - Madeline Holmes

ES Geotechnologies Fremont Village Mission Adobe Garden Center Mission Coffee Roasting Co. Prudential California Realty -John Juarez

Socket Mobil. Inc. Storefront Door Service Sweet Tomatoes Tri-Cities League of Volunteers (LOV) U.S. Bank

#### 5+ Years

Alameda County Dept. of Child Support Services AmeriSuites-Silicon Valley-Fremont Brookvale Chateau Apts. (Vasona Management) California Overnight **Countrywood Apartments** (Leasing Office) Dutra Enterprises, Inc. Greater Bay Bank Heald College Maselli Bail Bonds, Inc. Mission Real Estate & Mortgage -Valerie Boyle Moreau Catholic High School One Child Realty Experts - Marsha Cabral

#### 2+ Years

Everex Communications Inc. Fabulous Faces

Fletcher Jones Motorcars of Fremont

Fremont Football League **Huntington Learning Center** Konica Minolta Lowes

Meriwest Credit Union Mirchi Cafe

**NB Network Solutions** Sign A Rama Silver & Black Telecom

#### 1 Year

3A Pet Sitting Augusta Group Bjork Construction Co., Inc. **Business Emergency Safety** Training Don's Barber Shop East Bay Town Planner KeyPoint Credit Union L & L Hawiian B.B.Q. Liberty Tax Service Marcus & Millichap New York Life-Ray Chen On Target Electronics Optimum Wellness Center Prince of Peace Lutheran School The Art of Living Foundation Vitallia Insurance Wise Trend

Congratulations to all our Chamber members who have reached these milestones



# **Fremont Business Review Editorial Calendar**

Share Your Expertise by Writing an Article

Looking for a high impact, no cost way to share your expertise and promote your company? Connect with fellow Chamber and community members by submitting an article for an issue of the Fremont Business Review. A short 500 word article can go a long way in promoting your expertise and introducing your company to potential customers. If you're interested in submitting an article, please contact the Guest Editor of the issue that interests you, or contact Cindy Bonior at (510) x106 795-2244 cbonior@fremontbusiness.com.

#### FEBRUARY 2008

#### **Health & Wellness**

Tina Nunez, Washington Hospital (510) 791-3468 tina\_nunez@whhs.com Deadline 1/14/08

#### MARCH 2008

#### **Spring Clean Your Business**

Matt Dickstein, Attorney at Law (510) 796-9144 mattdickstein@hotmail.com Deadline: 2/11/08

#### APRIL 2008

#### Go Green!

Nina Moore, Fremont Chamber Deadline: 3/17/08

#### Economic Development: Fremont's Report Card

Guest Editor to be named Deadline: 4/21/08

#### JUNE 2008

#### On the Road: Business & Leisure Travel

Guest Editor to be named Deadline: 5/19/08

#### JULY 2008

#### Fremont Festival of the Arts: Celebrates 25 Years!

Jane Mueller, Well Chosen Words 510-792-4173 imueller@iname.com Deadline: 6/16/08

#### AUGUST 2008

#### Employee Incentives: Rewarding Your Most Valuable Asset

Guest Editor to be named Deadline: 7/14/08

# New Members

#### Copying Machines & Supplies

#### UBEC, Inc. Adam Tobasco

7042 Commerce Cir.

Pleasanton, CA 94588 atobasco@ubec.com www.ubec.com (925) 225-2000 (925) 225-2021 Ubec is a leader in the process of document reproduction, distribution and archiving. We are please to be partnered with Kyocera and Konica Minolta, and are committed to helping companies achieve greater operational efficiency. Ubec's service technicians average over 12 years experience and are all factory trained.

#### Newspapers & Periodicals

#### Silicon Vallev/San Jose **Business Journal**

Brvan Larsen 96 No. Third St. San Jose, CA 95112 blarson@bizjournals.com www.sanjose.bizjournals.com (408) 295-3800 (408) 295-5028

# Payroll Services

#### CompuPay, Inc.

Pamela Vivion-Brooks 1255 Treat Blvd., Ste. 300 Walnut Creek, CA 94596 pamelabrooks@compupay.com www.compupay.com (925) 667-6405 (925) 317-1502

#### Real Estate Appraisers

#### **Professional Appraisal**

Marina Ilham 4890 Rogers Ave. Fremont, CA 94536 marina@cproappraisal.com www.cproappraisal.com

#### Restaurants

#### Carino's Italian Grill Roger Wiebelhaus

43406 Christy St. Fremont, CA 94539 r.wiebelhaus@gmail.com www.carinos.com (510) 252-1721 (510) 868-6442 Carino's has taken the concept of the traditional restaurant kitchen and turned it on its ear. At other restaurants, what goes on in the kitchen is a mystery, carefully concealed behind closed doors. The grill at Carino's is wide open energy and excitement and new ways of connecting with our auests.



# Visit us online at

fremontbusiness.com

 online directory • calendar of events • connection clubs • ambassadors • business links • community links

www.fremontbusiness.com

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# Connection Club Meeting Dates, Times. Places

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

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

Tuesday Noon meets weekly at 11:45 a.m. Spin A Yarn

45915 Warm Springs Blvd., Fremont Chair: Justine Schroeder, (510) 673-4646 Vice-Chair: Aimee Brown, (510) 366-9707 www.tuesdavconnectionclub.com

#### Connect 2 Succeed 2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am La Piñata Restaurant

39136 Paseo Padre Parkway, Fremont Chair: Tina Kemline, (510) 304-1526 Vice-Chair: Erik Johnson, (510) 364-9078 www.connect2succeed.com

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

www.fremontwib.com

#### Thursday AM meets weekly at 7:30 a.m. The Depot Café

37260 Fremont Blvd., Fremont Chair: Brad Gelesic, (510) 612-3858 Vice-Chair: Matt Dickstein, (510) 796-9144 www.thursdavAM.com

#### Referrals Plus 1st & 3rd Thursday at 11:45 am The Outback Steakhouse

5525 Stevenson Blvd., Fremont Chair: Scott Doruff, (510) 505-1011 Vice: Scott Capen, (510) 505-5553 www.thursdayreferralsplus.com

#### Friday AM Connection Club meets weekly at 7:15 a.m. The Depot Café

37260 Fremont Blvd., Fremont Chair: Dan Strauss, (510) 366-5082 Vice-Chair: Guido Bertoli, (510) 790-2444 www.fridayconnections.com

# Chamber offers tools to meet labor law requirements

#### Updated publications avoids unnecessary penalties

Today more than ever, California businesses face increasing regulations in order to comply with labor laws. Through our association with the California Chamber of Commerce, we have the necessary tools available for you to meet these stringent demands. Each year, California employers and businesses are required to post updated employment posters at their places of employment. The penalty for not posting required postings is \$17,000. These publications and posters can help vou meet compliance requirements and save your business unnecessary penalties.

#### California Labor Law Digest 2008 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated for 2007 case law and regulations. Required and recommended forms for California businesses will be available to download using a special URL provided in the book. Member

#### HR Handbook for California Employers 2008 Edition

The 2008 HR Handbook is a book with color-coded easy reference sections. Required and recommended forms for California businesses will be available to download using a special URL provided in the book. Member price \$39.

#### **Employee Handbook Software for** California Employers

California-specific, intuitive, Wizardbased software designed to create and/ or update an employee handbook quick and easy. To view demo, visit www.calchamber.com/ehdemo .

#### 2008 California and Federal Employment Poster

ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Spanish. Member price \$23 (non-laminated); and \$39 (laminated).

To order call Lana Windom at 795-2255 or www.fremontbusiness.com.

# Member price \$99.



39233 Fremont BL (In the Hub) (510) 742-6221

Open 7 Days a Week 11 am-10 pm

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



### **FCCTV: Fremont Chamber of Commerce Television**

#### Olive Hyde Gallery: A Fremont Treasure

In our busy lives, it is so easy to forget about the many different treasures that we have right here in Fremont. One such treasure the Olive Hyde Art Gallery. And it is true that you no longer have to travel to another city to see fine art exhibits. Our very own Olive Hyde gallery produces some of the most beautiful art shows

During December-January FCCTV "Olive Hyde Gallery: A Fremont Treasure" KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guests Irene Jordahl, Recreation Supervisor II for the City of Fremont and Karen Tobin, President for the Olive Hyde Art Guild. Irene and Karen talk about the Gallery and they juried and various form of artwork found in the Gallery. Irene also discusses the variety of historical venues in Fremont that are available for special events.



The Olive Hyde Art Gallery is located at 123 Washington Blvd., Fremont.



Sun-Thurs: 11:30 a.m. to 9:30 p.m. Fri & Sat: 11:30 a.m. to 10:30 p.m. ChamberPak effective and produc-

**Member Benefit** 

ChamberPak

What would you spend to attract a new customer? One dollar, two dollars or \$100? How about just 8¢? By

placing your company's flyer or pro-

motional material in a ChamberPak.

you can leverage 8¢ into lots of dol-

Direct Mail Promotional Program, is

a collection of member's promotional

materials mailed quarterly to other

chamber members and key govern-

ment and agency contacts, a mailing

list of nearly 2,300 people. Image your

message distributed directly to a large

portion of your target audience for just

members provide 2,300 copies of an

identical promotional piece, size may

not exceed 8.5" x 11", to the Chamber

office with payment of \$175 for inser-

tion. After that, you return to your of-

fice and we take it from there.

ChamberPaks are delivered to your

potential customers approximately 10-

days following the ChamberPak dead-

make your participation in the

Here's a few tips to remember to

Participation could not be easier,

The ChamberPak, the Chamber's

- · Grab the audiences' attention. Customers want to immediately know what is in it for them.
- · Hold their interest. Give the customers details about what you are promoting or selling. Bullet points are a great tool.
- · Build desire. Help your customer imagine what it is like to use or own your product or service. Pictures are
- · Show them how to take action. Give them a compelling reason to visit your store, and always give the potential customer all information to contact you immediately.

Space in the ChamberPak is limited, and we suggest you reserve vour space by contacting KK Kaneshiro at (510) 795-2244, ext. kkaneshiro@fremontbusiness.com. KK can also direct you to fellow Chamber members who offer copying services at a deeply reduced rate for ChamberPaks. The next ChamberPak deadline is Friday, February 22, 2008. Call to make your space reservation today.

# Doing Business Over Lunch

# Spin 🗟 Yarn

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

2740 Mowry Ave. Fremont, (510) 797-9000



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



zpizza

46703 Mission Blvd Fremont

#### (510) 360-9900

Sun-Thur: 11 am-9 pm Fri-Sat: 11 am -9:30 pm

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

Fremont Business Review 5 January 2008

# Member News

# Greenstein Rogoff Olsen & Co. Opening Danville Office

Greenstein Rogoff Olsen & Co. (GROCO) is pleased to announce the opening of a new office in Danville and the addition of Mary Kay Foss as its newest Director. Ms. Foss has practiced public accounting in the East Bay since 1981 and had offices in the San Ramon Valley since 1990. She will manage the operations of GROCO's new Danville office. GROCO has seen tremendous growth of late, adding professional staff, appointing two new partners, and opening two new offices-all within the past year. The opening of the Danville office gives the firm a substantial presence in the most populous regions of the Bay Area. Headquartered in Fremont, GROCO also has offices in Palo Alto, San Francisco, and now Danville.

"We are extremely happy with the way the firm is growing," said Alan Olsen, Managing Partner at *GROCO*.""Though we've been around since 1964, it's very exciting to see double-digit growth month after month. Opening our Danville office puts us in a position to extend quality accounting and consulting services to the businesses and high net worth individuals located in the San Ramon Valley. And the addition of Mary Kay Foss as our newest Director is a huge plus."

Mary Kay Foss has over thirty years of practical experience in advising clients on retirement, income and estate planning issues. Ms. Foss is a frequent lecturer for community, professional and business groups, and has authored and presented courses for tax professionals throughout California.

Consistently ranked as one of the top accounting firms in the San Francisco Bay Area, Greenstein Rogoff Olsen & Co. is a full service CPA firm providing accounting, tax, financial, and strategic planning for the highly successful. Access www.groco.com for more information.

#### **Crab Feed to Benefit Fremont Senior Center**

Merrill Gardens at Fremont and the Fremont Senior Center will be hosting the First Annual Fremont Senior Center Crab Feed on Friday, February 8, 2008 at 6 p.m. The Crab Feed will take place at Merrill Gardens, 2860 Country Dr., Fremont and the price is \$40 per person. Advance reservations are required. For more information or tickets contact Janice Anderman at (510) 790-6602 or Linda Olla (510) 790-6606

#### Community Forum Focuses on Volunteering for 50+

Pathways to Positive Aging – a project of the *Tri-City Elder Coalition* and Fremont's Human Services Department invites you to a community forum entitled "Coming of Age: The Power of the 50+ Volunteer." This groundbreaking forum will address how public and nonprofit agencies can creatively utilize the skills and knowledge of the 77 million people that are preparing to retire over the next 20 years and new residents retiring here from other nations to join their families. The forum will take place in the Anderson Conference Rooms at Washington Hospital West 2500 Mowry Avenue on February 12 from 9 A.M. to 3 P.M. To register, contact Tanya Mendoza at (510) 574-2081.

# Nexus Bridge and Fremont Students Challenge Guinness Record

Nexus Bridge, an educational web portal that links students, educators and administrators in the United States with their peers in China is working in conjunction with the Fremont Unified School District and several school districts throughout Silicon Valley and China, where high school students will try to break the Guinness Book of World Records of the most dominoes toppled in a virtual continuous chain (approximately 5.6 million). The domino event will start at a location in Fremont on Saturday, February 9th which will traverse multiple sites to eventually end in Beijing. This event will be televised nationwide throughout China and the United States by national and local media. Representatives from Education, the Deputy Mayor of Beijing and an Olympic Official will formally kick-off the event. This event is to celebrate Chinese New Year and officially start planned events that will lead to the opening of the Beijing Olympics in August. If you are interested in becoming a sponsor, please contact Benjamin Yee at: benyee@nexusbridge.com.



Got News?

The Fremont Business Review features newsworthy items from Fremont Chamber of Commerce members every month in our *Member News* section. Send press releases and stories to cbonior@fremontbusiness.com

# Nina Moore—

from page 1

"Recognizing the importance of developing strong relationships with our fellow organizations, we have combined the responsibilities of our traditional Director of Government Affairs position with the responsibilities of a liaison to Fremont's many business and community groups.

One of Moore's first responsibilities will be organizing the A's Community Forum to be held on the evening of March 5. 2008. This forum is intended to provide an opportunity for the business and greater community to ask questions of City, School District, Transportation and A's officials related to the A's Ballpark Proposal, Another area of focus will be reaching out to Fremont's business community, from the District business associations to the large corporations to ensure that the Fremont Chamber is helping to address

When asked about her new job, Moore said, "I am very excited to be joining the staff of

the Fremont Chamber. I believe that a thriving business community is an essential component of the quality of life we enjoy in Fremont. I look forward to continuing to work with the Chamber board, the Chamber member businesses, and the business and commu-

nity associations to promote a healthy business climate in Fremont that is sensitive to the varied needs of the range of Fremont businesses."

Moore has a long and distinguished career both in business and



Nina Moore Director of Government & Community Affairs

community service. A long time Fremont resident, Moore is best known in our community as a Trustee of the Fremont Unified School District Board of Education, and most recently, as its president. She has been a member of the Fremont Chamber of Com-

merce Board of Directors for nearly five years, and has served on the board of the Fremont Education Foundation for eight years, five of those years as president.

Moore also has notable and varied experience in the business community and has served in a number of capacities with diverse responsibilities. After initially working in the manufacturing sector, including a job as plant manager of a game manufacturing and importing company, Moore returned to school and earned a Masters in Information Science. During her career, Moore has been in positions of leadership serving as Director of Software Engineering for Cullinet Software, Director of Information Technology at Sun Microsystems, and Director of Client Services for Red Pepper Soft-

"We are thrilled to have Nina join the Chamber staff," said Bonior. "She brings with her the perfect blend of political savvy and community leadership along with a business background. Her experience and knowledge will be a great asset for Chamber members."

We encourage you to share your interests and concerns regarding public policy matters and our Fremont community with Nina. Nina can be reached at (510) 795-2244, ext. 107 or nmoore@fremontbusiness.com.

# **Business Marketplace 2008**

#### Getting 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 2008 Business Marketplace will be held Thursday, January 31st at the Fremont Marriott Hotel, 46100 Landing Pkwy in Fremont. With the show open from 4:30 p.m. until 7:00 p.m., attendees will 2 ½ 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.

#### 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 custom-
- 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 ap-

pealing. 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

—Trade Show Tips

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# **Every Vote Counts—**

from page 1

tion was a pathetic 28 percent. This percentage is that of the eligible voters that actually cast a ballot in the election, which was, in this case, 4,770 people. The city of Newark has a popu-

lation of just over 41,000 people. That means that only 4,770 people in a city with over 41,000 essentially decided the election. For those of you who believe your vote doesn't count, I ask you to please reconsider.

Though races this close are a rarity, they are not unheard of. Each year, throughout the country, there are scores of extremely close local and statewide elections. These races are many times determined not by thou-

sands of votes – but by hundreds of votes – or sometimes less. The reasons for this vary, though the numbers show that voter turnout – in general – has been decreasing for the last few

Each year ... there are scores of extremely close local and statewide elections. These races are many times determined not by thousands of votes - but by hundreds of votes - or sometimes less.

decades, especially in local elections. But, even in our Presidential elections, only about half of registered voters actually vote.

Sometimes, even Presidential elections can be too close to call (literally).

We can all remember the 2000 Presidential election, which essentially came down to one state. Florida, as you may recall, became the battleground state, when its 25 electoral votes be-

came the very votes that would inevitably seal the deal for one of the candidates. I'm not here to dispute the final results of that election (I'll save that for another newsletter)...but I would like to point out that Florida was taken by Bush with a final margin of victory consisting of only 537

votes. In a state with more than 15 million people, 537 votes tipped the scale. I think it's easy to see that every vote really does count.

Before you glaze over in boredom from all the numbers I've sputtered

out, please consider one final thought: When fewer and fewer people participate in our local, state, and presidential elections...the outcomes naturally reflect the priorities of fewer and fewer people. As a result, legislators will surely become increasingly disconnected from the very population they are elected to repre-

One of the most important presidential elections sits only 11 months away. No one can afford to sit this one out. Tell your family, your friends, your neighbors, and your colleagues: Every vote counts.

# Elise Balgley

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# Alternative Dispute Resolution – Mediation & Collaborative Practice



by Lorna Jaynes

Law & Mediation Office of Lorna

Jaynes

"Litigation . . .merely continues conflict and offends nature; it does not heal."

-Confucius

"My joy was boundless. I had learnt the true practice of law. I had learnt to find out the better side of human nature and to enter men's hearts. I realized that the true function of a lawyer was to unite parties driven asunder."

—M.K. Gandhi

"Discourage litigation. Persuade neighbors to compromise whenever you can. Point out to them how the nominal winner is often the real loser in fees, expenses, and a waste of time. As a peacemaker the lawyer has a superior opportunity of becoming a good person."

-Abraham Lincoln

The wise ones among us have long known that litigation is counterproduc-

tive. Most people who have participated in the adversarial litigation process know that it is slow, inefficient, expensive and painful. We need only look around the world, our communities, and our own families to know that

we need to think about and resolve conflict differently. Divorce, probate, elder care issues, business and labor disputes, and many others can all be addressed with positive and mutual results through various forms of alternative dispute resolution.

Mediation and collaborative practice are two common methods of alternative dispute resolution. In mediation, a third party helps disputing

parties reach a mutual resolution. The decision making authority rests with the participants and allows them to define and clarify their own issues and explore possible solutions and agreements. Collaborative practice, a relatively new process more common in family law, is becoming more widely used in the civil area. Collaborative lawvers and their clients enter into a contractual commitment to negotiate a mutual settlement without going to court, to engage in open communication and full disclosure and to create shared solutions that take into account the highest priorities of both parties.

Mediators (and collaborative attorneys) talk about win-win solutions, understanding that an agreement that does not work for both parties is not the best solution. It is the job of mediators and collaborative attorneys to elicit information and ideas from disputing or negotiating parties that will help reach a solution for all concerned.

Sometimes, options for settlement really are limited to the division of something (money, time or something else), and our role is limited to determining each party's piece of the pie. But the results of such a compromise are usu-

"It is the job of mediators and collaborative attorneys to elicit information and ideas from disputing or negotiating parties that will help reach a solution for all concerned."

ally somewhat unsatisfying and the process somewhat similar to litigation.

That's not the way mediators who use the understanding or facilitative model like to work. We prefer to spend our time expanding the pie that is to be divided, by asking questions and exploring ideas in order to increase the options available to the parties, and by

seeking to help each party understand what is important to the other party. This understanding-based mediation fosters mutual respect between the parties and assists them in making informed choices together, and durable, positive agreements that address the most important goals and interests of both parties.

Lorna Jaynes' law practice, the Law & Mediation Office of Lorna Jaynes, provides alternative dispute resolution services for those who wish to resolve their conflicts outside of the court process with their personal and economic dignity intact. A trained mediator and collaborative attorney, Lorna is committed to facilitative, understanding based mediation and dispute resolution, and to helping parties reach mutual and durable agreements that honor the needs and interests of all participants. For more information, contact Lorna at 510-795orwww.lornajaynes.com.



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email Napoleon Batalao at nbatalao@fremontbusiness.com with SUBSCRIBE in the subject line. Read the latest issue online at www.fremontbusiness.com/newsToTWcurrent.htm

# Fremont Chamber Online report

Online Business Directory Referrals Report

#### Nov 2007

The number of referrals from the Chamber's business directory this Period was **9,155**.

Display: **7,147** Click Throughs: **1,153** 

E-mail: **17** Mapped: **838** 

#### Unique Visits

A total of **9,987** distinct visits were made to the site, www.fremontbusiness.com during the month of Sept, 2007

An average of **13,526.2** unique visits were made to the Fremont Chamber's website over the last six months [Jun-Nov 2007]

Data provided by ChamberWeblink

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# **Chamber Positions—**

from page 1

impact, positive or negative, on us locally.

# Proposition 92 - Community Colleges. Funding. Governance. Fees. Initiative Constitutional Amendment and Statute.

Summary: Establishes a system of independent public community college districts and Board of Governors in the State Constitution. Changes current minimum education funding requirement into two separate requirements; one for K-12 and one for community colleges. Each would be calculated separately, using different criteria and separately appropriated. Sets community college fees at \$15/unit; limits future fee increases. Provides formula for allocation by Legislature to community college districts that would not otherwise receive general fund rev-

enues through community college apportionment.

Fiscal Impact per Legislative Analyst: Increased State spending on K-14 education from 2007-08 through 2009-10 averaging about \$300 million annually, with unknown impacts thereafter. Potential loss of community college student fee revenues of about \$70 million annually.

Fremont Chamber Position: Oppose. The Fremont Chamber and the California Chamber place a high priority on education as the key to tomorrow's workforce, and we place a high value on our community college system. However, we recommend an OPPOSE position because Proposition 92 locks in new State spending with no way to pay for it. We believe that funding sources need to be created before committing expenditures. It is not a sound business decision to support an unfunded mandate, particularly with so

many competing demands on General Fund dollars. Due consideration must be made for all activities supported out of the General Fund at the same time; it does not seem reasonable or fair to consider one element at a time. The budgeting process is where spending allocations for competing General Fund dollars should be determined.

Proposition 92 Supporters: California Federation of Teachers (CFT), California Labor Federation/AFL-CIO, California School Employees Association, Community College Association, Californians for Improving Community Colleges, a coalition of educators and community college organizations partial list>

Proposition 92 Opponents: California Chamber of Commerce, California Teachers Association (CTA), California League of Women Voters, California Business Roundtable, University of California, California State University, California Taxpayers' Assn, Senate President Pro Tem Don Perata <partial list>

#### Proposition 93 - Limits on Legislators' Terms of Office. Initiative Constitutional Amendment.

Summary: Reduces the total amount of time a person may serve in the state legislature from 14 years to 12 years. Allows a person to serve a total of 12 years either in the Assembly, the Senate, or a combination of both. Provides a transition period to allow current members to serve a total of 12 consecutive years in the house in which they are currently serving, regardless of any prior service in another house.

Fremont Chamber Position: No position. The Chamber voted to take no position on this initiative because

we did not feel term limits fall within the scope of issues that we have identified as our priorities. While some business organizations feel that the extended terms in either the House or the Senate will benefit business through greater expertise on the part of our Legislators, we did not feel there was a direct enough correlation for us to take a position.

For further information on all three of these initiatives, visit any of these sites:

California Voter Information Guide: http://voterguide.sos.ca.gov/lang/ eng.pdf

California Chamber of Commerce website: http://www.calchamber.com/ CC/GovernmentRelations/ PoliticalAction/BallotMeasures/ Default.htm

California Secretary of State website: http://www.sos.ca.gov/elections/ elections\_j.htm

# New Laws for 2008—

from page 2

# SB 777 - Prohibited Discrimination in Public and Private Education

Current protected classifications are sex, ethnic group identification, race, national origin, religion, or mental or physical disability. Teachers and school districts are prohibited from giving instruction or sponsoring an activity that reflects adversely on race, sex, color, creed, handicap, national origin or ancestry.

#### SB 869 - Workers' Comp

Authorizes the Labor Commission to systematically identify unlawfully insured employers and prioritize targets for the workers' compensation (WC) program in consideration of available resources. This bill requires the report to be posted on the Labor Commissioner's Web site. The funds will come from the WC revolving fund in the state treasury. The bill directs the Director of Employment Development to share information with the Labor Commissioner so she can more readily identify unlawfully insured employers.

# AB 632 Health Care and Whistleblower Protection

This bill prohibits a health facility from discriminating or retaliating against any patient, employee, member of the facility's medical staff or any other health care worker of the facility because that person has (1) presented a grievance, complaint or report to an entity or agency responsible for accrediting or evaluating the facility or to any other governmental agency; or (2) has initiated, participated or cooperated in an investigation or administrative proceeding related to the quality of care, services or conditions at the facility.

An employee who has been discriminated against in employment in violation of this law shall be entitled to reinstatement, reimbursement for lost wages and work benefits caused by the employer, or to any remedy deemed warranted by the court, as well as lost income and legal costs.

# AB 949 - Residential Care Facilities for the Elderly

Licensed residential care facilities for the elderly, before transferring a resident to another facility or independent living arrangement because of a loss of license or change of use of the facility because of eviction by the Department of Social Services, must take all reasonable steps to transfer safely and minimize possible trauma during relocation.

If seven or more residents are transferred, a plan for closure for the affected residents must be submitted to the department for review and approval/denial. Facilities must also have an admission agreement explaining the facility's responsibility to prepare a relocation evaluation and closure plan, and a statement of the facility's responsibilities and the resident's rights in the event of an eviction. Penalties are \$100 per violation per day.

If a resident of a licensed residential care facility for the elderly is evicted, the resident is entitled to a refund of, or credit for, paid preadmission fees in excess of \$500 (actual amount), depending on when the fees were originally paid to the facility.

# AB 1302 - Health Insurance Portability and Accountability Act

Extends the Act's duration to July 1 2010

#### Labor Law Posters

Each year, California employers and businesses are required to post

updated employment posters at their places of employment. The penalty for not posting required postings is \$17,000. The following is a list of publications and posters that can help you meet compliance requirements and save your business unnecessary penalties.

### California Labor Law Digest 2008

This comprehensive, Californiaspecific Digest puts answers to labor law questions right at your fingertips, updated for 2007 case law and regulations. Required and recommended forms for California businesses will be available to download using a special URL provided in the book.

# HR Handbook for California Employers 2008 Edition

The 2008 HR Handbook is a book with color-coded easy reference sections. Required and recommended forms for California businesses will be available to download using a special URL provided in the book.

# Employee Handbook Software for California Employers

California-specific, intuitive, Wizard-based software designed to create and/or update an employee handbook quick and easy.

### 2008 California and Federal Employment Poster

ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Span-

To order these publication, call Lana Windom at (510) 795-2255 or visit www.fremontbusiness.com.

# Trade Show Tips—

from page 6

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 2008, please visit www.fremonibusiness.com or call KK Kaneshiro at (510) 795-2244, ext. 101

# **FCCTV**

#### **Times & Channels**

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

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 $\label{eq:chi29} \textbf{Ch 29} \ \text{Mon 8:30 p.m.}; \ \textbf{Ch 26} \ \text{Mon 7:30 p.m.}.$ 

Newark - Ch 27 Fri 5 p.m.

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

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

Hayward, San Leandro, San Lorenzo and Castro Valley –

Ch 28 Thu 10 p.m; Sat 3:30 p.m; Sun 8:30 p.m.



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