



Fremont

BUSINESS REVIEW

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March 2005

A "Little Train That Could" Story Discovering Four Keys to Marketing Success

by Pam Isom
ICE Safety Solutions

In 1999, I seized an opportunity to combine my background in biological sciences with my passion for health and safety to start a safety training company. I was inspired by the explosive economic growth in the late 1990s that left Bay Area companies bursting at the seams with employees but lacking specialized resources to train them on best practices for health and safety in the workplace. At the same time, employers faced scrutiny of their compliance with mandates from the Occupational Safety & Health Administration (OSHA) and other State agencies. With this significant market opportunity ahead, my company pulled out of the station with all the determi-

nation of "The Little Train That Could." Now, six years later, the company is thriving and traveling with a full head of steam.

None of this would have been possible without four keys to success I obtained as a member of the Fremont Chamber of Commerce. The mission of the Chamber is to promote, support and enhance a positive business environment, and that is exactly what the Chamber did for me.

The first key to success was the Connection Club, *Fremont Women In Business*. The close-knit group of 12-15 women shares leads, business ideas, and success stories, and the members offer personal support to each other weekly. This is exactly what I needed to start my business. The group offered ideas and recommendations, taught me

to practice my "pitch," and offered several leads that turned into long term clients. One member offered constructive criticism on my business card-suggestions that are still on my cards today!

The second key to success came from enrolling in a sales and marketing class offered within a series of Chamber business classes for members. The class taught businesses the distinct difference between sales and marketing. The instructor challenged: "Why should I buy from you, and what makes your service so special?" I really had to think of hard-line reasons why my safety training was so special and unique. There are a lot of competitors out there, and if businesses do not clearly define the who, what, and where they are servicing, they will not succeed in the long term. I walked away from the interactive class with a clear marketing plan differentiated from my sales plan. I still use the strat-

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Success
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Three Principles for a Tenfold Return on Advertising Dollar

by Gary Trevisan, General Manager
Golfsmith Store

one interest in common: they want to play well.

Like many other specialty stores, Golfsmith uses advertisement as one of the main promotional tactics. However, before we place an ad in the media or send a direct mail advertisement, we spend a lot of time designing the campaign and gathering certain data. We follow three basic principles to reach our goal of a tenfold return on every dollar we spend on the advertising campaign.

1. We Keep Our Guest's Interest in Mind

As a retailer of golf equipment, we keep our Guest's interest in mind when we formulate our marketing communications strategy. The messaging we choose is built upon that foundation, regardless of the promotional tactics.

Golf is a sport with widespread appeal. Whatever your age, golf can be a means of getting exercise, building business relationships informally, or just having fun. Regardless of motivation and experience, players all have

2. We Target Our Efforts to Certain Geographic Area

Before designing our campaign, we capture contact information for the people who indicate an interest in our products or who actually make a purchase. We ask for ZIP Codes from people who make a purchase in the store or who sign up for one of our monthly giveaways. From that information, we assemble and maintain a database, which we use to select publications for advertising and to design direct mail campaigns.

We purchase advertising in newspapers that serve the areas we have identified from the ZIP Code information. We design direct mail campaigns around seasonal promotions that include discount coupons. We have used this technique successfully in the Chamber's quarterly

—Golfsmith's Promo
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Three Sources of Business Referrals for a Service Company



Anna Jacoby

by Anna Jacoby, Owner
Anna Jacoby Interiors

When I started my own interior decorating firm nearly five years ago, I tried every possible marketing strategy to promote my business. I spent a lot of money and time, often with

no positive results.

Over time, I have built my reputation through keeping in touch with my customers, offering my expert advice to general public in a bi-weekly newspaper column, and networking with the members of the Fremont Chamber of Commerce.

This year, as I was planning where I should spend my advertising and marketing dollars, I came to the conclusion that these three areas are my primary sources of business referrals and deserve most of my attention.

Keeping in touch with customers

My clients have been a good source of referral business. I keep in touch with them through a quarterly newsletter, which includes decorating tips as well as upcoming events. I get a lot of positive feedback about the

—Three Sources,
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2004-2005 Annual Year in Review

Promotional Activities and Networking Opportunities

- Chamber and community members filled a packed room to learn about the City's accomplishments and plans for the future at the Chamber's Annual Membership and State of the City Luncheon featuring Mayor Gus Morrison as the keynote speaker. The luncheon also featured the annual installation of Chamber officers and directors.

- Nearly 2,000 Chamber and community members gained valuable business insight by reading the Chamber's e-newsletter, Top of the Week Report. Not only does this publication include valuable business information and a calendar of upcoming events, it also offers members an effective and af-

fordable advertising opportunity.

- Partnering with the Fremont firefighters, the Chamber hosted the Firefighter Combat Challenge featuring an intense, spirited competition in which firefighters, wearing full turnout gear, race against the clock and each other on an obstacle course that is dominated by a five story tower. This new venue served to gain additional media exposure and increase attendance at the Festival of the Arts.

- Chamber members cel-

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

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FIFTEEN
YEARS



ACCREDITED
CHAMBER OF COMMERCE

CHAMBER OF COMMERCE
OF THE UNITED STATES

**15 Years of
Excellence**

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



Jane Mueller
Guest Editor
Well Chosen Words

As a marketing communications consultant, I frequently receive calls from potential clients who request help with a press release or a brochure or content for a Web site. Often, they intend to address an overall promotional strategy when they have time, but for right now, they just need to address an immediate need. Keeping in mind these calls, I have decided to investigate in this issue of Fremont Business Review if there is a universal formula for a successful promotional campaign.

PR Strategy vs. Luck

Many people who are busy people seem to share the trait of focusing on task lists. Unless their core business is promotional work, they view public relations and the other marketing communications disciplines on a tactical basis, and the strategy that drives the tactics retains

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newsletter. One of my clients who moved out of the state asked if she could continue receiving it.

Expert Advice for General Public

I think teaching classes about the interior decorating and appearing at home and garden shows enhances my reputation as an expert in the field. I also write a bi-weekly column called "Real Life Rooms" in The Argus and other ANG newspapers. My contact information is included, and I have received many calls and emails from readers who like my down-to-earth approach to interior design. Writing the column has allowed me to share my ideas with a very broad audience.

Networking at Fremont Chamber of Commerce

The Fremont Chamber has also provided many opportunities to market my business. I belong to two Connection Clubs and attend several mixers during the year. I have made many friends and business contacts. Some of them have become clients themselves or referred me to their friends and acquaintances. I have had opportunities to make presentations about my business, and even appeared on the Chamber public access television program. I have also had a booth in the Business Alley section of the Fremont Festival of the Arts for the last three years.

A multi-pronged marketing approach has worked well for my business. When potential clients see my name in different places, they are more likely to call and make an appointment. Besides the newsletters, column and the Chamber, I also market my business in the following ways: web site; SBC Smart Yellow Pages (I am listed in the printed phone book as well as in the Yahoo Yellow Pages online); home and garden shows—these events have put me in direct contact with hundreds of potential clients; and the Welcome Wagon—a new addition to my marketing plan this year.

Anna Jacoby owns Anna Jacoby Interiors, which provides interior decorating services for homes in Fremont and the East Bay. The company specializes in one-day interior redesigns that make the most of existing furniture and accessories. It also offers real estate staging services, Hunter Douglas window treatments, and design consultations and advice. Anna can be reached at 510-490-0379 or through her Web site: www.annajacobyinteriors.com

Message from the Guest Editor

Is There a Formula for Successful Promotional Campaign?

an aura of chance. They hope that the various activities will raise awareness of their business, but at least in part, they entrust themselves to luck.

For that reason, when the Chamber invited me to be guest editor this month, I thought it would be interesting to recruit contributors who have experienced success in promoting their businesses and ask them what works. None of the contributors is a provider of promotional services. They come from varied pursuits—a member of a law firm, a manager of a retail store, a provider of health and safety training, and an owner of an interior decorating firm. One thing they all have in common is solid preliminary thinking about the interests of the audience they are trying to reach.

Thinking Like a Customer

Marketing professors are fond of pointing out that customers don't buy products or services; they buy solutions. Television is full of infomercials for exercise machines, weight-loss programs, and skin products, but what they really offer—and what the customer buys—is the solution to a problem.

The fundamental challenge in promoting a business is to identify accurately the problem customers are interested in solving and then persuade them that you have the best solution. This requires thinking like a customer.

It also requires recognizing that one size does not fit all. A tactic that is appropriate and successful for one business may be completely wrong for another.

Pamela Isom has discovered that tradeshows work for her. David Bonaccorsi has discovered that moderating a public policy forum works for him. Each of our contributors has designed a promotional strategy based upon a solid understanding of the "target audience."

Measuring Results

Measuring results is important as well. Anna Jacoby performs an annual analysis of the sources of her new business. Gary Trevisan assigns promotional codes to his advertising and tracks the response. Building in a means of measurement enables you to quantify the effectiveness of your efforts and allocate budget dollars to the activities that pay off best.

When I asked the contributors to relate their stories, I did not suggest that they comment on the role of Chamber membership. As you will notice, though, it certainly comes up. Julie Shirashi, last month's guest editor, observed that participating in Chamber activities is a great experience. If you would like to increase your participation, please call 510-795-2244. You may even end up as a guest editor.

Jane Mueller is the founder and owner of Well Chosen Words, a marketing communications practice that helps business organizations get more mileage from their marketing budget. She has been a member of the Chamber for six years. Jane can be reached at 510-792-4173 or jmueller@WellChosenWords.net.

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**MEMBER
FDIC**

Four Keys to Marketing Success—

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egies today!

The third key to success was events. My company's first tradeshow was the Business-to-Business Marketplace in the year 2000. We had never exhibited at a tradeshow, but another member of the Chamber was MarCom Communications, a marketing and tradeshow specialist that created the booth, artwork, and button-down embroidered shirts for our exhibit. Consultants in the Chamber taught me the essentials of networking, establishing a common ground with attendees, and how to visually showcase services through the exhibit. To date, we have now exhibited at more than a dozen tradeshows, including shows with more than 3,000 attendees.

The final key to success has been the mixers, which offer access to decision makers at various companies. Initially, I was skeptical because the safety training services we offer are designed for large, high-risk companies. I was not sure the businesses within the Chamber would need my training. However, because the Fremont Chamber of Commerce is a Chamber in the fourth largest city in Northern California, it turns out that the member businesses are both small and large. Through mixers I met,

networked with, and started doing business with ClubSport of Fremont, which then extended to doing business with ClubSport of Walnut Creek, 24 hour Fitness, and Curves. As a result of the Fremont Marriott Hotel mixer, I met and started training the staff at the Fremont Marriott, Downtown San Jose Marriott, Santa Clara Marriott, San Francisco Marriott, and eventually the Embassy Suites hotels.

I will never be able to express and show my appreciation adequately for the tireless efforts the Chamber staff and fabulous Chamber members who work to promote, support, and enhance a positive business environment. "The Little Train That Could" will always be a member and, of course, will return to re-fuel for the next set of mountains that lie ahead.

Pamela Isom is the President of ICE Safety Solutions, a full service safety training company specializing in CAL OSH-related training, CPR/first aid, workplace defibrillators, forklift training, and corporate disaster preparedness, including bomb threat and suspicious mail training. Ms. Isom can be reached at 1-877-7GET ICE (1-877-743-8423) or by email at pam@getice.com. The company is constructing a new Web site at <http://getice.com> that will enable companies and individuals to book training and take training on-line.

Year in Review —

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celebrated the holidays while raising \$750 for the Leadership Fremont Scholarship Fund and collecting toys for the Toys for Tots Drive at the Chamber's annual Holiday Open House.

- The Fremont Community soaked up fun and sun at the Chamber's 21st Annual Festival of the Arts. The festival provided an enormous amount of opportunity for the Fremont business community and non-profit organizations as it attracted more than 390,000 people to Fremont in a single weekend.
- Fremont community non-profit organizations gained an additional \$4,500 in shared revenue when the Chamber went the extra mile by providing "Festival Dollars" to volunteers for their hard work to be spent at food booths run by non-profit organizations.
- A shady oasis pampered guests of the "Wine Garden", a premium wine-tasting event held during the Festival of the Arts, while providing Fremont businesses a venue to entertain their clients.
- The Chamber was honored at the annual LOV Community Service Fair with The People's Choice Award for the fifth consecutive year.
- Chamber members shared their experience and expertise by writing and submitting business articles for the Chamber's monthly periodical, the Fremont Business Review.
- The 2004-2005 Annual Membership Directory was published and distributed to Chamber members, visitors to Fremont, hotels, new residents and a number of other outlets. An excellent desk reference publication, the directory is a complete listing of Chamber members, including primary contact, address, phone numbers, web site and services.
- Business Alley at the 2004 Festival of the Arts made it

possible for 82 Chamber members to reach over 390,000 potential customers and scoop up an enormous number of leads for their business.

- More referrals than ever were exchanged through members of the Connection Clubs as the number of clubs grew from 7 to 8 increasing the value in these networking clubs. Other Chambers use the success of Fremont's Connection Clubs as a model for their clubs.
- Chamber members received more than 122,748 business referrals 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.
- Valuable information and contacts were exchanged at the 2005 Business Marketplace trade show. Nearly fifty member companies exhibited their services to an audience of more than 219 people.
- Offering a venue for Chamber members to discuss relevant and current issues relating to their expertise, FCCTV (Fremont Chamber of Commerce Television) aired 82 times per month in 8 cities including Fremont, Alameda, Newark, Union City, Hayward, San Leandro, Castro Valley, and San Lorenzo, and reached 646,000 homes.
- Chamber members were introduced to new Fremont businesses through the Fremont Chamber Greetings that acts as a welcoming service and provides important information about the Chamber.
- Chamber members realized a greater networking base through the significant growth of the monthly Mixers which currently average over 100 attendees.
- Businesses continued to grow as the Chamber hosted 23 Ribbon Cutting events to welcome new businesses in Fremont.
- Members enjoyed the benefit of targeted direct mail promotion to an audience of over 2,300 through four ChamberPaks.
- The Chamber reached out to China to begin trade partnerships

—Chamber's Annual Review

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March Calendar of Events

- 1 Fremont City Council Meeting**
7 p.m., City Council Chamber
 - 2 Ambassadors' Club Meeting**
8 a.m., Chamber Conference Room
 - 7 Executive Committee Meeting**
7:30 a.m., Chamber Conference Room
 - 8 Fremont City Council Meeting**
7 p.m., City Council Chambers
 - 9 Connolly Real Estate Mixer**
5-7 p.m.
40780 Fremont Blvd. Fremont, CA 94538
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 - 10 Our Community-Who Belongs (Anti-Hate Forum)**
7-9 p.m., Irvington High School Theater
 - 11 Retreat- Board of Directors Meeting**
7:30 a.m., Location TBA
 - 14 Communications Team Meeting**
1:30 p.m., Chamber Conference Room
 - 15 Fremont City Council Work Session**
4 p.m., City Council Chambers
 - 16 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
 - 22 Leadership Steering Committee Meeting**
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 23 Mirchi Café Mixer**
5-7 p.m.
40900 Fremont Blvd. Suite H Fremont, CA 94538
Mirchi Café is dedicated to providing great food at fair prices. We are a family-run business. We specialize in comfort food with an Indian flare. Burgers, pasta, rice dished and pizza are just some of the choices. Desserts are made in house by the Chef/owner. Some of the desserts include New York Style Cheesecake, Tiramisu, Crème Brulee and Chocolate Cake. The atmosphere is eclectic and cozy.

For more event dates and details go to our website at www.fremontbusiness.com and check out the Chamber's calendar of upcoming events!

Community Calendar

Now online: The Fremont Chamber of Commerce's Community Calendar features community events in the Tri-Cities area. Non-profit organizations and schools can get their event posted by emailing the Community Calendar's editor, Nina Moore, at nmoore@earthlink.net



Mayor Bob Wasserman

Annual State of the City Address

by the Honorable Mayor Bob Wasserman

Presented by the Fremont Chamber of Commerce and the Mission San Jose Rotary Club

Annual Meeting & Luncheon Friday, April 1, 2005

11:30 a.m. Registration
12:00 p.m. - 2:00 p.m. Lunch & Program
46100 Landing Parkway
Fremont, CA 94538

Register online at www.fremontbusiness.com, or call 510-795-2244 to register.



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Rotary Club



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 Creekside Village Apartments
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 League of Volunteers (LOV)
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5+ Years

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1 Year

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 Mirchi Café is dedicated to providing great food at fair prices. We are a family run business. We specialize in comfort food with an Indian flare. Burgers, pasta, rice dishes and pizza are just some of the choices. Desserts are made in house by the Chef/Owner. Desserts include New York style Cheesecake, Tiramisu, Crème Brulee and Chocolate Cake. The atmosphere is eclectic and cozy.

Nouvelle Bistro

Lily Talbot
 43543 Mission Blvd.
 Fremont, CA 94539
 Phone: (510) 396-8718
 Fax: (510) 226-8528
 www.nouvellebistro.com
 Nouvelle Bistro is an elegant, upscale restaurant located in the mission San Jose area. It offers a contemporary menu featuring Asian Fusion cuisine. Our dishes are a reflection of the exotic flavors of the orient, fused together with a Californian flare for a whole new experience. Our elegant setting creates a wonderful atmosphere for any occasion, from anniversaries to business meetings in our private banquet room.

Taco Del Mar

Ricky Alan Smith
 4029 Mowry Ave.
 Fremont, CA 94538
 Phone: (510) 952-1445
 Fax: (510) 797-0402
 www.tacodelmar.com
 Taco Del Mar is the fresh, fast and fun alternative to traditional Mexican food, serving mondo burritos and ripping fish tacos with a friendly, relaxed Baja style. We feature large, hand-rolled burritos and fish tacos, made to order with the freshest, healthiest ingredients...just the way you want them.

Signs

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 Union City, CA 94587
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Betty Xie
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 www.s-b-s.com

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Tutoring

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Dr. Julia Olkin
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 Castro Valley, CA 94552
 Phone: (510) 727-0714
 Fax: (510) 727-0714
 www.buildmathconfidence.com
 I tutor kids and adults of all ages and cover all levels of math from remedial to advanced placement classes, plus teach after-school math enrichment classes. I hold a Ph.D. in Mathematical Sciences, and have worked as a Research Mathematician for Stanford Research Institute for 10 years. I have been building math confidence in people for seven years.

Anti-Hate Forum Seeks to Send Message That We All Belong

On Thursday, March 10, 2005, community members will gather at Valhalla Hall at Irvington High School in Fremont to send a unified message - we all belong. The Anti-Hate Forum which is co-sponsored by the Fremont Chamber of Commerce along with many other local civic, community, and faith-based organizations in the Tri-Cities will take place between 7:00 and 9:00 p.m. There is no admission charge and everyone is welcome.

The Anti-Hate Forum was planned in response to recent threats against so-called "foreigners" residing in the Tri-City Area. Although the Tri-City Area has been accommodating of racial/ethnic minority

—Who Belongs?

page 8

Member Benefit Get the Maximum Exposure for Your Marketing Budget

The term "marketing" can be hard to define in terms of marketing a business, but it is a vital component to a company that is trying to increase its awareness to the public. Advertising, brand management, distribution, packaging, pricing, promotions, public relations and sales are all categorized under the marketing umbrella. No matter what your definition of marketing, everyone has the same goal to create interest in your products or services, which eventually leads to sales.

In order to create your own marketing plan, you must know a few key terms. Advertising is anything for which you pay. For example, if your company puts an advertisement in the newspaper or creates a commercial, those are services for which you pay. With public relations, there are no hard costs. The cost is your time and energy. Submitting a press release to a media outlet or exchanging business cards at a mixer are considered practicing public relations. You will need to do both to receive the maximum exposure for your business.

Another important part of creating a marketing plan is the budget. Budgets help you stay focused to meet your business goals for growth.

Many people confuse what goes into a marketing budget. Paying for advertisements and the cost of attending possible networking events are examples of what would appear in the marketing budget. Office supplies would not be apart of the marketing budget, but rather the operational budget.

Let's image you have a total of \$1,000 in your annual budget to use for marketing tools with the Chamber. You would want to spread this money out to garner the most value for you dollar. An example of how to best utilize your time and dollars would be to purchase an insert in three ChamberPaks at \$150 each, mixers- attending is free, a large side ad in the Top of the Week Report for 4-weeks at \$200 total, three business card size advertisements in the Fremont Business Review at \$95 each ad, ribbon cuttings- attending is free, and join a Connection Club for \$55. The total of this package is only \$990.

If you are interested in obtaining more assistance with marketing and promoting your business, please contact KK Kaneshiro at (510) 795-2244 ext. 103, or e-mail at kkaneshiro@fremontbusiness.com.

Connection Clubs

Meeting Dates, Times, Places

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

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

Tuesday Noon
meets at 11:45 a.m.

Fellini O's
3900 Newport Mall Road Ste. 101, Newark
Chair: Elise Balgley, 510-791-1888
Vice Chair: Stephanie Pavis, 510-657-1350
www.tuesdayconnectionclub.com

2nd & 4th Thursdays Noon
starts at 11:45

Express Personnel
39111 Paseo Padre Parkway 117, Fremont
Chair: Donna Mize, 510-797-5100
Co-Chair: Marianne Nsour, 510-651-6500
or Barbara Behrman, 510-739-0438

Fridays Women In Business
meets at 7:30 a.m.

Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Vicki Kriner, 510-441-7387
Vice: Sue Pats, 510-790-2993
www.fremontwib.com

1st & 3rd Friday Pro Source CC
meets at 7:15 a.m.

Best Western Garden Court Inn
5400 Mowry Avenue, Fremont
Chair: Kevin Dean, 510-687-9737
Vice: AiRung Liu, 800-755-5203
www.theprofessionalsource.com

Wednesday Noon
meets at 12 noon

La Pinata Restaurant -- NEW LOCATION
39136 Paseo Padre Parkway, Fremont
Chair: Mojgan Alapour, 408-452-6150
Vice Chair: Dr. Staci Talan, 510-745-7445

Thursday AM
meets at 7:30 a.m.

The Depot Cafe
37260 Fremont Blvd, Fremont
Chair: Marian Briones, 510-226-7827
Vice: Terri Landon, 510-796-8300
www.thursdayAM.com

1st & 3rd Thursdays 12 Noon "Referrals"
Jericho Steakhouse

5339 Mowry Ave, Fremont
Chair: Anna Jacoby, 510-490-0379
Vice Chair: Dr. Nichols, 510-593-7743
www.thursdayreferralsplus.com

Friday AM Connection Club
meets at 7:15 a.m.

The Depot Cafe, Fremont
37260 Fremont Blvd, Fremont
Chair: Kelly Rao, 510-252-0448
Vice: Jose Gonzalez, 510-894-0764
www.fridayconnections.com

FCCTV: Fremont Chamber of
Commerce Spotlights Members
with Weekly Television Broadcast

"Making a Good Impression" You only get one chance to make a good first impression

Everyday people make judgments or form opinions about people, places or things. We judge fellow commuters by what car they drive, corporations by their image and fellow business associates by what they wear. As much as we try not to make it the deciding factor, image plays a big part on whether a good impression is made. KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guest Meghan Tabari from Visual Image Salon. Meghan talks about appearance, its importance in perception and choosing the right haircut for the right job. Much like a person's appearance, public opinion of a company is equally important businesses. KK talks with guest Mar Junge, from C3PR, about public relations, establishing the right campaign for your company and how to incorporate it into your overall marketing plan.

FCCTV Schedule:

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

Newark-
Channel 27 Friday 5 p.m.

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

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

**Hayward, San Leandro, San Lorenzo and
Castro Valley-**
Channel 28 Thursdays 10 p.m.
Saturdays 3:30 p.m.
Sundays 8:30 p.m.

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

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 fmicc@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



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



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



Pearl's Cafe
4096 Bay St.
Fremont (510) 490-2190
Lunch (Tu-Fr): 11:30 am-2:30 pm
Dinner (Tu-Sat): after 5 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



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11 am-10 pm

Our Community — Who Belongs?

Thursday, March 10, 2005

Valhalla Hall, Irvington High School, Fremont
7 to 9 p.m.

Everyone is welcome

Keynote speaker:

Bill Lockyer, *California State Attorney General*

For more information, please contact Herman
Rosenbaum at 510-657-2740.

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Member News

Carnival Magic at Alameda Fairgrounds to Wow Guests

Butler Amusements, Inc., the largest traveling carnival company in the western United States, has been selected as the *Alameda County Fair's* carnival provider for the next three years. Butler Amusements will be bringing many spectacular rides to the 2005 Fair. Some of these include Vortex, Crazy Train, Zillerator, Flying Bobs, and the Wave Swinger. Many of the rides, including the Wave Swinger, are now computer-operated and programmed. Other computer-driven rides that Butler plans to provide at the Alameda County Fair include the Fireball, Giant Scooters, Starship 2000, and the Wacky Worm Coaster. The Alameda County Fair, which runs from June 24 through July 10, offers the best entertainment value in Northern California, with an unparalleled assortment of exhibits, attractions, and concerts. For more information visit AlamedaCountyFair.com or call (925) 426-7600.

Chipotle to Serve Up Gourmet Burritos and Tacos at New Fremont Restaurant

Chipotle Mexican Grill, a quick-casual gourmet burrito restaurant founded by a classically trained chef, opens Friday, March 18, in Fremont, as one of the new Washington West Shops at 2760 Mowry Avenue, near Paseo Padre Parkway. Chipotle (chi-POAT-lay) is named after the dried, mesquite-smoked jalapeño pepper, and serves fresh, made-to-order, burritos, tacos and bols (tortilla-free burritos), made while you watch and served in minutes. All of Chipotle's recipes use only fresh, whole ingredients including naturally-raised pork and fresh Haas avocados. Thursday, March 17, the night before our grand opening, Chipotle will be holding a fundraiser for the athletic programs of two local high schools in Fremont. If you would like to come out to support your local student athletes, just

come out to the restaurant, order any menu item, and we will donate 100% of the proceeds. For more information on Chipotle, feel free to visit our website at www.chipotle.com.

Mattson Technology Opens New Customer Service Center in Israel

Mattson Technology, Inc. is expanding the company's global support infrastructure in Israel. Mattson's Israel support center will provide customers direct access to Mattson's world-class product and service solutions. "Along with our distribution relationship with MICL Ltd, Mattson's Israel operations will strengthen our ability to provide advanced technology products with enhanced customer and technical support for our customers in the region," said John J. Maver, managing director of Mattson Technology's Global Business Operations. "Our new entity in Israel brings us closer to our customers and expands our regional service operations to meet the growing market opportunities in the semiconductor industry." For more information, contact Mattson Technology, Inc. (510) 657-5900 or visit www.mattson.com.

New Affordable Website Product Introduced for Fremont Chamber of Commerce Members

WSI Internet Consulting and Education recently launched its newest product, Chamber Web Tools, a product that provides small businesses access to a powerful, professional, and expandable website solution, delivered quickly, and at an affordable price. Unlike many other lower cost website solutions, Chamber In addition to a number of standard features, Web Tools is designed to grow with your business with over twenty modules that can be seamlessly integrated into your website at any time. Options include a Shopping Cart, e-Newsletter, Event Calendar, Secure User, Affiliate Management, and Web Board. WSI also pro-

vides content design and creation, search engine placement, and marketing consulting services. And, for every Chamber Web Tools website purchased by a Fremont Chamber of Commerce member, WSI will donate \$50 to the 2005 Firefighter Combat Challenge Fund! Visit www.ChamberWebTools.com or contact Kevin Dean at kdean@wsinetadvantage.com to learn more.

Alameda County Fairgrounds Appoints New Board Member

Alameda County Supervisor Gail Steel recently appointed Keith Boyer to the *Alameda County Fair Board of Directors*, replacing outgoing Director Celia Santana-Bonino, who completed her final term this past December. Boyer, a Castro Valley resident, brings an impressive résumé of experience to the position, including 30 years with the Alameda County Sheriff's Office. "I have been involved in county service for most of my life, and I saw the Fair as another opportunity to be of service to the county," said Boyer. "I've learned that there is more than meets the eye with regard to running the Fair, and I'm looking forward to the challenge of continuing to make the Fair a success." For more information about the Board of Directors or the 2005 Alameda County Fair, please visit www.AlamedaCountyFair.com or call (925) 426-7600.

Fremont Library Offers Free Senior Programs

On Wednesday, March 23 at 1:30 p.m., the *Fremont Library* will offer seniors an unforgettable video tour of three of our country's most beautiful national parks, Yellowstone, Yosemite, and Glacier National Parks. Seniors will enjoy footage of some of the world's most spectacular wilderness including an eruption of Old Faithful, dozens of waterfalls plunging into deep pools of water and the spooky thrill of old ghost towns. The

Fremont Library is located at 2400 Stevenson Blvd. and is wheelchair accessible. No reservations required. Refreshments provided by the Fremont Friends of the Library. For more information, contact the Fremont Library at 510-745-1401 or the Alameda County Library's Senior Services at 510-745-1491 or 510-745-1499.

Harrison, Luce & Company Announces Employee Promotions

In recognition of their continued efforts both in the community and business, *Harrison, Luce & Company* recently announced that Sherry A. Matsumoto and William J. Harrison have been promoted to the position of Principal. They will continue to perform with the highest level of customer service which is legendary to the firm.

Fremont Library Presents a Cultural View of Afghanistan

On Saturday, March 5th, from 1:30 p.m. - 3:30 p.m., the *Fremont Library* will present "Afghanistan: cultural preservation to cultural identity." This cultural journey through Afghanistan will explore how people are trying to reclaim their culture and identity after 24 years of war. You will see places, objects and sites that you have never seen before. Nadia Tarzi, Vice President and founder of the non-profit Association for the Protection of Afghan Archaeology, Inc., will be your guide on this slide-illustrated tour of Afghan culture. The event is free and no registration required. The Fremont Main Library is wheelchair accessible. An ASL interpreter is available with 7 days notice. For more information call 510-745-1401.

Edward Jones to Hold Employee Education Financial Planning Seminars for Local Companies

Edward Jones will present two fun and educational seminars designed to address the unique financial concerns of women and couples. Based on the New

York Times best-selling books "Smart Women Finish Rich" and "Smart Couple Finish Rich," these seminars were developed by Van Kampen on an exclusive basis with the author David Bach. These books as well as Bach have been widely featured in the media including "The Oprah Winfrey Show," "The View" with Barbara Walters, CNBC "Power Lunch," People magazine and USA Today. Penny Tan, Investment Representative with Edward Jones Investments in partnership with Van Kampen Investments bring these motivational seminars to local companies and their employees at no cost. To receive additional information or to schedule this free seminar at your company or organization, please contact Sandy Mitchell at (510) 657-8776.

Alameda County Fair CEO Presented Prestigious Award

The San Francisco Bay Area Council of the Boy Scouts of America presented *Alameda County Agricultural Fair Association* CEO Rick K. Pickering with the Silver Beaver Award. Established in 1931, this National Award is the highest honor that a local Boy Scout Council can bestow on a volunteer for rendering outstanding service to youth. Pickering, an Eagle Scout, serves on the Board of Directors of the San Francisco Bay Area Council, which serves more than 57,000 young men and women through some 4,700 adult volunteers, in communities ranging from San Francisco to Oakland and from Fremont to Livermore. He also serves as an Assistant Scoutmaster for Troop 941. "Each of us has a responsibility to give back to our various professions. We grow strongest when we actively reinvest in the success of others," he said. According to Pickering, "Whether you're working with youth, providing a valuable community service, or leading your industry, giving back to others is the most satisfying feeling around." For more information, call (925) 426-7600.

Additional 30 days given to alarm owners

by Billy Sandbrink

On Monday, February 14, four days before the police were to adopt the controversial "verified response" policy, Police Chief Craig Steckler gave alarm companies and alarm owners 30 more days to get ready. The policy was originally set to go into effect on Friday, February 18th, but will now go into place at 12:00 am, Sunday, March 20th.

The Chief's extension of the alarm policy directly addressed one of the concerns of the community- the lack of time people have been given to prepare for this measure. It is the Chief's intention that this 30-day extension will allow people the time to get prepared for the new policy and have peace of mind that they will remain safe in Fremont. "I granted the extension because some of the smaller alarm companies expressed the need for more time to adjust to this policy. I looked at Bellingham, Washington as an example of a city where alarm companies were given 60 days and were able to be ready for the policy. I felt that 60 days in Fremont would be fair, too" said Chief Steckler.

The policy in question pertains to burglar alarms and is called "verified response". This policy requires a police response only to burglar alarm calls that can be verified through a witness or visual or audio program that there is evidence of a crime at the scene of the alarm. Fremont's verified response policy will be the first enacted in a California city and was adopted because of shortages in manpower. Last year, Fremont police responded to 7,002 alarm calls, 6,934 being false, a rate of about 99 percent, according to police statistics. The cost, including officer time, dispatcher time, community service officers who work the alarm program, and vehicle costs totaled \$688,000 last year.

For years, Fremont's Police Department has routinely been one of the smallest police forces in the nation on a per capita basis. In recent years, budget cuts have forced the department to eliminate more than 50 positions, half of them patrol officers. According to the city, the Fremont Police Department has the smallest per capita ratio of police officers per 1,000 residents in the nation among cities with a population of 200,000. Despite the cuts to

the Police Department and its low per capita ratio, Fremont has remained one of the safest cities of its size in the nation.

But there have been voices within the community that have strongly opposed this new policy. At a community meeting hosted by the Fremont Chamber of Commerce on Thursday, February 3rd, 250 people packed the Fukaya A and B rooms of the Fremont Main Library to hear what the Chief and alarm officials had to say. A few members of the audience interrupted the meeting and voiced strong opposition to the policy, while other concerns were raised in the question and answer period that followed presentations by the Chief and alarm industry representatives. Those concerns ranged from the public nature of the communication of this policy, what types of alarms to which the police would respond, whether or not people would have to pay for alarm permits, why alternate response models aimed at lowering false alarms were not considered, that this policy is payback for the voter's decision not to support Measure V, and that this policy is an example of the city's fiscal misman-

agement and inefficiency.

Despite the criticism and attention raised by the community and alarm industry that this policy is too extreme and will jeopardize public safety, Chief Steckler will not back down from enacting verified response. He believes this is a policy that will allow the Fremont Police Department to use its resources more efficiently, while maintaining the integrity of Fremont's public safety. "The alarm owner in Fremont is not going to see a big difference in service. Alarm companies will have the chance to offer patrol services from private companies that will be able to respond to their alarm quicker than the police can now. In return, we will be able to direct our resources to preventative measures and services that will actually enhance public safety" said the Chief.

To learn more about this issue, visit the *Fremont Chamber of Commerce's* website at www.fremontbusiness.com or contact Billy Sandbrink, Director of Government Affairs at (510) 795-2244 x107 or bsandbrink@fremontbusiness.com.

Monthly Visits to the Chamber Website

www.fremontbusiness.com

10,112

Total number of visits during the month of Jan 2005

10,112

Average # of visits per month (2005)

The Visits report shows the number of visitor sessions, or "visits" to 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

Boost Your Business Using Promotional Advertising Products

by Alanna Powell

In a tough economy, promotional products are very powerful. Promotional advertising products, also called advertising specialties, effectively develop your company identity, generate leads, improve direct mail response, encourage repeat business, increase tradeshow traffic, and build customer loyalty.

Some companies, during tough times, become more conservative on marketing and advertising programs by eliminating promotions. However, the less you spend on the marketing and advertising campaigns during this time, the less chance you will have of making money and distinguishing yourself in your industry. Customers will become leery. The risk of neglecting a good marketing campaign can cause a spiral effect where your business can lose credibility and market presence.

The key is to have a balanced budget and plan to promote your company in the most effective way over a period of time. Pick and choose your products and promotional campaign dates based on key events—like art & wine festivals, tradeshows, and community awareness dates. For example, February was Children's Dental Health Month, March is colorectal cancer awareness month, and April is Alcohol Awareness Month. Hospitals, hospital service organizations, fire departments, and other service organizations can and promote their business while

campaigning for these events. For example, a dentist could have promoted his business to the public and gain community awareness by sending out brochures on how to prevent tooth decay in children with children's toothpaste/floss/toothbrushes. It is important to make sure that the toothbrush and floss, in particular, have the dentist's name imprinted on it. That toothbrush and floss will be around a potential customer's household for at least 6 months.

In March, hospitals can send out Cancer brochures with nutritional slide calculators that have their company name imprinted on it. For April, MADD, AA, and other anti-alcoholism organizations could send out informational brochures on the effects of alcoholism with imprinted bottled water saying "Water...the better drink, get addicted". It is a fact that any imprinted promotional item given out will be remembered by 39% of your recipients for 6 months! This is much better advertising vehicle than any other media. It is cheaper over time, and more visible to your target audience.

The upcoming art & wine festivals are key advertising events in which public service companies should be actively involved. Restaurants, hospitals,

dentists, travel companies, and any other company that has direct sales to the public needs to use the art & wine festivals to advertise their company. If you are one of these businesses, now is the time to invest in your marketing, and make the public remember you! Since the event is in the summer, and lots of folks want a fun time at this event, you can hand out T-shirts, hats, frisbees, beach balls, sun glasses, koozies, sports bottles, bottled water, first aid kits, fans, coloring books, thermometers, and any other type of useful family type item that they will use and brag about getting from you. The more unique the item, the better the chance you'll be advertised and remembered through your promo product. It is critical that your company name be splashed around so you stand out and make a great impression on the public, feelings of goodwill towards your company is important.



Alanna Powell

Optimizing a strategy is critical. It's not only the promotional product you choose that's important; it's about how you present it to your potential customer. Planning is key! Customers will recognize if a company is trying to gain their attention on a specific point. The campaign must be clearly defined and give a direct message to

the consumer, otherwise you will be less likely to meet your goal, attract a customer, and profit. Here is an example shown by an Exhibit Survey Study. This study's goal was to gain tradeshow traffic at a booth, and to determine which delivery strategy was the best. The study gave 4900 recipients different promo products with different delivery strategies, and then analyzed which scenario was the most successful. The most successful campaign sent a coaster and an invitation to receive a matching mug at the booth. The runner up campaign sent an invitation to receive a mug at the show. Booth traffic, remembering the company post show, and feelings of 'goodwill' towards the company in the most successful scenario were 61% higher than the runner up scenario. The cases that did the poorest were the ones which sent the recipient nothing, or that sent a puzzle before the show and a flashlight after the show. There wasn't a clear message to the customer in these last cases, and they scored 3 times lower than the most successful case.

Finally, advertising specialties and promotional products are more effective than coupons. If presented as an incentive with a coupon, the effectiveness of your campaign will be boosted dramatically. For example, in a study by Southern Methodist University, customers receiving promotional products reordered 18% sooner than those who received coupons. In an additional study, folks who received a promo product spent 27% more than those who received coupons, and 139% more than those who received only a welcome letter, and they were 49% more likely to become a regular customer than coupon recipients, and 75% more likely to become a regular customer than letter recipients. Customers like tangible items that they can use and remember immediately.

These are just some examples of the power of promotional products. Promotional products are not just a gift

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give away, they are an essential part of your advertising and marketing program to help you gain the most out of your advertising investment. To advertise is great, but to take advantage of the advertising concepts and campaigns that have been proven through our institute's research is even better. Use the power of promotional products, and watch your company grow!

For more information and to learn how you can effectively run your promotional marketing campaigns, purchase promotional products and business printing supplies, or analyze more case studies; please contact Alanna Powell of ACE Advertising Specialties and Business Printing at (510) 742-0223 or inquiry@acespecialtyprinting.com. You are also invited to visit the web site at www.acespecialtyprinting.com.

Golfsmith's Promo Principles—

from page 1

ChamberPaks as well. The promotions might be tied to a holiday, such as Fathers Day, or to an event, such as a prominent golf tournament.

Marketing to our existing Guest base has proven to be a successful way to build customer loyalty and generate referrals. Referrals are a solid source of new business for us. When a satisfied Guest sends a friend to see us, the message is more powerful than anything we could say about ourselves.

Networking at Chamber mixers is another method we use to introduce

ourselves and to encourage referrals. We find that fellow Chamber members understand the networking process well and support each other's efforts.

3. We Measure Effectiveness of the Campaign

A key component of our program is measuring the results. Advertising is expensive, and we want to invest advertising dollars only on efforts that bring us results. For that reason, we assign promotional codes to our offers so we can track the response.

A rule of thumb for measuring success is that we want a tenfold return. If we buy \$10,000 worth of advertising, for instance, we look for a return of \$100,000 worth of business.

In all of our promotional programs, we keep three principles in mind: appeal to the Guests' interest, target our efforts to the appropriate geographical area, and build in a way to measure our effectiveness.

Gary Trevisan joined the Chamber last year as the general manager of the Golfsmith store located in Fremont. He has worked in all areas of retail and in the golf industry for about 5 years. He has recently become general manager of the Palo Alto store.



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by David Bonaccorsi, Partner
Law Firm of Bernard, Balgley & Bonaccorsi

As a law firm, we don't have a "product" to sell. Instead, we offer our talent, skill and time as advocates and counselors in the service of our clients. We represent businesses large and

Because of the Chamber, Our Outreach Has Increased Exponentially

small in drafting contracts, negotiating buy-sell agreements, resolving employment matters and, when necessary, by aggressively protecting their interests in court. Most of these issues are private and confidential. It is quite natural for people to take these matters to a lawyer they trust, or better yet, a friend who could advise on the best course of action.

The active role of Bernard, Balgley & Bonaccorsi in the life of the Fremont Chamber of Commerce has helped us to create just that – an enormous circle of friends and business contacts. Because of involvement in the Chamber, our outreach has increased exponentially.

Though considered to be a small law firm—three named partners and an associate—both our firm and our extensive client base reflect the diversity

in the membership of the Chamber itself. For example, our associate Karen Yiu is originally from Hong Kong and is fluent in Cantonese.

More than simply being an opportunity to increase market share for our services, the Chamber is an extended community, providing a network of mutual support. To this end, I have enrolled in and graduated from Leadership Fremont. I continue to serve on the Leadership Fremont Steering Committee. I have moderated and attended public policy forums and socialized at numerous mixers.

Through these and other Chamber programs, I have learned that we have a shared experience in setting and achieving goals and developing business strategies in the face of the unexpected: whether adapting to the uncertainty of an economic downturn or

overcoming the disruption of a jammed printer/copier.

Has the Chamber helped us adapt and grow? Absolutely. In a highly competitive business environment—where who you know is almost as important as what you know—the vast array of Chamber programs has been our firm's connection to the larger business community. It has also been a platform for educating fellow members in the broad range of cost-effective, efficient legal services we offer to our clients in serving their business and individual needs.

David Bonaccorsi is a partner in the law firm of Bernard, Balgley & Bonaccorsi. His partner, Elise Balgley, is a former Chair of the Board and is a member of the Chamber's Board of Directors. The firm is located at 3900 NewPark Mall Road, Third Floor, Newark 94560 (510) 791-1888.

Chamber's Annual Review —

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by hosting a delegation of officials from the City of Shenzhen, China.

Education

- Emerging community leaders received valuable instruction in Leadership Fremont, an educational program of the Chamber designed to identify, train and develop leaders within our community. Participation in the program grew by 22%.
- The Leadership Fremont, Class of 2004, helped enrich the lives of our community's senior citizens by urging the business community to volunteer in senior service organizations in its video entitled "Senior Services – Helping Those Who Have Helped Others."
- The business community continued to expand its education with the expertise and advice offered through a SCORE representative in the Chamber office.
- Members, both new and seasoned, continue to receive a comprehensive overview of the Chamber's benefits and services at the quarterly Member Briefing.
- More Chamber members were able to receive valuable instruction in Leadership Fremont through scholarships issued by the newly formed Fremont Chamber of Commerce Dollars for Scholars program.

Administration

- Chamber members are assured of fiscal accountability through an annual compilation of the Chamber's financial statements by a certified public accountant.
- The Chamber updated and improved its phone system to improve caller's ability to reach staff members.
- Fremont businesses received Chamber assistance in exporting products through the issuance of over 200 Certificates of Origin.
- The Chamber's fiscal health continued to gain strength through the monthly deposit to a reserve account.

Governmental Affairs

- Members had the opportunity to hear influential public policy makers

from around the region discuss issues of critical importance to the community through two Public Policy Forums. In February, the Chamber partnered with the Newark and Union City Chambers of Commerce to host the popular City Managers' luncheon. In October, the Chamber hosted the Future of Health Care in Fremont, a public policy forum focusing on health care featuring State Senator Liz Figueroa, Washington Hospital CEO Nancy Farber, and Physician-in-Chief of Kaiser Permanente, Dr. Calvin Wheeler.

- We partnered with numerous business organizations to host the 2004 City Council Candidate Debate at Ohlone College, attended by over 100 people.
- BGG issued its endorsements for candidates for the Fremont City Council, Fremont Unified School District Board, Washington Hospital Board, and 20th State Assembly District for the November 2004 election, with a success rate of 70%.
- The Chamber lobbied for more business-friendly environment by endorsing and enjoying a perfect endorsement record for propositions and measures on the November 2004 election, taking the following positions: Measure V – Utility User's Tax – Oppose; Measure AA – BART Bond – Support; Measure FF – Washington Hospital Retrofit Bond – Support; Prop 1A – Local Government Finance Reform – Support; Prop 64 – Competition law – Support; Prop 67 – Telephone surcharge – Oppose; Prop 72 – Mandatory Health Care – Oppose.
- We led the business community's involvement with Measure V by appearing in front of the City Council numerous times to express its concerns; organizing meetings with the business community, including a meeting with Councilmembers Dutra and Cho in attendance; conducting surveys on the Chamber's website; and contributing numerous reports in Top of the Week and the Fremont Business Review to keep subscribers informed.
- We took major steps towards revis-

ing the sign ordinance by meeting with key city staff, members of the California Sign Association, and members of the business community. A timeline for completion of the revision, including organization of sub-committees, was established and expected to be completed by mid-April 2005.

- In order to increase its advocacy efforts in the various levels of government, the Chamber began creating a public policy handbook and legislative priority list to provide to the Board, elected officials, and various other parties to announce where the Chamber stands on various issues.

Community Outreach

- The community received the expertise and hard work of the Chamber when the staff served on boards, established affiliations or served on committees 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, Fremont Symphony Orchestra, Economic Development Advisory Commission, the Integrated Waste Management Advisory Commission, League of Volunteers, IRIS Alliance, 50th Anniversary Committee, Shelters Against Violent Environments, Warm Springs Rotary Club, International Administrative Assistant Professionals, and the City of Fremont Human Services Department.
- The Chamber lent its support and/or expertise to the following community events: ANG Sign On for Literacy Program, Fremont Education Foundation Annual Music Marathon, FEF

- Annual Gala, Alameda County Food Bank Food Drive receiving top donor award in 2004, Ohlone Foundation Citizen of the Year Luncheon, Indo-American Community Federation Unity Dinner, Federation of Indo-American of Northern California receiving award for leadership and commitment towards making Fremont a vibrant and dynamic city, Bucks for Ducks event, ANG Book Bucks Drive, LOV Toys for Tots Drive tripling our contribution over 2003, and the League of California Cities LOCAL Coalition, Furry Friends Halloween Pet Costume Contest, LOV Community Service Faire, Fremont Symphony's Magical Forest, and the City of Fremont Business Fair.
- Chamber members reached beyond the borders of the Tri-Cities at the Oakland A's Chamber of Commerce Day to meet and mingle with members of neighboring Chambers
- The Fremont Chamber of Commerce name rang out at the Alameda County Fairgrounds when the Chamber sponsored a "Day at the Races" during the annual fair.
- Assisted our community's youth in pursuing their post-secondary education by re-establishing the Fremont Chamber of Commerce Dollars for Scholars fund. The first scholarships will be awarded in May of 2005.

Who Belongs?—

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people, there have been a few hateful incidents. One example of such an incident occurred in 2000, when Temple Beth Torah (the Jewish synagogue) and Washington High School were attacked with racist, anti-Semitic graffiti. This was formally classified as a hate crime, and the perpetrators were apprehended and prosecuted. As a show of support and solidarity, the community responded by holding an interfaith meeting at Temple Beth Torah.

Now, in the wake of the 9/11 attacks on the United States and the tensions stemming from the ongoing war in Iraq, the Muslim and Sikh communities are thought to be most at risk, and the concerns within the Muslim and the Sikh communities are real and realistic. Community action to combat the threat is appropriate. We, as a community, must show solidarity against hateful speech and acts, irrespective of whether these acts are classified legally as hate crimes.

The forum, which is expected to last approximately two-hours will include personal testimonies of people who have been victimized. Bill Lockyer, California State Attorney General, will serve as the keynote speaker and will put our situation locally into a broader, statewide perspective.

Please plan to attend this very important forum. The Fremont community must make a very strong statement about the value of each and every one of us in our community.

For more information, please contact Herman Rosenbaum at 510-657-2740.



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