

# Fremont BUSINESS REVIEW



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VOLUME 6,  
NUMBER 4

## The Fremont Festival of the Arts

July  
2005

### Creativity Is Contagious

**Fremont Festival of the Arts to Exhibit Nearly 700 Quality Artists**

By Natalia Smothers  
Marketing Coordinator

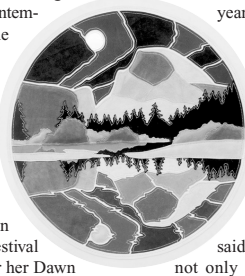
Unusual ceramics, fancy jewelry, traditional and contemporary sculptures and paintings, nature inspired glass, leather and wood works, delicate floral designs, and a variety of many art forms are the main attraction at the 22nd annual Fremont Festival of the Arts on August 6 and 7, 2005. Where else in California can you find nearly 700 quality artisans displaying unique creations of art over a four-mile stretch of colorful booths in one weekend? Visiting the Festival easily equals attending several hundred art exhibits and galleries.

"Our Festival has always had a high artistic value," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce, producer of the Fremont Festival of the Arts. "Even if

guests come just for an afternoon stroll, they quickly capture the current art trends and get educated about different styles in contemporary art. The creative spirit at the Festival is quite contagious."

**Susan Mountain's Leather Art**

This year Susan Mountain of Fremont will present her beautiful landscapes and wall decorations made out of leather for the first time to the guests of the Festival. The conflicting schedule between other festivals and the Fremont Festival of the Arts was the major issue for her Dawn Mountain Leatherart studio. Now that the Fremont Festival of the Arts has been moved to a different weekend, Mountain is eager to present her works in her home town.



Mountain's art is inspired by her travel throughout the American Southwest and the two years spent in the artist colony of Taos, high in the mountains of Northern New Mexico. In her art, she combines the things she enjoys the most - drawing, sewing and leather work. "My wall decorations do not have glass over them like many watercolor paintings or photographs do," said Mountain. "I think they are not only visually appealing but also pleasing to the touch. I love to discuss my works with people at festivals. Some of them open up

—Creativity at the Festival page 7

### Board Approves Sign Ordinance Revisions

By Billy Sandbrink  
Director of Government Affairs

The Fremont Chamber of Commerce Board of Directors voted unanimously to approve the revisions of the Sign Ordinance made by the Sign Ordinance Committee at its monthly meeting on June 10, 2005. The approval of these recommendations signaled the end of two and a half years of research, study and meetings undertaken by the Chamber in hopes of creating a more business-friendly sign ordinance.

In previous years, there were multiple complaints that the 31-page ordinance was difficult to read, hard to navigate, and had no logical flow or organization. The Chamber's Sign Ordinance Committee contacted the California Sign Association and received some advice from the organization. The Committee also studied cities with similar issues, most notably Fairfield, Calif., where the same problem has been resolved.

On January 5, 2005, the local business community was invited to discuss the sign ordinance. About 20 members of the community

—Sign Ordinance, page 8

### Visitors of the Fremont Festival of the Arts to Witness "Toughest Two Minutes in Sports"

By Natalia Smothers  
Marketing Coordinator

"Arts and crafts are not for me," some folks might say to an invitation to attend the Fremont Festival of the Arts on August 6 and 7, 2005. Well, this year they won't be able to refuse. The Firefighter Combat Challenge will satisfy an urge for excitement for anyone. Guests of the challenge will feel like they went to a major ball game or a thrilling car race.

More than 120 well-trained firefighters from all over the country will perform a linked series of five tough tasks from 11 a.m. to 4 p.m. both days of the Festival. Almost every three to four minutes, a pair of competing firefighters will run up the five-story tower. There they will pull up a rope attached to a 42-pound donut roll of fire hose. Then they will run down the stairs, jump onto the sledge machine and hammer on a 160-pound steel beam moving it five feet. This task imitates chopping a roof during a fire to let the smoke out of the building.

At this point, even a high-performing athlete in a light-weight uniform would feel exhausted. For the firefighters wearing "full bunker gear"



Team Fremont at the 2004 Firefighter Combat Challenge. Photo by Gerry Mooney

and the Scott Air-Pak breathing apparatus on a hot summer day, this is just half of the challenge. They will also run 140-foot slalom course; then for another 75 feet they carry a nozzle of a charged hose line and hit the target with the wa-

ter stream from the hose. Finally, they pick up a 175-pound, life-sized dummy and "rescue the victim" dragging it backwards 100 feet.

When the Firefighter Combat Challenge first started in 1991, the best time for the whole challenge was about 3.5 minutes in the open male competition. Now it is 1 minute 19 seconds. The contenders, who meet the 1 minute 50 seconds limit, automatically advance to the World Challenge Championship. For the female participants and groups over 40, 45 and 50, the advancement mark is set at a longer time.

"When I first saw the Firefighter Combat Challenge a number of years ago, it looked like a lot of fun," said Gerry Fogel, fire captain/paramedic of the Fremont Fire Department and coordinator for the Festival's combat challenge. "I

—Firefighter Combat Challenge page 6

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

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David Lowman.....*New England Financial*  
Nina Moore.....*Fremont Education Foundation*  
Robert Profaca.....*Fremont Bank*  
Victoria O'Gorman.....*Kaiser Permanente*

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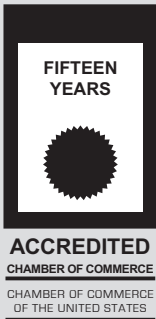
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#### Staff

Cindy Bonior.....President & CEO  
ext 106 cbonior@fremontbusiness.com  
Danna Bergstrom.....Chief Operations Officer  
ext 105 dbergstrom@fremontbusiness.com  
KK Kaneshiro.....Director of Member Services  
ext 103 kkaneshiro@fremontbusiness.com  
Billy Sandbrink...Director of Government Affairs  
ext 107 bsandbrink@fremontbusiness.com  
Natalia Smothers.....Marketing Coordinator  
ext 104 nsmothers@fremontbusiness.com  
Lana Hillary-Windom.....Admin. Assistant  
ext 101 lhillary-windom@fremontbusiness.com  
Napoleon Batalao.....Webmaster, Layout Editor  
ext 102 nbatalao@fremontbusiness.com

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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 percent of all Chambers nationwide have received this honor.



Cindy Bonior, CEO

## Message from the CEO

# Fremont Festival of the Arts

## The Real Skinny

Let me be the first to say...we're misunderstood! Some in our community have adopted the belief that the Festival of the Arts is a money machine for the Fremont Chamber, whose self-serving efforts rake in huge amounts of money with little regard for the community. That very well could be our fault, because we're often told we don't toot our own horn and let the community know the inside story. So, let me set the record straight and give you the real skinny!

As one Festival ends, the Chamber's staff of seven and the Festival committee of 12 begin the planning process for the next Festival. We take into consideration the feedback from all the Festival's participants when developing plans. Being able to host a festival that delivers an adequate return for the Chamber, the food booth non-profit organizations, the artists and sponsors alike is challenging. In fact, it can be quite a delicate balance. Changing one small element, in some cases, could set off a chain of unwelcome changes in another area. And, sometimes, what benefits one group of participants can be detrimental to others. As you can imagine, each and every detail is thoroughly thought out, and no decision is made lightly.

From the Festival's inception, our community's non-profit organizations have been an integral part of its operation. The Fremont Festival of the Arts is the single largest fundraiser for at least 35 non-profit organizations that serve the Tri-City community. Each year, these non-profits manage and operate a booth to sell food to the Festival attendees with all proceeds benefiting their individual causes. Our post-event survey shows that, as a group, the participating organizations generate hundreds of thousands of dollars over the weekend. In addition, the Chamber pays for the services of a number of non-profits organizations to assist in other festival operations, such as garbage pick-up and sign posting.

Over the 22-year life of the Festival, it can be anticipated that the Festival has enabled community non-profit organizations to raise several millions of dollars. These non-profit organizations return that money to the community through their important services and create a better quality of life for Fremont residents. Without the funding that these organizations

receive as a direct result of the Festival of the Arts, many of these non-profit organizations would not be able to continue operation.

The Festival is also designed to have a positive impact on the business community. Throughout the weekend, local restaurants and hotels realize a significant increase in business due to the influx of visitors and vendors coming strictly to attend the Festival. Based on information provided to the Chamber from selected restaurants, a minimum of a 10 percent spike in sales is realized throughout the weekend as a direct result of the Festival. In addition, we find that approximately 250 visiting vendors stay as guests at hotels and motels in the Fremont area during the Festival weekend. As an added enticement for Festival vendors and attendees, many Chamber member hotels and motels offer special rates during the Festival weekend. These special offers are promoted through the Festival web site as well as the Chamber web site and in direct mailers to the artist vendors.

Let's not forget Business Alley, the "members only" mini-trade show within the Festival. Business Alley allows Chamber members to showcase their products and services to nearly 400,000 Festival attendees. They are able to reach a large audience at a fraction of the price offered by other promotional and advertising mediums. Participation in Business Alley has an enormous success for many Chamber members and has greatly increased their sales and visibility in the community.

Now, don't get me wrong, the Chamber does enjoy some financial benefit from producing the Festival. And, rightfully so since it is the Chamber that produces, organizes and assumes the financial burden and the liability. But, like most non-profit organizations, the dues received from our membership are not sufficient to cover operating costs and we must turn to ancillary activities to supplement our income. The Fremont Festival of the Arts, as a Chamber fund-raising activity, provides the Fremont Chamber of Commerce with the revenues necessary to maintain services for our membership at a fair and equitable rate.

Hopefully, I have done a better job of communicating the Chamber's role in producing the Festival. We take our commitment to the community very seriously. Although we might not always toot our horn loud enough for all to hear, you can be assured our hearts are always in the right place. We will always be mindful of the greater good.

Now that you have the inside skinny, please plan to join us and do your part to support the community. See you at the Festival!

# Support Community Programs by Buying Your Lunch at Festival's Food Booths

By Elise Balgley  
Attorney at Law

The Fremont Chamber of Commerce's annual Festival of the Arts means many different things to different people. As a veteran food booth person, I associate the Festival with organizing, preparing and selling food in an effort to help non-profit causes. My favorite time of the Festival is early in the morning as all of us are setting up the booths. There is a wonderful sense of anticipation and excitement.

For those of you who will not be involved in running a food booth this year, what do the various booths mean to you? Simply by buying something to eat at a booth, you are supporting the cause of the sponsoring organization. Buy a hot dog and provide scholarships for women furthering their education. Have a slice of pizza and help support various community services. Eat some nachos and send children to a summer recreation program. Each booth has a similar story.

Over the years, I have dealt with hot dogs (for the American Business Women's Association-Pathfinder Chapter), pizza (for the Kiwanis Club of Fremont), nachos (for the League of Volunteers), garlic bread (for the Kiwanis Club of Fremont) and soft tacos (for Life Eldercare); you get the idea. What have I learned from all of this? Lots of things.

If you are a volunteer at the Festival's food booth, start with the basics and wear comfortable shoes, cool clothing and sun screen. Drink lots of water. It gets hot out there. Arrive at

your booth to set up early on both Festival days. Your stress will be reduced and you may even have a chance to have a doughnut and a cup of coffee.

## How Non-Profits Benefit from Food Booths

Why should an organization have a food booth at the Festival? There are numerous reasons, but the 400,000 people who attend the Festival are the main attraction. Every non-profit organization can use publicity and visibility at the Festival. Having a food booth is a great way for your organization to gain exposure in our community. That can only serve to benefit whatever cause your organization supports. If your organization has t-shirts, hats, aprons or some other wearing apparel identifying itself, wear those items proudly in your booth.

Your organization can also get to know the other organizations with food booths. Year after year, some of the same people are there. It's great to network and share the challenges everyone encounters. You never know when the organization whose booth was attached to yours can help your organization with a project or vice versa.

Then there is the money. If your organization carefully organizes its efforts, there is the opportunity to bring in thousands of dollars in profits. Think carefully about what food item you want to sell. Obtain as many donations as you can. Many of our local businesses are willing to help with contributions of the various items you will need in your booth. Make use of your own members' resources. Don't buy an ice chest if

you can borrow one from a member. Plan your use of materials carefully. Set your goals high, but don't overestimate and don't get discouraged. A realistic goal will keep your organization from facing a possible disappointment and will give you incentive for next year.

A food booth is also a great way to team-build and build relationships within your organization. Everyone is working together toward a very focused goal. You have to work as a team. Someone cooks the hotdogs; someone else wraps them; someone else hands them to the customers; someone else takes the money; you get the idea.... This helps to strengthen the bonds you may already have and build new ones.

Finally, a food booth is fun. Sing, dance, laugh, listen to the music and enjoy the sunshine. I'll see you on August 6 and 7. I'll be the one with the pizza, nachos and hotdogs. Good luck to my fellow food boothers and thank you in advance to those of you who support us.

Elise Balgley is an attorney at Bernard, Balgley & Bonaccorsi and a member of many non-profit organizations including Pathfinder Chapter of the American Business Women's Association, Kiwanis Club of Fremont and League of Volunteers. For more information, please contact Elise at (510) 791-1888 or ebalgesq@aol.com.

Volunteers needed for the Festival of the Arts

Call KK Kaneshiro at 510-795-2244, ext 103 to learn about volunteer opportunities.

# Festival Order Enhances Guests' Experience

## Community Helps the Fremont Festival of the Arts Run Smoothly

By Natalia Smothers  
Marketing Coordinator

Welcome to our Fremont Festival of the Arts issue of the Fremont Business Review! I hope each member of your family finds useful information about the Festival on the pages of this issue and gets inspired to visit the largest and most exciting event of the year in our city (and in California!).

### "Visible" Features

The Fremont Chamber of Commerce is proud to be the producer of the largest street festival in California. We are glad our organized efforts result in creating an entertaining small city, which grows each year almost overnight on the streets of the Fremont downtown. And we are delighted to offer our guests many features, which have become favorite amusements for many visitors.

"The Chamber's Festival Committee has tried many ideas for enhancing the Festival over the years," said Dave O'Hara, attorney at law and chairman of the Festival Committee at the Fremont Chamber of Commerce. "All our features including the Wine Garden, Business Alley, Gourmet Marketplace, Kids Zone, Music Stages and just added last year Firefighter Combat Challenge have proved themselves by the time and experience. Out of 25 different things we have tried, we have kept the most viable and entertaining options."



Dave O'Hara in front of the Wine Garden

Last year the Festival added an inviting outdoor café look to the main stage on Paseo Padre Parkway with tables, chairs and umbrellas. This café will be back again this year because it was so popular. The cell phone recycling booth, which benefits the Fremont Education Foundation, is also back for the second year.

"When you are walking on the streets of the Festival, you don't feel that the Festival has nearly 400,000 visitors every year," said O'Hara.

Because the Festival crowd changes constantly, the parking has not been a major issue. According to O'Hara there are about 6,000 to 8,000 parking spaces available, and street parking surrounds the Festival. The traffic is efficiently diverted by the City police officers.

"We have a high ratio of law enforcement agents per number of the guests," added O'Hara. "Plus they move around the Festival streets, have high visibility and keep the Festival exceptionally peaceful."

### "Invisible" Order

Months of preparation come before the busy weekend of the Festival. Most of this work is done behind the scene. The Chamber executives and Festival Committee secure the sponsors for the event, negotiate contracts with multiple suppliers, order all the necessary equipment and recruit volunteers.

"For many Festival-related jobs, we prefer hiring local contractors," said Cindy Bonior, president and CEO of the Fremont

—Festival Community  
page 6

## Smart Growth Summit

September 16, 2005

12:00 PM to 2:00 PM  
Fremont Marriott  
46100 Landing Parkway  
Fremont, CA 94539

Cost \$30 for members / \$40 for non-members  
Sponsorship: \$500 table sponsorship / \$1,000 event sponsorship

### Speakers:

Carl Guardino, *president/CEO, Silicon Valley Leadership Group*  
Steve Heminger, *executive director, MTC*

Smart growth refers to the coordinated development of transportation, housing and commerce in a given area. With the population growing and the demands on land use and transportation intensifying by the day, how the Bay Area coordinates the development of its land is a crucial factor in where the Bay Area will be in the future.

In recognizing the importance of smart growth to the Bay Area, the Fremont Chamber of Commerce is hosting the Smart Growth Summit on September 16, 2005 from 12:00 PM to 2:00 PM. The Chamber of Commerce has secured an expert panel, featuring Carl Guardino, president and CEO of the Silicon Valley Leadership Group and Steve Heminger, executive director of the MTC. Their expertise in smart growth issues will provide an insightful and educational view on smart growth issues. Panelists will give opening remarks, followed by a question and answer period with the audience. Lunch is included.

Register online at [www.fremontbusiness.com](http://www.fremontbusiness.com) or call 510-795-2244, ext. 101. For sponsorship opportunities, call Billy Sandbrink at 510-795-2244, ext. 107



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## July Calendar of Events

- 4 Independence Day**  
Chamber Office Closed
- FCCTV July Show** "Festival of the Arts Serves the Community" Premieres  
8:30 p.m., Fremont Cable Channel 29
- 5 Communications Team Meeting**  
1:30 p.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 6 Ambassadors Club Meeting**  
8 a.m., Chamber Conference Room
- 8 Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 12 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 13 Carlton Plaza Mixer**  
5 – 7 p.m.  
3800 Walnut Ave., Fremont, CA (510) 505-0555  
Carlton Plaza Fremont is an active independent and assisted living community designed for today's seniors. Seniors who are looking for an active life style would find lots of activities. Those who need a little help would not need to worry about the little things or about finding privacy.
- 18 Communications Team Meeting**  
1:30 p.m., Chamber Conference Room
- 19 Fremont City Council Work Session**  
4 p.m., City Council Chambers
- Festival of the Arts Committee Meeting**  
6 p.m., Chamber Conference Room
- 20 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 22 Deadline for submitting promotional items**  
(coupons, samples or small gifts) for Chamber Greetings
- 26 Leadership Fremont**  
Steering Committee Meeting  
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 27 Government Affairs Committee Meeting**  
7:45 am, Chamber Conference Room
- Floors to Your Door Mixer**  
5 – 7 p.m.  
37815 Niles Blvd  
Fremont, CA 94536  
(510) 894-2325  
Floors to Your Door is a full service one stop shop to help you design your interior floors. Floors to Your Door gives free estimates and offers quality installation of carpet, hardwood, laminate, vinyl, tile and stone floor coverings.
- 29 Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room

Top of the Week  
**REPORT**  
Linking the Business Community

The Top of the Week Report is a weekly digest of important Chamber events, local news, government updates, and Fremont's companies making news. Just send an email message to [nbatalao@fremontbusiness.com](mailto: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

# Welcome, New Members

## Attorneys

### Law Offices of Michael J. Connich

Michael Connich  
39300 Civic Center Drive, Ste. 110  
Fremont, CA 94538  
(510) 796-9055  
(510) 797-8434  
www.lawyers.com/connich  
Our firm handles legal matters in the following practice areas: Family Law, Estate Planning, Probate, Conservatorships, Guardianships, Trusts and Immigration. Mr. Connich has over 30 years of experience in family law and over 20 years of experience in Probate, Conservatorships, Guardianships and Trusts. Mr. Connich is also the only California State Bar Certified Family Law specialist with offices in Fremont.

## Bakery

### Vienna Bakery & Café

Brian Bacher  
5149 Mowry Ave.  
Fremont, CA 94538  
(510) 797-7957  
(510) 797-7966  
www.viennabakery.com

## Beauty & Health

### Products

#### Beauti Control

Viki Matthews  
P.O. Box 1198  
Fremont, CA 94538  
(510) 673-8067  
www.beautipage.com/viki  
Skin care and Spa Consultant  
Viki Matthews can help you look and feel your best! Call to schedule a personal consultation, lunchtime mini-spa, fabulous one-hour spa escape or image party (for groups). You can sample innovative products, learn techniques that reduce stress, and feel renewed from head-to-toe!

### Megans's Beauty Supply & Salon

Megan Ebrahimi  
46517 Mission Blvd.  
Fremont, CA 94539  
(510) 659-1445  
(510) 659-1490  
Megans's Beauty Supply and Salon is a complete beauty care store where all beauty necessities are fulfilled. We have hairstylists, manicurists and a facial expert on site. We carry all industry leading beauty supplies at a very convenient location. Our goal is to achieve customer satisfaction by providing excellent service. Help us achieve our goal!

## Beauty Salons & Day

### Spas

#### Avalon Spa & Salon

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(510) 791-2885  
(510) 791-6032  
www.avalonspa.net  
Fremont's largest full-service spa salon offers 17 hair stations, massage, facials, microdermabrasion, waxing, nails, laser hair removal, botox and restylin. We are committed to providing the best services and products while striving to meet your individual needs. "Nearby and a world away the promise of Avalon awaits."

## Disc Jockey

### Cartwright's D.J. Services

Ray Cartwright  
33169 Great Salt Lake Drive  
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(510) 366-4983  
(510) 471-4338  
www.djsogarray.com  
Cartwright DJ Services is a professional, affordable and reliable DJ service for weddings, parties, dances and events. A good DJ is a key to your event's success. DJ "Sugar Ray" is an experienced, professional DJ, clean-cut and extremely personable. He will create the perfect atmosphere for your event, with a large variety of music tailored to your musical needs, using only the best quality sound equipment.

## Event Planning &

### Management

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(800) 921-8372  
www.allurevents.com

## House Cleaning

### Scrub-a-dub-dub

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Fremont, CA 94538  
(510) 914-3683  
(510) 440-0622  
Scrub-a-dub-dub@comcast.net  
Scrub-a-dub-dub cleaning service is committed to making your home, office or apartment shine! We are locally owned and operated cleaning service and provide the perfect combination of professional quality and personal care. We work hard to offer you the highest level of service at the best possible price. Give us a call and free up your time for family and friends!

## Insurance

### Farmers Insurance - F. Yeh

Florence Yeh  
205 Main St.  
Pleasanton, CA 94566  
(510) 449-1805  
(925) 600-1039  
My agency's mission is "to help our customers protect their assets so their lives would be better." It is our responsibility to make sure that you receive the highest value out of your insurance dollars, be it your automobile, home, life or your business needs. We are here to take care and protect you so you could sleep soundly and peacefully.

## Personal & Professional

### Development

#### Connich Life Coaching

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42792 Palm Ave.  
Fremont, CA 94539  
(510) 579-3547  
(510) 651-8163  
Connich Life Coaching is uniquely personalized program designed to give my clients practical tools for increasing confidence and maintaining healthy attitude to life, resulting in a new sense of identity, direction and purpose. My coaching program will help you improve relations with your family, friends and co-workers and will provide the tools to self correct future challenges.

## Real Estate - Escrow

### Bay Area Escrow Services

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Fremont, CA 94538  
(510) 505-0235  
(510) 505-9754  
www.bayareaescrow.com

## Real Estate-Loans

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San Francisco, CA 94110  
(877) 733-4786  
(415) 315-0201  
www.1stpacificmortgageinc.com

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Chatsworth, CA 91311  
(818) 576-8219  
(818) 734-1584  
www.danmer.com

# Get Rid of Toxic Waste in Your Drawer

## Recycling Cell Phones at the Festival Helps Fremont Education Foundation

By Natalia Smothers  
Marketing Coordinator

Last year the Fremont Education Foundation (FEF) raised over \$1,000 at the Fremont Festival of the Arts by receiving from \$1 to \$2 for each donated cell phone dropped for recycling at the FEF booth. Encouraged by this positive result, FEF is partnering with recycling company Cell Cycle again this year. Together they will accept all broken, outdated and unused cell phones at the Festival's booth on August 6 and 7, 2005.

"Not very many people are aware that a single cell phone battery is capable of contaminating enough water to fill an entire Olympic-sized swim-

ming pool," said Corey Brown, executive director of Cell Cycle and an English teacher at the American High School in Fremont. "It is important that all the lead, mercury, cadmium, arsenic and other hazardous materials in cell phones are properly disposed and do not end up in our landfills. In children, for example, this toxic waste is shown to increase cancer, birth defects and infant mortality risks."

It is estimated that by the end of 2005, about 130 million cellular phones weighing about 65 million pounds will be retired in the United States. If all of them were put end to end, they would reach from New York

—Cell Phone Recycling,  
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# Anniversaries

## 30+ Years

Fremont Artificial Limb & Brace  
Bernard, Balgley & Bonaccorsi  
The Lipman Company, Inc.

## 20+ Years

Law Offices of Robert A. Dimino  
Fremont Jewelry & Loan  
B J Travel Center  
Sequoia Institute  
ProLogis  
Autowest Honda Fremont

## 10+ Years

AppleOne Employment Services  
Tri-City Rock, Inc.  
ERA The Property Professionals  
Westaff  
U.S. Bank  
Borden Chemical, Inc.  
Willow Creek Apartments  
Good-Nite Inn  
Edward Jones Investments-  
James Urda  
Flamingo/Mirage Palace  
Northwestern Polytechnic  
University  
A T & T Media Services  
ROSS Organic Specialty  
Sales, Inc.  
Geo Cadd Surveys  
Saf Keep Self Storage  
Lee Chiropractic Office

## 5+ Years

Fremont Irvington & Centerville  
Certified Farmers' Markets  
Bank of America/Mission  
San Jose  
Lori's Income Tax Service  
Office Team  
Fremont Marriott Hotel  
Svetich Chiropractic  
All Seasons Remodeling  
Longs Drug Stores #467

## 2+ Years

Check Center (Sundale)

## Inamed Corp.

Thermoscope  
Stuart Anderson's Black Angus  
Classic Party Rentals  
Niles Main Street Association  
Southern Heritage Bar-B-Q  
Washington Family Health  
Medical Group  
Nichols Family Chiropractic  
Residence Inn by Marriott,  
Newark-Silicon Valley  
Curves for Women -  
Mission District  
Y2 Marketing  
Diablo Funding Group -  
Fazlur Khan  
American Business  
Women's Association  
Chapel of the Chimes  
JP Graphics, Inc.  
Planet Beach Tanning Salon  
Patty-Cakes/ lilimpressions  
Curves-Warm Springs  
DCNS Computer &  
Networking Services  
Modern Chariot Auto Service  
Tri-City Chiropractic  
Electro Imaging System-  
Rod Miller  
Lau's Acupuncture and Herbs

## 1 Year

Dynamic Medical Center  
Affordable Sunrooms Inc.  
Spectrum Center  
Statewide Home Loans-  
Emilia Alfaro-Luna  
Owens Electric & Solar  
Financial Restoration  
Services Inc.  
Senta Metal of  
Northern California  
www.bayarearugs.com  
Dr. Joseph Joly, Chiropractor  
Robeks  
Touchdown Industries Inc.  
Teresa M. Hardy  
Sharks Ice at Fremont

Congratulations to all our members who have reached these milestones

## Cell Phone Recycling—

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to San Francisco four times. Most of these phones are stored away in closets and drawers, creating a massive stockpile of hazardous material. Cell Cycle sends old or broken phones to its member partner Charitable Recycling, which has developed a proprietary end-of-life processing and provides total environmentally-responsible recycling for used cell phones. The working models are shipped to cell phone resellers for refurbishing.



"I am glad we have this opportunity to contribute to a cleaner environment and raise funds for after-school music, sports and innovative classroom programs for our schools," said Nina Moore, vice president of FEF. "We hope that even more Festival guests this year will check their drawers and bring their old cell phones to our booth."

Since its inception in 1991, FEF has helped to fill the gap between reduced State funding for schools and community needs by supporting the arts, sports and other programs in local schools. Every year, FEF gives a grant to the Fremont Unified School District for the after-school band

which is provided free of charge to 4th through 6th graders at all 27 elementary schools. Innovative education grants are given to Kindergarten through 12th grade teachers for innovative classroom programs in support of the core academics, the visual and performing arts, and/or development of leadership and critical thinking skills. FEF also supports the Guy Emanuele Sports Fund, which provides sport equipment and clothing to individual high school students who would otherwise not be able to participate in co-curricular sports due to financial hardship.

To find the location of the recycling booth at the Festival, please ask at any of the Festival information booths. For more information about the Fremont Education Foundation and its recycling program, please visit [www.fremont-education.org](http://www.fremont-education.org) and [http://fremont-education.org/support\\_phones.html](http://fremont-education.org/support_phones.html). For more information about Cell Cycle, visit [www.cellularcycle.com](http://www.cellularcycle.com).

### Member Benefit

## Promote Your Business to Fremont Newcomers through the Chamber Greetings Program

When people or firms move to a new area, they often learn about available resources by looking at promotional items from local businesses such as coupons, product samples or small gifts. The Fremont Chamber of Commerce offers its members an opportunity to reach the newcomers through the Fremont Chamber Greetings Program.

We partner with title companies, apartment management offices, the Chamber Ambassadors and city offices

to distribute your promotional items to the new residents and businesses. Your organization is welcome to submit coupons, small gifts or other items to the Chamber office every quarter, making them seasonal if you wish. (Sorry, flyers are not accepted; they are used for a different quarterly program – ChamberPak.) We combine all the items in the Fremont Chamber Greetings gift bags and write a welcome letter on behalf of the local business community. The distribution cost is less

than 33 cents per item.

This gracious hospitality is usually well received by the new residents and businesses. It definitely increases visibility of the participating companies and creates a good will, which extends towards the Chamber and its members.

To reserve your space or discuss a sponsorship opportunity for the Fremont Chamber Greetings Program, please contact KK Kaneshiro at (510) 795-2244, ext. 103 or at [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com).

## Connection Clubs

### Meeting Dates, Times, Places

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

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

**Tuesday Noon**  
meets at 11:45 a.m.  
**Fellini O's**  
3900 Newpark Mall Road, Ste. 101, Newark  
Chair: Stefanie Pavis, 510-657-1350  
Vice Chair: Tom Schmidt, 510-657-2501  
[www.tuesdayconnectionclub.com](http://www.tuesdayconnectionclub.com)

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am  
**Express Personnel**  
39111 Paseo Padre Parkway, Ste. 117, Fremont  
Chair: Donna Mize, 510-797-5100  
Co-Chair: Barbara Behrman  
[www.connect2succeed.com](http://www.connect2succeed.com)

**Fridays Women in Business**  
meets at 7:30 a.m.  
**Best Western Garden Court Inn**  
5400 Mowry Ave., Fremont  
Chair: Sharon Scripittini, 510-659-1212  
Vice: Harriett Whitney, 510-793-7405  
[www.fremontwib.com](http://www.fremontwib.com)

**Pro Source**  
meets at 11:30a.m. on 3rd Thursday  
See website for location  
Chair: Kevin Dean, 510-687-9737  
Vice: AiRung Liu, 510-727-2175  
[www.theprofessionalsource.com](http://www.theprofessionalsource.com)

**Wednesday Noon**  
meets at 12 noon  
**La Pinata Restaurant -- NEW LOCATION**  
39136 Paseo Padre Parkway, Fremont  
Chair: Gordon Golletto, 510-827-7727  
Vice Chair: Staci Talian 510-745-7445  
[www.fremontreferrals.com](http://www.fremontreferrals.com)

**Thursday AM**  
meets at 7:30 a.m.  
**The Depot Cafe**  
37260 Fremont Blvd., Fremont  
Chair: Terri Landon, 510-796-8300  
Vice: Renee White, 510-440-1100  
[www.thursdayAM.com](http://www.thursdayAM.com)

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 11:45 am  
**Nouvelle Bistro**  
43543 Mission Blvd., Fremont  
Chair: Andrew Draeseke, 510-299-4968  
Vice Chair: Gavin Fahl, 510-565-6897  
[www.thursdayreferralsplus.com](http://www.thursdayreferralsplus.com)

**Friday AM Connection Club**  
meets at 7:15 a.m.  
**The Depot Cafe, Fremont**  
37260 Fremont Blvd., Fremont  
Chair: Mark Buechler, 510-520-1922  
Vice: Jose Gonzalez, 510-894-0764  
[www.fridayconnections.com](http://www.fridayconnections.com)

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Third Floor, Newark  
[www.elisebalgley.com](http://www.elisebalgley.com)

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- ◆ Real Estate
- ◆ Contracts
- ◆ Business Issues
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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 [fmcc@fremontbusiness.com](mailto:fmcc@fremontbusiness.com)

## Doing Business Over Lunch



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



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



**Pearl's Cafe**  
4096 Bay St.  
Fremont (510) 490-2190  
Lunch (Tu-Fr): 11:30 am-5 pm  
Dinner (Tu-Sat): after 5 pm  
NEW! Longer lunch hours



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



**massimo's**  
Italian & Continental Cuisine  
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



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



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

## Member News

### Top Dawg Modular Service to Be Featured on National Television This Fall

Selected from thousands of businesses nationwide, Fremont's 10-year old Top Dawg Modular Service, provider of used office cubicles and used office furniture, will be featured on the national TV program Keeping America Strong this fall. The program will include an interview with the company's top executives taken during the presentation of the Keeping America Strong award to the company in May 2005. Top Dawg Modular Service has been selected as one of the companies that truly work hard to keep America strong. The program has been created to help emerging companies grow despite current economic setbacks. To find out more about Top Dawg Modular Service, visit [www.topdpg.com](http://www.topdpg.com) or call 1-877-486-7394.

### Pamela Isom from ICE Safety Solutions Named Supplier of the Year

Pamela Isom, president of ICE Safety Solutions, was named Minority Business Enterprise Supplier of the Year - Class 1 by the Northern California Supplier Development Council (<http://NCSDC.org>), which is a part of the National Minority Supplier Development Council. Pamela's firm has been awarded for providing safety training in the areas of disaster preparation and CPR/first aid and fire extinguisher training for East Bay Municipal Utility District and Union Bank of California. These organizations are prominent members of the NCSDC, along with such corporations as NUMMI, Cisco, Blue Shield of California, BART and ChevronTexaco. For more information about ICE Safety Solutions, please visit <http://GETICE.com>.

### Tradewinds Sailing School Sponsors a Sailboat in the 2005 Transpacific Yacht Race

Tradewinds Sailing School is sponsoring Barking Spider 3, MacGregor 65 sailboat in the 2005 Transpacific Yacht Race. About 76 boats are signed up to celebrate the 100th anniversary of the Transpacific Yacht Race in July's 2,225-nautical mile contest from Los Angeles to Honolulu. The captain and owner of the sponsored yacht, David Kory, will have a crew of five members selected from the Tradewinds Sailing School and club in Point Richmond. After the TransPac, Kory and a different group of the school's members will put the boat into cruise mode and sail to Juneau, Alaska. They will spend two months exploring Glacier Bay, the Inside Passage to Vancouver and the San Juan Islands; then they will come back to San Francisco.

### Kindango Guy Emmanuel Preschool Center Receives Accreditation

Kindango, one of the Bay Area's largest non-profit providers of early care and education, has received an accreditation for the Kindango Guy Emmanuel Center in Union City from the National Association for the Education of Young Children (NAEYC). This is its eighth preschool center that received the accreditation out of 11 centers at the New Haven Unified School District elementary school campuses. Overall, more than 30 percent of Kindango's eligible centers are accredited, with others in various stages of the accreditation process.

### Summer Reading Opportunity for Teens to Earn Free Day Pass to Great America

Alameda County Library encourages teens to spend 50 hours or more reading between June 20 and August 20 to earn a free day pass to Great America. Teens who reach less than 50 hours reading time may qualify for some incentive prizes. They just need to come to one of the Alameda County Library's branches, sign up for "Books Come in All Flavors" program and keep their reading log. The participants may read not only books, but also newspapers and magazines. The time spent on reading aloud to sib-

—More Member News, page 7

## Firefighter Combat Challenge—

from page 1

got excited and started training with a few other Fremont firefighters. The actual combat challenge was hard beyond belief. At the end of this challenge course, I felt like I was in hell. It is really the "toughest two minutes in sports," as many describe it. After such training, performing the actual firefighter duties becomes much easier."

Fogel participated in several combat challenges among more than 25 regional competitions, which take place every year around the country. Unfortunately, Northern California didn't have an annual event. Fogel started investigating what would be needed to establish an annual combat challenge in his city of Fremont. He approached the Fremont Chamber of Commerce and the Fremont Firefighters Local 1689 with an idea to showcase firefighter's competition at the Fremont Festival of the Arts. Finally his dream came true last year when the Firefighter Combat Challenge became part of the 2004 Fremont Festival of the Arts for the first time. The challenge immediately conquered the hearts of the Festival visitors and gave additional excitement to the variety of the festival's entertainment.

Following the popular demand, the Fremont Chamber of Commerce made a commitment to host the combat challenge at the Festival during this and the next several years making it an annual event.

"I have a much greater appreciation of the firefighter's job now after planning the combat challenge with Captain Fogel and watching it at last year's Festival," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "Very few people in the real life have seen how firefighters work and save lives. All this happens in just minutes. The combat challenge is the closest snapshot of the tasks firefighters perform at the scene of a fire. I think our guests also appreciate that the Festival combines hosting an entertaining event, and at the same time, educating the community about the difficulty of the firefighters job."

Last year alone, for example, Fremont had 13,352 emergency calls of which 401 were working fires. Even though this is about half as many fire calls as a decade ago, fire suppression and rescue is one of the major duties of Fremont firefighters where physical strength and speed of reaction make a big difference in the outcome.

Delay of just seconds in the rescue mission might mean life or death of the victims.

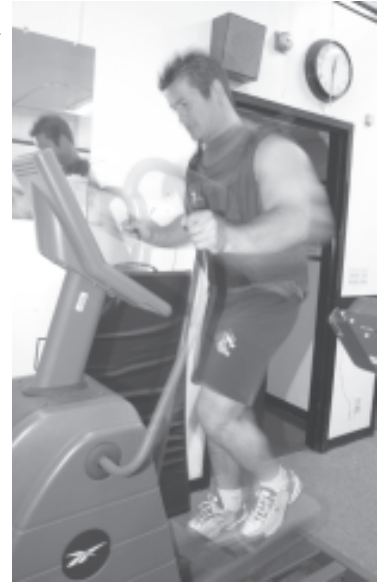
In 2003, Fremont Fire Department introduced a physical fitness program for the local firefighters. Every fire station in the city now has extra exercise equipment and a personal trainer.

"This program definitely helps us keep up with the demands of our profession," said Justin Earls, Fremont firefighter/emergency medical technician. "Just the firefighter's uniform and equipment together weigh about 100 pounds. Through this program, our fire station number 3 got a new stair climber, treadmill and weight station. I also do a lot of cycling when I am off duty to prepare for the police-fire Olympics and the dirt biking races, in which I participate every year.

"This is not enough though to get ready for the Firefighter Combat Challenge. At almost every competition, there are a few guys who think they are in great shape but stop in the middle of the challenge course because it is so demanding. Running a five-story tower can easily make your legs numb if you don't have enough training. Last year at the Festival's combat challenge, I felt almost like I was having a heart attack at the end."

Earls' challenge course time at the last year's Festival was one of the best on his Fremont team — just a little over 2 minutes, placing him 16th among 54 contestants in his group. However, this wasn't fast enough to advance to the World Challenge Championship as an individual contestant. Only Matt Sundberg, who was faster than Earls by just 1.5 seconds, advanced to the world competition because the limit for his age division of over 40 is 2 minutes 30 seconds. As a team, Fremont firefighters were invited to the world championship but did not take advantage of the opportunity last year.

Since then, Fremont Firefighter/Paramedic Brian Guernsey, another of Earls' team member, went to a few regional combat challenges and last month secured time of 1 minute 45 seconds, which advances him to the World Challenge Championship in the individual category this year.



Justin Earls, Fremont Firefighter/EMT, wears a 90-pound vest during his training sessions to get ready for the Firefighter Combat Challenge. Photo by Napoleon Batalao

"I hope the example of our Fremont participants in the competition would inspire more Fremont firefighters to follow the challenge and train for it," said Fogel. "The Firefighter Combat Challenge not only improves the physical fitness of individuals but also builds a team spirit. They know that they can count on each other and experience almost the same partnership as among people who have been in an actual combat or an extreme emergency situation. I think our citizens would feel better protected if they know that they are served by firefighters with such integrity and physical ability."

The Firefighter Combat Challenge will be open to all visitors of the Fremont Festival of the Arts on August 6 and 7, 2005 at no charge. If you follow Capitol Avenue to the lot on State Street, you will see the five-story tower and the bleachers for devoted fans. After all, the arts and crafts are not the only attraction at the Festival. For more information about the combat challenge and other Festival features, please visit [www.fremontfestival.net](http://www.fremontfestival.net).

## Festival Community —

from page 3

Chamber of Commerce, producer of the Fremont Festival of the Arts. "We are also glad to promote our Chamber members at the Festival's Business Alley. It is a trade show of about 80 member organizations gaining an unprecedented exposure to diverse public."

The rules state that the Business Alley exhibitors cannot sell their products or services at the Festival, but they are welcome to tell the guests about their company and give flyers.

Then there are about 1,200 Chamber volunteers, who help guests find what they are looking for. These volunteers assist taking care of the beer, wine and glassware booths. They also strictly enforce the "zero" tolerance to underage drinking. Another

group of over 1,000 volunteers from non-profit organizations serve at 35 food booths, changing each other every hour or so. With such great help, the Festival has run very smoothly.

The Festival organizers traditionally limit the number of balloons because they might tangle around the electric wires and disrupt the electricity for the vendors. They are also toxic to the birds and the environment. There are numerous recycling stations, and not only for glass bottles and aluminum cans but also for so called "grey" water.

"We don't want the liquids contaminated with food particles to go to the San Francisco Bay," said Bonior. "We have arranged with the City of Fremont environmental ser-

vices department to place special tubs for this contaminated 'grey' water."

All the food booth volunteers will be wearing special gloves for serving food. At least 5,000 pairs have already been ordered. Both days of the Festival, a local group of Boy Scouts help clean the streets, earning money for their projects and camps. Any greasy stains are professionally removed without a trace.

"The next morning after the Festival, you wouldn't even guess that the Festival was there," said Bonior. "We hope you don't miss it and come for a visit."

For more information about the Festival please visit [www.fremontfestival.net](http://www.fremontfestival.net).

# Creativity at the Fremont Festival—

from page 1

and share their personal likes and troubles with me. They also inspire me for new creations; and their appreciation keeps me in business."

Mountain added that her customers helped her to return to this type of art after a four-year break.

## Lionel Chapital's Glass Dancers

After working in a glass art shop in New York and spending ten years in Spain, Lionel Chapital has settled in Newark, close to relatives. The works from his Andalusia Art Glass studio have earned local recognition and have been on regular display at the Gift Gallery in Fremont and galleries on the Peninsula.



Lionel Chapital's  
Playground

A few months ago, Chapital started work on some new dance figures, inspired by the Spanish dance Flamenco. He will present them to the guests of the Fremont Festival of the Arts this year together with the nature inspired glass works of butterflies, dragonflies, spiders and frogs.

"This will be my third year at the Fremont Festival of the Arts," said Chapital. "I am always excited to participate because I meet so many good people!"



Marty Bobroski's Sentry  
Dragon ear cuff

## Marty Bobroski's Ear Cuffs

Marty Bobroski from Santa Cruz, owner of Marty Magic, has been exhibiting at the Fremont Festival of the Arts almost from its inception in 1983.

Over the years, she has built a loyal clientele at the Festival.

"I always see at my booth a few people who wear the ear wraps or ear cuffs, which I sold about 20 years ago at the Fremont Festival of the Arts," said Bobroski. "I recognize them because they are slightly different from my current designs. Recently I have added more detail work to my favorite dragons that wrap around an ear and 'whisper' some 'dragon tales' to their owners. I have also introduced a new line of nature related pieces and sea creatures inspired by my travel to Galapagos Islands and Costa Rico."

In the Bay Area, Bobroski's jewelry and miniature sculptures have been available only at some arts and wine festivals and a gallery on Pier 39 in San Francisco. She also exhibits regularly at the nine-week Renaissance Festival in Maryland. The Fremont Festival is still her favorite.

"I absolutely love the Fremont Festival of the Arts," said Bobroski. "It has such a big and diverse public! Someone stops at your booth, and in a minute, there is a little crowd attracted to your stand. In no time, a discussion starts."

Bobroski has decided to double the size of her booth at the Fremont Festival this year and added to her usual collection some bronze sculptures of frogs, bats, and other animals and little household items like dragon and dolphin hooks.

## Becky Fischer's Wine Charms

Becky Fischer of Fremont has been a regular guest at the Festival since late 1980s. She has always liked crafts and imagined how fun it must be to become one of the vendors. When she received an "early out package" from her high tech job three years ago, she felt confused and scared. Then her creative side took over, and she started making little charms for wine glasses inspired by her experience at the family reunions where it was hard to keep track whose glass was whose.

For each collection of six charms, which



Becky Fischer's San Francisco wine charms

easily wrap around the stem of the wine glass, Fischer is creating a theme. She noticed that the golf themed, "Shop 'til You Drop" and "The Old West" collections have received a warm response from the Festival public. One of the best selling collections remains her San Francisco theme. A lot of people get the San Francisco collection as a gift for their relatives and friends from out of state. At last year's Festival, a young couple was buying several sets of this collection for their trip to Europe. A lot of Fischer's customers become collectors of wine charms and check for new themes every year.

"I still think the Festival is a lot of fun and a great place to meet interesting people," said Fischer. "Now that I actually produce the crafts myself, I know it is much harder than I imagined. I love doing my work and being my own boss."

## Diversity of Artists

There is so much diversity in the forms of art at the Fremont Festival that it is impossible to describe even a fraction of the great variety. Some of the artisans have received some recognition and publicity in previous years, and some are just in the beginning of their careers. The only common traits among the artists are the quality of their hand crafted works and professionalism of their display. There is no doubt that the guests of the Festival will have a rich cultural experience this year.

For more information about the Fremont Festival of the Arts, please visit [www.fremontfestival.net](http://www.fremontfestival.net).

# More Member News

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lings or grandparents also counts. The program is sponsored by the Alameda County Library Foundation and Paramount's Great America. For more information about the program, call Gary Morrison at (510) 745-1438.

## Summer Programs for Kids and Teens at the League of Volunteers

On July 11, the League of Volunteers (LOV) is introducing the 25th annual free Summer Recreation in the Parks program for children 5 to 12 years old. This six-week supervised program is open to all Tri-City children at Mayhews Landing and Civic Center Parks in Newark. Supervised Monday through Thursday from 10 a.m. to 1 p.m., the children will play games, do sports and crafts, and have special guests. Free lunch and fieldtrips are included. Another 10-week drop-in program for teens has already started on June 20. It is called Y.E.S! (Youth Encourage to Serve). Teens are welcome to come to the LOV Community Service Center, help in service projects and earn summer field trips. To register or for more information about the LOV programs, please call (510) 793-5683.

## The Palmdale Spectacular Gala Fundraiser for Community Projects on September 18

Last year Mission Fund of the Sisters of the Holy Family provided a grant to complete the kitchen facility at the BridgeWay East Project in Fremont, which was started by the Tri-City Homeless Coalition. Another grant was provided for renovating children's bathrooms at the St. Elizabeth's Day Home in San Jose. Multiple grants were given to support the ministries' sisters who assisted in early childhood education, prison chaplaincy, visiting the homebound and bereaved, teaching ESL and many other humanitarian projects. Most of these grants came from the over \$100 thousand, which were raised at the annual gala fundraiser The Palmdale Spectacular. This year the Sisters of the Holy Family have scheduled their signature event for September 18, 2005. As usual, they hope that more than 400 established members of our community, as well as local political, business and religious leaders would take part in the fundraiser and spend an afternoon of fun, which will include a live and silent auction, music, dinner with wine, and entertainment. For more information about The Palmdale Spectacular, please call (510) 624-4581.

# Business Alley at the Festival

This year we have a great selection of local businesses for Business Alley, a popular trade show at the Fremont Festival of the Arts that showcases the products and services of over 80 Chamber members. Business Alley will provide an opportunity to its participants to interface with the impressive number of the Festival guests along State Street on the busy weekend.

Visit Business Alley on your way to the Firefighter Combat Challenge and learn about offerings from these local companies.

## List of Business Alley Exhibitors:

Dr. Joseph Joly  
Tao-Ping Acupuncture  
Warm Springs Chiropractic  
Re/Max Executive-Roberts Real Estate Team  
The Kitchen Connection  
John Robert Powers  
California State Automobile Association  
DeVry University  
Wink2  
W Silicon Valley

Ohlone College  
Anna Jacoby Interiors  
Marblestone Funding  
Butterfly Life  
Costco Wholesale  
Kitchen Tune-Up  
Valley Yellow Pages  
Falun Dafa  
Happy House Interiors, Abbey Carpet of Fremont  
Technology Credit Union  
Ken Johnson & Associates  
California Army National Guard  
Clears Streams A/V/Thomason Internet Services  
Chipotle Mexican Grill  
Budget Blinds of Fremont  
Cloverleaf Family Bowl  
Fremont Unified District Teachers Association/ CTA-NEA  
Bay City Windows  
Washington Mutual Home Loans  
Cypress Video Surveillance Systems  
NeoVision Eye Center  
Megan's Beauty Supply & Salon

SF East Bay Homes  
Courtyard by Marriotto  
US Navy  
Alameda County Dept. of Child Support Services  
Cartridge World  
Hilton Newark/Fremont  
River Pointe Napa Valley  
Cathy Steele Model & Talent Management  
Danmer Custom Shutters  
Stage 1 Community Theatre  
Homemade Gourmet  
Mary Kay Cosmetics  
Top Dawg Modular Service  
Help-U-Sell Tri City  
Tim Takahashi & Associates  
University of Phoenix  
Wizard Screens  
Tradewinds Sailing School & Club  
Curves  
American Prime Funding  
Bay Area Home Improvements

For an updated list of business alley exhibitors, visit [www.fremontfestival.net/bizAlleyList.htm](http://www.fremontfestival.net/bizAlleyList.htm)

## 2005 Festival Music Lineup

### Paseo Padre Stage Paseo at Mowry

Saturday August 6

10-12 noon	La Ventana	[Latin]
12:30-2 p.m.	Rattle Cans	[Blues]
2:30-4 p.m.	Leroy Bell & Friends	[Soul]
4:30-6 p.m.	Young Dubliners	[Classic Rock]

Sunday August 7

12-1:30 p.m.	Rolando Morales	[Latin Jazz]
2-3:30 p.m.	Aja Vu	[Steely Dan Tribute]

4-5:30 p.m.	David Martin's House Party	[Soul]
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### Community Stage Hastings at Mowry

Saturday August 6

10-11:30 a.m.	Johnny Reyes	[Country]
12-1:30 p.m.	Super Deville	[Funky Rock]
2-3:30 p.m.	Crosstown Bridge	[Rock/Blues]

Sunday August 7

10-11 a.m.	Vince Perrine	[Folk]
11:30-12:30 p.m.	Stuart Rosh	[Blues]
1-2:30 p.m.	Groovy Judy	[Rock]

### State Street Stage State St at Beacon St

Saturday/Sunday Jamie Lynn Morgan & Foxfire

For an updated lineup, visit [www.fremontfestival.net](http://www.fremontfestival.net)

## Sign Ordinance — from page 1

were recruited to serve on one of four Sign Ordinance Sub-Committees, specializing in the freestanding signage; promotional signage; general rules, exemptions and objectives; and building signs. They dedicated over a month and a half of their time to provide the basis for the Chamber's recommendations.

"This has been a lengthy process, but one that has been well worth the time and effort involved," said Gary Leatherman, an original member of the Sign Ordinance Committee.

"I'm confident that our recommendations will serve the purposes of the business community and city."

The Chamber's recommendations are classified into two sections. The first section recommends changes to be made to the format of the current ordinance. The goal of these changes is to make the ordinance more user friendly, easy to navigate and logically flowing. For instance, in the existing ordinance, Sec 8-22101 is entitled "Commercial and Industrial Districts" and Sec 8-22102 is entitled "Commercial Districts Only". This means that someone looking to put up a sign in a commercial district would have to review two whole sections of the ordinance to know what all of the regulations that apply to their business.

The Chamber's solution to this problem is to separate the ordinance by zoning district, with all of the regulations that pertain to a zoning district in one place, effectively eliminating the need for someone to view multiple sections of the code.

The second section of recommendations changes to various provisions and specific wordings within the ordinance. The content-specific changes target specific concerns raised by the community. These changes include the changing of setback rules to allow for maximum signage closer to the street for greater visibility and signage effectiveness, the extension of the promotional period for certain signage from 30 days to 60 days, and the changing of rules regarding A-frame

realtor signs.

With the research and revision complete, the next step is to engage the community. "We have done our due diligence in revising the ordinance and now we are ready to present our ideas to the business community and city. The work is by no means complete, but we are getting closer to delivering," said Matt Dickstein, Sign Ordinance Committee member.

Now that the Chamber has completed its recommendations, it must now present these ideas to the various stakeholders and gain their input. The tentative schedule for addressing various stakeholders is as follows:

- *Mission San Jose Chamber of Commerce* – July 6, 2005
- *Warm Springs Business and Community Association* – July 7, 2005

To view the Chamber's list of recommendations and the revised version of the Sign Ordinance, visit the Chamber's website at [www.fremontbusiness.com](http://www.fremontbusiness.com).

### Other GA News

The Board unanimously voted to SUPPORT AB 485 (Arambula). AB 485 is a bill that approves a \$200,000 study to see if a Master Business License Center could be created in the state. This center would streamline the permitting process in the state and make it easier to do business in the state. The bill's author has stated that businesses have to visit as many as a dozen state agencies in order to obtain the proper licenses and permits to do business in the state.

Washington State has already enacted a one stop business license program that 80 percent to 85 percent of businesses currently use. The bill's author sees the creation of the center as a potential revenue generator for the state because of increased efficiency and revenues. The bill has passed



Billy Sandbrink  
Director of  
Government Affairs

through the Assembly and has been assigned to the Senate Government Modernization, Efficiency and Accountability Committee.

If you want to make it easier to do business in the state and want a quick and easy way to help, contact Billy Sandbrink at (510) 795-2244 x107 or [bsandbrink@fremontbusiness.com](mailto:bsandbrink@fremontbusiness.com) for details.

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## Wine Garden

### Premium Wine Tasting in a Shady Oasis Offers Escape to Visitors of the Fremont Festival of the Arts

By Natalia Smothers  
Marketing Coordinator

Imagine stepping into a peaceful garden away from the hot summer sun and noisy crowd, where you can sit under a soothing shade of green vines, leisurely sip premium wine and enjoy gourmet food. Plus, you don't have to worry about parking far from the Festival or paying for parking. It is reserved nearby, just for you.

All these privileges that the Festival's Wine Garden are yours just for \$45, and you can escape to this shady oasis as many times as you want during the day.

"Wine Garden tickets are a great value, it offers convenient parking, great food, and opportunity to get away into a peaceful place for a short time," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce, producer of the Fremont Festival of the Arts. "This nice break from the long walk in the sun helps our

guests refresh and get ready for new adventures and entertaining options at the Festival."

The guests with the Wine Garden tickets may choose to come on either day of the Festival - Saturday, August 6, or Sunday, August 7. They have access to the Wine Garden all day long. The ticket covers the cost of the premium wine tasting, reserved parking, gourmet food catered by Fremont's finest dining establishments, souvenir wine glass and one wine/beer pour ticket at the Festival's wine booths outside the Wine Garden. Entrance to the Wine Garden is limited to individuals 21 and over.

Companies that purchase a block of ten tickets for \$500 become part of the Connoisseurs Circle and earn additional benefits and promotional opportunities.

To purchase Wine Garden tickets, please call the office of the Fremont Chamber of Commerce at (510) 795-2244 or visit the festival's website at [www.fremontfestival.net](http://www.fremontfestival.net)



The Wine Garden buffet at the 2004 Fremont Festival of the Arts. Photo by Gerry Mooney



### FCCTV: Fremont Chamber of Commerce Television Festival Serves Community

For the 22nd year, the Fremont Festival of the Arts is coming to our city. On August 6 and 7, 2005, we again will have an exciting time shopping for unique handcrafted artistic items, cheering the Fremont team at the Firefighter Combat Challenge and enjoying a variety of entertainment. Behind all these is an enormous effort from our community organizations and volunteers. KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce tele-



KK Kaneshiro and Cindy Bonior at the 2004 Festival of the Arts

vision show (FCCTV) interviews Cindy Bonior, president and CEO of the Fremont Chamber of Commerce, producer of the Fremont Festival of the Arts. Bonior describes different features of the Festival and explains the importance of the relationship between the Festival and the community - how each benefit from working together.

She also reviews some of the Festival's rules and gives little tips for having an enjoyable time at the Festival.

## FCCTV Schedule:

**Fremont-**  
Channel 29 Mondays 8:30 p.m.  
Channel 26 Mondays 7:30 p.m.

**Newark-**  
Channel 27 Fridays 5 p.m.

**Alameda-**  
Channel 28 Saturdays 3:30 p.m.  
Sundays 8:30 p.m.

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

**Hayward, San Leandro, San Lorenzo 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? FCCTV now airs 82 times per month in eight cities and reaches over half a million homes. Call KK at (510) 795-2244, ext 101



Would you like to get involved in the business community? Join the Government Affairs Committee! The Government Affairs Committee's mission is to help in the development of public policy to create regional opportunities for employment, business growth and market development. Call Billy Sandbrink at 510-795-2244, ext. 107 or email [bsandbrink@fremontbusiness.com](mailto:bsandbrink@fremontbusiness.com) to learn more.



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And ... for every website purchased by a Fremont Chamber of Commerce member, WSP will donate \$50 to the 2005 Firefighter Combat Challenge Fund