

Business Tips

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GA Report—Ballpark Village

by Nina Moore, page 6

7 Point Checklist for Small Biz

by Brad Gelesic, page 8

VOLUME 8,
NUMBER 10

Spring Clean Your Business

March
2008

2007-2008 Annual Year In Review

This month marks the end of another fiscal year for the Chamber. It has been a very full and productive year and along with all the services you have come to value as a chamber member, many new benefits and activities have been added. We are pleased to present you with the following list of accomplishments for the fiscal year 2007-2008.

Promotional Activities & 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 Bob Wasserman as the keynote speaker. The luncheon also featured the annual installation of Chamber officers and directors.

- Over 3,000 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 affordable advertising opportunity.
- Chamber members celebrated the holidays while collecting toys for the Toys for Tots Drive at the Chamber's annual Holiday Open House. We collected 440 toys, our biggest collection

to date.

- The Fremont Community soaked up fun and sun at the Chamber's 24th 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.
- Partnering with the Fremont firefighters, the Chamber hosted the

—Year in Review

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by George Duarte, MBA, CMC
Horizon Financial Associates

Spring Cleaning *Spruce up your financial picture*

This is a great time of year to do those tedious organizational tasks that keep you stuck inside the house, with the cold, rainy weather keeping you inside, you may as well be productive with the time. We're all familiar that it's tax time, in preparation for April 15th, but while you're sorting through your paperwork, bills, statements, receipts, filing and organizing, isn't it the best time to review your overall financial picture?

The soothsayers believe that we are either in, or about to be in a recession, so it is incumbent on you to review your expenses and investments for the last year to determine if you are operating at maximum efficiency. Look at your expenses for your utilities- phone, internet access, TV cable, PG&E, cell phones. Are your plans expiring? Are

you able to negotiate better deals or combined package services for a lower price? Are you able to arrange your energy usage to "off peak" to get the best rates with PG&E?

It is also a great time to look at your financial statements for your investments and get with your financial advisor to review the results, and maybe it's time to consider a reallocation or adjustment of your portfolio. This is particularly important now for your real estate portfolio, even if your portfolio is just your home. The "mortgage meltdown" of the last half of 2007 has had a tremendous impact on property values, interest rates, loan programs and guidelines that are available, and

—Review Your Assets

page 6

Living a Life of Significance

Having an Impact on the Lives of Others

submitted by David Lowman
New England Financial

1. Relationships: and
2. Contributions made in ones life.

Have you ever asked yourself, "Why did I choose the career that I choose?" For some, the answer is quite simple. You went to school, studied hard and obtained the education necessary to work in your chosen profession. For others, it's all about making lots of money. For myself, I want to make an impact on the lives of others.

Not long ago I heard a study performed on death-bed conversations. The study noted that the two most frequently discussed subjects at the end of one's life were:

While we remain in pursuit of many worthwhile personal endeavors, we must always remember to acknowledge and nurture those around us. Those who need nurturing may be our family or our co-workers; but they may also be those in the community at-large. I have found in my own life, and observed in the life of others that we can attract abundance by serving others.

—Live a Fulfilled Life

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Chamber hosts State of the City 2008 on Monday, March 31

The Fremont Chamber of Commerce is pleased to present the State of the City 2008 on Monday, March 31st from noon to 2:00 p.m. at the Fremont Marriott Hotel. Mayor Bob Wasserman will discuss our City's economic development and large scale projects, recap the budget and fiscal state of the city, report progress on the General Plan, and address other important issues facing our city.

The State of the City event will also serve as the Chamber's annual meeting where we will install our officers and directors as well as offer a salute to Chamber volunteers for their work and dedication.

Registration for the event begins at 11:30 a.m. and lunch is included.

—State of the City

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

Fremont Chamber of Commerce
39488 Stevenson Place, Suite 100
Fremont, CA 94539

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CHAMBER OF COMMERCE

Board of Directors
2007 – 2008

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Dirk Lorenz.....Fremont Flowers

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Brendon Whateley.....Dark Indigo, Inc.

Staff

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

Nina Moore.....Director of Gov’t & Comm Affairs
510-795-2244, ext. 107
nmoore@fremontbusiness.com

KK Kaneshiro.....Director of Member Services
510-795-2244, ext. 103
kkaneshiro@fremontbusiness.com

Lana Hillary-Windom.....Office Manager
510-795-2244, ext. 105
lhillary-windom@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor
510-795-2244, ext. 102
nbatalao@fremontbusiness.com

Fremont Business Review

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15 Years of Excellence

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

FIFTEEN YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES



Victoria O’Gorman
Board Chairperson

Leadership: Creating The Fremont Of The Future

It has been a privilege and a pleasure to serve as the Chairperson of the Board of Directors for the Fremont Chamber of Commerce during the past year. As I reflect on our activities and accomplishments in 2007, I am repeatedly impressed by the strong leadership that the Board of Directors,

Chamber members and staff bring to the Fremont community.

The Chamber of Commerce is an influential advocate for the business community and its staff and board members regularly attend city council meetings to represent business interest on critical topics such as transportation, environmental concerns and the proposed Cisco Field. Mayor Bob Wasserman is a frequent guest at board meetings and we enjoy open, informative dialogue with the mayor, city manager and city council members. It is important that we continue to hear from you about your concerns and interests so we can best represent your business needs in Fremont.

Volunteerism is the backbone of community leadership and your continued participation ensures a strong future. The Board of Directors, Chamber Ambassadors and Festival Volunteers give generously of their time and talents to promote a prosperous business community where our families can enjoy an exceptional quality of life. I would particularly like to recognize the current Board of Directors for their leadership and commitment to the work and mission of the Chamber.

I would like to especially thank Cindy Bonior, President and CEO of the Chamber and her team, KK Kaneshiro, Lana Hillary-Windom and Napoleon Batalao. They are the core of the Chamber and leaders in operational excellence. I also welcome Nina Moore, formerly the Chair-elect for the Board, as the newest member of the staff.

The Chamber exists to promote, support and enhance a positive business environment in Fremont. Our television show Fremont Chamber of Commerce Television, FCCTV, highlights Chamber members during its weekly broadcasts. Mixers are held twice a month to provide a great way to meet other business professionals. We have seen a 45 percent increase in attendance during the past two years, which attests to the success of networking. Connection clubs are a “business to business” referral pro-

gram that is available to Chamber members.

Technology is a valuable marketing tool and the Chamber web site is one of the most valuable assets a member has to advertise their business. Last year, we conducted a Member Satisfaction Survey to understand the changing needs of businesses, new value added tools and new programs are being added to serve you.

In 2007, we again successfully held the Fremont Festival of the Arts, the largest two-day outdoor street festival west of the Mississippi. As always, the Festival provides family fun and business vitality for Fremont and the southern Alameda area. Local businesses, public service organizations and volunteer groups all join together to create a community spirit that is unsurpassed. This annual event is among the many ways that the Chamber maintains a strong connection with the community, in addition to the active participation with a variety of educational and non-profit organizations such as the Fremont Unified School District, the YMCA and Safe Alternatives to Violent Environments (SAVE).

Lastly, I cannot forget to mention Leadership Fremont, the Chamber-led educational program designed to develop community leaders of the future. In addition to broadening their business knowledge, the participants initiate a project that benefits the community. The Class of 2008 is developing a video to educate teens about how to recognize and prevent dating violence. They partnered with SAVE to make this significant contribution to our youth. The Chamber also supports the Dollars for Scholars program that provides educational funding opportunities for local students. We work with corporations to develop additional scholarship opportunities.

Please join me on **March 31, 2008** at the State of the City Address where we will induct our new Chairperson, George Duarte, Chair-elect, Dr. Joseph Joly and the 2008 Board of Directors.

Thank you for the opportunity to serve.

Best Regards,

Victoria O’Gorman

Medical Group Administrator, Kaiser Permanente, So. Alameda County
2007-08 Chairperson, Fremont Chamber of Commerce

Year in Review—

from page 1

Firefighter Combat Challenge at the annual Fremont Festival of the Arts, 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.

- Chamber members shared their experience and expertise by serving as Guest Editor for Chamber’s monthly periodical, the Fremont Business Review. Guest Editors encouraged their fellow Chamber members participation by requesting they write and submit business articles for the newsletter.

- The 2007-2008 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 2007 Festival of the Arts made it possible for 78 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 Chamber’s six Connection Clubs. Other Chambers use the success of Fremont’s Connection Clubs as a model for their clubs.

- Chamber members received more than 132,428 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 2008 Business Marketplace trade show. Nearly forty member companies exhibited their services at an audience of more than 225 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 reaches 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 sig-

nificant growth at monthly Mixers which currently average over 100 attendees. These mixers have become so successful that the Chamber has increased the number of annual mixers to 28.

- Businesses continued to grow as the Chamber hosted 24 Ribbon Cutting events to welcome new businesses into Fremont.
- Members enjoyed the benefit of targeted direct mail promotion to an audience of over 2,300 through four ChamberPaks.

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.

- The Leadership Fremont, Class of 2007, planned and hosted “Guns ‘N’ Hoses” a basketball competition between the Fremont Police Department and the Fremont Fire Department that benefited the Special Olympics. The events netted a total of \$14,000 and attracted over 500 basketball fans from the local community

- 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 Member Briefing hosted six times a year. The Chamber now offers off-site Member Briefings at member’s facilities for their convenience.

- More Chamber members were able to receive valuable instruction in Leadership Fremont through scholarships funded by the Fremont Chamber of Commerce Dollars for Scholars program.

- The Chamber developed a series of educational seminars for members entitled Business Building Forums. The first session focused on identity theft and the enormous risk to individuals and businesses and featured speakers Renee Brown from Pre-Paid Legal Services and Detective Brian Ancona of the Fremont Police Department. The second session focused on developing and protecting your online presence featuring speaker Irene

—2007-2008 Year in Review

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Guest Editor Message No Spring Cleaning!

by Matt Dickstein
Business Attorney

This issue of the Chamber Business Review is all about spring cleaning. We have articles on how to clean up our financial messes, the messes on our computer and the messes in our closets. We have a wonderful article on how to live a meaningful life. We even have an article on the wonders of divorce – almost.

Thankfully, we can find lots of books and articles and TV programs on lots of healthy subjects – what to eat and not to eat, how to exercise, how not to look like a fool on first dates, etc. We can go on-line and learn of the carbon footprint each of us, individually, leaves on this earth through our unholly and consumptive habits.

Those of us who are married (our worse, have teenagers) can go home and hear about our shortcomings and the things we need to do to become better, more considerate people. I get tired just thinking about all the ways I can improve. It makes me want to start smoking.

There is no shortage of experts to tell us how to live. Don't smoke, drink, belch or indulge in bathroom humor. Remember your first impressions. It's hard to argue against so many do-gooders because they really mean well. To argue with them is just to come off as a deranged sinner.

So I write this article in praise of sin, sloth, bad habits,

yellow teeth and a thorough lack of hygiene. I do not recommend any of these things, of course. I've just been thinking about a world without sin, without problems. Heaven on earth would be a hell to live in.

I have noticed that people with all types of serious shortcomings nevertheless contribute something positive to our world. They make our world better, richer (or in new-speak, more "robust"). Think of the most negative and unpleasant person in your family – although this person might be a real drag, still your family needs this person to be whole. Be thankful they're here – only once a year.

I have noticed that truly beautiful things are never perfect. Frequently it's the cup stain on the wood table that makes it perfect. I prefer the practice-takes or out-takes of music to the over-produced final product. There is humanity in the mistakes which makes the music even more beautiful.

Yes, we should try to improve ourselves. Spring cleaning is a good thing. But let's go easy on ourselves and our neighbors. By enforcing absolute

virtue and perfection we might take all the good out of life, or worse, do great evil. Let's enjoy our imperfect world and our screwed up selves – they're perfect the way they are.

Matt Dickstein is a business attorney in Fremont, CA, practicing business transactions, corporate law, securities law and real estate ventures. Matt can be reached at (510) 796-9144.



"I have noticed that people with all types of serious shortcomings nevertheless contribute something positive to our world."



left: Mayor Bob Wasserman at the 2007 State of the City Address

State of the City—

from page 1

Tickets are \$40 for Chamber members and \$60 for non-members. Tickets are expected to sell quickly, so purchase them in advance by calling the Chamber office at (510) 795-2244 or visiting www.fremontbusiness.com.

Sponsorship opportunities are available at \$700 for table sponsorship and \$1,200 for event sponsorships. Sponsorship packages include various forms of recognition at the event and in advertising for the event.

For more details, contact Nina Moore at (510) 795-2244 x107 or nmoore@fremontbusiness.com.

City to Consider Regulating Polystyrene Containers and Plastic Bags

On January 22, 2008, City Council, acting on a suggestion by Councilmember Bob Wieckowski, asked City Staff to evaluate the pros and cons of regulating polystyrene (Styrofoam) containers and plastic bags in order to encourage the use of degradable or recyclable packaging. The referral asked Staff to consider the benefits and implementation issues for both retail and wholesale providers, and to seek comments and recommendations from the Environmental Services Advisory Commission, the Economic Development Commission, the Fremont Chamber of Commerce, and other local businesses. Councilmembers also noted that they would want to consider the impacts to local restaurants as opposed to chains and franchises, the fact that some businesses might have large inventories of packaging materials, and the fact that their intent is to encourage such changes and not be punitive. The possible use of incentives was also mentioned.

City Manager Fred Diaz indicated that it would take about 90-days to return with the analysis. The Fremont Chamber is working with the City's Department of Environmental Services to set up a discussion session for local businesses to understand possible approaches and to provide their input. We will notify our membership of any forum that is scheduled, but please email nmoore@fremontbusiness.com or call (510) 795-2244 ext 107 with your interest in being involved in discussions regarding this topic or to send any comments you have.



The City of Fremont is considering regulating styrofoam containers and plastics bags.

Calendar of Events March

- 4 City Council Meeting**
7 p.m., City Council Chambers
- 5 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- 11 Finance Committee Meeting**
8 a.m., Chamber Conference Room
- Festival of the Arts Committee Meeting**
6 p.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 12 Fremont Marriott Hotel Mixer**
5-7 p.m.
46100 Landing Pkwy., Fremont
Phone: (510) 413-3700
www.fremontmarriott.com
The Fremont Marriott is a classic and modern hotel with every business and leisure travel need anticipated. As the only full-service hotel in Fremont California, it provides an elegant and accommodating atmosphere; and near many Bay Area attractions. Guests of the Fremont Marriott can enjoy exquisitely prepared meals in our on-site restaurant, cocktail in the lounge, relaxing dip in the indoor pool, or workout at the fitness center. Wind down your day at our Fremont hotel by slipping into the luxury of the new Marriott Revive bedding while surrounding yourself with the comforts of home in our spacious guest rooms. Meeting planners love our 12,800 square feet of meeting space in 17 versatile and fully equipped meeting facilities.
- 14 Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 17 Leadership Fremont, Class of 2008 Session**
8:30 a.m., NUMMI
- 18 Fremont Council Work Session**
Time TBD, City Council Chambers
- 19 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Tequila Tasting Fundraiser**
6 p.m. @ La Piñata Restaurant
Proceeds benefit Fremont Firefighter Combat Challenge Team. For tickets or more info visit www.fremontbusiness.com
- 20 Communications Committee Meeting**
1:30 p.m., Chamber Conference Room
- 25 Leadership Fremont Steering Committee Meeting**
8 a.m., Chamber Conference Room
- 27 Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Federico's Café Mixer**
5-7 p.m.
3860 Mowry Ave., Fremont
Phone: (510) 494-1428
www.federicoscafe.com
Owned by Kiko and Rico Rodriguez, sommelier and grand chef, Federico's presents a true feast for the senses. Federico's menu emphasizes California fresh and seasonal ingredients, illuminated with Northern Italian and French influence. The wine list features California wines from many boutique wineries throughout the state. Federico's is located in the Fremont Plaza shopping center, and is open seven days a week. Bon appetit!
- 31 State of the City Lunch**
11:30 a.m. registration, 12 p.m. lunch
Fremont Marriott Hotel, 46100 Landing Pkwy., Fremont
For more information or to register visit www.fremontbusiness.com.

Visit our online events calendar at
www.fremontbusiness.com

New Members

Automobile Body Repairing & Painting

Maaco Collision Repair & Auto Painting

Mr. Frank Barnard
37414 Centralmont Pl.
Fremont, CA 94536
Phone: (408) 458-0062
Fax: (510) 745-9773
Email: frankbarnard@almost-everything.com
Website: www.maaco.com

Automobile Parts Manufacture & Distributor

Alinea, Inc.

Mr. Michael Choi
43263 Osgood Rd.
Fremont, CA 94539
Phone: (510) 440-1605
Fax: (510) 440-9864
Email: mike@bloxracing.com
Website: www.bloxracing.com

Biotechnology

Amgen, Inc.

Ms. Alison Moore
6701 Kaiser Dr.
Fremont, CA 94555
Phone: (510) 284-6500
Fax: (510) 574-1962
Website: www.amgen.com

Business Services

Bay Area Network Authors/Speakers/Fundraiser

Ms. Maria Sicalbo
4668 Balboa Way
Fremont, CA 94536
Phone: (510) 791-0852
Fax: (510) 793-2225
Email: maria7@pacbell.net

Catering

Vintage Catering

Ms. Gloria Silva
6034 Stewart Ave.
Fremont, CA 94538
Phone: (510) 657-1149
Fax: (510) 659-1406
Website: www.vintagecatering.com
Vintage is a full service catering company. We cater social events, weddings, anniversaries, birthday parties and open houses as well as corporate events ranging from 15 to 10,000 guests. Family owned and operated since 1984, vintage is the premier catering service in the tri-cities area.

Chiropractor

Currie-Ronduen Chiropractic

Mr. Dennis Ronduen
37982 Fremont Blvd.
Fremont, CA 94536

Phone: (510) 794-6062
Fax: (510) 794-1158
Email: dcronduedc@gmail.com

Cosmetic & Image Consultant

Medspa 29 Professional Corp.
Ms. Bernadette Baskett
39380 Civic Center Dr. Ste. B
Fremont, CA 94538
Phone: (510) 790-1815
Fax: (510) 456-1385
Email: bernadetteb@medspa29.com
Website: www.medspa29.com
Medspa 29 is a state-of-the-art medical spa facility whose medical directors, Dr. Eric Okamoto and Dr. John Romano, have been servicing the Tri-City area for over 43 years. Services offered vary from skin care and injectables to the latest laser treatments. All services are performed by trained professionals.

Educational Services

Nexus Bridge

Mr. Benjamin Yee
20299 Stevens Creek Blvd.
Cupertino, CA 95014
Phone: (510) 673-5994
Fax: (510) 870-8407
Email: benyee@nexusbridge.com
Website: www.nexusbridge.com

Health Care Alternatives

Sleep Diagnostics of Fremont

Ms. Sarah Dye-Inovye
39231 Liberty St., Ste. C-8
Fremont, CA 94538
Phone: (925) 998-2692
Fax: (510) 742-8767
Email: sdi@fremontsleep.com
Website: www.fremontsleep.com

Movers & Full Service Storage

McCullisters Transportation Group, Inc.

Mr. Brad Keller
45125 Industrial Dr.
Fremont, CA 94538
Phone: (510) 249-0880
Fax: (510) 656-0300
Email: bkeller@mccollisters.com
Website: www.mccollisters.com

Nonprofit Organizations

East Bay Agency for Children

Mr. Kulwant Asthana
43030 Newport Dr.
Fremont, CA 94587
Phone: (510) 656-4206
Fax: (510) 656-0460
Email: kulwant@ebac.org
Website: www.ebac.org

Life Chiropractic College West

Dr. Scott Donaldson
25001 Industrial Blvd.
Hayward, CA 94545
Phone: (510) 780-4500
Fax: (510) 780-4525
Email: sdonaldson@lifewest.edu
Website: www.lifewest.edu
Life Chiropractic College West, established in 1976, is an accredited non-profit institution offering the doctor of chiropractic degree through four-academic-years of study and clinical internship. The college's on campus Health Center, with a clinical team of 150 chiropractic interns and 14 supervising faculty doctors, is open to the public and provides high-quality care to 1,000 patients per week.

Office Equipment

Caltronics Business Systems

Mr. James Qualtiere
170 Rose Orchard Way, Ste. 100
San Jose, CA 95134
Phone: (408) 382-5188
Email: qualtierej@caltronics.net
Website: www.caltronics.net

Real Estate - Loans

Commercial Capital Ltd.

Ms. Sheila Wong
39270 Paseo Padre Pkwy., Ste. 248
Fremont, CA 94536
Phone: (510) 366-3184
Fax: (510) 794-8481
Email: sheila@amaxbgi.com
Website: www.commercialcapitaltd.com/amaxcf
We offer loan products to small businesses and small business owners. We offer SBA loans, no income verification loans, and loans on receivables and for expansion. We put a premium on our clients and every need is handled individually. Call today for help in expanding or growing your business.

Restaurants

Federicos Café

Mr. Kiko Rodriguez
3860 Mowry Ave.
Fremont, CA 94538
Phone: (510) 494-1428
Email: rodriguez_kiko@hotmail.com
Website: www.federicoscafe.com
Fremont welcomes Federico's California Café to the South Bay fine dining scene. Owned by Kiko and Rico Rodriguez, sommelier and grand chef, Federico's presents a true feast for the senses. Federico's menu emphasizes California fresh and seasonal ingredients, illuminated with Northern Italian and French influence. The wine

list features California wines from many boutique wineries throughout the state. Bon appetite!

Signs & Banners

Martin Brothers Signs, Inc.

Mr. Rick Martin
4045 Mowry Ave.
Fremont, CA 94538
Phone: (510) 791-7446
Fax: (510) 791-6184
Email: rick.martin@fastsigns.com
Website: www.fastsigns.com/501

Tires

Les Schwab Tire Center

Mr. Scott Omta
36761 Fremont Blvd.
Fremont, CA 94536
Phone: (510) 796-1985
Fax: (510) 796-1720
Email: scott.m.oma@lesschwab.com
Website: www.lesschwab.com

The Les Schwab Tire Company was founded in 1952, and is one of the largest independent tire companies in the United States. We feature Supermarket Selection, Warranties in Writing, Sudden Service, and are proud to be a part of the community. Our business is earning your trust.

Become a member today

Call KK Kaneshiro to find out about the benefits of becoming a member of the Fremont Chamber of Commerce. 510-795-2244, ext. 103

Call or visit fremontbusiness.com for more info. The next member briefing date is April 16, 2008.

Anniversaries

30+ Years

Cargill Salt
Chrip Co.
Niles Electric Company, Inc.

20+ Years

Costco Wholesale
Hylton's Welding Service, Inc.
Kaiser Permanente

10+ Years

Bay Business Centers
Bunton, Clifford & Associates, Inc.
California Glass, a Saxco Co.
Commercial Real Estate Services Co.
DeVry University
Keller-Williams Realty - Rick Geha
Shivamb Enterprise
The Shed Shop
Thomas M. Blalock
Tri-City Health Center
Yoshida, Colin T., DDS

5+ Years

American Animal Hospital
Bank of America Mortgage
Bay Alarm
Classic Party Rentals
Falun Dafa
Fremont Fire Fighters, Local 1689
Gagandeep Enterprises, Inc.
Ohlone College Foundation
Technology Credit Union

2+ Years

A Perfect Day Spa
Budget Blinds of Fremont
Carsmith Motors
Cartridge World - Central Fremont
ePingo.com
Farmers Insurance District Office
Fremont Automall
Fremont Motorcars
Global Quest Financial
Greenbriar Homes Communities, Inc.
IBG-Independent Business Group
Intero/BWR Real Estate Services
Martin's Security Depot Inc.
Nichols Research, Inc.
Ray Chui Insurance Agency
Re/Max Executive - Gordon Goletto
Rotary Club of Warm Springs
Tri-Cities One Stop Career Center, Fremont
Unisource Relocation
Village Profile.Com

1 Year

Carrington Apartments
Daily Bread
East Bay Spinal Decompression
El Patron Tequila Bar & Grill
FedEx Kinko's - Auto Mall
Kidsport Athletic Uniforms
Realty World - North Valley

Congratulations to all our Chamber members who have reached these milestones

Connection Club 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 weekly at 11:45 a.m.
Spin A Yarn
45915 Warm Springs Blvd., Fremont
Chair: Justine Schroeder, (510) 673-4646
Vice-Chair: Aimee Brown, (510) 366-9707
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Tina Kemline, (510) 304-1526
Vice-Chair: Erik Johnson, (510) 364-9078
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Regina Hayes, (510) 770-8133
Vice-Chair: Kathy Colton, (510) 490-7740
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Brad Gelesic, (510) 612-3858
Vice-Chair: Matt Dickstein, (510) 796-9144
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
The Outback Steakhouse
5525 Stevenson Blvd., Fremont
Chair: Scott Doruff, (510) 505-1011
Vice: Scott Capen, (510) 505-5553
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Dan Strauss, (510) 366-5082
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

Member Benefit

Ambassadors

It's not easy being the new kid on the block and often times new members need help feeling comfortable and ready to start networking. The Ambassadors are prepared to offer just that kind of help.

The Ambassadors are a dedicated group of Chamber representatives who reach out to new members and help them find their way in the Chamber world. They mentor all members to assimilate in networking environments, encourage new members to become active participants, and help new and seasoned members to understand the benefits and services offered by the Chamber.

In addition to their mentoring services, Ambassadors represent the Chamber at mixers and other Chamber events. Often times, you can find them facilitating mixers and ribbon cuttings, or lending a helping hand to assure that Chamber events run smoothly. The Ambassadors are a

valuable asset and are the volunteer backbone of our organization.

What compels this group of individuals to dedicate 2-4 hours of their time each week? As an Ambassador, they are in a unique position of having increased exposure at Chamber events. Ambassadors have ready access to new members, and are often among the first Chamber members to make connections

and meet with important decision makers through this access. Perhaps most important, Ambassadors are keenly aware that Chamber membership is interactive and reap the rewards of membership through their participation.

If you would like more information about becoming a Chamber Ambassador, please call KK Kaneshiro at (510) 795-2244, ext. 103 or email kkaneshiro@fremontbusiness.com.



Ambassador Ruth Yong

Member to Member Tips

6 Business Tips



offered by Gene Page
SCORE Counselor

Marketing and sales are different issues, and are issues that some entrepreneurs and business persons don't adequately recognize. Although different, these two issues are synergistic. My experience, having worked in marketing and sales positions and with sales and marketing persons, is that there exists one important bottom line: getting desired results. This has contributed to my recognition of the following business tips I have chosen to share. Note these are not in any particular order.

#1 LISTEN: With all prospects, customers, and employees, it is critical to get to know and find out more about these individuals along with their needs and priorities. Your listening confirms your interest and recognition.

#2 APPRECIATION: We need to be clear and simple in demonstration of appreciation for the prospect's interests, your customer's business; the employee's contribution, and the opportunity to learn in a non sales environment.

#3 ASK FOR AND WORK REFERRALS: We can best experience success and grow our business by consistently working referrals. Working referrals includes quick follow through, sharing feed back on results to the referee, a scheduled follow up and scheduled periodic mailings to referees (Thanksgiving is a good time for the mailing).

#4 COMPETITION: Know your competition! Understand your

competition's pros and cons, and look for opportunities to complement them. Use your competition's success as a learning tool by using what is working for them to your advantage.

#5 TRADE ASSOCIATION RESOURCES & ASSISTANCE: Every business type has in-place an "Association". Learn about the services of your trade association and make use of their benefits of memberships just as you do with your Chamber of Commerce membership and involvement.

#6 UTILIZE SCORE: SCORE offers free, face-to-face counseling and/or online sessions, call and schedule an appointment today. SCORE also offers business workshops at a low cost, but with big returns.

If you are interested in sharing a business tip or a best practice with your fellow Chamber members, email your tip to cbonor@fremontbusiness.com.

Doing Business Over Lunch



39233 Fremont Bl.
(In the Hub)
(510) 742-6221
Open 7 Days a Week
11 am-10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
Open Daily 8 am - 11 pm



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



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



Fresh Fish
Pasta
Wood-Fired Grill
2740 Mowry Ave.
Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.



zpizza
46703 Mission Blvd.
Fremont
(510) 360-9900
Sun-Thur: 11 am-9 pm
Fri-Sat: 11 am -9:30 pm



Host a Mixer

Do you want to host a mixer? Call KK at 510-795-2244, ext. 103 to reserve a date in 2008. Mixers are networking events held on the 2nd & 4th Wednesday of each month (exception Feb., Nov., & Dec.); and once a quarter we produce one lunchtime mixer. Call now to see what dates are still available in 2008.

Government Affairs Report

Proposed Ballpark Village

by Nina Moore
Director of Government &
Community Affairs

As anyone who lives or does business in Fremont is aware, the Oakland A's have submitted a plan for a Ballpark Village here in Fremont, that would integrate a new stadium with a surrounding residential and retail community. The Board of the Fremont Chamber of Commerce has taken a position of conceptual support for this project, believing that the location and design of the project will generate considerable interest on the part of retailers who would otherwise not locate in Fremont and will create a level of buzz and excitement about Fremont that will attract fans and consumers from a greater geographic area.

The Fremont Chamber's mission is to promote, support and enhance a positive business environment in Fremont and we believe that the A's can be an important component of that environment. Having said this, our members have also expressed concerns in an online survey we conducted in 2006 and during the Cisco Field Forum we sponsored in September 2007. The number one issue, raised by project supporters and detractors alike, is traffic. Other questions revolve around economic benefit versus economic drain to the City, parking, increased police requirements, school impacts, and lack of mass transit options.

The Environmental Impact Report (EIR) process is just beginning and will take anywhere from 15-18 months for completion. This process will evaluate the Ballpark Village Community Specific Plan submitted by the A's in November 2007. It will assess the proposed project's impact to 14 broad elements – including transportation and circulation, biological resources, noise, public services, infrastructure

and utilities – and will propose steps to mitigate impacts as required.

An upcoming major step in the EIR process will be issuance of a Notice of Preparation (NOP) of the EIR and a public scoping session to give the general public and stakeholders a chance to comment on the scope of issues to be included. The date for this has not yet been set.

The business terms, such as those related to the 40-acre City-owned parcel, public versus private stadium ownership, and impact to city services, remain to be discussed and resolved. The results of the EIR and the business term discussions will have a significant impact on whether this project will ultimately prove to make economic and logistical sense for Fremont.

At this point, there are too many questions for the Chamber to take a stronger position of support. Over the next year, the Government Affairs committee will continue to follow progress on this project to ensure that we are comfortable with the process and that the concerns raised are being evaluated and addressed. We have started meeting with City staff, representatives from transit agencies, representatives from local businesses and other stakeholders, current and former elected officials, and representatives from the Oakland A's to understand the EIR process and status, the process for negotiating business terms, perceived impacts and the conversations already taking place to address such impacts.

The Government Affairs committee meets on the 4th Wednesday of each month at 7:45am in the Chamber offices. We schedule additional meetings as needed. Anyone interested in joining the Government Affairs Committee, please contact Nina Moore at nmoore@fremontbusiness.com or 510-795-2244 x 107. We would welcome your participation!

What's In Your Closet?!



by Barbara Jenkins
WEEKENDERS

I can hear many of you now – 'I have a closet full of clothes but nothing to wear' And you may believe this applies more for women than men, but don't be fooled; many men enjoy clothes and shopping too! The more important question should be, how many of the clothes hanging in your closet (or in your dresser, chest of drawers, etc) do you wear? I think the 80/20 principle is easy to apply to your closet and clothes—that is, you probably wear only 20 percent of your clothes and the other 80 percent simply takes up space and does nothing!

There might be many 'reasons' for this – the clothes have shrunk (not that your weight has increased of course!), the styles have changed (a bigger issue or concern for women, and perhaps more difficult for men to understand or appreciate!), they are a 'favorite' for some reason, a fond reminder of something, a friend or sales person talked you into it, or you 'had to have it' for a particular event but haven't worn it since, or even worse—never with the tag still on it!

It is not uncommon to wear two different sizes. Manufacturers' designs change, pattern sizing is more varied now, different fabric types fit differ-

ently in the same style or pattern, or you may be 'between sizes' (although not more than two sizes one way or the other, please!).

So, let me help you 'clean up your closet act'! If you follow most of these suggestions, you will likely find your closet space has increased significantly!

Go through your entire closet (or drawers) at least once a year....Allow a few hours to do this if possible and start with three different 'piles'

SIZE or STYLE: If you know you cannot wear it now because of the size or style (i.e. is it decades old?) get rid of it! (pile one). Don't hang on to it because 'it might come back' even if the size is correct. Keeping an article of clothing that does not fit you now take up a lot of space and becomes a burden after a while. If it is a 'theme' outfit such as 50's, 60's, 70's and can be worn to a party, etc. and still fits, store it in a plastic air tight bag or box under your bed, do not keep it in your closet. However, do this only for a couple of different 'themes'. If a majority of your closet contains that 'style', it is time to change! If you are in a weight loss program, you still need the flexibility of looking great during this process. It may help to keep all tops together, separate from pants/skirts, dresses, etc. and by color versus by outfit (this may be more of a personal preference but helps look more organized and neat).

WORN OUT: If it is worn, torn, stained, pulled, has missing buttons, etc., get rid of it (pile two). Only if it fits or is in style and can be repaired with new buttons, etc. should it be kept in your closet.

MISCELLANEOUS: If you have not worn it in over a year and es-

pecially if it has been longer than one year, for whatever reason, get rid of it! You probably have a few of those 'what was I thinking?' pieces.

There are many ways to maximize your spending dollars relative to clothes. A carefully thought out 'mix and match concept' means you can have fewer clothes but more flexibility and a variety of combinations. WEEKENDERS clothing will go beautifully with things you may already have in your closet. They really are 'wardrobe builders' when paired with basics you may currently own. Even men like this concept, especially when traveling with a woman. Almost always, only one suitcase is necessary for a one or two week trip (whether for business or pleasure) when utilizing the ten piece wardrobe-building plan (three monochromatic outfits of 3 pieces each in colors that compliment each other, with a four (bottom) added).

The way you look conveys and speaks volumes about you, your self respect, and respect for others or the company or organization that you represent. The bottom line is to wear the clothes that fit you now, not the size you wish you were or plan to be, never wear 'that' size until you are there, it could take months or years—in the meantime however, you need to look good now.

Barbara Jenkins is an independent fashion consultant representing WEEKENDERS, and provides home presentations, fashion shows, private consultations, seminars and fund-raising events. Barbara can be reached at 510-657-0573 or through her website at www.weekendersusa.com/bbjhasfashions.

Review your Assets—

from page 1

even lenders who may be remaining in the market (or not).

Did you know that Jumbo loans (over \$417,000) have become difficult to get if you don't have excellent credit, full documentation, and equity or down payment? Most of the lenders and investors have fled this market for now, and those that are remaining have become very conservative in their underwriting guidelines, requiring higher credit scores, greater cash reserves, and lower loan-to-values, which can be difficult in this depreciating housing market. If you are self-employed, or have difficulty to document income, or have gotten a "stated income" or "low doc" loan in the past, you, in particular, better have your situation checked out, because these loans are becoming very difficult to get, and under some pending legislative proposals, may be made illegal, and go away altogether. If you have an ARM loan, you definitely need to have it

looked at by a professional loan originator. It's not all bad news though, the weakening economy, and mortgage turmoil is resulting in lower fixed interest rates, for those who can qualify, and you should have a "mortgage checkup" to have your real estate financing situation reviewed, to see if an be improved.

While you're reviewing your loan, you'll want to speak with your Realtor™ about your property value, and to discuss real estate investment opportunities. If you've been on the sidelines considering either a second home or investment property now is a terrific time to seriously consider these options, because of the softness in the market, there are many great buys out there. Remember the rules of real estate- "Buy low, sell high"; and "Location, Location, Location". Property values are down, in some places considerably, sellers are motivated, and eventually the market will recover and

resume its inevitable rise. I know people are waiting for the market "bottom", but as in the stock market, this is very difficult to judge with any degree of accuracy, and here in Alameda County, we are pretty much at the market bottom. This is especially true given the recent drop in mortgage rates, which will certainly stimulate the market here in the spring.

Another area that is often neglected is your insurance coverage for your life, and property and casualty. There have been many changes in life insurance, which in many cases has gotten a lot cheaper, and this deserves a review with your insurance agent to see if you are sufficiently covered to serve the needs of your family in case you are not around. The same goes for our property and casualty insurance for your auto, home and other belongings. You don't want to have to place a claim and find out you haven't got sufficient coverage to repair or replace the damaged items, or to cover the liability in case you are sued.

Speaking of insurance, did you know you can purchase a Home Warranty policy at any time? A Home Warranty policy insures coverage of all

the systems and appliances of your home such as plumbing, heating and air conditioning system, furnace, water heater, ductwork, electrical system, kitchen appliances, pool and spa, and many other items. This is not the same as homeowners insurance. I suggest to everyone to consider a Home Warranty, especially if they are refinancing, you can just include it in the closing costs. If you've ever had a furnace or central air conditioning unit go down, you know how much it costs, and these things are covered for only a \$50 deductible.

Finally, you'll want to review your estate planning arrangements, and get with your attorney to go over the recent changes in this area, and update your living trust and powers of attorney as necessary.

Do you see the direction I'm going with this? Consult your team of

advisors- Realtor™/mortgage broker, insurance agent, attorney, tax advisor/CPA, financial/retirement planner to give yourself a financial check up this spring. If you don't have a team of advisors, you should choose to develop one ASAP, especially if you're a Boomer.

So, what are you waiting for? Go to those long neglected files and statements before you are distracted by the return of the nice weather, and resolve to give yourself a financial check up and tune up.

George L. Duarte is President of Horizon Financial Associates, a well established mortgage brokerage and planning company. George also serves as Vice President of the California Association of Mortgage Brokers and is Chair Elect of the Fremont Chamber of Commerce.

Write an article for the Fremont Business Review

Call Cindy for the editorial schedule: (510) 795-2244, ext. 106

2007-2008 Year in Review—

from page 2

Koehler from First Thing Tomorrow Human Resource Consultants.

- The Chamber partnered with the Fremont Main Library to host a series of workshops entitled Small Business Solutions. The series focused on topics such as Doing Business in the United States, Choosing a Business Structure, and How to Bring in a New Partner. These workshops are held monthly at the Fremont Library and are free of charge.

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 a Public Policy Forum. In September, the Chamber hosted Cisco Field, a public policy forum focusing on the proposed ballpark in Fremont.

- The Chamber took positions on February 2008 ballot initiatives determined to have a direct impact on the State's general fund and economic vitality, and enjoyed a perfect success rate. Our positions were: Proposition 92 - Community College Funding - Oppose; Propositions 94-97 - Indian Gaming Compacts - Support.

- The Chamber, on the recommendation of the Government Affairs Committee, agreed to encourage and

publicize efforts on the part of its members to Go Green. April's *Business Review* will focus and highlight the efforts of our members to conserve natural resources, reduce waste, and use environmentally friendly products. Chamber board member Matt Dickstein is our representative to the City's Green Task Force Ad Hoc Advisory Committee and Chamber board member Dave Lowman is our representative to the Environmental Services Advisory Commission.

- The Chamber's Government Affairs Committee continued to track issues at the local, State and Federal level to ensure that the interests of the business community were represented. Two local issues identified as being of major importance to the local business districts and business community are: the Ballpark Village proposal and proposals for infill residential development and affordable housing. The Chamber continued to monitor the process and decisions related to these two issues, in order to be able to take a position at the appropriate time.

Member & Community Outreach

- Hired new staff member Nina Moore in the restructured position of Director of Government & Community Affairs. In this position, Nina will

be responsible for identifying and responding to legislative, regional and local government issues that may directly impact Fremont's business community as well as developing effective working relationships and partnerships with local business and community groups in order to promote activities and programs that enhance the overall quality of life in Fremont.

- Engaged an organization to conduct an independent survey to assess the needs of our members. Armed with a better understanding of our members' needs, we developed a comprehensive plan to address concerns and seek solutions to add value to Chamber membership. This plan began to roll out in January with the newest additions in March with the Open for Business program.

- Collaborated with the business associations to address City staff regarding issues of concern with special events and permits.

- 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, YMCA, Fremont Education Foundation, Fremont Adult Education Program Community Advisory Council, MVROP Culinary Arts Advisory Committee, WyoTech Advisory Com-

mittee, Economic Development Advisory Commission, League of Volunteers, and the International Administrative Assistant Professionals.

- 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, Ohlone Foundation Green Tie Gala, Indo-American Community Federation Unity Dinner, Bucks for Ducks event, ANG Book Bucks Drive, LOV Fashion Show, LOV Toys for Tots Drive, LOV Elegant Affair, and the City of Fremont Business Fair.

- 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 through scholarship award through the Fremont Chamber of Commerce Dollars for Scholars fund.

Elise Balgley

Attorney at Law

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Member News

Comfort Keepers compete to battle cancer

The owners of *Comfort Keepers*, Jennifer and Jessica Abrams, have once again committed to join the fight against cancer. They have joined the Leukemia & Lymphoma Society's Team in Training, along with their mother Judy. LLS is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services.

On May 3rd, Jessica will complete her 2nd Wildflower Half IronMan. The course is a 1.2 mile swim, 56.2 mile bike ride, and a 13.1 mile run.

On June 1st, Jennifer will complete the San Diego Rock and Roll Marathon, all 26.2 miles. She's going to run the full marathon this year, double what she accomplished last year.

If you know someone close to the cause, we would be honored to race in their honor. Please contact us and their name will be added to our jerseys that we'll be wearing throughout the race. If this is a cause that is close to your heart, and you would like to make a donation please feel free to visit our website www.active.com/donate/tntgsf/tntgsfJAbrams2 to read about our training progress, make a donation on-line, see photos. You can reach us at (510) 790-9555.

Town Planner's Sandra Madonna receives Top Performance Award

Town Planner Headquarters presented Sandra Madonna of *East Bay Town Planner* with the Top Performance Award at their annual conference on Jan. 25. The Award is a reflection of the acceptance of the Town Planner here in Fremont - residents love the free gift that includes local activities and local coupons, and businesses love the visibility.

Town Planner Community Calendar promotes Fremont businesses to local consumers, increases revenue, and gets maximum exposure in the community. It's a full-size, full-color calendar that's mailed free to 25,000 homes and businesses each December. Sandra wishes to thank all the 2008 Town Planner Sponsors for making this award possible. Pick up a Town Planner Calendars for free at the Chamber Office.

If you are interested in putting your business 'On Display Everyday,' please contact Sandra Madonna at (510) 910-2681 or Madonna@townplanner.com

ABWA awards scholarships, seeks applicants

The Pathfinder Chapter of the *American Business Women's Assoc (ABWA)* is proud to an-

nounce that it recently awarded two \$2,000 scholarships to two deserving college-bound women in the tricity area. Melissa Munzo and Michelle Samborn received their checks at an award dinner during the summer from the Chapter.

Pathfinder Chapter has awarded annual scholarships for more than 20 years to female applicants residing in Alameda County who will attend a licensed and accredited school at the state or university level, or those attending a community college or technical school. Applications became available on January 31st for consideration of additional scholarship awards for June 2008 (deadline of March 31, 2008). Contact Kathy at (510) 364-6882 or at www.abwathfinder.org.

Dr. Colin Yoshida whitens teeth to benefit children's charities

Beginning in March, *Dr. Colin Yoshida* will be offering teeth whitening services at a significantly reduced price, and will donate 100% of the proceeds to help children facing serious health and educational problems in communities throughout North America in the Crown Council's Smiles for Life Campaign.

"The teeth whitening procedure is quick and painless, with excellent results" explains Dr. Colin

Yoshida, a Crown Council dentist located in Fremont. "Most importantly, a few minutes in the chair can help touch a child's life forever. The Crown Council's Smiles for Life Foundation has raised more than \$22 million."

Through a unique partnership with legendary entertainer Garth Brooks and his Teammates for Kids Foundation, Smiles for Life guarantees that a full 50 percent of the money raised by Crown Council members like Dr. Yoshida will benefit children's charities in communities across North America. The remaining 50 percent is contributed to a local children's charity. This year, Dr. Yoshida will be contributing to the League of Volunteers that helps needy children in the Tri-cities area of Fremont, Newark and Union City.

Visit us online:
fremontbusiness.com

Bookmark fremontbusiness.com and visit often for the most up to date information on business in Fremont.

Fremont Chamber Online report

Online Business Directory Referrals Report

Jan 2007

The number of referrals from the Chamber's business directory this Period was
11,512.

Display: **9,491**
Click Throughs: **1,370**
E-mail: **71**
Mapped: **908**

Unique Visits

A total of **11,408** distinct visits were made to the site, www.fremontbusiness.com during the month of Dec., 2007

An average of **11,726.5** unique visits were made to the Fremont Chamber's website over the last six months [Aug2007-Jan 2008]

Data provided by
ChamberWeblink

Live a Fulfilled Life—

from page 1

The biblical adage, “We reap what we sow” lives on.

We live fulfilled lives, not by seeking treasure or pleasure for ourselves, but by turning our desires and efforts outward. By so doing, we put ourselves in the position to deserve success.

“I think the purpose of life is to be useful, to be responsible, to be honorable, and to be compassionate. It is, after all, to matter: to count, to stand for something, to have made some difference that you lived at all.” - Leo C. Rosten

It is my belief that deep down (as I am sure it is yours) we all want to live lives of significance. We want our lives to mean something, to know that it has all been worth-while and that we have made a difference to the lives of people around us.

If you are like many people I have met, you will be unsure as to what your life’s purpose is. In fact you may

be unsure whether you will actually achieve the dreams that lie within you. You will know people around you who have a lot of dreams which they fail to realize. Like me, I am sure you find this a great tragedy and you will not want this to be the case for you.

So what can you do to live a life of

“While we remain in pursuit of many worthwhile personal endeavors, we must always remember to acknowledge and nurture those around us.”

significance and have an impact on others? Start with your family. Start keeping a journal. Leave a legacy to your children of an account of your life.

Find a need and seek to fill it. Look for opportunities to make a contribution to the good of others. Give to your favorite local charity. Not only give money, but begin giving time. Financial contributions are praise-worthy,

but the joy of writing a check cannot be compared to that that comes from hugging a cancer patient or feeding the homeless. When we give our time, the feeling of generosity lasts much longer.

Keep your eyes and ears open. Opportunities to serve surround us. We just need to become aware. Read your local newspaper and the newsletters from schools. It’s not hard to find people or agencies that need helpers.

Nursing homes always need visitors and volunteers. The elderly who live at home in your neighborhood need yard work and home repairs. Youth need athletic coaches, scout leaders, mentors, and vocational trainers. Health associations need people to help in the office, stuff envelopes, and many other tasks. Ask the chamber staff for local social agencies and service clubs in need of volunteers.

Do something right away. I have heard people say that they will first make their fortune, then perform some grand and exotic service to mankind. But I have found that we can do more good by doing many little things throughout our lives—day after day. Samuel Johnson said, “He who waits to do a great deal of good at once, will never do anything.”

Find a worthy cause and thrust

your heart into it. Your community will benefit greatly, and so will you.

In conclusion I want to quote the words of one of the nations leading ethicists, Michael Josephson, on what will matter in ones life:

Ready or not, someday it will all come to an end.

There will be no more sunrises, no minutes, hours, or days. All the things you collected, whether treasured or forgotten, will pass to someone else. Your wealth, fame, and temporal power will shrivel to irrelevance.

It will not matter what you owned or what you were owed. Your grudges, resentments, frustrations, and jealousies will finally disappear. So, too, your hopes, ambitions, plans, and to-do lists will expire.

The wins and losses that once seemed so important will fade away. It won’t matter where you came from, or on what side of the tracks you lived, at the end. It won’t matter whether you were beautiful or brilliant. Even your gender and skin color will be irrelevant.

So what will matter? How will the value of your days be measured?

What will matter is not what you bought, but what you built: not what you got, but what you gave. What will

matter is not your success, but your significance. What will matter is not what you learned, but what you taught. What will matter is every act of integrity, compassion, courage or sacrifice that enriched, empowered or encouraged others to emulate your example.

What will matter is not your competence, but your character. What will matter are not how many people you knew, but how many feel a lasting loss when you’re gone.

What will matter are not your memories, but the memories that live in those who loved you. What will matter is how long you will be remembered, by whom and what for. Living a life that matters doesn’t happen by accident. It’s not a matter of circumstance but of choice.

Choose to live a life that matters. Choose to live a life of significance.

David Lowman, licensed representative with New England Financial, specializes in providing insurance and retirement services. Dave believes that by developing a close working relationship with his clients and understanding their lifestyle, he can assist them in achieving a financially secure future. For more information contact Dave at (408) 267-1665

Seven Point Technology Checklist for Small Business

by Brad Gelesic
MCP, CCNA, President
CM IT Solutions of Fremont

“Information technology and business are becoming inextricably intertwined. I don’t think anybody can talk meaningfully about one without talking about the other.”

—Bill Gates.

Bill Gates’ observation is right on the mark for all business, but especially small business. Technology has become vital to the overall success of small businesses by enabling small groups of people to accomplish more for less cost. I’m not referring to the latest ultra-cool gadgets, rather the approach of beginning with the fundamentals of a sound and secure network infrastructure. I realize that the words “sound and secure network infrastructure” probably elicit as much excitement as watching grass grow and I might have even lost half my readers; but hear me out. Successful small businesses, for which technology plays a key role, score 100 percent on the seven point small business technology checklist. How does your business compare?

Firewall:

A firewall is used to manage all traffic in and out of the network. The firewall will protect your network and your critical corporate data from outside intruders. A firewall is critical to the security of your business. A hardware firewall is strongly recommended

for all small business networks.

Antivirus:

Antivirus solutions are used to protect networks from hostile programs written to damage or destroy the integrity of your network. An antivirus solution is a must for any network connected to the Internet.

Data Back-up:

The cornerstone to any data protection or disaster recovery plan is data back-up. Careful planning, execution and regular testing of the data back-up system will increase the chances of recovery from potential technology disasters.

Remote Access:

A proper remote access solution will provide your organization with the ability to access the network remotely, but do so securely. A hardware firewall / VPN or Windows Server VPN is strongly recommended.

Email Messaging:

Email is critical to your daily business communication flow. We recommend using enterprise email solutions such as an in house Exchange server or hosted solution designed for business use (this is not an AOL, Yahoo, Gmail, Comcast or other free account provided for home use). The added benefits of a hosted solution, besides very low startup cost, include office collaboration and the fact that your mail is held in a data center vault environment accessible from any Internet

connected PC or PDA, 24/7/365.

Power Supply / Infrastructure:

Because technology hardware is a significant investment, we recommend the use of an uninterruptible power supply (UPS) to protect your gear from power spikes and to ensure a proper shut down of equipment in the event of a power failure.

Servers:

We recommend custom built servers to maximize performance and value. Purchasing a little more power than you anticipate needing as requirements always change over time and you will ask more of the device in its lifetime. The average lifespan of a server is 3-4 years; you should begin planning lifecycle replacement after 2.5 years.

Brad Gelesic is the president of CM IT Solutions of Fremont. As a leading provider of managed services and other computer consulting business services, CMIT is uniquely capable of supporting small and mid-sized businesses (SMBs) anywhere, coast-to-coast in the U.S. by focusing on developing and maintaining a local, trust-based relationship with its customers. CMIT offers a wide variety of services and products, including “enterprise-class” Technology Enabled Business Services, at prices small businesses can afford. For more information, contact Brad at (510) 797-3936 or visit <http://www.cmitsolutions.com/fremont/>.

Fremont Business Review Editorial Calendar

Looking for a high impact, no cost way to share your expertise and promote your company? Connect with fellow Chamber and community members by submitting an article for an issue of the Fremont Business Review. A short 500 word article can go a long way in promoting your expertise and introducing your company to potential customers. If you’re interested in submitting an article, please contact the Guest Editor of the issue that interests you, or contact Cindy Bonior at (510) 795-2244 x106 or cbonior@fremontbusiness.com.

APRIL 2008

Go Green!

Nina Moore, Fremont Chamber of Commerce
(510) 765-2244 x107
nmoore@fremontbusiness.com
Deadline: 3/17/08

MAY 2008

Economic Development: Fremont’s Report Card

Guest Editor to be named
Deadline: 4/21/08

JUNE 2008

On the Road: Business & Leisure Travel

Callette Nielsen, Fremont Marriott
(510) 413-3700
callette.nielsen@marriott.com
Deadline: 5/19/08

JULY 2008

Fremont Festival of the Arts: Celebrates 25 Years!

Jane Mueller, Well Chosen Words
(510) 792-4173
jmueller@iname.com
Deadline: 6/16/08

AUGUST 2008

Employee Incentives: Rewarding Your Most Valuable Asset

Ken Ariathurai, Aria Printing @ The UPS Store
(510) 687-1600
kenaria@sbcglobal.net
Deadline: 7/14/08

SEPTEMBER 2008

Planning Meetings: Productive, Efficient & Effective

Guest Editor to be named
Deadline: 8/18/08



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