

BUSINESS REVIEW

Domestic Abuse

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Health Care Tax Credit

Does Your Small Business Qualify?, p. 7



Computer & Network Safety

Advice from Brendon Whateley, p. 8



VOLUME 11,
NUMBER 2

Safety & Security – Protecting Your Workers, Your Business, and Your Assets

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2010

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by **Thomas E. (Ted) Boyce, Ph.D.,**
Center for Behavioral Safety

Seventeen years of experience helping companies improve safety performance has taught me a few lessons. All combine good behavioral science with practical real-world application.

Proactive Safety: Reduce Workplace Injuries by 50%

Following these guidelines typically produces a 50% reduction in injuries within a year:

1. *Recognize that safety improvement is a process that takes time. Businesses are complicated systems with unique cultures.* The shared values, beliefs, and perceptions of the workforce influence performance as much as the formal company rules, regulations and policies. No long-term behavior change will occur without changes in these accepted practices.
2. *Customize the process to fit YOUR needs by involving employees.* Em-

ployees know more than management about workplace hazards and at-risk behaviors. Allow them to demonstrate this expertise. If you empower employees with key decisions about how your safety process will work, they will offer outstanding suggestions and help you identify potential barriers that need to be addressed. As a result, they become more likely to buy-in and participate in their own safety and the safety of others. By building on a foundation of sound principles and customizing the use of those principles to fit your situation, safety processes can

look very different across companies except for one thing...they will produce a reduction in injuries.

3. *Focus on observable behaviors.* Traditional safety programs place too much emphasis on injury rate. Injuries are the outcomes of behavior. Focusing on what employees are doing throughout the work day allows you to be proactive instead of reactive. This will reduce injury rate.

—Injury Reduction
page 6

Workplace Violence Prevention: A Legal and Ethical Obligation



by **Andrew "Andy" Overton**
Overton Security Services

Workplace violence is any type of violence or threat of violence against you or your employees. While most violent threats in the workplace are not life threatening and do not lead to an actual physical attack, there are many other types of threats that may

be considered violent. Threats such as stalking, bullying, harassment, emotional abuse, verbal abuse and intimidation are all part of the workplace violence problem that has become a growing concern for employers and employees of small businesses and corporations alike.

The Fed-OSHA Act "General Duty Clause" states clearly that employers have a legal if not ethical obligation to establish a work environment free from violence, and may face serious liability if negligent in this duty. In addition to liability and lawsuit costs as a result of workplace violence, you may experience lost work time, a drop in employee morale, a loss in productivity, increased workers' compensation costs and prolonged medical expenses.

As an employer, you will need to establish a workplace violence preven-

tion program in writing, outlining standard policy and operating procedures that express your lack of tolerance for violence and outline a course of action if abused. Although all larger corporations have definite written policies and procedures in place, many smaller companies do not. If your company does not have a written policy on workplace violence, the time to create one is now.

When writing your policy you must bear in mind that risk varies with the employee job description and with your type of company in general. If you exchange money, have extensive public contact, work in a high crime area or late at night, deliver goods, services or passengers, you have a higher

—Workplace Violence
page 2

Prevent Work Related Injuries before Costs Injure You: Make Ergonomics and Biomechanics Part of Your Solution

by **Joshua J. Stone, MA, ATC, NASM-PES**
Medical Functional Assessments

The mega trends of the 21st Century workforce require innovations to reduce work related injuries. The past twelve years have seen a significant increase in work related injuries. Demographic data suggests that in the next 10 - 20 years, the median age of workers will be near or over age 50. These demographic groups have a higher incidence of lower back, repetitive musculoskeletal, and common nerve injuries such as Carpal Tunnel Syndrome.

A company can expect to pay over \$40,000 for a permanent disability claim by an injured worker based

upon the Bureau of Labor Statistics (2007). According to the Insurance Information Institute, 59 % of this cost is for medical care while the remaining 41% is used to cover lost time from work (indemnity). Currently, only four cents of every dollar is dedicated to preventative medicine.

There are some common sense strategies employers may implement to help bring their work safety and workers' compensation issues into this new reality. There are several rebate programs to help small companies pay for injury prevention pro-

—Ergonomics
page 3

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Visit www.fremontbusiness.com





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2010 – 2011

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Staff

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

Nina Moore, Dir. Gov't & Comm Affairs,
ext. 107, nmoore@fremontbusiness.com

KK Kaneshiro, Dir. Member Services, ext. 103,
kkaneshiro@fremontbusiness.com

Napoleon Batalao, Webmaster, Layout Editor, ext.
102, nbatalao@fremontbusiness.com

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**June 18 to July 23
Chamber Food Drive
Drop non-perishables at
the Chamber office.
All donated food helps
those in our community.**



Guest Editor Message Domestic Abuse: Why Should Businesses Care?

by Sherri Plaza
Safe Alternatives to Violent Environments

“Safety and Security in the Workplace.” When I saw that as an upcoming topic for the Chamber’s *Business Review*, I jumped at the chance to share what safety means to me – keeping victims of domestic violence safe – particularly how this impacts the workplace. Chamber staff members – Cindy, Nina, and KK – have been great supporters of SAVE, so now it would be my turn to support them as guest editor.

In the 30+ years that SAVE (Safe Alternatives to Violent Environments) has been around, great strides have been made in the domestic violence movement. Law enforcement now works closely with agencies like SAVE to protect victims of abuse, whereas decades ago they would not get involved in “personal family matters.” Laws exist to protect the rights of domestic violence victims and to prosecute the abusers. Schools invite SAVE to educate teens about healthy relationships since they recognize that abusive relationships are not restricted to adults. Faith leaders speak to their congregations about abuse and teach that love shouldn’t hurt.

Yet, domestic violence is still an issue often swept under the rug in the workplace, as if it really were simply a “domestic” problem. It is not. It is a crisis that affects nearly one-third of all Americans. A 2002 survey revealed that more than half of senior corporate executives have been aware of employees who suffer from domestic abuse – and yet the social stigma of domestic abuse often leads to silence and avoidance between employee and employer. Denial from both parties about this issue, however, ultimately comes at a high cost to both the abused and the workplace.

Why should businesses care?

1. *From a purely practical standpoint, domestic violence leads to a significant loss of productivity.* In one study, roughly 40% of abused women cite domestic abuse as having a big impact on their work in the forms of lateness, absences, maintaining employment, or lost promotions. Abusers use work time to control their victims in the forms of constant phone calls, emails, and texts.

2. *Big health-care expenses for employers are another consequence of domestic violence.* 37% of all women admitted into the emergency room for violence-related injuries are there because of domestic violence. Outside of immediate injuries, women who experience any type of violence or abuse are also significantly more likely to report “fair or poor” health, and almost twice as likely to report depression. In fact, health care expenses make up two-thirds of the total cost involved with domestic violence, which brings the total national health care cost of domestic violence to nearly \$4.1 billion.

Workplace Violence—

from page 1

risk factor than if you work in a secure office building. These risk factors must be taken into consideration when formulating your program. The program itself may be in the form of an employee handbook as part of the hiring packet, part of your safety manual, or a document with just a few pages specifically dedicated to workplace violence prevention and resolution.

Your written program should be predicated with a statement that establishes a zero-tolerance policy toward workplace violence against or by your employees. Foster an atmosphere that will encourage employees to come forward if they experience or witness workplace violence. Establish a definitive step by step procedure to deal with com-

plaints that will guarantee that any grievance will be taken seriously, investigated and resolved. It is vital that every procedural step be documented in writing and signed off by all parties involved. You must distribute a copy to all employees re-

“Legally you may be held responsible if a violent act occurs at your place of business, whether it is against or by an employee, vendor or customer.”

quire each to sign a statement acknowledging that they have received and read these policies, understand them and agree to fully comply by their provisions. Also as an employer, you need to recognize the high-risk everyday behaviors that indicate the need for preventative intervention. There are warning signs that communicate a propensity toward violence long before it occurs. Legally you may be held responsible if a violent act occurs or your place of business, whether it is against or by



3. *Domestic violence also creates the additional cost of security concerns and lawsuits that affect the entire workforce.* This is not to imply that co-workers are in danger, but businesses can incur expenses to keep the victim safe. 94% of corporate security directors surveyed ranked domestic violence as a high security problem at their company, and juries grant an average of \$1.2 million annually to employees whose employers fail to protect them at work from violence.

What can businesses do?

These are all serious consequences that domestic violence has on both the personal lives of the abused, and the pocketbooks of the workplace - consequences that can be prevented, or at least mitigated, by an educated and supportive employer. Companies can take a number of steps to help:

- Adopting company policies that are thoughtful, realistic, and specific about domestic violence - and holding proper training on such policies.
- Making company benefits victim-friendly, and protecting confidentiality; being consistent and vigilant about protection of the abused.
- Creating an atmosphere that provides safety, trust, and viable options for the abused.
- Designing appropriate training courses to deal with domestic violence in a productive way. Employees are 14 times more likely to ask for workplace counseling services for domestic abuse problems after participating in domestic violence training in companies. The results from such counseling demonstrate substantially lowered rates of absenteeism.

For such programs, it is important that employers utilize local domestic violence programs that are designed to support victims of domestic violence and that they consult with the local experts for advice and training. Safe Alternatives to Violent Environments (SAVE) in Fremont is just one example of a local non-profit that offers free consulting on developing an appropriate response to domestic violence in the workplace, as well as training for staff and managers on the impact of domestic violence in the workplace. Just as the abused shouldn't have to deal with the effects of domestic violence alone, employers shouldn't either.

Sherri Plaza is the Development and Outreach Manager for SAVE. She would like to thank volunteer Helen Zou for "ghostwriting" most of this article. Sherri can be reached at development@save-dv.org or (510) 574-2256. For more information about SAVE, visit www.save-dv.org



Josh Stone, Director of Functional Ergonomics

ergonomist can quickly alleviate your company issues. The adjustments an ergonomist makes are typically simple, small and rarely require capital expenditure. The cost of bringing an ergonomic consultant to your company is quickly offset by eliminating injury and preventing indemnity.

A large component of ergonomics is biomechanics, which unfortunately is often overlooked. Ergonomics only provides the opportunity for correct biomechanics to occur, but biomechanics addresses employee postural faults. Imagine you were given a Ferrari but had no idea how to drive a stick shift. Ergonomics is the same; in order for ergonomics to be effective, the ergonomist must correct biomechanics.

All individuals, healthy or unhealthy, have specific biomechanical patterns. Improper biomechanics while performing job tasks can lead to serious long term injury. Simple ergonomic adjustment to the work space is not enough to prevent injuries. Every ergonomic set-up should be accompanied by biomechanical evaluation.

Examples of poor biomechanics include protracted (forward) head, rounded shoulders, or slouching while sitting. These common biomechanical patterns can lead to debilitating injuries such as cervical myofascial pain syndrome (i.e., stiff neck) or Carpal Tunnel Syndrome, both of which can cost employers big money. The properly trained ergonomist will also prevent lower back injuries through biomechanical education and training about safe lifting mechanics.

Several other options exist for employers to prevent injuries. Simple changes such as shift rotations, mandatory breaks, stretch breaks, computer lockouts and encouraging employee fitness have proven beneficial in reduction of workplace injuries.

A well developed injury prevention program can significantly reduce the employer's responsibility to pay medical costs and indemnity. A large scale study performed at a major California employer demonstrated medical cost reductions of 55% -70% and decreased indemnity costs of 62% - 80% following aggressive prevention strategies. In tough economic times a little prevention can save companies big dollars.

Medical Functional Assessments and Robert Bruce Miller MD, Inc is located at 2557 Mowry Ave #22 in Fremont. We strive to help employers prevent injuries and facilitate earlier return to work. For additional details about our services, please see our advertisement insert in this issue of the Fremont Business Review or visit us online at www.medicalfce.com. Joshua Stone is Director of Functional Ergonomics and he can be reached at (510) 795-7746.

grams. The recently passed federal health care legislation introduces several tax breaks for injury prevention programs. Employers must identify and take advantage of cost effective approaches to prevent work related injuries. Ergonomics is one such injury prevention strategy employers may utilize.

Ergonomics does not have to be problematic, expensive or time-consuming. A quick phone call to a qualified

“The cost of bringing an ergonomic consultant to your company is quickly offset by eliminating injury and preventing indemnity.”

June

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

2 Ambassador Meeting
8 a.m., Chamber Conference Room

Soroptomist at Papillon Restaurant Mixer
5 - 7 p.m.

37926 Mission Blvd., Fremont
Phone: (510) 793-6331
Business and professional women committed to improving the lives of women and girls in local communities and around the world. The club's identifying project for the past 6 years has been "Pretty Bags for SAVE" which supplies bags filled with personal care items to women at the SAVE Domestic Violence Shelter during the holiday season.

3 Festival of the Arts Committee Meeting
6 p.m., Depot Diner

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

11 Chamber Board of Directors Meeting
7:30 a.m., Chamber Conference Room

15 Fremont City Council Work Session
Time TBA., City Council Chambers

16 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

Finance Committee Meeting
8:30 a.m., Washington West Strategic Development Conference Room

Member Briefing
11:30 a.m., Chamber Conference Room

Anna Jacoby Interiors Mixer
5 - 7 p.m.
38750 Paseo Padre Pkwy., Ste. C10, Fremont
Phone: (510) 378-6989
Anna Jacoby Interiors specializes in creating rooms for "real people" like you. Keeping your taste, lifestyle and budget in mind, Anna Jacoby provides affordable design guidance, an expert eye and creative flair to help you get the home you want.

18 Chamber Food Drive Starts
Drop non-perishables at Chamber offices.
All donated food helps those in our community.

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

23 Government Affairs Committee Meeting
7:45 a.m., Chamber Conference Room

Public Policy Luncheon: Health Care Reform
Noon - 2 p.m. (Registration, 11:30 a.m.)
Hilton Newark/Fremont
Make your reservations online!

30 Silver & Black Telecom Mixer
5 - 7 p.m.
39488 Stevenson Pl., Ste. 100, Fremont
Phone: (510) 279-9411
Silver and Black Telecom provides telecommunication solutions to the greater San Francisco Bay Area, including Fremont, Newark, Union City, Hayward, San Jose, Santa Clara and Milpitas. They are committed to being with you every step of the way, from the inception of a design idea, to the implementation, training, and ongoing maintenance service.

Chamber Calendar of Events

July

1 Festival of the Arts Committee Meeting
6 p.m., Depot Diner

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

7 Ambassador Meeting
8 a.m., Chamber Conference Room

9 Chamber Board of Directors Meeting
7:30 a.m., Chamber Conference Room

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

14 Finance Committee Meeting
8:30 a.m., Washington West Strategic Development Conference Room

20 Fremont City Council Work Session
Time TBA., City Council Chambers

21 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

23 ChamberPak Deadline
Chamber Food Drive Ends

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

28 Government Affairs Committee Meeting
7:45 a.m., Chamber Conference Room

Newpark Mall Dental Group Mixer
5 - 7 p.m.
1131 Newpark Mall, Newark
Phone: (510) 796-8888
Newpark Mall Dental Group aims to be your one-stop resource for all dental services from pediatric care through orthodontics, adult care, veneers, whitening, implants and anything else you may need, all using state-of-the-art equipment. They look forward to making you smile!

Grow your business, increase your network. Free business building forums and networking events

Visit our online events calendar at www.fremontbusiness.com



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Jim Clark (Tuesday morning) or Naeem Malik (Friday morning) by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539



Community
Calendar

The Chamber also lists community events! Visit www.fremontbusiness.com/commCalendar.htm for the latest community oriented events in Fremont and the Tri-Cities area. Got an event? email Nina Moore at moore@fremontbusiness.com Look at our RSS feed: <http://tinyurl.com/6cugdwo>

New Members

Banks

Wells Fargo – Fremont Blvd.

John Belardo
40982 Fremont Blvd.
Fremont, CA 94538
(510) 661-3780
john.belardo@wellsfargo.com
www.wellsfargo.com

Biotechnology

Wafergen Biosystems

Mona Chadha
7400 Paseo Padre Pkwy
Fremont, CA 94555
(510) 651-4450
mona.chadha@wafergen.com
www.wafergen.com

Business Services

Execonnect

Staey Carpenter
P.O. Box 4777
San Jose, CA 95150
(408) 206-1074
staeyc@execonnect.com
www.execonnect.com

Chiropractors

What Are You Missing? Chiropractic

Dr. Jim Thompson
37982 Fremont Blvd.
Fremont, CA 94536
(510) 794-6380
dr.thompson@missingchiro.com
www.missingchiro.com

Clean Tech

Clean Tech Institute

Lloyd Tran
49000 Milmont Dr.
Fremont, CA 94538

(510) 657-6266
ltran@cleantechinstitute.org
www.cleantechinstitute.org

Computer Services

SmarTek Solutions, Inc.

Nat Ramnath
37810 Jasmine Ct.
Fremont, CA 94536
(510) 648-3399
natramnath@yahoo.com
www.smarteknow.com

Engineering—Structural

M.D. Ireland Engineering, Inc.

Joseph Otto
43551 Mission Blvd., Ste. 110
Fremont, CA 94539
(510) 438-9632
drawings@irelandeng.com

Fitness

Mission Peak Fitness

Vince Hall
3755 Washington Blvd., #102
Fremont, CA 94538
(510) 226-7325
vince@missionpeakfitness.com
www.missionpeakfitness.com

House Cleaning

Maid to Order

Theresa Peterson
5583 Greely Pl.
Fremont, CA 94538
(510) 623-0557
t.peterson@petersons-
maid2order.com
www.petersons-maid2order.com
Maid to Order house cleaning is a family owned & operated business where the owner is in the field each and every work day. Working hands on to assure that only qual-

ity work is produced by our staff. We have been a locally based business since 1986. We are licensed and fully insured for your protection. All employees are thoroughly trained and background checks are done routinely to assure that only top quality people are working for us. OUR REPUTATION IS SPOT-LESS!

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T3 Tax Terminators

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39111 Paseo Padre Pkwy., Ste. 217
Fremont, CA 94538
(510) 229-2764
terminator@t3tax.com
www.t3tax.com

Mailing Services

Postnet

Abraham Gebre
5178 Mowry Ave.
Fremont, CA 94538
(510) 791-3030
ca144@postnet.com
www.postnet.com

Nonprofit Organizations

Alameda County Library Foundation

Richard Ajluni
2450 Stevenson Blvd.
Fremont, CA 94538
(510) 745-1514
rajluni@acflf.org
www.acflf.org

Fremont American Little League

Teri Tindall
P.O. Box 1595

Fremont, CA 94538
(510) 657-6944
mtas11@comcast.net
www.eteamz.com/fall-fremont

Fremont Cultural Arts Council

President
P.O. Box 1314
Fremont, CA 94538
(510) 794-7166
fcac@linkville.com
www.fremontculturalartsCouncil.org
Fremont Cultural Arts Council is the umbrella group for cultural activities and arts in the Tri-City area. Supporting the arts in our community for over 40 years, this all-volunteer, non-profit organization produces the Fremont Focus arts calendar, co-sponsors a wide variety of arts and cultural events, and much, much more.

Knights of Columbus, Council #2692

David Reynolds
P.O. Box 610
Fremont, CA 94537
(510) 792-6262
kofccoit@comcast.net
http://home.comcast.net/~kofccoit/site/

Milpitas Host Lions Charities, Inc.

George Loughborough
275 Dempsey Rd.
Milpitas, CA 95035
(408) 690-7692
georgel@huntsford.com

One World Hunger

Wahid Qadir
P.O. Box 1471
Union City, CA 94587
(510) 314-3693
oneworldhunger@yahoo.com
www.oneworldhunger.org

Resurrection Greek Orthodox Church

Marl Anderson
20104 Center St.
Castro Valley, CA 94546
(510) 581-8950
office@cvresurrection.org
www.cvresurrection.org

Tri City Ecology Center

Gus Morrison
P.O. Box 674
Fremont, CA 94538
(510) 793-6222
mayorgus@hotmail.com
www.tricityecology.org

Real Estate - Mortgage

Diversified Mortgage Group

Joel Tannenbaum
39300 Civic Center Dr., Ste. 100
Fremont, CA 94539
(510) 912-3867
joel@diversifiedmg.com

Shoes - Orthopedic & Comfort

Beck's Shoes, Inc.

5200 Mowry Ave.
Fremont, CA 94538
(510) 739-0490
beckso8@beckshoes.com

Sports Retail

UG Imports, LLC

Anthony Mendoza
39275 State St., Ste. 1
Fremont, CA 94538
(510) 371-4867
sales@ugimports.com
www.ugimports.com

May, June Anniversaries

40+ Years

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Central Collision Center
Fmt Optometric - Dr. Victor Gin
Greenstein, Rogoff, Olsen & Co.
Clint Gregg

20+ Years

Joelyn Carr-Fingerle, CPA
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Check Center
Coldwell Banker - Will Butler
Dominican Srs of MSJ
Horizon Financial Associates
Irvington Memorial Cemetery Office Depot
Safe Alternatives to Violent Environments
U.S. Bank-Fremont Office

15+ Years

Honey Baked Ham
Roadrunner Mailing Service

St. Joseph School
T.G.I.F. Body Shop & Towing, Inc.

10+ Years

1st United Services Credit Union
Advantage Body Shop
AT&T
Chew, Benjamin D.D.S
Citibank
The Depot Diner
Emeritus at Atherton Court
Fuji Electric Corp of America
Gavin Law Offices
Homewood Suites by Hilton - Newark/Fremont
Supervisor Scott Haggerty
Keller Graduate School of Management
Kiwanis Club of Fremont
Legacy Real Estate - Bill Aboumrad
Matt Dickstein, Attorney at Law
Mattson Technology
Music for Minors II
Overton Security Services, Inc.

Spin A Yarn

Center for Spiritual Living
What's Happening -Tri City Voice

5+ Years

ATP Acupuncture & Chinese Medicine
Cartwright's D.J. Services
Cathy Steele Model & Talent Mgmt.
Citizens for Better Community
Comfort Inn & Suites-Newark
Danmer Custom Shutters
Dark Indigo, Inc.
Estates at Park Place
Fitness 19
Forest Chiropractic
Harriet's Hands
Juice Plus - Jackie Kranich
Learning Bee Learning Center
San Francisco PUC
Skyline Displays Bay Area, Inc.
Stopwaste.Org
Visiting Angels

2+ Years

All Ways Towing & Transport
Alliance Credit Union
Appian Insurance Services
Avatar Tech Pubs
Avon - Vanesa Ieraci
Business Computer Associates
Roland G. Chew, DDS
Edward Jones Investments - Eunice Scholten
Genesis Stoneworks
Investco Management
LeMans Karting
Music At The Mission
Need the Needs
Non-Surgical Spine Care Center
Pacific Promotional Products
Padgett Business Services
The Picnic People/Ardenwood
Staples
The Taylor Family Foundation

1 Year

After 55 Housing & Resource Guide
Alameda County Vector Control
Alameda County Vocational Program
Center for Behavioral Safety, LLC
Chandni Restaurant
Classic Graphics
Dawn Breakers Lions Club
Edward Jones Investments - Mark Karpeles
Grout Pro of NorCal Inc.
Gutter Helmet of the Bay Area
Heavisdale Wealth Management
Leon J. Mezzetti Law Offices, P.C.
Miso Japanese Restaurant
Pink Swirl Frozen Yogurt
Re-Bath of Alameda County

Congratulations to all our Chamber members who have reached these milestones



Connection Clubs: Meeting Dates, Times, Places

Open only to Fremont Chamber members. Six groups meet at a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Purpose: 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 are allowed. Each club may have only one representative of any given profession or specialty to prevent competition.

Tuesday Noon

11:45a.m. @ Hilton Hotel
Chair: Elise Balgley
(510) 791-1888
Vice-Chair: Jean Ingrassia
(510) 279-7710

Thursday AM

7:30a.m. @ The Depot Diner
Chair: Madeline Holmes
(510) 599-1215
Vice-Chair: Matt Dickstein
(510) 796-9144

Connect 2 Succeed

11:45a.m. @ Massimo's (held on the 2nd & 4th Thursdays of each month)
Chair: Ray Chui
(510) 744-0744
Vice-Chair: Steve Smith
(510) 475-9743

Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
Chair: Tim Garcia
(510) 943-9069
Vice-Chair: Francisco Acosta
(510) 656-9307

Friday AM

7:15a.m. @ The Depot Diner
Chair: Daniel Kisser
(510) 791-5790
Vice-Chair: Melissa Fields
(510) 796-8300

Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Anna Cornelio
(510) 791-1100
Vice-Chair: Harriet Whitney
(510) 793-7405

It Takes a Village (or a City): Fremont's Crime Free Properties Program



by **Officer Robyn Berlin**
Fremont Police Department

The Crime Free Multi-Housing (CFMH) Program, a partnership between police and local property owners/managers, is designed to make and keep multi-family properties and single family rental homes safe. Property owners, managers, assistant managers, leasing agents, office staff, maintenance staff and all who work with housing are encouraged to participate in the program.

Founded in Mesa, Arizona, the Crime Free Multi-Housing Program began in 1992 as an effort to rid rental-housing communities of crime, drugs and gangs. The program includes three phases to achieve a safer environment:

- Phase I is an eight-hour management training course taught to the property management by the police. (Green certificate)

- Phase II includes a Crime Prevention through Environmental Design (CPTED) survey administered by the police. In Phase II, property owners identify and implement strategies to prevent crime such as lighting the area, removing graffiti, trimming shrubs, maintaining visible addresses for po-

lice to locate easily, special locks on doors and double locks on windows. (Red certificate)

- Phase III is community awareness training, held as a social event, in which management of the rental-housing property join police to teach crime prevention to the residents. (Blue certificate)

There is no charge for the three phases and they need not be completed in any particular order. Once all three phases have been successfully completed, a gold certificate is issued. This certificate allows the property management to post a Crime Free Multi-Housing sign owned by the City, as well as advertise membership in the CFMH program through various media. The certificate expires each year, unless renewed by holding another community awareness training social event.

The program has come a long way in Fremont since its inception in April 2008. Even with limited staffing to promote and teach the program, a total of 29 multi-family properties are currently fully certified in Fremont, including two condominium developments and Southland Mobile Home Park. Each year the certified communities have to go through a re-inspection. Fremont Crime Free Coordinators and volunteers randomly inspect the properties and assist with safety socials [gatherings] to discuss crime prevention strategies.

Fully certified communities provide benefits to all the residents on site and to Fremont as a whole in obvious, concrete ways. One example is Southland Mobile Park in Fremont: their inspection records show a reduction in calls for service, from 28 calls per month to 5 calls per month, a reduction of almost 82 percent in calls

due to the program.

As noted above, Phase II of the program includes making changes to lighting, landscaping, locks, windows, doors, building numbering, etc. Lowe's of Fremont has assisted Crime Free properties by giving them up to a 20% discount on purchases, allowing them to make their community safer. Domino's Pizza has provided a discount on pizzas to property managers and owners so that the Safety Socials are less expensive. This facilitates tenant get-togethers to discuss Crime Prevention methods and strategies.

Any other businesses that are willing and able to assist should contact Nina Moore, Robyn Berlin, or Kimberly MacDonald.

For more information about the Crime Free Program, visit www.fremontpolice.org. To get started with the program, register for the class or if you wish to volunteer, contact Officer Kimberly Macdonald at (510) 790-6908.

Officer Robyn Berlin has been a police officer for 14 years and has been with the Fremont Police Department since May 2000. She has worked various assignments including: Patrol Officer, Hostage Negotiator, Defensive Tactics Instructor, First Aide and CPR Instructor, and is currently assigned to the Street Crimes Unit, working as the Crime Free Coordinator. She can be reached at (510) 790-6908 or via email at rberlin@fremont.gov.

the Wine GARDEN

The Wine Garden offers a tranquil respite from the heat and crowds of the Fremont Festival of the Arts. Guests of the Wine Garden will take pleasure in tasting premium wines and learning more about their favorite selections. Gourmet food will be served while you relax and enjoy exclusive entertainment and wine presentations. To complete the package, a preferred parking space near the Wine Garden will be available for your convenience.

Find out more at
www.fremontfestival.net/winegarden.htm



Tickets are \$50 per person each day

The Wine Garden is open from noon to 5 p.m. each day of the festival. Each ticket is good for admission on either Saturday or Sunday. Wine Garden tickets include:

- A preferred parking space near the Wine Garden
- A 2010 Festival wine glass
- A 2010 Festival drink ticket that can be used outside the Wine Garden
- Gourmet buffet served by some of Fremont's leading restaurants
- Premium wines poured by wine experts and representatives from wineries.
- Entertainment presented for the exclusive pleasure of Wine Garden attendees.

No one under 21 will be admitted into the Wine Garden.

Crime Free Properties: Will your business support this effort?

For more information, contact:

Officer Kimberley Macdonald
at (510) 790-6908 or kmacdonald@fremont.gov.

Officer Robyn Berlin
at (510) 790-6908 or rberlin@fremont.gov

Nina Moore
at (510) 795-2244, ext. 107 or nmoore@fremontbusiness.com

“Fully certified communities provide benefits to all the residents on site and to Fremont as a whole in obvious, concrete ways.”

Member News

Dark Indigo, Inc. Acquires MailRoom

Fremont-based *Dark Indigo, Inc.* is pleased to announce its recent acquisition of MailRoom from Sprout Systems, Inc. MailRoom makes managing your entire team's customer support or marketing email faster and more productive. Dark Indigo, Inc. provides computer consulting services to businesses wanting to automate business processes. The company integrates computer systems, and builds custom applications, interactive websites and eCommerce solutions. MailRoom provides a packaged solution to a common problem.

Brendon Whateley, Dark Indigo, Inc. CEO said "MailRoom has so much potential that we jumped at this opportunity to expand our product offering and bring us closer to being a one stop technology solutions company for our customers. MailRoom's existing customers love the simplicity and speed at which they can handle customer email queries."

Tri-City Volunteers Launches Executive Director Search

Tri-City Volunteers has announced that Thomas A. Wohlmut is succeeding Bryan Bevers as temporary acting Executive Director of Tri-City Volunteers, Inc., effective May 11th.

Thomas brings over twenty years experience with non-profit organizations as founder of the Stepfamily Network and the past president of numerous non-profit organizations. Currently he holds the position of Chairman of the Board and CEO of Tri-City Volunteers, Inc.

Tri-City Volunteers will be actively seeking a new Executive Director. Interested persons should submit resumes to webmaster@tri-cityvolunteers.org.

Tri-City Volunteers, Inc. is a non-profit food bank and thrift store which serves needy families in the Fremont, Newark, and Union City areas. TCV distributes over 12,000 food bags a month to hungry families in the tri-city area. Each bag represents over \$20 of food items. To fill the ever growing need for food, the organization is urgently seeking donations of money, food and clothing from churches and other organizations.

For more information, please contact Roni Simms at (510) 793-4583 or email Roni@tri-cityvolunteers.org.

Barbara Jenkins of Jockey Person to Person and ABODE Team Up

Barbara Jenkins, local businesswoman and Independent Fashion Consultant, has brought her talents to Abode Services by

providing assistance to job seekers. Barbara works with CalWORKS program participants one on one, sharing tips on how to dress for success. Through Barbara's business, *Jockey Person to Person*, participants receive new jackets, pants, blouses and skirts. To date, Barbara has generously provided business clothing to eight women. Dolores Petersen, Job Developer for Abode Services, says, "Our CalWORKS participants are so grateful and excited for the opportunity to have proper work attire and the personal assistance of Barbara. She makes each and every one of them feel so special."

Since 2008, *Abode Services*, in partnership with Alameda County, has placed CalWORKS participants in positions with local employers, providing them with work experience or community service opportunities. Within the past year, the program has expanded and now includes opportunities for paid work experience as well as pre-vocational workshops and computer training. For further information, visit: www.abodeservices.org/programs_calworks.

Good Nite Inn Team Wins Awards

Good Nite Inn Manager Francisco Acosta has just been awarded Gold Performance for the January-March 2010 quarter. This top honor is given to a business manager who has demonstrated exceptional contributions and achievements in Revenue Management & Business Development through Good Nite Inn Management. Tripadvisor.com ranks Good Nite Inn Fremont second out of 24 hotels in Fremont and, as a measure of ongoing success, they also earned the Maintenance Team of the Quarter award. Congratulations to Richard Peyton and Alejandro Ceja for their efforts in keeping the property looking fresh and clean - just as it did when the property opened its doors 19 years ago.

The Good Nite Inn is located at 4135 Cushing Parkway.

Silver & Black Telecom Welcomes New Staff Member

Kevin Shue, President of Silver & Black Telecom, is pleased to announce that Greg Moulton is joining Silver & Black Telecom. Greg specializes in Sales and Marketing and, as a contractor for Silver & Black Telecom, he will assume this role as well as handling other additional special projects.

Greg has almost 30 years experience in Silicon Valley with the majority of his tenure in Contract Manufacturing. He has worked at Flextronics, Solectron, Flash Electronics and GSS Array in such capacities as Program Manager, Glo-

bal Supply Base Manager and Customer Supply Base Manager. He has also become an advocate for Brain Injury and Stroke Survivors, having survived a stroke in 2006. Greg fills his extra time supporting programs such as Services for Brain Injury and volunteering at Kaiser along with speaking at seminars. He is married with 5 children ranging in age from 28 to 14. The youngest two are at Kennedy and Walters and are very active in sports.

For more information about Silver & Black Telecom, visit www.silverandblacktelecom.com.

Fremont Unified School District Names New Superintendent

The *Fremont Unified School District* has appointed Dr. James Morris as its new Superintendent, effective July 1, 2010. Dr. Morris will succeed Dr. Milt Werner, who announced his June 30th retirement last Fall.

Dr. Morris currently serves as the Chief Operating officer in the Los Angeles Unified School District (LAUSD) where he has worked for almost thirty years. His duties as Chief Operating Officer including managing the offices of Information Technology, Crisis Counseling and Intervention Services, School Police, Human Resources, Environmental Health and Safety, Transportation, Food Services, Procurement, Risk Management and Insurance, and all school operations. In this role, he supervises approximately 15,000 employees.

His prior assignments include serving as Chief of Staff for three Superintendents over five years, and serving as Local District 2 Superintendent in LAUSD where he supervised 100 schools and over 100,000 students. He began his career in LAUSD in 1981 and has also worked as a teacher, assistant principal, principal, and Assistant Superintendent of Instruction.

School Board president, Lara York, said, "The Board is confident that Dr. Morris, with his combination of experience, intellect and vision is the right fit for our community. Dr. Morris will work with us to take our district to even higher levels of success with his expertise in not only the classroom, but also in all operations of a large school district."

Dr. Morris and his family look forward to moving to Fremont and becoming an integral part of the Fremont community.

League of Volunteers to host annual Frank Sisk Classic Golf Tournament

The League of Volunteers (LOV) will host its 12th Annual Frank Sisk Classic Golf Tournament at Poppy Ridge Golf Course on June 25, 2010. Participating golfers will receive a box lunch, dinner, green fees, cart, range balls and awards.

Non golfers are also invited to join in the festivities at dinner and enjoy the fun and fantastic prizes. Proceeds benefit LOV's free Summer Recreation & Meal Program in the parks for Tri-City children. For information call (510) 793-5683 or visit www.lov.org.

Injury Reduction—

from page 1

4. Use a simple measurement system to know how you're doing. When focusing on behavior, we recommend a Critical Behavior Checklist that allows employees to observe both safe and at-risk behaviors. We invite you to contact us for examples.
5. Get behavior started with information, but keep it going with consequences. Behavior is motivated by its consequences. Employees perform to get pleasant outcomes or to avoid unpleasant ones. So, although employees will work to avoid reprimands, behavior quickly reverts to the most comfortable form (often increasing risk) when authority is not around. For example, when driving, we've all slowed down because of the presence of a police officer only to speed back up once the officer is no longer visible in our review mirror!
6. Provide frequent performance feedback. Feedback is a consequence that motivates behavior change. Corrective feedback reduces at-risk behavior and positive feedback sustains safe behavior. Behavior observations combined with feedback produce immediate benefits.
7. Focus on positive feedback for safe behavior. Behavioral science has shown that we can create more enduring behavior change when we reinforce safe behavior. Ignoring safe behavior as a condition of employment diminishes its value relative to the other behaviors that we do praise more regularly. Culture change will only occur if we treat safe behavior with as

much regard as we do other areas of performance such as productivity and quality.

In closing, as you start your journey of continuous safety improvement, you should involve an acknowledged expert to assist you, just as you would when starting your business.

Thomas E. (Ted) Boyce, Ph.D. is President and Senior Consultant with the *Center for Behavioral Safety, LLC of San Carlos, CA* and an active keynote speaker. The Center specializes in customized implementations of *Behavior-Based Safety, Evidence-Based Leadership™, and Culture Assessments*. For more information or to schedule an appointment, visit www.cbsafety.com or contact Dr. Boyce directly at (775) 232-3099, via e-mail at ted.boyce@cbsafety.com or www.linkedin.com/in/cbsafety.

“Culture change will only occur if we treat safe behavior with as much regard as we do other areas of performance such as productivity and quality.”

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Small Business Health Care Tax Credit: Could Your Company Qualify?



by **Richard E. Hemmerling**
Sedona Benefits

On March 23, 2010, President Obama signed into law the Patient Protection and Affordable Care Act. This health reform legislation includes a Small Business Health Care Tax Credit to help small businesses afford the cost of covering their workers. It gives a tax credit to certain small employers that provide health care coverage to their employees, effective with tax years beginning in 2010. An enhanced version of the credit will be effective beginning in 2014.

To get the credit, a business must have fewer than 25 full-time workers or the equivalent (the hours worked by part-timers count), pay an average annual wage of less than \$50,000, and cover at least half the cost of health

insurance premiums for their workers. Seasonal workers are not counted unless the seasonal worker works for the employer more than 120 days during the tax year.

There are a few additional restrictions, including caps on how high qualifying premiums can be, and the credit works on a sliding scale. Businesses with fewer than 10 employees and average wages less than \$25,000 can max it out, while larger firms and those with higher payrolls collect a reduced credit. An employer's eligible contribution is limited to the average cost of health insurance in the state to avoid an incentive to choose a high-cost plan. Publication of the average premium for the small group market on a State-by-State basis is expected to be posted on the IRS site soon.

For 2010 through 2013, the tax credit covers up to 35% of the money a qualifying business spends on its health insurance premiums. In 2014, the top tax credit bumps up to 50%. The credit is

available for a maximum of six years: 2010 through 2013 and for any two years after that. In determining the employer's deduction for health insurance premiums, the amount of premiums that can be deducted is reduced by the amount of the credit.

For nonprofit employers, the credit is refundable, meaning they can collect it and get a check back from the government even if the business runs at a loss and has no taxable income. For-profit companies can only use the credit to offset the actual federal income taxes they pay for the year. However, any unused portion of the credit can be carried forward for up to 20 years to reduce future taxes. The credit applies against income tax, not employment taxes. The credit can be reflected in deter-

mining estimated tax payments for the year to which the credit applies in accordance with regular estimated tax rules.

The goal of the tax credit is to incentivize more companies to offer health insurance for their workers. The White House Council of Economic Advisors estimates that 4 million small businesses would qualify for the credit if they insure their workers, and that eligible companies will save \$40 billion over the next decade from the tax

break. While there is no formal guidance yet, the IRS has provided educational resources for small businesses wishing to claim the credit this year. A set of FAQs can be found at: www.irs.gov/newsroom/article/0,,id=220839,00.html

Rich Hemmerling is owner of Sedona Benefits, a full service insurance brokerage firm servicing small companies in CA and AZ. Reach Rich at 408-234-4394 or at rich@sedonabenefits.com

“The White House Council of Economic Advisors estimates that 4 million small businesses would qualify ... and that eligible companies will save \$40 billion over the next decade from the tax break.”

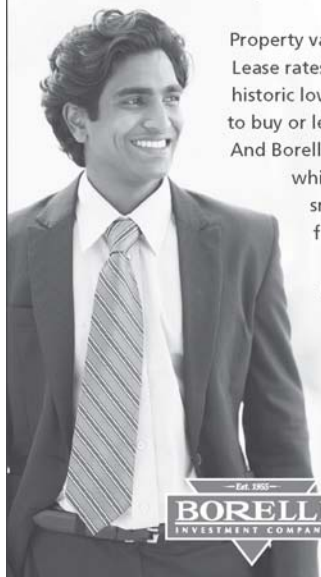
Don't Miss the Fremont Chamber of Commerce's Public Policy Luncheon: **“Health Care Reform – What it Means to YOU!”**

**Wednesday, June 23, noon - 2 pm,
Fremont Newark Hilton**

Visit www.fremontbusiness.com for info. Sponsorship opportunities available, call Nina Moore at (510) 795-2244, ext. 107

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Springing Forth Toward Cleaner Air: The New Smoke-Free Outdoor Dining Ordinance and What it Means for Your Business

by Lee Staub
Tri-City Health Center

Yes, spring is in the air. The sun is out; flowers are blooming; birds chirping. Here in Fremont, folks are flocking to their favorite coffee shops and eateries, basking in the sun, reveling in the clean spring air. For restaurant, café and bar owners with outdoor dining this spring means a fresher, cleaner eating and drinking environment for you and your patrons.

On October 27, 2009 the Fremont City Council voted to amend the City of Fremont Smoking Ordinance (Chapter 6, Sec.4-6104) to create 100% smoke-free outdoor dining in the city of Fremont. The city of Fremont joined nine other Alameda County cities with 100% smoke-free outdoor dining to protect those that live, work and socialize in Fremont from secondhand smoke exposure.

How does this new law affect you as a restaurant owner? This article is designed to help answer any questions you may have about the new law and assist you with implementation.

What does the law* say?

Effective December 3, 2009, 100% of outdoor dining areas, defined as any area available to or customarily used by restaurant patrons containing counters, benches or tables that are

designed, established or regularly used for consuming food or beverages, are completely smoke-free.

* Fremont Municipal Code - Section 4-6104

Tips on implementing a smoke-free policy:

- Remove ashtrays.
- Post "NO SMOKING" signs in prominent places in and around your outdoor dining areas.
- Train your employees about the law, including what to say to smoking customers - for example: "I'm sorry - you'll have to put out your cigarette or smoke it away from the outdoor dining area. This is in accordance with city law" OR "City law requires that no smoking is allowed here. Thank you for your cooperation."

Other Resources Available to You:

Tri-City Health Center's Just for Us tobacco prevention program is funded by the State of California and is available to you and your business to help transition you to a smoke-free outdoor dining environment. For free signs or decals to help you with your implementation, please contact Lee Staub at (510)713-6690 ext. 6240 or via email at lstaub@tri-cityhealth.org. Signs are available as long as supplies last.



Thank you for your compliance with the law, and for providing a safer, smoke-free environment for your employees and patrons.

Lee Staub is a Health Education Coordinator for Tri-City Health Center, located at 39500 Liberty Street in Fremont. Tri-City Health Center (TCHC) is a leading community health services partner, offering primary and preventive health and dental care for people at every age. Services include health care screening and testing, a teen clinic, chronic disease management, behavioral health services, outreach to homeless citizens, health education, and help finding medical insurance. Sliding fees are available on a case by case basis. For more information, visit www.tri-cityhealth.org

Computer & Network Safety: Getting it Right



by Brendon Whateley
Dark Indigo, Inc.

The Internet is a dangerous place. So, how do you protect your computers from all those threats? A common question I get is, "Why would they take over my computer?" The answer is simple: money.

There is big moolah in sending spam or selling bank account, credit card and other personal information. Those are a lot of the security worries, but consider the following. History shows us that businesses that lose their records often fail shortly afterwards. The solution? Let's start with the backups.

A backup can get you out of several different pickles. Computer disk drives eventually fail. They are mechanical devices that can wear out or even fail catastrophically. Recovering the data from a failed disk drive is time consuming and expensive, usually starting at around \$1,000 and moving up from there... if recovery is even possible. Natural disasters, fires and robbers can destroy or remove your equipment. Or, how about the ubiquitous "user error"? Someone saves over a valuable document or deletes a file by accident. Viruses can delete or damage files. Having a proper backup strategy can allow you to recover from any of these situations.

Your backup strategy needs to be (largely) automatic to ensure it takes place regularly. Keeping at least one copy of your data at a remote site to allow recovery from disaster or theft is critical. (Thieves aren't usually thoughtful enough to leave just the USB backup drive behind!) Maintain multiple generations of backup, so that you can go back in time if you don't discover a mistake right away. Lastly, be 100% sure that your backups are usable. I can't tell you how many

people find an error or procedural mistake has resulted in no usable backup, even as they diligently ran the backup program daily for years! In addition to a host of Cloud Backup solutions, a rotating set of external USB drives with a good backup program is a reasonable approach. For larger organizations, there are fantastic continuous backup solutions.

Next on the list, a good physical firewall will protect your computers from many attacks coming directly from the Internet. Better firewalls come with built-in scanning for malicious websites, spam and email viruses. Even though these may require a subscription to stay current, they are an excellent investment in security.

While Linux and Mac operating systems are almost immune to viruses, most people use some flavor of Windows, which absolutely requires a good, up-to-date anti-virus system. Yes, even Windows 7. Choose one that actively monitors files as they are accessed. Many of today's nastiest viruses are incredibly difficult to remove, so while the anti-virus software will slow down your computer, it's far better than the repercussions of an infection.

Password security is a whole column in itself! Suffice it to say, make sure your passwords are complex enough and use a different password for each website. You wouldn't want a security problem at one site giving away your usual choice of user name, email and password.

To reiterate, computer safety requires a good firewall to protect you from attacks. If you use Windows (instead of Linux or Mac) then make sure you have a good, up-to-date, anti-virus system. Protect yourself from the worst case scenario with a robust backup strategy. Oh, and don't open those zip files supposedly sent by UPS. Brendon Whateley is the founder and CEO of Dark Indigo, Inc. located at 39488 Stevenson Blvd, Suite 100, Fremont. Dark Indigo builds business websites, eCommerce systems and consults with small businesses in the use of technology to solve business problems. Brendon can be reached by phone at (650) 472-1116, by email at brendon@darkindigo.com, or visit www.darkindigo.com.

"I can't tell you how many people find an error or procedural mistake has resulted in no usable backup, even as they diligently ran the backup program daily for years!"

the firm is willing to front the costs to assure your success without you having to commit to any of the costs involved in this litigation, you are on the right track!

John Kitta is lifelong Fremont resident with 32 years of active local litigation practice. His office is proud of their representation of past clients

over many years of practice. It is their goal and heartfelt desire to continue to effectively represent victims' legal interests with the highest standards of the legal profession. John N. Kitta & Associates is located at 39560 Stevenson Place, #217, Fremont. John can be reached at (510) 797-7990 or jkitta@aol.com.

Serious Bodily Injury Cases: Making Your Case



by John Kitta
John Kitta and Associates

I have a catastrophic bodily injury, I am suffering, and I don't want to be shortchanged: what do I do? Hopefully, you will never be in this situation, but in case you or a loved one does have a serious bodily injury, these are some things you should consider when evaluating how to proceed.

1. First, the basics: you should not be discussing your case with other people. Those people can be subpoenaed in the future, and their recollection of what you said may be different than what you actually said, which cre-

ates potential evidentiary problems for your attorney.

2. You should keep a daily pain journal or diary explaining how the accident has affected your daily life. You need to retain the services of qualified top notch professionals as soon as possible so they can employ their skills at the earliest possible moment to maximize your potential award for damages. There are a huge number of variables that go into the equation, and there are thousands of attorneys who will gladly agree to represent you because your case could be worth a lot of money. However, they may not have the ability, skills, experience, or financing to make the guilty parties pay you what you deserve.

3. You may ask, "Does it really matter which attorney you retain?" Yes, it does! You will find that if you have a catastrophic serious bodily injury case, most lawyers are very willing to represent you in your personal injury action. The problem is that most lawyers will not be able to produce a masterpiece in terms of their representation of you, thereby maximizing your recovery. Your case could easily lose 50% to 75% of its actual value as a

result of inadequate legal representation, and it is not impossible for you to get only 5 to 10 cents on the dollar with regard to what you should really receive in damages.

4. You may ask, "What about the cost?" That will also vary. For example, it is not uncommon for our law firm to front all the costs and expenses in litigation, which often amount to \$100,000 and can certainly exceed that amount. Otherwise, there is no realistic hope of getting full value for your pain and suffering and other related damages. While your physicians may be excellent physicians, they are not going to be highly experienced trial ready experts. Your legal counsel should retain highly sophisticated experts who know how to work within the court system, and convince juries of your actual damages. Depending on the nature of the injuries, this could include experts in: Accident investigation; Accident reconstruction; Computer forensics; Economics; Life care planning; Surgery; Physical rehabilitation; Prosthetics; Psychology; Other medical specialties.

5. In summary, ask yourself what your attorney is willing to commit to you. If