

Fremont BUSINESS REVIEW



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VOLUME 6, NUMBER 3 **Leadership** June 2005

Leader's Decision Making at the Time of Transformation

By Craig Steckler
Fremont Police Chief

Research before Making a Decision

Decision making is at the core of any leadership. In policing profession, this is an important part of work on every level. Police officers in field situations have to do frequent on-the-spot decisions every day. Those who are promoted or appointed to positions of authority usually have more time to reflect, assess and collect data in order to make more informed decisions.

Leaders of the Fremont Police Department spent several months doing extensive research before making the decision about the alarm policy in the beginning of this year. We met with alarm officials several times to advise them of our staffing levels and the impact this caused on the safety issues in the city.

Involve Others in the Decision Making Process

Leaders have to involve others in the process of decision making. They need to master such important qualities as planning, critical

thinking, and communications and evaluation skills. Engaging in a systematic decision-making process can be beneficial if the process includes collecting and evaluating information and data, giving other stakeholders an opportunity to review and provide input and reviewing previous best practices in organizational decision making. Leadership must include indoctrination to issues related to generational differences, diversity, empowerment, collaboration and transparency to the people served.

Fremont Police Department discussed alternatives to the alarm policy with diverse members of the community. My citizens' advisory panel reviewed the policy on three different occasions and made changes they felt were necessary. We reviewed all of the comments received

from the community at two different council meetings, in all e-mails, phone calls and letters.

The negative response to the policy was limited to less than one percent of the total community population. At the end of the day, the current policy was the only option that allowed us to redirect our limited resources to real crime problems.

Try New Approaches

Being a leader requires confidence and willingness to try new approaches. While it is easy to maintain the status quo, the challenge

is to identify the need for change and encourage people to support and keep pace with change. Fortunately, Fremont is a city that is not bureaucratic and does allow and encourage

—Decision Making
page 6



Fremont Police Chief Craig Steckler

Chamber Selects Local Students to Receive Dollars for Scholars

By Natalia Smothers
Marketing Coordinator

The Fremont Chamber of Commerce has selected eight students from Tri-City and Milpitas high schools to receive scholarship awards from the Chamber's Dollars for Scholars fund. Heather Lozano from John Kennedy High School will receive a check for \$1,500. Quynh Anh Nguyen from John Kennedy High and Jessica Berry from Newark Memorial High will be awarded \$1,250 each. Christopher Benavente from Newark Memorial High, Cassandra Mecham from American High, and Jade dela Cruz from James Logan High each will be given \$1,000. Finally, Amy XiaoYu Shi from Milpitas High and Jessica Lin from Mis-

sion San Jose High will receive \$500 to use as a scholarship at the college of their choice.

"It has been an inspiring process going over the profiles of these outstanding kids," said Ron Cass, principal of the Fremont Adult School and chair of the selection committee for the Chamber's Dollars for Scholars program. "All of them have had remarkable academic performance and desire to excel in education despite challenging family situations. Their extended community service and work experience demonstrate great leadership potential. The Chamber is proud to support these talented students in their pursuit of higher education."

Most of the winners have been working on a part-time basis during the full school year in addition to being involved in multiple school and

community activities. Heather has worked as a receptionist and was a member of the school basketball team. She also assisted during elections. Quynh has been a clerk at a student aid office and a volunteer for the Red Cross and other organizations. Jessica Berry has worked as a medical assistant and a tennis instructor, playing on the school's soccer and tennis teams. Christopher has been active in soccer, music and Spanish clubs at his school. Cassandra is a fitness technician at the Curves Club in addition to leading astronomy, Christian and culinary clubs at her school. Jade worked as a food server and is active in the school's pre-med club. Amy assists MediaBop Corp. in Fremont; at school,

—Dollars for Scholars, page 6

Leaders' Emotional Intelligence Predicts Their Success

by D. Kandy Simmons
President, DeVry University, Fremont

Every business knows that it must demonstrate effective management in order to survive. And while businesses understand that folks with leadership ability can help an organization, few people really have a good grasp of what leadership is. Here's an explanation of one aspect of leadership that is seldom discussed. It's called Emotional Intelligence — or EQ.

Daniel Goleman, a Harvard professor and business consultant, defines EQ in this way:

1. **Self-awareness**—knowing your emotions, recognizing feelings as they occur and discriminating between them
2. **Mood management**—handling feelings so they're relevant to the current situation and you react appropriately
3. **Self-motivation**—"gathering up" your feelings and directing yourself towards a goal despite self-doubt, inertia and impulsiveness

—Emotional Intelligence, page 4

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

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15 Years of Excellence

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



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES

Message from the Guest Editor

Aiming for Leadership

By Kim Kastl

President
Secure Taxes Inc.

Several years ago my employer sent me to a personal performance program for supervisors. Before the session began, each program attendee received a 19-page behavioral analysis based on the answers to 24 pre-designed questions. I couldn't believe my eyes. This profile pointed that I was a rule follower, conservative, and had fear of failure. Not the traits that I would attribute to a leader. Okay, I thought, perhaps these are not such bad characteristics for a tax consultant but not the important traits I believed I was capable of demonstrating. I was sure I could show qualities of an innovator, challenger or motivator. It was from this course that I made a conscious decision to learn more about the traits contributing to a good leader.

Encouraging me in this pursuit, my employer sponsored me in a Leadership Fremont Class. Part of the curriculum was to study five different leadership practices: (1) Challenging the Process – seeking new opportunities and challenging the status quo; (2) Inspiring a Shared Vision – looking toward and beyond the horizon/envisioning the future; (3) Enabling Others to Act – fostering collaboration; (4) Modeling the Way – being clear about values and beliefs and setting an example; (5) Encouraging the Heart – nurturing team spirit and recognizing contributions.

During the past year I have had the opportunity to put into practice several of the leadership principles studied in the Leadership Fremont Program. As the elected president of the East Bay Association of Enrolled Agents, I had the challenge to inspire my board of directors and create a vision for our organization beyond the list of numerous tasks we accomplish each year. All our committees were quite productive but

seemed to work independently from each other without a common goal in sight.

Armed with the knowledge from the Leadership Fremont, I decided that this should be the year for our chapter to develop our first strategic plan. Following recommendations in the program, first I wanted to ensure a 'buy-in' from top vice presidents of the chapter. With their support, I felt I would be more successful in approving the idea at the board level and implementing the strategic plan. When I started the process, I was overwhelmed with great enthusiasm from the board members. As a result, we have not only developed the first strategic plan in our chapter's

31 year history but also begun implementing it. And, although I provided the vision, I also am keenly aware that we would not have seen it happen without their hard work.

From this experience I have discovered that leadership requires the application of a wide variety of skills. No single mastered trait suddenly makes you a successful leader. To be successful you must be willing to stretch your comfort zones and trust your ability to handle whatever comes your way. Perhaps it's time to retake that behavioral analysis...

I am glad we have an opportunity to extensively discuss the leadership topic in this issue of the Chamber's newsletter.

As a guest editor, I have asked several people to share their experience and knowledge about leadership, including Fremont City Manager Fred Diaz, Fremont Police Chief Craig Steckler and Leadership Fremont Instructor Pat Mayfield. Please see their articles for different views of this complex and important phenomenon.

Kim Kastl is the president of Secure Taxes Inc., located in Hayward, specializing in tax preparation and consultation for high net worth individuals, estates, gifts and trusts. Kim is the past president of the Estate Planning Council of Southern Alameda County and will serve this year on the board of directors for the California Society of Enrolled Agents. Kim is also a member of the Fremont Leadership Steering Committee. Kim may be reached at (510) 537-2122.



Kim Kastl

Leadership Is a Process of Negotiating

By Pat Mayfield

President
Pat Mayfield Consulting, LLC



Pat Mayfield at the 2005 Leadership Fremont graduation

I just returned from a two-day seminar on negotiating for a large corporation. Representatives from all over the western region attended this Seattle session. The attendees were selected by upper management because of the attendees' current leadership role, or because of their potential rise through the ranks.

Although the topic was negotiation, the ultimate goal was to strengthen leadership skills.

Leaders must be able to ask for what they want and need, and to be able to get it. I believe that negotiating is one of the most critical capabilities of the great leader. Unless you are able to successfully negotiate for what you want, you will not experience long-term success. Unless you are able to successfully negotiate, win and maintain both parties' respect, you may not experience long-term success.

Success requires excellent negotiating skills. We don't work or live in a vacuum. Self-made is almost impossible. We need others to set the example, teach us the skills and the theory. We also need others to critique us, provide advice and encourage us along the way. How one negotiates this support and advice is critical to reaching the desired result.

The best negotiator uses all the skills of a leader; the best negotiators persuade, communicate, motivate and create value. The ability to suc-

cessfully negotiate in a fair manner is critical to the respected leader. Some may negotiate in a zero sum game strategy and win, but he or she wins without respect. The residue of feelings would eventually resurface if the negotiating parties meet again. Respect after the negotiation is completed is a better guarantee of future success.

Some are able to gain short-term success, but longevity requires skill and finesse. The successful leader is able to negotiate the deal while continuing to motivate the supporter. Those who are able to get and give value for both parties have the most long-term success.

Respected leaders negotiate with:

1. Respect, courtesy and dignity – even during the most difficult challenges of the negotiation.
2. An open mind to new information and ideas.
3. A positive attitude which removes barriers to progress.
4. Body language that reinforces what one says.
5. A prepared plan.
6. Practice.
7. Knowledge and understanding of the process.
8. The ability to ask for what he or she wants.
9. The ability to give with fairness.
10. The expectation of mutual success.

Pat Mayfield is the president of Pat Mayfield Consulting, LLC, which specializes in leadership, negotiating, customer service and protocol. Pat is the author of three business books and a contributing author to Leadership Defined with General Alexander Haig and the upcoming book Conversations with Success with Stephen Covey. Pat may be reached at (925) 600-0584 or www.patmayfield.com.



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Don't Be Afraid to Step Outside the Comfort Zone!

By Barbara Jenkins
Weekenders, USA

What a great time of the year for the topic of Leadership! By the time you read this, Leadership Fremont Class of 2005 will have graduated, undertaking a very worthwhile project entitled "Cut Abuse;" the new Chair of the Board (that's me!) and its newest directors and leaders will have completed two months of service, held many meetings, and attended many activities and functions as part of our responsibility and obligation to you as members.

Thousands of articles and books have been written, seminars or workshops held, and thousands of experts have spoken on the topic of leadership. If you ask 50 people for a definition of leadership, you are likely to get 50 varied opinions and thoughts!

My views and opinions would not be significantly different from the ones with which you are likely to identify. I know that being an active member of the Chamber has assisted me in being a leader. It has made me more aware and knowledgeable of the city and community in which I have resided for more than 25 years. I admit that I have learned more about Fremont, the residents, "movers and shakers," its activities, etc. since I joined the Chamber six years ago when I started my fashion consulting business with Weekenders in 1999, than in all previous years. (My job of very long days and daily activities were located in Santa Clara County.) I feel more a part of the community now because I am also more involved! I have joined in! Hopefully I have set an example of the importance of taking more of an active role or part in the community, organizations and businesses. We share the same goals—to make the community a better place to live and work. It is im-

portant to lead by example, setting your goals and priorities. It is difficult to ask something of someone and to obtain their support, if we are not willing to join them, sharing the rewards or risks with them.

A good or strong leader won't know everything but will recruit people who do; they will have a knowledgeable team of experts, workers and volunteers. We must train and help others to develop and grow, passing on good leadership skills to our youth and those less experienced (i.e. be a mentor). I think a good leader must be a good listener and be willing to hear what is being said!



Barbara Jenkins

We are frequently comfortable "doing it the same way" or thinking "if it's not broken, why fix it?" We should capitalize on the things we do well and on our successes and, at the same time, be willing to listen to other alternatives and options. We gain experience as we go along, likely making mistakes but learning from them. I know from experience that "stepping outside that comfort zone" or "thinking outside the box" brings new adventures, experiences or prospects you would never have seen or known without taking that "leap of faith." I think it is an opportunity rather than a challenge! Of course going outside the comfort zone may be a bit overwhelming or scary. But what is more effective - thinking about the worst case scenario or doing it, learning from it and moving on? The fear of the unknown is much worse than the courage of facing it! Sharing your goals, visions or even fears with others makes them easier to attain or overcome.

I am a proud graduate of Leadership Fremont Class of 2003. I know that all elements of the course and learned skill sets helped me prepare for the position and responsibility as Chair of the Board. If you haven't participated in the Leadership Fremont program, you are missing a wonderful learning experience and growth opportunity. I encourage and invite you to attend and participate in the course, sponsor a session or teach a segment of the class. You too could become Chair of the Board!

2005 Business Climate Luncheon June 24, 2005

12:15 PM to 2 PM
Registration and networking begins at 11:45 AM

Fremont Marriott
46100 Landing Parkway,
Fremont, CA 94539

Speakers:

R. Sean Randolph, *president*, Bay Area Economic Forum;
Assemblymember Alberto Torrico

Mike Elkin, *assistant deputy director*, Entrepreneurial Development, Small Business Administration

Cost:

\$30 for Chamber members
\$40 for general public

Sponsorship:

\$500 for table sponsorship (table of 10)
\$1,000 for event sponsorship (table of 10)

The Fremont Chamber of Commerce is hosting "The 2005 Business Climate Luncheon", the third installment of the Public Policy Forum Series. Our guest speakers will engage in a panel discussion addressing the various issues that impact the Bay Area's business climate, including the cost of doing business, economic development and general trends in the economy. Presentations will be followed by a question and answer period. Please join us and educate yourself on the important issues facing all of us in the Bay Area. Lunch is included.

For more information and to register online, visit www.fremontbusiness.com, or email bsandbrink@fremontbusiness.com

June Calendar of Events

- 1 **Ambassadors Club Meeting**
8 a.m., Chamber Conference Room
- 6 **Communications Team Meeting**
1:30 p.m., Chamber Conference Room
- FCCTV June Show "Leadership Is About Creating Team Spirit" Premieres**
8:30 p.m., Fremont Cable Channel 29
- 7 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 8 **Deadline for submitting articles for July issue of the Fremont Business Review**

Ardenwood Historic Farm Mixer
5 – 7 p.m.
34600 Ardenwood Blvd., Fremont, CA 94555
(510) 796-0199
Imagine 205 acres in the heart of Silicon Valley where time stopped about 100 years ago. Imagine a fully functioning 19th century farm preserved in a modern world, a place for escaping the stress of the daily grind. Please join us and step back in time.
- 10 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 14 **Festival of the Arts Committee Meeting**
6 p.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 15 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- New Member Briefing**
11:30 a.m., Chamber Conference Room
- 20 **Communications Team Meeting**
1:30 p.m., Chamber Conference Room
- 21 **Fremont City Council Work Session**
4 p.m., City Council Chambers
- 22 **Government Affairs Committee Meeting**
7:45 am, Chamber Conference Room
- Hilton Newark/Fremont Mixer**
5 – 7 p.m.
39900 Balentine Drive, Newark, CA 94560
(510) 490-8390
Situated 12 miles from San Jose Airport and 20 miles from San Francisco Airport, the Hilton Newark/Fremont is conveniently located for business and leisure travelers to Silicon Valley or the East Bay Area. Guest rooms have been renovated and offer a spacious work area for the business travelers.
- 24 **2005 Business Climate Luncheon**
12:15 – 2 p.m.
Fremont Marriott
46100 Landing Parkway, Fremont, CA 94539
Bay Area leaders in the business community and government will engage in a panel discussion addressing various issues that impact the business climate, including the cost of doing business, economic development and general trends in the economy.
- 28 **Leadership Fremont Program Steering Committee Meeting**
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers

City Leadership Offers both Rewards and Challenges

by Fred Diaz

Fremont City Manager

I am often asked, "Why did you become a City Manager?" While many people would shy away from a career in local government, where challenges often include significant financial and political issues and a lack of resources to meet high expectations, I am driven by the desire to make a difference!

For me, the desire for leadership as a city manager is the drive to make the community a better place. Strong leadership is not defined by a job that is smooth and problem-free, but rather it is a need to tame the uncertainty that a community might be struggling with to overcome. I find being a city manager an exciting and rewarding career path.

Municipal government has been my chosen career path for the past 24 years, 15 of which have been as a city manager. I actually think of it more as a "calling in life" than a career. Since taking on the challenge of being Fremont's city manager for the past seven months, I have discovered many things that contribute to strong leadership.

First of all, I'm surrounded by an impressive and talented group of professional City staff. The employees of the City of Fremont are doing a great job under a tremendous amount of stress. I have never been in an organization where people care about their jobs so much and work so hard for the community. Leading an organization with the quality of people that we have as employees is an absolute honor and in many ways allows me to focus on the big picture items.

Second, although the City's financial situation is problematic, we consistently balance our budget in an as effective way as possible. However, this comes at a high cost since critical city services such as police, fire and maintenance are provided at a

lower level than the community expects. It is my job as Fremont's administrative leader to effectively communicate with our residents to find out what type of community they desire Fremont to be.

Third, Fremont residents take an active interest in what's going on in their community; they are well-educated and informed about the issues. As a leader, I value community input when making decisions that ultimately affect the entire community.



Fred Diaz, City Manager, City of Fremont

Finally, I find the opportunities for economic development both entrepreneurial and creative. Projects such as the Pacific Commons Retail Center, Centerville Market Place and the City's downtown mixed-use development are rewarding projects to be involved with. As City Manager, I am excited they will serve as an economic catalyst to provide much needed revenues for City services, as well as provide additional shopping opportunities for the community.

Throughout my career, I have enjoyed strong relationships with various Chambers of Commerce in the cities I managed. The Chamber membership is comprised of dedicated individuals who want to give back to their communities. A close working relationship between the City of Fremont and the Fremont Chamber of Commerce is fundamentally important for effective dealing with the issues of today and tomorrow. I look forward to providing the best leadership I am capable of and contributing to Fremont being a great place to live, work and play.

For more information about the City's issues, please call (510) 284-4000.

Fred Diaz is Fremont City Manager. For more information about the City's issues, please call (510) 284-4000.

Emotional Intelligence—

from page 1

4. **Empathy**—recognizing feelings in others and tuning into their verbal and nonverbal cues

5. **Managing relationships**—handling interpersonal interaction, conflict resolution and negotiation.

Recent research highlights why EQ is important in businesses and helps explain why some people in organizations emerge as leaders and others don't, when intelligence alone fails to explain the difference. The Center for Creative Leadership studied "derailed executives" - the rising stars who flamed out. The researchers found that "these executives failed most often because of an 'interpersonal flaw' rather than a technical inability."

Interviews with top executives in the United States and Europe turned up nine so-called fatal flaws. Many of them are classic emotional failings such as poor working relations, being "authoritarian" or too ambitious and having conflict with upper management.

Today's businesses require that employees work together, often in teams. Teamwork requires effective relationships. The workers who are good collaborators and networkers are more likely to get the cooperation they need to achieve their goals and the goals of the company. Those behaviors require EQ.

Anniversaries

30+ Years

Mission Valley Rock Co.
Central Chevrolet
Fremont Optometric Group
-Dr. Deborah Chew
Fremont Optometric Group
-Dr. Victor Gin
Greenstein, Rogoff, Olsen & Co., LLP
Clint Gregg
Rogers Camping Trailers, Inc.
Christy Concrete Products
Berge-Pappas-Smith
Chapel of the Angels

20+ Years

Greer Enterprises
Mission Real Estate & Mortgage
New United Motor Manufacturing, Inc.

10+ Years

Mission Wells Apartments
Joelyn Carr-Fingerle, CPA
Tri-Valley Neurosurgical Medical Group
The Mission Peak Company
Tri-City Tidings
Check Center
Coldwell Banker - Will Butler
Irvington Memorial Cemetery
Dominican Sisters of Mission San Jose
Shelter Against Violent Environments
Horizon Financial Associates
Abode Roommate Finders
Office Depot
St. Joseph School
BEE Jays Business/Tax Service
Kabage Property Management
Roadrunner Mailing Service
Tri-City Volunteers, Inc.
Honey Baked Ham
Silicon Valley College
Wells Fargo Bank - Mowry
T.G.I.F. Body Shop & Towing, Inc.
RE/MAX Executive Realty
-Bill Aboumrad
Advantage Body Shop
Investmark, Inc.
Global Adventures
Fuji Hi-Tech, Inc.
Mattson Technology
1st United Services Credit Union
Chilli's Grill & Bar
Spin a Yarn

5+ Years

Tri-City Church of Religious Science /Center for Positive Living
Citibank
Furniture Medic
Northwestern Mutual Financial Network-Tim Gavin
Thomson Internet Services
SBC
Fremont Bank
Fremont Bank - Brookvale
Fremont Bank - Hub
Fremont Bank - Irvington
Fremont Bank - Mission Valley
Atherton Court

Kiwanis Club of Fremont
Supervisor Scott Haggerty
What's Happening, The Tri-City Magazine
Keller Graduate School of Management
Fil-Am United Church of Christ
Homewood Suites by Hilton - Newark/Fremont
Commonwealth Land Title Co.
Premier Hitch
Atlas Security Services, Inc.
The Depot Cafe
Music for Minors II
Benjamin Chew, D.D.S
Jacinto Mortgage Group, Inc.
Progressive Computer Solutions
Webeze
Daniel R. Huckabay Muscular Therapy/Onsite Chair Massage
Matt Dickstein, Attorney at Law
First American Title

2+ Years

Post Media Group
Cold Stone Creamery
Harriet's Hands
Citizens for Better Community
Insight Vision Correction
More Time Today
Avid Communication Networks
Vesta Builders
MBH Properties
Black Adoption Placement and Research Center
StyleSmith Creations
Warm Springs Chiropractic
Encore Theatrical Supply Co., Inc.
Child Abuse Prevention Agency (CAPA)
Avon Products—Alma McKenzie
Alliance Title Co.
Colonial Supplemental Insurance
Tao-Ping Acupuncture & Oriental Medicine
Fremont Imaging - Open MRI & Sprial CT
Alder Avenue Baptist Church
The IndUS Entrepreneurs (TIE)
Estates at Park Place
Calvary Chapel Fremont
Taylor'd Solutions
AIG Valic Financial Advisors
Investors Trust Mortgage Corp.
PerkinElmer Optoelectronics
Ancestros Mexican Bar & Grill
Juce Plus +
Pearl's Cafe
Executive Transportation Club
Asia Pacific Groups
Smart & Final
HillTop Financial Mtg.
Perfect Health & Longevity
Na Mam O Ke Anuenu A Kamakani
Learning Bee
Mary Kay Cosmetics
- Nancy Wetherholt
Lori-Mei Florist & Gifts
Discover Chiropractic
Postal Annex+ (Gateway Plaza)
AFLAC-Fremont-Charles Boyle
AIG Advisor Group, SunAmerica

Securities, Inc.
All About Interiors
Sushi Harbor
Anthony John Jewelers
Ed Blackburn, CMT
Joli's Gift Baskets & More
WSI-Internet Consulting & Education
Autopia Car Wash & Detail Center
LandAmerica Commonwealth Title
-Jeffrey Sheeder
Alameda Alliance for Health
Go Figure Women's Fitness & More
Healthy Human Yoga
NuBody Fitness For Women
Briones Kajukenbo School of Karate
Dr. Rosalie S. Geronimo
Rhino Security Services

1 Year

NorCalGals Fine Arts & Interiors
Visiting Angels Living Assistance Services
Washington Mutual Home Loan Center-Fremont
myJOBplanet
AC MEDIA USA, Inc.
CHRISDENA Consulting
Pampered Chef-Linda Masters
Globalways Inc.
U.S. Navy Recruiting Office
Kinnaree Restaurant
John Robert Powers-Cory Moore
Robert & Tao Herbs & Acupuncture
Bay Area Blinds & Shutters
1-800-GOT-JUNK?
TGS Agency LLC
Ameriplan USA, (IBO)
-Debra Fodge
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-Howard Beckerman
Kate's Caring Gifts
San Francisco Public Utilities Commission
Skyline Displays Bay Area, Inc.
Platinum Group Realt
-Andrey Esterlis
Dark Indigo, Inc.
Holiday Inn Express Hotel & Suites-Newark
Northern Star Financial & Real Estate
Shred-It
US China International
Fremont Professional Massage and Bodywork
McNally Insurance Services
Red Skye Wine
Cathy Steele Model & Talent Mgmt.
Verizon Yellow Pages
Alpha Delta Hypnosis Center
Alameda County Waste Management Authority & Recycling Board
Bay Area Home Improvements
El Dorado Ranch
Tomodachi Sushi Bistro
Autos Wholesale
Riverpointe Napa Valley Resort

Congratulations to all our members who have reached these milestones

Customers today require service that reflects understanding and respect for their issues and needs. Few businesses can afford to lose customers. Yet, customer service employees without EQ do just that. An article in *Fortune* magazine reported that the reasons for losing customers and clients are 70 percent EQ-related, e.g., the clients didn't like that company's customer service.

Many business consultants talk about productivity of employees. A key factor is the employee attitude toward the company. Employees who feel a sense of engagement with their department and the company overall have a more positive attitude and are happier and more productive. In another article in *Fortune* magazine, it was reported that among the factors that lead to such engagement are supervisors who show they care by

praising and encouraging both growth and at work friendship. Companies with "engaged" workforce are up to 40 percent more profitable. Supervisors who show they care are leaders with Emotional Intelligence.

When it comes to predicting the successful folks in our businesses and trying to determine whose leadership helps propel the company toward its goals, it may be that EQ matters as much as and perhaps more than IQ.

Welcome, New Members

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Are you linked?

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

Do California labor laws confuse you? We have the solutions

2005 California Labor Law Digest
This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated for 2005 laws.
Price \$149

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The 2005 California Human Resource Essentials is bound into a book with color-coded easy reference sections. Also included are all the California business forms on CD.
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2005 Required Notices Kit
The Kit contains all 13 required employer notices on one 26"x39" poster (in English). It also includes the mandatory Paid Family Leave Pamphlets, Workers' Comp Rights and Benefits Pamphlets, UI/SDI Pamphlets and the required California Sexual Harassment Information Sheets.
Price \$81

2005 California Employer Poster
ALL required employer notices on one 26"x39" paper poster. Includes

checklist to ensure poster is displayed according to the law. Available in English and Spanish.
Price \$21

These products are produced by the California Chamber of Commerce, a publisher of top-quality human resource products and services with more than 100 years of experience helping California business do business.

To purchase these products, please contact the Fremont Chamber of Commerce at (510) 795-2244.

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

Wednesday Noon
meets at 12 noon
La Pinata Restaurant -- NEW LOCATION
39136 Paseo Padre Parkway, Fremont
Chair: Gordon Golleto, 510-827-7727
Vice Chair: Staci Talan 510-745-7445

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
Express Personnel
39111 Paseo Padre Parkway 117, Fremont
Chair: Donna Mize, 510-797-5100
Co-Chair: Barbara Behrman
www.connect2succeed.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

Fridays Women In Business
meets at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Sharon Scipilliti, 510-659-1212
Vice: Harriett Whitney, 510-793-7405
www.fremonttwib.com

Referrals Plus
1st & 3rd 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

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

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Doing Business Over Lunch



39116 State St, Fremont
(510) 791-1688
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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
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40645 Fremont Bl, #23, Fmt
(510) 668-1850
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Fri-Sat: 11:30 am-9:30 pm
Sun: 1 pm - 8 pm



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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

Mattson Technology Attains the Market Leader Position in Dry Strip Industry

Mattson Technology, Inc. has achieved the number one position in the \$351 million dry strip market, according to a recent report released by market research firm Gartner Dataquest for the calendar year of 2004. Mattson has led the dry strip industry with 34.3 percent market share, an increase of 10 percentage points from the calendar year of 2003. Mattson's strip business grew by 132 percent compared to the industry average rate of 60 percent. For more information about Mattson Technology, please visit www.mattson.com or call at (800) MATTSON/(510) 657-5900.

The Updated Directory of Human Services for Alameda County Is Now Available

The 2005 edition of The Directory of Human Services for Alameda County, commonly known as The Big Blue Book, is now available for purchase. Over 800 health and human service agencies including childcare, legal services, residential care facilities, health clinics, food banks, domestic violence shelters and other service agencies are listed in this comprehensive directory. To purchase your copy of the Big Blue Book, please call Eden I&R at (510) 537-2710 ext. 502. Reduced pricing is available for non-profit organizations and government departments. For more information about Eden I&R and its numerous housing, translation, after-hours and human services programs, please visit www.edenir.org.

Edward Jones Ranks Highest in J.D. Power and Associates

The financial services firm Edward Jones has been ranked first in J.D. Power and Associates' annual survey of customer satisfaction among full-service investors, according to two Fremont Edward Jones investment representatives Drew Thompson and Jim Urda. The survey, released as the 2005 Full-Service Investor Satisfaction Study, ranked Edward Jones ahead of 19 other firms. Six key factors were considered: integrity of the brokerage firm; information resources; account management; cost; investment representative/advisor; and customer service. Edward Jones earned industry-leading scores in the information resources, account management and investment representative/advisor factors. The Edward Jones interactive web site is located at www.edwardjones.com.

Sponsorship Opportunities for Rotary Club's Golf Tournament

The Rotary Club of Warm Springs has set the date for its 17th Annual Golf Tournament for Friday, July 22, 2005. The event will take place at Poppy Ridge Golf Course in Livermore. The club offers some exciting new opportunities for sponsors. In addition to tax-deductible contributions and participation in the golf game, the sponsors would be able to showcase their products and services at the "Sponsor Pavilion" and "Tee Tents." The Master Sponsors would receive the Paul Harris Fellow award for their significant contributions to the community. For more information, please contact Steve Wyatt at (510) 676-8521 or visit www.wsrotarygolf.org.



Monthly Visits to the Chamber Website

www.fremontbusiness.com

11,424

Total number of visits during the month of April 2005

10,633.25

Average # of visits per month (2005)

[data provided by Deep Metrix LiveStats]

DEEP METRIX

"ME Time" for Leaders

by **Stephanie Y. Rothman**
Certified Hypnotherapist

How effective is a leader who has an extra heavy workload, is constantly pulled in a million directions, and feels overworked and stressed? Would the team members of such a leader be happy and productive?

The leaders need to take control of their own lives first before they can effectively manage their employees. What can the leader do? One solution might be establishing a "ME Time." This means that you inform your employees/workers that during certain time you are going to do a stress relieving activity. The best time for this, biologically speaking, is the mid-afternoon slump which usually hits people between 12:30 and 2:30 p.m. Your body's wisdom is telling you to take a break. You may take a short walk, do deep breathing (read my

tips about this in April issue of the newsletter), take yourself on a 10-minute hypnotic vacation, do 10 minutes of yoga, take a cat nap, or go outside and sit quietly in nature. Nature is a great restorative source.

Stress is nasty. It can really slow you down in your work and may eventually kill you. Take a little "ME Time" every day, and, who knows, you may save your own life and the lives of your team members. At the very least, you would be more effective as a leader and a lot happier. If you feel really good, you might want to consider giving your team

members some "ME Time," too. They would be much more productive, healthier and happier. I am sure the results would exceed all expectations!

Stephanie Rothman, Certified Hypnotherapist, a full-time hypnotherapist since 1993, is trained in many modalities which she incorporates into her healing practice. Her agenda for you is to provide you with the help you need in the least of amount of time with the best and most lasting results. She will teach you how you can help yourself for the rest of your life.



Stephanie Rothman

Please visit her website: <http://www.lets-talk.com> and her blog: hypnoticreflections.blogspot.com

Dollars for Scholars —

from page 1

she represents student government, leads the swimming team, has initiated starting an art appreciation club, and has played leading roles in school performances. Jessica Lin has been tutoring her peer students in French, Science and English; she also is president of conflict mediation club at her school. This is just a short list of their accomplishments.

The success of these students looks especially remarkable after learning about their unique family situations. It is clear that the scholarships from the Fremont Chamber of Commerce Dollars for Scholars would really make a difference for them being able to go to college.

"It is a great feeling that the Chamber is helping change the lives of local students," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "Among the Chamber's core values is education and development of a well prepared

and educated workforce in our community. We hope our affiliation with the Dollars for Scholars program would inspire the next generation of students in our area to achieve excellence in education. We want to show them that our business community cares about them and their future. We also would like to unite our business members in their desire to develop positive connections with local students - our future workforce. The Chamber's Dollars for Scholars program is a great opportunity to donate and receive a tax deduction while investing in the success of our local community."

According to Scholarship America, Dollars for Scholars' parent organization, students around the country receive more than \$3 billion per year in private scholarships that help them pay for the rising price of going to college. A recent national report quoted on the Scholarship America website concluded that private scholarships

are important because they can be targeted at a local level and help students who slip through the cracks of other programs. Scholarship America is the nation's largest non-profit, private sector scholarship and educational support organization.

Dollars for Scholars, a program of Scholarship America, is a national network of over 1,210 grassroots community-based, volunteer-driven scholarship foundations in cities, towns and neighborhoods throughout the United States. Last year, Dollars for Scholars chapters raised more than \$58.3 million, awarded over \$29 million in scholarships to 34,828 students, and invested the remainder primarily in endowment funds for future scholarships.

For more information about the Fremont Chamber of Commerce Dollars for Scholars program, please visit the Chamber's website www.fremontbusiness.com and select Community section.

Decision Making—

from page 1

the creativity and innovation necessary to accommodate change.

Develop a Vision

There are several identifiable traits to a transformational leader. One of the core qualifications is the ability to develop and implement an organizational vision that integrates key program elements, such as goals, priorities and values. Inherent in this quality is the ability to balance change and continuity, to continually strive to improve customer service and program performance within the basic organizational framework, to create a work environment that encourages creative thinking, and to maintain focus, intensity and persistence under adversity.

Transform the Vision into a Range of Activities

Leaders motivate managers to incorporate vision, strategic planning and elements of quality management into a full range of

the organization's activities. They encourage creative thinking and innovation, influence others toward a spirit of service and design, and implement new or cutting-edge programs and processes.

Leaders also need to understand the roles and relationships of the components of policy making and implementation processes, including community leaders and interest groups. They formulate effective strategies to balance interests consistent with the purpose of the organization. They deal effectively with pressure, maintain focus and intensity, and remain persistent, even under adversity. They recover quickly from setbacks.

Craig Steckler is Fremont police chief and a graduate of the Leadership Fremont Program of the Fremont Chamber of Commerce. Craig may be reached at (510) 790-6810 or csteckler@ci.fremont.ca.us.

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

Member Benefit: Scholarship

Experience of Marian Briones from 1 Stop Web Solutions

by Natalia Smothers
Marketing Coordinator

When a company joins the Chamber, usually it concentrates on the Chamber benefits most appropriate to the firm's business. It is hard to comprehend the whole list of numerous Chamber services at once. A lot of Chamber members benefit from reviewing this list again and again and learning about new possibilities for their organizations.

Marian Briones with her company 1 Stop Web Solutions has been a member of the Fremont Chamber of Commerce for about four years. She has become an active Ambassador and has networked with hundreds of other Chamber members when she learned about a unique possibility of getting a scholarship for the Leadership Fremont program.

"I was at one of the member briefings as an Ambassador," said Marian. "I listened again to KK's great presentation about numerous benefits and remarked that I would definitely apply for the Leadership Fremont if I could afford it. Before I knew it, KK gave me an application for the scholarship. In a few weeks, as a small business owner, I received a partial scholarship covering half of my tuition for the program."

Even though Marian wasn't a novice in networking, she was amazed how much more effective she could be after one of the first Leadership Fremont sessions. She learned that the way you shake hands, make eye contact, or even stand in a circle of people, you may be perceived as a "needy," intimidating person or a friendly individual open to any conversation. Marian has noticed that following this advice from the program instructor Pat Mayfield increased

her confidence meeting people. Many of them remembered Marian quite well. Marian was surprised that Fremont Vice Mayor Dominic Dutra remembered her name at a meeting a few weeks after she had an introduction at the City of Fremont during the Leadership Fremont session. With such contacts, Marian was able to help her husband George expand his karate school to new locations in Fremont.

Marian put to use another "little" tip from the Leadership Fremont program. She now hand writes "Thank You" cards to her new customers and sends personal invitations for events instead of doing usual email blasts. For a web designer who is used to doing most of her business on a computer, this untraditional touch brought something special to the relations with her current 30 customers. When she meets

her clients, she also watches for her table manners and choice of business clothes learned during Leadership Fremont sessions.

Marian is especially pleased with winning an account from a large organization last year. She was among 69 web developers bidding for designing and maintaining a website of the United States Masters Swimming, Inc. in Washington, D.C. She hopes this is just a start of expansion in her business.

The Leadership Fremont program has one full day session just once a month during its nine month training. Occasionally Marian found herself thinking about urgent questions in her business projects and couldn't concentrate on the session discussion very well. She even had to miss a session which included individual videotaping of the participants. Marian noticed that some of her classmates changed their hair-

style and some of the manners after watching their video recording.

Marian was glad she was able to attend the session about identity fraud. The instructor started his lecture by showing a printout with personal information about ...Marian.

"I couldn't believe my eyes. A stranger had my personal addresses for the last 10 years, my married and maiden names, information about my father, and other data," said Marian. "Apparently this was quite easy to obtain. I was shocked to learn about all the tricks the criminals use for the Internet scams. I could listen to this lecture forever. Now I advise everyone who is connected or works on the Internet to watch out for these scams."

Marian is sure that each participant in the Leadership Fremont program found different things to be valuable. For her, personal leadership skill sets were the most helpful. For others, community issues and a teamwork project covered in the program might have been the most important for their career development. The bottom line is that everyone has benefited.

The diversity of the participants in the program has been an asset in itself. Where else would representatives from small and large companies, non-profit organizations and city departments have the chance to work and study together? To promote such diversity, the Fremont Chamber of Commerce every year offers full and partial scholarships for the Leadership Fremont program. To qualify, the applicant has to be either a small business owner, leader of a non-profit organization, or a city official. In the class of 2005, along with Marian Briones, two other participants received the partial scholarship: Kathy Lievre, chief executive officer at the Tri-City Health Center and Susan McMahon from the City of Fremont.

For more information about the Leadership Fremont program, please visit the Chamber's website fremontbusiness.com and select Community section. If you are interested in more information about the scholarship benefit, please contact KK Kaneshiro at (510) 795-2244, ext. 103 or kkkaneshiro@fremontbusiness.com.



Marian Briones

Alameda County Fair

News from Alameda County Fair
June 24 to July 10, 2005
www.AlamedaCountyFair.com
Phone: 925-426-7600

Fair to Host World Record Attempt

The Alameda County Fair and Playing At Learning have partnered to organize a world record-breaking attempt to construct the largest Rube Goldberg Machine ever seen during the July Fourth weekend. This project has begun in May as a contest in four class divisions. The machines will be on display in the Technology Adventures Building during this year's fair. The current world record holder for the largest Rube Goldberg Machine is Monache High School in Porterville, CA, whose students designed a 113-step machine out of everyday materials.

American Idol Star and International Sensation to Perform at the Fair

American Idol runner-up Diana DeGarmo joins a stellar lineup for the 2005 Alameda County Fair concert series, along with international superstar José Feliciano, teen music/movie/television sensation Raven-Symoné, flame-haired comedian Carrot Top and other performers. The Fair offers two shows nightly at 6 p.m. and 8 p.m. (except July 4), and all concerts are free with the fair admission. Complete 2005 Alameda County Fair Concert Series

6/24	The Charlie Daniels Band
6/25	Village People
6/26	Graciela Beltrán
6/27	Charlie Musselwhite & Elvin Bishop
6/28	Josh Turner
6/29	José Feliciano
6/30	War
7/1	Raven-Symoné
7/2	Diana DeGarmo
7/3	Starship featuring Mickey Thomas
7/4	Red White & Blues Festival
7/5	AC/DCShe
7/6	Rita Coolidge
7/7	Carrot Top
7/8	Jaci Velasquez
7/9	ConFunkShun
7/10	Tracy Lawrence

Alameda County Fair Discount Tickets Are On Sale

If you buy your tickets for the 2005 Alameda County Fair by June 23, you may save up to 33 percent of the regular cost. Tickets can be purchased online at www.AlamedaCountyFair.com or at any of the many ticket outlets throughout Alameda and Contra Costa Counties such as Long's Drugs, Raley's/Nob Hill Foods, Washington Hospital and other locations. Kids have free access every Friday, and seniors are free each Wednesday during the run of the fair, June 24 through July 10. To purchase tickets, visit www.AlamedaCountyFair.com or call (925) 426-7600.

Are You Complying with Payroll Requirements?

Employers can minimize their compliance and audit risks by meeting the recordkeeping requirements of the Internal Revenue Code (IRC). The IRC requires all employers that withhold and pay federal income, social security, and Medicare taxes to maintain certain records for each employee. Failing to meet these recordkeeping requirements can mean big penalties, not to mention large settlement awards, should you be unable to provide the required information when requested by IRS or in an employment-related lawsuit.

Income, Social Security, and Medicare Taxes

These are the records that employers must keep for at least four years after the due date of the employee's personal income tax return (generally, April 15) for the year in which the payment was made:

- The Employer Identification Number (EIN).
- Employee name, address, occupation, and social security number.
- Total amount and date of each payment of

compensation and any amount withheld for taxes or otherwise. This should include reported tips and the fair market value of non-cash payments.

- Amount of compensation subject to withholding for federal income, social security, and Medicare taxes, and the amount withheld for each tax.
- Pay period covered by each payment of compensation.
- The reason(s) why the total compensation and the taxable amount for each tax are different if that is the case.
- Employee's Form W-4, Employee's Withholding Allowance Certificate.
- Beginning and ending dates of the employee's employment.
- Statements provided by the employee reporting tips received.
- Information regarding wage continuation payments made to the employee by an employer or third party under an accident or health plan, including the beginning and ending dates of the period of absence from work and the amount and weekly rate of each payment (including payments made by

third parties), as well as copies of the employee's Form W-4S, Request for Federal Income Tax Withholding From Sick Pay.

- Fringe benefits provided to the employee and any required substantiation.
- Requests from an employee to use the cumulative method of wage withholding.
- Adjustments or settlements of taxes.
- Copies of returns filed (on paper or by magnetic media), including forms 941, 943, W-3, 6559, Copy A of Form W-2, and any Forms W-2 sent to employees but returned as undeliverable.
- Amounts and dates of tax deposits.

Unemployment Tax

Employers subject to the Federal Unemployment Tax Act (FUTA) must also keep records to substantiate the following for at least four years after the due date of Form 940 (or 940-EZ) or the date the required FUTA tax was paid, whichever is later:

- The total amount of employee compensation paid during the calendar year.
- The amount of compensation subject to FUTA tax.

- State unemployment contributions made, with separate totals for amounts paid by the employer and amounts withheld from employees' wages (currently, Alaska, New Jersey, and Pennsylvania require employee contributions).
- All information shown on Form 940.
- The reason why total compensation and the taxable amounts are different if that is the case.

Department of Labor, State Requirements

There are also record retention requirements set by the Department of Labor (DOL), as well as wage-hour and unemployment insurance agencies on the state level. You can read the DOL's rules at <http://www.dol.gov/dol/topic/wages/wagesrecordkeeping.htm>. Links to all state agencies are available at <http://www.americanpayroll.org/states.html>.

The American Payroll Association's strong partnership with the IRS and SSA allows it to prepare its classes and publications with the most accurate and up-to-date information to educate employers. IRS and SSA experts speak at many APA conferences and one-day seminars, including its Payroll Tax Forum. As a member of IRS' advisory committees, APA provides input toward improving the nation's wage and tax reporting process. More information about the APA is available at www.americanpayroll.org.

Reprinted with permission from *SSA/IRS Reporter*, Spring 2005

Chamber Backs Pro-Business Bills

By Billy Sandbrink

Director of Government Affairs

The Board of Directors for the Fremont Chamber of Commerce voted at its monthly meeting to SUPPORT three bills that would benefit the business community if they are passed. The bills would help relieve California manufacturers from a double tax on manufacturing equipment and broadband deployment, make it easier for employees to work alternative schedules, and curb "shakedown" lawsuits involving the Americans with Disabilities Act (ADA).

AB 1580 (Torrico) – Equipment Tax Exemptions

AB 1580 would provide an exemption for qualified taxpayers from the state portion (5 cents per dollar) of the sales tax on new purchases of qualified manufacturing equipment, broadband deployment equipment, and research and development assets. Currently California is one of three states to enact a tax on both the purchase of manufacturing and broadband deployment equipment and on the sale of goods produced by such equipment. This effectively creates a double tax on manufacturing equipment and hinders a company's ability to invest in California.

For a number of years, California had the Manufacturers Investment Credit (MIC) that gave a tax credit to manufacturers to encourage them to invest in California. In a quote on the website of the California Manufacturers and Technology Association (CMTA), Intel's Director of External Tax Affairs Ray Rossi stated, "People

ask whether Intel will invest in capital or research but that's the wrong question. It's not whether but where. It's not a coincidence that Intel invested \$2.7 billion in California after the implementation of the Manufacturers Investment Credit." Although this bill would not reinstate the MIC, it would provide relief to various companies and level the playing field for California companies.

The Chamber views this bill as a vital tool for stimulating investment for important California industries. Research by the Milken Institute has shown that this bill would create jobs and provide a net benefit to the economy and the state's coffers.

This bill has also been endorsed by the California Manufacturers and Technology Association, Lockheed Martin Space Systems, Verizon Wireless, Bayer and Cal-Tax.

Bill Status: As of the printing of this article, the bill was put in the suspense file of the Assembly Revenue and Taxation Committee.

AB 640 (Tran) – Four Day Work Week

California law generally allows employees to work 8 hours per day and 40 hours per week and requires overtime pay for additional time worked. The law also allows an existing work unit to vote to adopt an alternative work week, up to 10 hours per day within a 40 hour work week. To approve the alternative work week, two-thirds of the unit must give approval for the alternative work week via secret ballot.

AB 640 would remove the restrictive barriers employees currently face

to adopting an alternative work week by allowing employees, with the permission of their employer, to adopt an alternative work week of up to 10 hours a day, 40 hours per work week.

The Chamber supports this bill because it would increase worker's productivity and quality of life by allowing employees to set schedules that work best for them. Alternative work schedules allow employees to travel to and from work during off-peak times, meaning less commute time and more time with their families as well as having a three day weekend.

Bill status: The Committee of Labor and Employment failed to pass the bill on April 20, 2005. Reconsideration was granted, but more than likely the bill would not be reviewed until next year.

SB 855 (Poochigian) – ADA Lawsuits

The Americans with Disabilities Act has been an important piece of legislation in the fight to provide equal access to disabled persons at restaurants, stores, buildings, etc. Unfortunately, there are some people who use this law maliciously. They purposely seek out businesses that are perceived

as being in violation of the ADA. A number of companies were sued by these people and lost their business being unaware of the ADA violation.

SB 855 would establish requirements for an aggrieved party to follow before bringing the suit. The aggrieved party would have to give notice of a perceived violation of the ADA law and the specific damages associated with the perceived violation to the owner of the property via certified mail or personal delivery. The owner would have 30 days (from the date the notice was received) to respond via certified mail or personal delivery. Businesses would then be able to fix their access issues within 120 days of receiving the notice, refute the charges or indicate that the violations have been taken care of.

By enacting these sensible procedures, predatory lawsuits seeking nothing more than money would be significantly hindered, while preserving the rights of the disabled.

Bill status: The Committee of Labor and Employment failed to pass the bill on April 20, 2005. Reconsideration was granted, but more than likely the bill would not be reviewed until next year.

Get Involved! It's quick and easy!

The Fremont Chamber is becoming increasingly involved in its advocacy efforts benefiting the business community. In order for the Chamber to be effective, we need our members to get involved as well. Often people don't realize their power as concerned citizens over decision-making process of elected officials such as members of a City Council or U.S. Senators. Well-coordinated and informed groups of volunteers are often more powerful and influential than paid staff of an organization because they are directly impacted by the issue at hand and they are the people who vote.

Involvement can be as much as serving on the Government Affairs Committee. You also can help personalize an easy-to-edit form letter to send to a Legislator regarding a bill. Your presence at a City Council meeting would be helpful, too.

To find out how you can be most effective, please contact Billy Sandbrink, director of government affairs, at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.



FCCTV: Fremont Chamber of Commerce Television

Leadership Is about Creating Team Spirit

Authority of a managing position certainly gives you some power to accomplish objectives at an organization. However, this is mostly a push-down approach which has proven to be less productive than creating a team environment where all the members are excited about achieving high goals. The manager would need to use his or her personal skills building trust and

team spirit in the group to gradually become a true leader.



Pamela Fong

What works for different leaders in creating the team environment? Please see a discussion of this topic in the June program of the Fremont Chamber of Commerce TV (FCCTV). KK Kaneshiro, director of member services and host of the FCCTV, introduces two guests on the show: Pamela Fong from New

United Motor Manufacturing, Inc. (NUMMI) and Gary Leatherman from the Fremont Unified School District. They talk about their management experience and give helpful tips about gaining effective leadership skills.



Gary Leatherman



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