



# Fremont BUSINESS REVIEW

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www.fremontbusiness.com

March 2004

## Cal Chamber Board Backs Workers' Comp Initiative

The California Chamber of Commerce Board of Directors has voted to support a comprehensive workers' compensation reform initiative aiming for the November ballot.

Proponents of the initiative, called the 'Workers' Compensation Accountability and Reform Act,' have announced they will begin gathering signatures to qualify the measure for the ballot, with a goal of gathering nearly 1 million signatures before mid-April.

"The California Chamber remains hopeful that discussions will result in a legislative solution to the workers' compensation crisis. Quick legislative action could provide some cost relief for employers as early as this summer," said Chamber legislative advocate Charles Bacchi.

"But the drive to gather signatures for the comprehensive workers' compensation reform initiative must go on at the same time as the discussions on legislation or employers will miss a chance to take their case straight to voters in November if the Legislature fails to act," Bacchi said.

The California Chamber is leading employer discussions with the Governor's office and legislative leadership on developing a solution to the workers' compensation crisis and strongly supports Governor Arnold Schwarzenegger's workers' compensation reform plan, contained in SBX43 (Poochigian; R-Fresno) and ABX41 (Maldonado; R-Santa Maria).

The Governor's plan contains all the components of comprehensive re-

form advocated by the California Chamber and solves systemic cost drivers of the state's permanent partial disability system.

### Ueform n iat iye

Employers, including two other groups that had submitted language for other reform initiatives, have united behind the workers' compensation reform initiative of the Small Business Action Committee (SBAC). The SBAC initiative makes comprehensive reforms to the workers' compensation system that have been advocated by the California Chamber, including:

- Requiring that an evaluation of the injury to the extent feasible, be based

—Ueform, page 7

## 2003-2004

### ANNUAL YEAR IN REVIEW

#### Promotional Activities & Networking Opportunities

- Hosted the *Annual Membership and State of the City Luncheon* featuring Mayor Gus Morrison as the keynote speaker. Mayor Morrison spoke to a packed room addressing the City's accomplishments and plans for the future. The luncheon also featured the annual installation of Chamber officers and directors.
- Launched the Chamber's e-newsletter, *Top of the Week Report*. The publication offers valuable business information from a calendar of upcoming events to local and state news affecting your business. Currently, *Top of the Week Report* reaches over 1,400 recipients with a distribution list that grows daily. It also offers members

an effective and affordable advertising opportunity.

- Hosted the *Annual Inaugural Gala* for over 270 people. The event honored Leadership Fremont, the recipients of the Excellence in Leadership Award and celebrated the change in Chamber leadership.
- The Chamber, in partnership with Fremont firefighters, began plans to host the *Firefighters' Combat Challenge* at the 2004 *Festival of the Arts*. The Challenge is an intense, spirited competition in which firefighters, wearing full turnout gear, race against the clock and each other on an obstacle

—Year in Ueyiew, page 2

## Have You Learned Your Investing Lessons?

By David Lee  
Waddell & Reed

Following three years of gut-churning decline, the stock market is in positive territory again, and strong positive territory at that. In late December 2003, the Dow Jones Industrial Average was over the 10,000 mark at a 19-month high, up roughly 23 percent from the first of the year, and the NASDAQ had climbed over 46 percent during the year. In addition, the economy is showing signs of spark.

Investors are growing excited again, though perhaps with a bit more restraint than they showed in the late 1990s. That's to the good. But if the market continues to climb, will investors maintain their restraint? In

short, have they learned their lessons from the last bear market?

**Invest with a plan.** Much of the riskiest investing, overbuying and panic selling during the late 1990s and early 2000s could potentially have been avoided if individual investors had created their own investment plan for achieving long-term specific goals such as retirement or a college education. This plan can serve as a reminder of investors' goals and strategies, and can guide them through market declines and restrains them during

boom times.

**Stay invested.** For some investors, this

—Inyesting Lessons,  
page 7



Dayid Lee

## New Workshops Offered for Small Retail Businesses City of Fremont Partners with the Fremont Chamber of Commerce to Provide Tools to Succeed in Business

On Wednesday, March 31, 2004, the City of Fremont and the Fremont Chamber of Commerce will co-host a workshop on *How A Marketing Strategy Can Make You Money*, to provide small retail businesses the tools to compete in today's challenging retail market.

"Our goal is to serve as a business retention and expansion resource," says Economic Development Director Daren Fields. Added Chamber of Commerce President/CEO Cindy Bonior, "This is an opportunity to connect Fremont businesses with information that will make their business endeavors both rewarding and successful."

*How A Marketing Strategy Can Make You Money* is the first of a series of workshops for Fremont businesses and is aimed at providing small retail businesses with the tools to succeed in business. In November, the City surveyed the Fremont small retail businesses community on topics of inter-

est. The top three topics included: *How A Marketing Strategy Can Make You Money*, *How to Save Money On Advertising*, and *Retail Merchandising & Customer Service*. The East Bay Small Business Development Centers (East Bay SBDC), a partnership between California State University Hayward, the Northern California Small Business Development Center Network and the U. S. Small Business Administration (SBA), will present the first workshop.

*How A Marketing Strategy Can Make You Money* will identify steps to develop a successful marketing campaign, and review some of the traditional as well as creative ways to market a business. The workshop/seminar will be offered on Wednesday, March 31, 2004 from 7:30 a.m. to 9:30 a.m. at the Fremont City

Hall, City Council Chambers located at 3300 Capitol Avenue, Fremont. The cost to attend is \$20.00 in advance or

—Workshop, page 4

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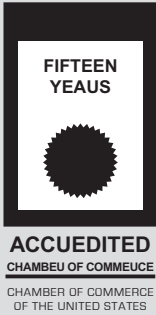
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**Fremont Business Ueyview**

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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.



# PG&E proposes rate cut

By Tom Botorff

Vice President, Customer Service  
Pacific Gas & Electric

As part of its continuing effort to emerge from bankruptcy, Pacific Gas and Electric Company recently announced an agreement with major customer groups to lower rates by more than \$850 million and flow the bulk of the decrease to California businesses.

If approved by the California Public Utilities Commission (CPUC), the proposed rate cut would provide customers who purchase electricity from PG&E with rate reductions ranging from 4.4 percent to over 16 percent.

With PG&E set to exit bankruptcy during the first quarter of 2004, one of the utility's top priorities is to provide significant rate relief to its electric customers – from residential customers all the way up to the largest commercial users.

Under the agreement, small business customers would see their rates reduced by about 12 percent to 14.8 cents per kilowatt-hour (kWh). Medium sized businesses would see their rates lowered to 14 cents per kWh, a drop

of nearly 10 percent. PG&E's largest customers would see their rates drop by more than 16 percent, to 8.6 cents per kWh. Residential customers would see rate reductions averaging about 4.4 percent.

As proposed by the settling parties, California businesses would receive the larger rate reductions because business customers were forced to shoulder most of the cost increases during the energy crisis. With costs coming down, the parties reasoned that the bulk of the reductions should flow to those who paid the higher costs.

The over \$850 million in electric rate reductions assumes that the following changes in the utility's total electric revenue requirement are approved by the CPUC:

- Reduction in revenues resulting from implementation of the approved bankruptcy settlement agreement that ended the rate freeze and the energy crisis surcharges.
- Settlement of PG&E's 2003 General Rate Case as proposed by PG&E and other parties (final approval is currently pending before the CPUC).
- Reduction in the size of PG&E's Regulatory Asset by approximately \$170 million, as provided in the bankruptcy settlement agreement.

due to DWR overcharges in 2001-2002.

Only customers who buy their power from PG&E will be seeing the proposed reduction in rates. Customers who buy their power from another source will see increases to cover various service and reliability improvements.

The following groups and government agencies entered into the settlement agreement to lower rates: The Utility Reform Network (TURN), the CPUC's Office of Ratepayer Advocates, the California Manufacturers and Technology Association, the California Large Energy Consumers Association, the Silicon Valley Manufacturing Group, the California Farm Bureau Federation, the Agricultural Energy Consumers Association, the California Retailers Association, the Building Owners and Managers Association of California, the Energy Users and Producers Coalition, the Federal Executive Agencies, the Aglet Consumer Alliance, and the California City-County Street Light Association.

If the CPUC approves the rate agreement at its February 26th meeting, businesses would begin seeing the lower rates in their March bills. The rate reduction will be made retroactive to January 1, 2004, as provided by the bankruptcy settlement agreement.

Chamber of Commerce members and other customers could see additional electric rate reductions if federal regulators approve refunds from power generators and suppliers, and if PG&E can refinance a portion of its costs after emerging from bankruptcy under the settlement plan.

Last month, PG&E and TURN reached an agreement to refinance PG&E's Regulatory Asset, if specific conditions are met. The refinancing could save customers approximately \$1 billion in lower interest rates and tax savings over a nine-year period. PG&E is working closely with TURN and the CPUC to seek the legislative approval required to implement the refinancing.

Chamber members looking for more information about PG&E's rate reduction plan can call the Business Customer Center at 1-800-468-4743.

Tom Botorff is Pacific Gas and Electric Company's vice president of customer service.

## Proposed New PG&E Rates

| Customer Class       | Current Average Rates (¢/kWh) | Proposed Rate (¢/kWh) | Percent Reduction |
|----------------------|-------------------------------|-----------------------|-------------------|
| Residential          | 13.13                         | 12.55                 | 4.4%              |
| Small Business       | 16.82                         | 14.83                 | 11.9%             |
| Medium Business      | 15.53                         | 14.04                 | 9.6%              |
| Agriculture          | 13.26                         | 11.27                 | 15.0%             |
| Streetlights         | 17.40                         | 14.72                 | 15.4%             |
| E-19                 | 13.97                         | 12.48                 | 10.7%             |
| E-20                 | 11.90                         | 10.36                 | 12.9%             |
| Transmission         | 10.25                         | 8.55                  | 16.5%             |
| Primary              | 12.12                         | 10.63                 | 12.3%             |
| Secondary            | 13.62                         | 12.20                 | 10.4%             |
| Average Bundled Rate | 13.90                         | 12.67                 | 8.8%              |

## Year in Review —

from page 1

course that is dominated by a five story tower.

- Hosted the annual *Holiday Open House* at the Chamber office to thank members for their support and share the joy of the holiday season. Conducted Toys for Tots Drive during the open house and raised nearly \$1,500 for the Leadership Fremont Scholarship fund.
- Hosted the Chamber's second annual *Summer Open House*. Attended by more than 260, the event reminded Chamber members, prospective Chamber members and community members of the wide variety of services offered by the Chamber of Commerce.
- Celebrated 21 years of sun drenched as we hosted the *21st Annual Festival of the Arts*. Attracting more than 385,000 people to Fremont in a single weekend, the Festival is an arts and crafts extravaganza with great entertainment, tasty food and good clean fun. It also serves as a fund-raising vehicle for the Chamber and nearly 40 charitable and non-profit organizations in the Tri-Cities.
- Continued to conduct the "Festival Dollars" program wherein volunteers are given festival dollars for their hard work to be spent at food booths run by non-profit organizations. It resulted an additional \$4,000 in revenue to the food booth organizations.
- Continued to host the "Wine Garden", a premium wine-tasting event held during the Festi-

val of the Arts. The Wine Garden lends an upscale flair to the festival while providing a shady oasis in the midst of the heat and crowds.

- Hosted fund-raiser, *A Nite in Vegas Casino Night* with the League of Volunteers. The event was held on October 24, 2003 with 150 people enjoying the evening.
- Won, for the fourth year in a row, the *People's Choice Award* at the annual LOV Community Service Fair.
- Continued publication of the Chamber's business periodical, the *Fremont Business Review*

with the inclusion of more business focused articles.

- *Member publication on the 2004-2005 Annual Membership Directory*. An excellent desk reference publication, the directory is a complete listing of Chamber members, including primary contact, address, phone numbers, web site and services. Scheduled publication date is early April.
- Continued to promote the *Fremont Map* publication which offered another promotional venue

## —2003-2004 in Ueyview

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## Message from the Chair

It's hard to believe my year as Chair has come and gone so quickly, and I am writing my final message to you. The year has been very busy for the Chamber and we have enjoyed much success.

We started the year identifying three BHAG's (big hairy audacious goals): first, to become a resource to the City of Fremont; second, be a value to members; and third, be a benefit to the community. I'm proud to say that not only did we manage to accomplish all three, but in some respects, we did so in a big way.

For a Chamber to serve the best interests of its membership, it is critical that we work closely with its City and be a resource for City staff. The government affairs committee, reacting to a request by the City Council, began plans to revise the city's sign ordinance making it more business-friendly. Although it is expected to be a long-term project, a lot of progress has been made towards revision, and research has revealed a lot of interesting insights from our members. The Chamber now enjoys a much more productive relationship with City officials and staff and we are pleased to be recognized as the voice of the business community.

Providing value to members remains at the forefront of our mission and was of course among the BHAG's. This year we launched the Top of the Week Report, an e-newsletter, which has become an informative and widely read publication among our membership and community members. We have continued to produce the Public Policy Forums as an important outlet for business and community issues addressing such issues as transportation, educations and discussions with Fremont, Newark and Union City's City Managers. We saw a big jump in the number of member participating in the Festival's Business Alley. The ability to reach a very large audience at a minimal price has been an enormous success for many Chamber members, and has greatly increased their sales and visibility in the community. And with the greatly increased attendance at mixers and ribbon cuttings, value to members has increased appreciably.

Through our third BHAG, the Chamber has strengthened its commitment to the community by reaching out to various organizations within the community and lending our resources and expertise when needed. In addition to assuming leadership positions in a number of community organizations, the Chamber staff also readily lends a helping hand or provides

resources when needed. With the establishment of the Fremont Chamber of Commerce Dollars for Scholars program, we will begin to offer scholarships to students within our community. The festival, produced solely by the Chamber, will continue to offer many opportunities for the community by restricting the operation of food booths to our community's non-profit organizations as a means of fund-raising. In addition, we will be able to celebrate our firefighters when the Chamber hosts the Firefighter's Combat Challenge at the Festival of the Arts. Not only will this challenge bring additional revenue into our community, we will have the opportunity to gather as a community to show our appreciation to the firefighters who routinely risk their lives to make our city safer.

I suppose no summary of accomplishments would be complete without mentioning some of things that didn't get done. Not that I want to dwell on this as a failure, especially given everything we did do. But, think of it as a roadmap of things that we might wish to tackle in the upcoming year.

The one single project that sticks out in my mind that didn't quite get off the ground was Business Skills Training program. This program, which would be funded by a grant from the Employment Training Panel of the State of California, would provide valuable business skills training, free of charge, to Chamber members and their employees. With all of the other things going on this year, we just couldn't seem to get someone to champion this. Well, here's my first commitment as "past chair" - I will personally chair the committee that puts this program in place next year. And, I will need some help, so please let me know if you would like to tackle this project with me.

In closing, I would like to thank Cindy Bonior and the rest of the Chamber staff for their valuable assistance over the past year. I would especially like to thank the board of directors for their commitment and support of the Chamber. They have worked hard to address the needs of the members and have contributed to a stronger and more responsive Chamber for us all. I can't begin to tell you all the valuable lessons I have learned and the personal relationships I have built over my term and I look forward to more of the same in the years to come.



Tim Tikalsky, Chair  
Fremont Chamber of  
Commerce

## March Calendar of Events

- 1 **Communications Committee Meeting**  
1 p.m., Chamber Conference Room
  - 2 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
  - 3 **Ambassadors' Club Meeting**  
7:45 a.m., Chamber Conference Room
  - 4 **Membership Services Committee Meeting**  
7:30 a.m., Chamber Conference Room
  - 6 **Fremont Chamber's Inaugural Gala**  
6:30 p.m., Fremont Marriott Hotel, 4600 Landing Pkwy.  
Join the Fremont Chamber as we celebrate the beginning of a new year and honor Leadership Fremont.
  - 8 **Executive Committee Meeting**  
7:30 a.m., Chamber Conference Room
- FCCTV March Show "Our Animal Friends: Proper Care for Pets" Premieres**  
8:30 p.m., Fremont Cable Channel 29
- 9 **Fremont City Council Meeting Cancelled**
  - 10 **Smart & Final Mixer**  
5-7 p.m., 41989 Fremont Blvd., Fremont, CA (209) 524-6733  
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  - 12 **Board of Directors Meeting**  
7:30 am, Chamber Conference Room
  - 15 **April Newsletter Deadline**
- Communications Committee Meeting**  
1 p.m., Chamber Conference Room
- 16 **Fremont City Council Special Work Session**  
4 p.m., City Council Chambers
  - 17 **St. Patrick's Day**
- Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 18 **Leadership Fremont, Class of 2004 Session**  
8:30 a.m., Fremont City Council Chambers
  - 22 **Fremont City Council Meeting**  
7 p.m., City Council Chambers
  - 23 **Leadership Fremont Steering Committee**  
Noon, Washington West, Strategic Management Department Conference Room
  - 24 **Government Affairs Committee**  
7:45 a.m., Chamber Conference Room
- W Silicon Valley Mixer**  
5-7 p.m., 8200 Gateway Blvd., Newark, CA (510) 494-8800  
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- 29 **Communications Committee Meeting**  
1 p.m., Chamber Conference Room
  - 30 **No Fremont City Council Meeting**

## STATE OF THE CITY

Apr. 2, noon - 2 pm

State of the City Luncheon featuring Fremont Mayor Gus Morrison, the installation of the Directors for the Fremont Chamber Board and recognition of outstanding volunteers.

Fremont Marriott Hotel, 46100 Landing Parkway.

Register online at [www.fremontbusiness.com](http://www.fremontbusiness.com) or call Lana Hillary-Windom at (510) 795-2244.

### Referrals Count!

One direct benefit of joining the Fremont Chamber of Commerce is getting referrals. This happens through drop-ins at the Chamber office, phone calls, use of the Membership Directory, through Connection Clubs, and via the web site. Listed below are modest estimations of referrals for the month of January, 2004:

|                               |        |
|-------------------------------|--------|
| Business Referrals .....      | 1,625  |
| Connection Clubs .....        | 70     |
| Web site, click thru .....    | 509    |
| Web site, email inquiry ..... | 10     |
| Web site, map search .....    | 153    |
| Total .....                   | 2,367  |
| Year-to-Date .....            | 50,634 |

This total does not tally in print Directory referrals, member-to-member referrals and recommendations, web display referrals, or direct contact at mixers and other networking events.

It pays to join the Fremont Chamber of Commerce!

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# 2003-2004 in Ueyview—

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for members.

- We continued to produce "Business Alley" at the 2003 Festival of the Arts adding booths which allowed 80 Chamber members to reach over 385,000 festival attendees. The Alley was packed and participating members were able to gather a great deal of leads during the weekend.
  - The number of *Connection Clubs* grew from 6 to 7 generating more leads and increased the value in networking clubs. Other Chambers use the success of Fremont's Connection Clubs as a model for their clubs.
  - Over 16,782 business referrals were made to member companies through the Chamber web site, Connection Clubs, Mixers and the Chamber office. Not included in that number are referrals generated from acquaintances made through Chamber membership.
  - Hosted the 2004 *Business Marketplace* trade show. Nearly fifty member companies exhibited their services to a larger than ever before audience of nearly 300 people. Attendee surveys reported that valuable information and contacts were exchanged at the show.
  - Continued to host the Fremont Chamber of Commerce television show, also known as *FCCTV*. Members are invited as guests to discuss relevant and current issues relating to their expertise. The show ends with a list of Chamber members whose business relates to the show's topic. With a viewership of over 34,000, the television show is not only aired in Fremont but also in Alameda, Newark, Union City, Hayward, San Leandro, Castro Valley, and San Lorenzo.
  - Continued to produce the *Fremont Chamber Greetings* that acts as a welcoming service to all new businesses in Fremont by providing important information about Chamber members and the city as a whole.
  - Realized a significant and growing attendance at monthly *Mixers* averaging over 100 attendees for every mixer in 2003, an increase of 10% over 2002.
  - More than tripled the number of Ribbon Cutting events since 2002
  - Received accommodation for *Alameda County Supervisor Scott Haggerty* for continuous operation in Fremont for over twenty-five years and the Chamber's contributions to the area's economic vitality and to the well being of the people of Fremont and Alameda County.
  - Distributed four *ChamberPaks* throughout the year to a mailing list in excess of 2,300.
- Education**
- Established the *Excellence in Leadership Award* honoring graduates of the Chamber's Leadership Fremont program. The recipients are chosen based upon their application of the skills and experiences learned through the program as demonstrated in their actions, as well as their service to the Chamber and/or community. The first two recipients were Craig Steckler, Fremont Chief of Police and Tina

Nunez, Sr. Director of Strategic Management at Washington Hospital.

- Began instruction for another *Leadership Fremont* class, an educational program of the Chamber designed to identify, nurture and develop emerging leaders within our community. Participation in the program grew by 20%.
- To meet its community project requirement, the Leadership Fremont Class of 2003, assisted *Fremont Education Foundation* in collecting instruments and raising funds for the refurbishment of instruments.
- Continued to work with SCORE to provide educational opportunities to businesses in the community. During the year we have seen a marked increase in the number of businesses making use of this valuable service, and as a result, a second SCORE counselor has been added.
- Upgraded and updated the *Member Briefing* to include all members. The session not only provides a comprehensive view of the Chamber, but also teaches how to network to all new and seasoned members.

### Administration

- An annual compilation of the Chamber's financial statements was conducted by a certified public accountant.
- Continued to scrutinize the Festival of the Arts income and expenses seeking opportunities for an increased ROI. The scrutiny resulted in an expense reduction of 14% and an increase in sponsorship sales of 39%, making the 2002 festival the most profitable festival in the Chamber's history.
- Further refined the extensive budgeting process to increase accountability and control income and expenditures.
- Issued over 254 *Certificate of Origins* to Fremont based businesses.
- Achieved a board of directors rich in ethnic diversity that more accurately reflects the diversity and cultures found in Fremont.
- Enriched the Chamber's fiscal health by establishing a reserve account and making monthly deposits into the reserve.
- Updated Chamber's membership database program to provide better communication and tracking of membership.

### Governmental Affairs

- Began work on the sign ordinance
- Instituted *Public Policy Forum* series to give Chamber members the opportunity to hear influential public policy makers from around the region discuss issues of critical importance to the community such as the education, transportation and the popular City Managers' luncheon.
- Lobbied *Senator Dianne Feinstein* with a pro-business stance on the Class Action Fairness Act and the Asbestos Litigation Reform.

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# Welcome, New Members

### ADP-Automatic Data Processing

*Laureen Brescia-Mark, District Manager*  
4125 Hopyard Road  
Pleasanton, CA 94588  
Phone: (925) 251-5317  
Fax: (408) 978-3503  
laureen\_brescia@adp.com  
www.adp.com  
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### California Bank & Trust-Stephen Meade

*Stephen Meade, Sr. Commercial Banking Officer*  
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Fax: (510) 505-9054  
www.castus.net  
*Health & Diet Food Products-Retail*

### Fremont Football League

*Clyde English, President*  
P.O. Box 624  
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engbros@earthlink.net

www.FremontFootballonline.com  
*Organizations*  
Fremont Football and Cheer Youth Sports League is full contact football. The League is for the betterment of boys and girls in after school programs.

### Fremont Park Golf, Bar & Grill

Ted Anderson, General Manager  
39751 Stevenson Place  
Fremont, CA 94539  
Phone: (510) 790-1919  
Fax: (510) 790-0405  
tanderson@marinerspoint.com  
*Golf Courses-Public*

### IAAP-TriCity Chapter

*Diana Smith, Chapter President*  
4857 Pardee Ave.  
Fremont, CA 94538  
Phone: (510) 284-6506  
Fax: (510) 226-2370  
diana.smith@abgenix.com  
www.geocities.com/tricity\_iaap  
*Organizations*

### NUW Financial Services

*Thomas Wingfield, Consultant*  
36260 Gibraltar Court  
Fremont, CA 94536  
Phone: (510) 793-7592  
Fax: (510) 793-7592  
tom@nrwfinancial.com  
www.nrwfinancial.com  
*Financial Services*

### Pat Mayfield Consulting LLC

*Pat Mayfield*  
P.O. Box 10095  
Pleasanton, CA 94588

Phone: (925) 600-0584  
pat@patmayfield.com  
www.patmayfield.com  
*Business Consulting*

### Q & E Products

*Frank Ehret, President*  
44777 S. Grimmer Blvd., #C  
Fremont, CA 94538  
Phone: (510) 743-2030  
Fax: (510) 743-2040  
www.qe.com  
*Computer Printer Supplies & Repair*

### Silver & Black Telecom

*Kevin Shue, Owner*  
4526 Crestwood St.  
Fremont, CA 94538  
Phone: (510) 279-9411  
Fax: (510) 979-9671  
kevin@silverandblacktelecom.com  
www.silverandblacktelecom.com  
*Telecommunication Services & Products*

## Link Up

Are you linked? Fremont Chamber of Commerce members can be linked to our online business directory free of charge. The online directory is a valuable tool for linking businesses and individuals in the Fremont area. If you are not linked, email Napoleon Batalao at nbatalao@fremontbusiness.com

# Anniversaries

### 30+ years

Four Winds Growers  
Fremont Engineers, Inc.  
Fremont Flowers and Gifts  
Fremont Lincoln Mercury Jeep  
RINA Accountancy Corp.

### 20+ years

American Express Tax & Business Services, Inc.  
David M. Britton, CPA  
Century 21 Mission-Bishop Real Estate  
Tonix Corp.

### 10+ years

Ardenbrook, Inc.  
Fremont Bank  
JVA Business Services  
M.L. Nielsen Construction, Inc.  
Neufeld Grinding, Inc.  
Saint Mary's College  
Virdee's Foreign Automotive

### 5+ years

American Cinema Advertising Network  
Kim's Kustom Embroidery & Sportswear  
MasterKey Real Estate-Mission

Sisters of the Holy Family  
State Compensation Insurance Fund  
Washington Hospital Healthcare System  
Wolco Business Systems

### 2+ years

Briarwood At Central Park Apartments  
City of Fremont  
Dave & Buster's  
Grand Homes Realty and Financial  
Hoge, Fenton, Jones & Appel, Inc.  
John A. Romano, M.D., Cosmetic & Reconstructive Surgery  
KRTY Radio  
Minuteman Press  
Mission Peak Business Products, Inc.  
Penny Saver  
PSI-Protection Service Industries  
Sheppard Mullin Richter & Hampton, LLP  
Wild Birds Unlimited of Fremont  
Robert A. Wieckowski, Attorney at Law

### 1 year

Bay Oak Law Firm  
Century 21 Oliver Jackson-Farah Ghatala  
Claridge's BMW  
Comfort Keepers  
Ernie's Liquors  
First Security Loan  
Foot Solutions  
Horizon Financial-Joyce McCammon  
Karen's Donuts & Yogurt  
La Prensa-The Press  
Melaleuca-The Wellness Co.  
Nelson Staffing Solutions  
New York Life-Frank Zhang  
Pages thru Time Scrapbook Store  
RE/MAX Executive Realty-Jon Roberts  
Sandlenet, Inc.  
Self Defense Institute  
Silicon Valley Sports & Entertainment-SJ Stealth  
Special Events  
Sprint PCS  
State Farm Insurance  
James Foster  
Sushi Boat House  
Weekenders, USA

Congratulations to all our members who have reached these milestones



## Doing Business Over Lunch

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



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



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



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



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



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

## Workshop —

from page 1

\$25.00 at the door and includes continental breakfast. To learn more about this workshop or register to attend, please contact the East Bay SBDC at 510-208-0410 or visit [www.eastbaysbdc.org/fremont](http://www.eastbaysbdc.org/fremont).

## How a Marketing Strategy Can Make You Money

Wed., March 31, 2004  
7:30 - 9:30 a.m.

City Hall Council Chambers  
3300 Capitol Avenue, Fremont  
**\$20 (\$25 at the door)**



## Community Sponsorship Challenge Sponsor Levels

### FIUE CHIEF

\$5,000  
Mention in Press Releases  
Large Logo in Program  
Thank You Signage  
Name on Entrance Feature  
Logo in Advertisements  
Logo on Festival Web Site with Link  
Certificate of Appreciation  
Banner at Event  
3-Alarm Dinner

### BATTALION COMMANDEU

\$2,500  
Mention in Press Releases  
Small Logo in Program  
Thank You Signage  
Name on Entrance Feature  
Logo in Advertisements  
Logo on Festival Web Site with Link  
Certificate of Appreciation

### CAPTAIN

\$1,000  
Mention in Press Releases  
Listing in Program  
Thank You Signage  
Name on Entrance Feature  
Listing in Advertisements  
Logo on Festival Web Site with Link  
Certificate of Appreciation

### FIUEFIGHTEU

\$500  
Listing in Program  
Thank You Signage  
Name on Entrance Feature  
Listing on Festival Web Site with Link  
Certificate of Appreciation

### BUICK

\$100  
Listing in Program  
Name on Entrance Feature  
Certificate of Appreciation

For more information, visit: [www.fremontfestival.net](http://www.fremontfestival.net)

## Connection Clubs

### Meeting Dates, Times, Places

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

Purpose: The Chamber 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 (start at 11:45 a.m.)  
City Beach - NEW LOCATION  
4020 Technology Pl, Fremont  
Chair: Becky Carleton, 510-581-8113  
Vice Chair: Stephanie Pavis, 510-790-2066  
[tuesdayconnectionclub.com](http://tuesdayconnectionclub.com)

Thursdays 7:30 a.m.  
The Depot Cafe  
37260 Fremont Blvd, Fremont  
Chair: Todd Cannon, 510-651-8854  
Vice: Matt Dickstein, 510-796-9144  
[thursdayAM.com](http://thursdayAM.com)

2nd & 4th Thursdays 12 Noon  
Original Pancake House  
39222 Fremont Blvd, Fremont  
Chair: Don Datanagan, 510-791-3200  
Vice: David Doyle 510-828-5600

1st & 3rd Thursdays 12 Noon "Referrals"  
El Torito  
39550 Paseo Padre Parkway, Fremont  
Chair: Harriett Whitney, 510-793-7405  
Vice Chair: Anna Jacoby, 510-490-0379

Fridays Women In Business, 7:30 a.m.  
Best Western Garden Court Inn  
5400 Mowry Avenue, Fremont  
Chair: Edie Parson, 510-651-4675  
Vice: Vicki Kriner, 510-441-7387  
[fremontwib.com](http://fremontwib.com)

Friday AM Connection Club, 7:15 a.m.  
The Depot Cafe, Fremont  
37260 Fremont Blvd, Fremont  
Chair: Daniel Kisner, 510-791-5790  
Vice: Kelley Rao, 510-252-0448  
[fridayconnections.com](http://fridayconnections.com)

### NEW CONNECTION CLUB! The Professional Source Connection Club, 7:15 a.m.

Office of Matt Dickstein  
39300 Civic Center Drive, Fremont  
Chair: Todd Cannon, 510-651-8854  
Vice: AiRung Liu, 510-727-2175

Before visiting a club, call Chair/Person to confirm place & time.

## FCCTV

Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast

## Our Animal Friends Proper Care for Pets

Pets can be loved and treasured members of families. Pet owners must know what special care their pets require in order for the pet to enjoy a long and healthy life. KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews two guests who share their views of proper pet care. "Our Animal Friends - Proper Care for Pets" March FCCTV segment features Vicki Kriner from Perfectly Maid gives tips on the characteristics a pet owner should look for in a pet sitter, and how to make the transition from owner to sitter easier for the pet. LeAnn Dowling from Wild Birds Unlimited explains how to keep your yard bird friendly so your can enjoy our feathered friends year round. And Emily Verna from Furry Friends discusses lost and unwanted pets, what to do when you find a lost pet and the services Furry Friends offers to give comfort to lost pets.



### FCCTV SHOW SCHEDULE

Fremont - Channel 29 Mondays 8:30pm  
Fremont - Channel 26 Mondays 6:30pm  
Sundays 6:30pm  
Newark - Channel 26 Fridays 5:00pm  
Union City - Channel 15 Thursdays 10pm  
Saturdays 3:30pm  
Sundays 8:30pm

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

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

## Elise Balgley

Attorney at Law

3900 NewPark Mall Road  
Third Floor, Newark  
[www.elisebalgley.com](http://www.elisebalgley.com)

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## Monthly Visits to the Chamber Website

[www.fremontbusiness.com](http://www.fremontbusiness.com)

9,293

Total number of visits during the month of Jan 2004

6,532.40

Average # of visits per month (ytd)

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

[data provided by Deep Metrix LiveStats]

**DEEP METRIX**

## Member News

### LOV Hosts Sunday Afternoon Concert

See country legend Patsy Cline come to life through tribute songs and amusing stories in "A Portrait of Patsy Cline" featuring Joni Morris at **LOV's** Sunday Afternoon Concert on March 21, 2004, 2 pm, at the LOV Community Service Center, 35233-C Newark Blvd., Newark. Pastels and watercolors by Susan Van Wambeck will also be on display and there will be complimentary intermission refreshments. Doors open at 1 pm. Admission price is \$6 adults, \$4 seniors and students 12-18, \$2 children. For more information call (510) 793-5683.

### Deckarama: Skateboard Art

The Louie-Meager Art Gallery (located in the Smith Center for the Fine & Performing Arts at **Ohlone College**) presents Deckarama: Skateboard Art. The skateboard subculture generates a brash new urban folk art with a history stemming from graphic design, underground art and appropriated commercial pop icons. A fresh genre with street savvy, both antique and

contemporary decks, painted by well known board artists and Ohlone College "Thrashers" will be shown. Exhibit dates are March 3 - April 11, 2004, Monday through Friday, 12 p.m.-3 p.m. Free Admission. For more information call (510) 659-6176.

### Exciting Entertainers "Come out and Play!" at 2004 Fair

The Fair, which runs from June 25th through July 11th, is celebrating its 92nd year as the place to be each summer. This year's theme, "Come Out And Play!" is a playful challenge to the residents of Alameda County, the Greater Bay Area, and beyond to visit the Fairgrounds and enjoy the best (and most fun!) Northern California has to offer. From fantastic food, exhibits, and entertainment to carnival rides and live horse racing, there's something for everyone at the **Alameda County Fair**. Discounted admission tickets will be available for advance purchase as the Fair approaches. So come to the 2004 Alameda County Fair, and "Come Out And Play!" with us this summer. For more information,

please visit [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com), or call (925) 426-7600.

### Alameda County Fair To Uecognize Community Heroes, Nomination Forms Available

Many members of the communities within Alameda County perform heroic deeds every day. From working in soup kitchens to feed the homeless, to providing activities and educational opportunities for disadvantaged youth, there are heroes in our midst that deserve recognition. The Alameda County Fair Community Heroes Program will acknowledge the coaches and youth athletes who define what it means to be a community hero, in keeping with the 2004 Alameda County Fair's sports-and-competition theme, "Come Out And Play!" Nomination forms are now available online at [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com), or by contacting program coordinator Janette Golomeic at (925) 426-7511. To nominate a hero in your community, please fill out and return the nomination form no later than Friday, May 14th, 2004. The

2004 **Alameda County Fair** runs from June 25th through July 11th. Winners of the 2004 award will be showcased in the annual Fair Parade, as well as in a special award ceremony immediately following the Parade on Saturday, June 26th. For more information about the 2004 Fair, please visit [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com).

### Scholarship Opportunity from ABWA Pathfinder Chapter

The Pathfinder Chapter of the **American Business Women's Association** is funding a special scholarship through the Stephen Bufton Memorial Education Fund (SBMEF). The field of study is not specified and the amount is the scholarship is \$2000. The scholarship is open to women who meet the following eligibility requirements: citizens of the U.S. and a resident of Alameda County, California; will be a college freshman, sophomore, junior or senior in August 2004; are attending or have been accepted at an accredited college or university authorized to confer degrees at least at the baccalaureate level or above; and

have achieved a cumulative GPA of 3.0 or better on a scale of 4.0. Application are due at ABWA National Headquarters by March 31, 2004. To receive an application, send a stamped, elf-addressed envelope to: Pathfinder Chapter, Laura Sharp, P.O. Box 7655, Fremont, CA 94537.

### Washington Hospital's "A Little Night Musical VI" Benefits Center for Joint Ueplacement

The **Washington Hospital Healthcare Foundation** presents A Little Night Musical VI, Magical Medical Musicales on Friday, March 26, 2004 at 7:30 p.m. at the First Assembly of God Church, 4760 Thornton Ave., Fremont. The musical will be performed by medical staff, their spouses and staff of Washington Hospital. Proceeds from the event will benefit the Center for Joint Replacement. Tickets are \$30 per person and includes a dessert reception. For more information contact the Foundation office at (510) 791-3428 or email [foundation@whhs.com](mailto:foundation@whhs.com).

## Join the Community Sponsor Challenge

The Fremont Chamber of Commerce has formed a partnership with the Fremont Fire Department to explore the possibility of hosting the 2004 Firefighter's Combat Challenge (FCC). The FCC is a skills test for firefighters throughout the nation. Wearing full turnout gear and racing against the clock, firefighters participate in a number of tasks typically performed at the scene of a fire. It provides a prime opportunity to showcase our local firefighters and acknowledge the difficult job they have. Successful competitors in this regional Challenge will move onto the national challenge and hopefully onto the world challenge.

### Why is this important?

- A renewed interest in the Fremont Festival of the Arts
- Establish the festival as a family event with a wide variety of entertainment and activities for all.
- Attract a new and more diverse audience to the festival.
- Chamber members and community merchants will benefit with added business. More people attending the FCC and festival will result in more money being spent during the weekend.
- More money will be spread through non-profit with additional monies spent on concessions.
- It honors our firefighters and strengthens our community

The bottom line is, in order for this event to succeed, we need to pool our resources for sponsorship dollars! Please join the Community Challenge to bring the Firefighters Combat Challenge to the 2004 Fremont Festival of the Arts

### YES! I ACCEPT THE CHALLENGE!

- Fire Chief (\$5,000)       Battalion Commander (\$2,500)  
 Captain (\$1,000)       Firefighter (\$500)  
 Brick (\$100)

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Payment:  Visa/MasterCard  Bill Me  
 Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_



For more information on how to help, call Cindy at 510-795-2244, ext. 106, or email [cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com)

## New Web Site Offers Health Care Info to Small Business Owners

The California HealthCare Foundation recently announced a new web site designed to help California business owners with 50 employees or less make informed decisions about offering health benefits to their employees. The web site [www.HealthCoverageGuide.org](http://www.HealthCoverageGuide.org) is free to all visitors.

Site visitors are guided through a series of considerations to help them decide whether health insurance is right for their business and then offered step-by-step support for choosing and implementing a coverage plan. Small business owners will find unbiased content about offering medical coverage; a

guide that shows how to purchase medical insurance; an employer's rights in California's health insurance marketplace; and the tax implications of offering health insurance. The site also provides links to additional resources.

Although the site hosts a wealth of valuable information to small businesses, the site does not offer financial or legal advice, sales or promotional information from insurance providers, or applications for insurance.

The California HealthCare Foundation (CHCF) is an independent philanthropy committed to improving California's health care delivery and financing systems.

## Do you have any news?

The *Fremont Business Review* gladly publishes newsworthy items and items of interest for members of the Fremont Chamber of Commerce.

To get your news item in the Member News section of the *Fremont Business Review*, send an email to [fmfcc@fremontbusiness.com](mailto:fmfcc@fremontbusiness.com) with the words **MEMBER NEWS** in the subject line. Please include a contact phone number.

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# Reform —

from page 1

upon objective medical findings (that is, verifiable indications of injury, including range of motion, atrophy, muscle strength, and physical or subjective responses to physical examinations that are reproducible, measurable or observable).

- Creating additional return-to-work incentives by making a distinction in residual disability between workers who return to work and those who do not.
- Requiring that diagnostic and treatment guidelines be established, based upon the "best available scientific evidence."
- Limiting the degree to which applicants' attorneys control the medical treatment of injured workers.
- Resolving medical disputes through an independent medical review process where decisions are made by medical professionals, rather than lawyers and judges.
- Requiring mutual agreement between the employer and the worker for selecting the treating physician prior to injury or a change in physician after 30 days from the date of injury.
- Requiring that activities of employment must contribute at least 10 percent of the total cause of an injury from all sources if the injury occurs as the

result of one incident or exposure ("specific" injury).

- Requiring that activities of employment must "substantially" contribute as to all causes combined if the injury occurs as the result of repetitive activities extending over a period of time ("cumulative" injury).
- Increasing the benefit amount for the most seriously disabled workers, starting in 2005.
- For larger unionized employers, extending the right to establish an alternative dispute resolution system, including mediation and arbitration, similar to the rights presently conferred to the construction industry.

### Keep Writers

Even with the signature gathering for the initiative beginning, employers and employees should continue to write their legislators and urge them to support the Governor's workers' compensation reform plan. See sample letter.

*Reprinted with permission by the California Chamber of Commerce. For more information, contact Gordon Goolsby, Director of Government Affairs, (510) 795-2244 x110, email [goolsby@fremontbusiness.com](mailto:goolsby@fremontbusiness.com)*

## SAMPLE LETTER

[INSERT LEGISLATOR NAME]

[ADDRESS]

SUBJECT: Workers' Compensation Reform — SUPPORT

Dear [Insert Name of Assembly Member/Senator]:

I'm writing to you with an urgent plea that you address the workers' compensation crisis that is causing so much harm to our state's economy. Governor Schwarzenegger called a special session of the Legislature in November, and still nothing has been done. I urge you to pass the Governor's workers' compensation reform legislation immediately.

Without these reforms, my business and other businesses in this community will continue to suffer.

[Tell your story here] I have \_\_\_\_ employees. Over the last \_\_\_\_ years, my workers' compensation costs have gone up \_\_\_\_.

This isn't just a problem for business owners; it affects every Californian. Every day you delay will cost California jobs. Please give this your immediate attention.

Thank you.  
Sincerely,

cc: The Honorable Arnold Schwarzenegger  
Governor, State of California  
State Capitol  
Sacramento, CA 95814  
Fax (916) 445-4633

California Chamber of Commerce  
P.O. Box 1736  
Sacramento, CA 95812-1736  
Fax (916) 325-1273

**Members:**  
Are you linked to our online directory? Send us your URL and we will link you to the Fremont Chamber's online business directory.  
[www.fremontbusiness.com](http://www.fremontbusiness.com)'s online business directory averages 6,395.84 unique per month [deepMetric stats - Sept 01- Sept 30 2003]  
email: [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)  
subject: new member URL



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## Do you know who your representative is?

Find your legislator now by entering the following URL in your browser: [http://www.fixworkerscompnow.org/help\\_legis.cfm](http://www.fixworkerscompnow.org/help_legis.cfm). Just enter your Street Name, City, and ZIP Code in the text boxes, then click "Next"

### Other useful links:

California Official Website  
<http://www.ca.gov>

California State Assembly Official Website  
<http://www.assembly.ca.gov>

California State Senate Official Website  
<http://www.sen.ca.gov/>

Fremont Chamber Public Policy page/Government Affairs  
<http://www.fremontbusiness.com/PublicPolicy/index.htm>

## Investing Lessons—

from page 1

lesson already comes too late. Panicked investors bailed out of the stock market or drastically cut back, and will likely get back in only after they're "convinced" that the market is rebounding. Yet missing out on the stock market gains during the early stages of recovery can dramatically reduce returns, and the longer you wait, the more you could potentially miss out.

**Diversify, diversify.** Many investors chased hot tech stocks in the late 1990s and got badly burned. The NASDAQ

lost 39 percent of its value just in 2001. Investors also overloaded on company stock, frequently with poor results. Meanwhile, real estate investment trusts, which performed poorly in 1998 and 1999 when stocks were booming, had banner years in 2000 and 2001, performed so-so in 2002, and had an excellent 2003. By adhering to your investment policy statement, you

have the potential to reduce risk, minimize losses, and take advantage of the next "surprise" winners.

**Hold realistic investment return expectations.** As investors painfully learned, those high double-digit annual returns of the late 1990s — one year the NASDAQ jumped 85 percent — aren't average. Many observers believe stocks will average three to four percent below those averages during the coming decade.

**Avoid 'rearview mirror' investing.** Investors tend to focus on the immediate past. When stocks are booming, investors assume they will always be in the long term.

*Please remember that past performance is no guarantee of future results. An investment cannot be made directly in an index.*

*David Lee is an investment professional who provides financial planning and advice to help individuals achieve and address a multitude of financial goals and insurance needs. David is an advisor with Waddell & Reed. For more information, contact David Lee at (925) 560-0440 or send an email to him at [davidlee@wradvisors.com](mailto:davidlee@wradvisors.com), 11875 Dublin Blvd Suite B122 Dublin, CA 94568*

# Scrapbook Page Design Contest

Deadline for entries: Friday, July 9, 2004

**Categories**  
**Fremont Festival of the Arts:** A celebration of family, community and the arts.  
**Firefighters:** Honoring our local heroes who protect our families and homes.

**Prizes**  
One awarded in each category

**First Prize**  
Scrappin'Night for 8 at Pages Thru Time Scrapbook Studio & Supplies including dinner and 10% off all purchases during the party.

**Second Prize**  
A \$25 gift certificate at Pages Thru Time Scrapbook Studio & Supplies.

For more information, visit [www.fremontfestival.net](http://www.fremontfestival.net) or [www.pagesthru-time.com](http://www.pagesthru-time.com)

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See our full page insert in the chamber pack

# Sound Advice for Healthy Living

## Ask Dr. Michael

Dear Dr. Michael:

I overheard you speaking to someone at a recent Chamber mixer. You were saying that a person did not need to have back pain to see a chiropractor. Please forgive my ignorance, but why would I go to see a chiropractor if I did not have a back problem?



**Dr. Michael Nichols**

Your assumption regarding chiropractic is, unfortunately, a common one. It seems some people think that the only reason to see a chiropractor is if you have a back problem. The reality is that chiropractic is actually about enhancing the function of your nerve system. You see it is your nerve system that controls every single action and reaction in your body. Not only is it responsible for contracting your muscles so that you can move about, it is also responsible for all of the thousands of functions that you never have to think about on a daily basis. Things like breathing, heart function, digestion, bladder control, enzyme and hormonal levels, immune function, even your emotions. Your nerve system consists of your brain, spinal cord and the nerves that extend out from the spinal cord. The spinal bones of your back protect this system. If one of these bones becomes misaligned it can cause an interference to the proper transmission of signals along your nerve system. We call this

condition a "vertebral subluxation." Think about it, if I put pressure on the nerve that goes to your stomach or pancreas what would happen? That's right, you could end up with digestive problems like heartburn, chronic indigestion, Crohn's disease, whatever. How about if I put pressure on a nerve that goes to your lungs? You then might have problems like asthma, bronchitis, etc... Nerve interference can cause problems ranging from headaches, dizziness, and ear infections to lowered immune function, reduced range of motion, and postural problems. Are you beginning to see how chiropractic is about so much more than back pain?

Most spinal problems (and health problems in general) do not initially present as pain. The pain usually occurs after the problem has been there for a long time. During this time however, your nerves are being impinged and irritated, reducing their function to whatever organ they control. This leads to chronic disease states in your body. This is why we refer to vertebral subluxation as "the silent killer." This is also why it is so important to get your spine checked by a chiroprac-

tor to make sure your nerve system is operating at its absolute best. Chiropractors are the only professionals specifically trained to locate and correct these spinal misalignments. If you have not had your spine checked recently it is imperative that you do so as soon as possible to make sure that there are no interferences to your nerve system and therefore no interferences to maximum health for you.

*Dr. Michael Nichols, a Fremont chiropractor and a guest writer for this column, has worked for over 15 years as a certified personal trainer, nutritional counselor and massage therapist. He received his B.S. degree in Kinesiology (exercise science) with a minor in nutrition from the University of Houston. Dr. Nichols graduated with his doctorate in chiropractic from Cleveland Chiropractic College of Los Angeles. Dr. Nichols is also a Fellow of the International Chiropractic Pediatrics Association. To submit questions or comments please contact Dr. Michael at NicholsChiro@aol.com. For more information on these topics, visit his website at NicholsFamilyChiropractic.com.*

## Ueyview—

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- Partnered with the *Centerville Business Association* to host a candidate's forum for the city council.
- Represented the Fremont business community at a south China trade delegation to discuss China's interest in American imports.
- The Board declared the Chamber's support of the following Propositions and Measures: Proposition 47, K-University Public Education Facilities; Proposition 49, After School Programs; Measure R, Fire Safety Bond; Measure S, Mayor and City Council Salaries; Measure BB, BART District Seismic Safety Bond, as well as Prop 57 & 58
- Achieved an endorsement success rate of 88% for the 2002 elections.
- Business for Good Government (BGG), the political action committee of the Chamber, hosted a number of breakfast meetings featuring elected officials as speakers to discuss the future of Fremont.
- BGG issued its endorsement of candidates for the Fremont City Council, Fremont Unified School District, Ohlone College School Board; Washington Hospital Board, State Senator and State Assembly for

the 2002 election.

- BGG hosted a "Meet the Candidates Breakfast" where members of the community had the opportunity to meet and get to know BGG endorsed candidates.
- Attended local business association meetings to provide better communication between the Chamber and the business community.

### Community Outreach

- Chamber staff members are or have served on boards, or established affiliations, with the following community groups: Ohlone College Foundation, Ohlone Business Leadership Council, YMCA, Fremont Education Foundation, Fremont Adult Education Program Community Advisory Council, St. Joseph's School Advisory Board, American Cancer Society, Fremont Unified School District Financial Advisory Committee, Fremont Symphony Orchestra, Economic Development Advisory Commission, and the Integrated Waste Management Advisory Commission.
- The Chamber lent its support to the following community events: ANG Sign On for Literacy Program, Fremont Education Foundation Annual Music Marathon, Alameda County Food Bank Food Drive more than tripling our contribution over 2001,

Ohlone Foundation Citizen of the Year Luncheon, Indo-American Community Federation Unity Dinner, Bucks for Ducks event, ANG Book Bucks Drive, LOV Toys for Tots Drive more than doubling our contribution over 2002, and the League of California Cities LOCAL Coalition. The Mission San Jose's Founders' Day celebration. Furry Friends Halloween Pet Costume Contest. LOV Community Service Faire, Fremont Symphony's Magical Forest, and the City of Fremont in their Recreation Services Dance Recitals.

- Participated in the *Oakland A's Chamber of Commerce Day* with gave Chamber members the opportunity to meet members from other Chambers and enjoy a games played by the championship A's.
- Sponsored a "Day at the Races" at the annual Alameda County Fairgrounds.
- Participated in *NBC 11 Neighborhood Town Hall Meeting* wherein the community was given the opportunity to talk with NBC11 management and discuss community issues.
- Conducted an educational session at the *City of Fremont's Community Engagement Summit* regarding working with the business community for successful fund raising.



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## The 2004 Tri-Cities Ducks for Bucks Benefit Race

*Book Buck\$*, the wildly popular Family Reading Program presented by The Argus, local school districts and businesses, will return for the 13th year - March 22-26.

Its companion project, the *Tri-Cities' Ducks for Bucks Race*, run by the Kiwanis Club of Fremont continues to ZOOM - ZOOM. The *Book Buck\$ & Racing Ducks* projects need promotion-minded business sponsors who want to help the Tri-Cities, the schools and themselves.

Two-thirds of your tax-deductible sponsorship will support the not-for-profit *Book Buck\$* program.

Every evening for one week, students will embark on a news safari - as they do assignments with their families.

By Friday, after increasing their brain mass - by improving their reading skills - they will reach the "loot" sanctuary in the *Book Buck\$ Cool Stuff Catalog*. Then they will "spend" their hard-earned *Book Buck\$* (play money) at local businesses in the Tri-Cities.

The remaining one-third of your sponsorship will help underwrite the cost of launching the tenth anniversary Tri-Cities' Ducks for Bucks Benefit Race.

On race day, April 24, thousands of little rubber duckies, each "adopted"

for a \$5.00 donation, will be released onto Lake Elizabeth to float to the finish. The "parents" of the winning ducks will feather their nests with great prizes.

Five levels of sponsorship are available:

- Top Duck** - \$3000 or more
- Blue Uibbon** - \$1500 or more
- Benefactor** - \$750 or more
- Booster** - \$375 or more
- Baker** - \$100 or more

Prize donors are also needed to reward the students in the *Book Buck\$* reading program. Almost anything kid-friendly will do. Call (510) 208-6707 for ideas.

Business recognition includes company listings on all promotional materials for both events, including newspaper ads, flyers, posters, race day banners, etc.

Partners will also be recognized on the high-profile *Book Buck\$* pages in The Argus, used by thousands of families during the week, and in the Cool Stuff Catalog of prizes. Special benefits are available for top level sponsors, including headliner positioning, logo or listing on at least 50,000 duck adoption entry forms to be distributed throughout the Tri-City area, etc.

Watch your mail for a sign-up brochure or call: Michael Dullaghan, 208-6707 or Sherri Goldsmith, 208-6741.

21st Annual Fremont Festival of the Arts

artists • crafters • musicians • non-profits • volunteers • firefighters • sponsors • contestants

get involved: [www.fremontfestival.net](http://www.fremontfestival.net)