

**Membership Has Its Rewards**

Andrew Draeseke, p. 2

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Counselors to America's Small Business, p. 8

**Why I Believe**

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## Chamber Membership: Don't Do Business Without it

VOLUME 10,  
NUMBER 2

May  
2009

### Step Right this Way, Join the Fremont Chamber Today!



By **Sandra Madonna**  
East Bay Town Planner

Many local business managers and self-employed entrepreneurs are looking for ways to connect with the business community, get business advice, and build their client base. When I meet professionals in town, many are eager to get involved in Fremont and to network, but aren't aware of the resources available to them. The Fremont Chamber of Commerce provides a number of excellent opportunities and support right here in our own backyard.

The Fremont Chamber of Commerce has tons of avenues available for businesses to take advantage of. They offer some of the most effective ways to network in a group setting (mixers, ribbon cuttings, member briefings, and volunteerism) with all types of professionals (business owners, community leaders, and field experts). There is something for everyone and at every

**—Something for everyone**  
page 2

### Chamber Marketing Plan A Recipe for Success

The term marketing has many meanings, but it is the one 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

**—Recipe for Success**  
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### Business Alley at the Fremont Festival of the Arts

*One weekend, thousands of potential customers!*



The temperature is rising. Do you know what this means? Another Festival season is upon us. The Fremont Festival of the Arts is quickly approaching. Don't miss your opportunity

to showcase your business to thousands of Festival attendees.

The Fremont Festival of the Arts, presented by the Fremont Chamber of Commerce, is Fremont's premier event and the largest free outdoor event of its kind with more than 350,000 attendees each year. The Fremont Festival of the Arts is home to the Wine Garden, host two stages, 750 craft artists, 30 non-profit food vendors, Gourmet Market Place and YOU!!!

Business Alley, open to Fremont Chamber of Commerce members only, is a tradeshow within the Fremont Festival of the Arts. As Business Alley participants, Chamber members have the opportunity to showcase and market their businesses to thousands of Festival attendees for just pennies. Space in Business Alley is limited and filling quickly. Don't miss out on gaining potential customers and meeting

potential vendors.

Past Business Alley participants include Joly Chiropractic, Washington Hospital, Kaiser Permanente, California Energy Service, University of Phoenix, Ohlone College, NeoVision Eye Center, Anna Jacoby Interiors, just to name a few. The following comments are just a sampling of what some of them had to say:

*"I thought it went great. The vendors were very happy we were there. I made new friends, it was a fun weekend."*

*"We found Business Alley to be a great way for us to market our not yet opened business. We had over 250 people want to be on our email list and*

**—Business Alley**  
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### Chamber Membership: Full of Unex- pected Benefits

By **Scott Capen**  
Selaro Real Estate

It is almost four years ago that I joined the Fremont Chamber of Commerce. My recollection as to why I joined initially is because I believed I would meet lots of new clients and I would sell a lot more real estate. While some of that turned out to be true, I must confess that is not the main reason I continue to renew my membership.

One reason why I keep renewing my membership is camaraderie. Being around so many people who are directly involved with either running their own business or are supporting

**—Members with Benefits**  
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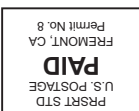
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*Our Mission is to  
promote, support and  
enhance a positive  
business environment.*

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FREMONT  
CHAMBER OF COMMERCE

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2009 – 2010**

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Joseph Joly.....Joly Chiropractic

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Printed using soy ink

Top  
of the  
**Week**  
REPORT

Linking the Business Community

email Napoleon Batalao at  
[nbatalao@fremontbusiness.com](mailto:nbatalao@fremontbusiness.com) with  
SUBSCRIBE in the subject line.

# Something for Everyone—

from page 1

level, including multiple annual events. If reaching consumers is important, Business Alley is held every August at the Fremont Festival of the Arts and offers two full days of exposure to 350,000 individuals. One of my favorite events is the Business MarketPlace Trade Show held each January; this is a fantastic venue to highlight a local business, look for business prospects, or seek out needed services. Every show in the past few years has helped me develop relationships that grow my business and learn about important current events.

The amount of information which moves through the Chamber's channel is huge. Businesses can push their information and expertise out to members through a number of methods. For example, they can use the Chamber's newsletter to not only place an advertisement, but they can also volunteer to write an informative article on a subject in which they are the expert in their own industry and business. The Open for Business section of the website can be used to promote a special sale or discount offer for Chamber members only.

Another side of the Chamber's offering to members relates to support and advice for your business. The retired executives of SCORE make themselves available at no charge to lend you their experience; there is also a full schedule of SBA classes covering topics from finance to busi-

ness plans to surviving the recession. And, the Chamber's representatives themselves are excellent sounding boards; they can help you navigate city agencies, understand city politics, or suggest resources to address the needs of a business in almost any area. I've found them to be wonderfully resourceful and a pleasure to get to know. The numerous possibilities are there for the taking. My job as Ambassador is to point business owners to these valuable resources.

By joining the Chamber, members get access to a host of benefits and are able to build a combination of tools that fit their business plan. If it is important to connect socially and professionally with the community, get exposure for a business and build a network of resources, Chamber membership will be a critical part of the local professional and self-employed entrepreneur's game plan. So come join us today and explore the possibilities.

*Sandra Madonna is publisher and owner of East Bay Town Planner, the new community resource Calendar that is the choice of busy Fremont families for scheduling their activities and provides a specialty venue for Business to advertise their message inside 30,000 homes. Recently, Sandra received the 2009 Ambassador Crown Award and won the 2009 Chamber Referral Contest. For more information about being "On Display Everyday," contact Sandra at (510) 910-2681 or email [madonna@townplanner.com](mailto:madonna@townplanner.com).*

“There is something for everyone and at every level, including multiple annual events.”



## Business Alley

at the Fremont Festival of the Arts

One trade show with over 350,000 reasons to exhibit

- Showcase your business to over 350,000 potential customers.
- Gain greater visibility within the community.
- Greater exposure at a fraction of the price of a print ad.
- Reach an audience to which you may not normally have access.
- Location near Kid City with increased foot traffic.



Fremont Chamber members: go to <http://www.fremontfestival.net/4bizalley.htm> and download the Business Alley application to reserve your booth.

FremontFestival.net

# We're in This Together!

There is no other way to put it...the economy is awful. But, that's all that is awful, nothing more, nothing less. You are still a talented, motivated business professional; the awful economy can not take that away from you. It is difficult to avoid internalizing the negativity and just as difficult to see your business struggling. So, let's look at this in a way in which we are all familiar.

Cash flow is the real issue here because if you can maintain a positive cash flow, you can ride it out until the economy turns around. And honestly, this is nothing new to entrepreneurs; you have been through this many times before. We have all experienced cash flow problems even in the best economy. However, in bad economic times, the problem is on a larger scale.

As in previous money droughts, you must refocus your creativity, find alternative solutions, and utilize all your resources. Your business friendships became stronger because everyone helps each other. When you realize that it is an issue you are familiar with you can now see what needs to be done. While it is important to pay attention to what is going on with the economy, it's vitally important that it not dictate your life and what you love to do. You are living your dream of self employment where most people cannot live it, but only dream of it.

Let's address this in practical terms and get creative using your Chamber membership. There are so many ways to advertise, network and to market your business with very little cost involved.

Starting with your Fremont Chamber membership, to accomplish networking, your chamber produces over 85 events each year with 80% of those events free for you to attend. To help with your advertising needs, your chamber has a service called "Open for Business" where you can post your job openings, coupons and/or flyers on our website at no cost to you. To achieve your marketing needs, you can write for the Fremont Business Review newsletter at no cost. If you need guidance in making a business decision, the chamber has SCORE counselors who can help you through your business challenges free of charge. The Fremont Chamber has many services available for your use.

You are not alone in this economic turmoil; your Fremont Chamber will always be here for you. Your Fremont Chamber is your business resource for business solutions; your business' communication venue of staying connected; your "Madison Avenue" venue for advertising; your escort for networking opportunities; your support system to live your dream. Let us help you.



KK Kaneshiro, Director of Member Services

## Membership Has Its Rewards

By Andrew Draeseke

DCNS Computer & Networking Services

I started DCNS Computer & Networking Services in July of 2003. The economy back then was still recovering from the dot com bust, and the terror attacks of 9/11. Being a newly minted scientist (solid state physics if you're interested), I had to get a start in the world outside of academia. The world looked so promising in the late 90's - a well paying job for my training was practically guaranteed.

Life has a way of changing the game on a person, and I am no exception. Two-hundred resumes and barely two responses (we'll keep it on file - the circular file I'm guessing), after six months, and a baby girl at home, one tends to get creative. Since I was unofficial tech support for my extended family and circle of friends, I had a blinding flash of the obvious. There's a real need for this kind of stuff out there!

The business was off and running. It took a year or so until I really had enough business to survive (to you new business owners out there, remember that it takes time). In the early times of the business, I joined the Fremont Chamber of Commerce. In hindsight, I can see that this was one of the best decisions I made. People want to see the face behind the business, and know that they are dealing with someone trustworthy. Today I get approximately 90% of my business through referrals, and many of my original clients who referred me out found me through the cham-

ber. There is no free lunch, of course, and never any guarantees in the world of small business. The Fremont Chamber can do a lot for you, but it really depends on what you put into it. I would strongly suggest that any new chamber member get involved in the Connection Clubs, and investigate how to be of service to the chamber. There are many opportunities to do something like this. Simply joining the chamber and doing nothing else is not enough for most businesses. In this rough economic time, perseverance is key. The Fremont Chamber of Commerce is the business sector's voice in the community. Join and make sure your voice is heard! These hard times will pass, and as long as my business is operating, my business will be a chamber member. Andrew Draeseke is the owner of DCNS Computing & Networking Services. With more than six years of experience in troubleshooting, repair, custom builds, and network engineering, DCNS is equipped to handle your computer technology problems. DCNS specializes in Diagnosis and Repair of Computer Hardware and Networks, Wireless Security Audits, Wireless Network Installation, Custom-Built Computers, and Wireless 'Hotspot' Installation and Management for homes and businesses. For more information or to schedule a free on-site estimate for installation/repair of computers and networks, call (510) 299-4968 or visit [www.dcnetservices.com](http://www.dcnetservices.com).

"Today I get approximately 90% of my business through referrals, and many of my original clients who referred me out found me through the chamber."



**FCCTV**  
Times & Channels

### Comcast Customers:

Fremont - Ch 29 Mon 8:30 p.m.; Ch 26 Mon 7:30 p.m.  
Newark - Ch 27 Fri 5 p.m.  
Alameda - Ch 28 Sat 3:30 p.m.; Sun 8:30 p.m.  
Union City - Ch 15 Thu 10 p.m.; Sat 3:30 p.m.; Sun 8:30 p.m.  
Hayward, San Leandro, San Lorenzo and Castro Valley - Ch 28 Thu 10 p.m.; Sat 3:30 p.m.; Sun 8:30 p.m.

FCCTV is shown in over **646,000 households!** Would you like to be a guest? Call **KK Kaneshiro at 510-795-2244, ext. 103.** Fremont Chamber of Commerce Television (FCCTV) highlights Fremont Chamber of Commerce members

## May Events

- 19 Election Day-Special Election**  
Don't forget to vote!  
**Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 20 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 26 Fremont City Council Work Session**  
6 p.m., City Council Chambers
- 27 Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Merrill Gardens at Fremont**  
5-7 p.m.  
2860 Country Drive, Fremont  
Phone: (510) 790-1645  
Web: [www.merrillgardens.com](http://www.merrillgardens.com)  
Merrill Gardens at Fremont, formerly known as Country Inn, is in the heart of Fremont, with views of Mission Peak. This apartment-style community offers all of the amenities of home without the work. Enjoy the quiet comforts of independent living, participate in their active retirement community, or both. At Merrill Gardens, the door is always open for creating a lifestyle that is rich, rewarding and one of a kind, just like you.

## June Events

- 2 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 3 Ambassadors' Meeting**  
8 a.m., Chamber Conference Room
- 4 Membership Committee Meeting**  
Noon, Chamber Conference Room
- 9 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 10 Conklin Brothers Mixer**  
5-7 p.m.  
40760 Fremont Blvd., Fremont  
Phone: (510) 472-0168  
Website: [www.conklinbros.com](http://www.conklinbros.com)  
Conklin Brothers has been helping people fulfill their interior decorating goals since 1880, and in Fremont for over 35 years. Discover the outstanding lines of name brand carpets, flooring, stone and ceramic tiles, many of them unique.
- 12 Chamber Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 16 Fremont City Council Work Session**  
Time TBD, City Council Chambers
- 17 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- Member Briefing**  
11:30 a.m., Chamber Conference Room
- 23 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 24 Government Affairs Committee Meeting**  
7:45 a.m., Chamber Conference Room
- Keller Williams Mixer**  
5-7 p.m.  
39500 Stevenson Place, Ste. 108, Fremont  
Phone: (510) 796-7900  
Website: [www.kw.com](http://www.kw.com)  
Keller Williams' main philosophy revolves around the relationship with their clients. To put it simply, if a negotiation is not benefiting both a buyer and a seller it is not a deal. Keller Williams realizes that customers work with agents they know and trust.



# New Members

## Advertising; Advertising - Marketing

### Niles Gift Depot

Marie Blomquist  
Fremont, CA 94536  
(510) 612-9521  
nilesgiftdepot@yahoo.com

## Beauty Salons & Day Spas

### European Day Spa

Polina Bernstein  
40643 Grimmer Blvd.  
Fremont, CA 94536  
(510) 770-1237  
polina1divine@yahoo.com

## Consultant

### Roger Shanks Consulting

Roger Shanks  
10313 Canyon Valley Ave  
Las Vegas, NV 89145  
(510) 386-7551 - (510) 745-9996  
rshanksplng@aol.com  
www.rogershanksconsulting.com  
Assisting clients in California and Nevada. I give assistance to clients in the permit entitlement process. Including understanding what is required and how to mitigate through the permit entitlement process; interpreting zoning regulations and general plan policies; addressing environmental regulations; providing management through the entire permit process.

## Interior Decorators & Designers; Window Coverings

### Windows and Beyond

Doreen Yun  
155 Anza Street  
Fremont, CA 94539  
(510) 623-8822- (510) 623-9922  
windowsbeyondstaff@yahoo.com  
www.windowsandbeyond.com  
Windows & Beyond was founded to bring elegant window solutions for your home or office. From blinds and shades to custom window treatments. We are your full service provider for all your window dressing needs. Our team of experts will work with your vision and ideas to put together the perfect assemble. We are here to serve you.

## Nonprofit Organizations

### Rotary Club of Fremont

Lena Zee  
PO Box 1507  
Fremont, CA 94538  
(510) 651-0732  
lenazee@att.net

## Nonprofit Organizations; Schools - Private

### Fremont Christian School

Laura Johnson  
4760 Thornton Ave.  
Fremont, CA 94536  
(510) 744-2233  
ljohnson@fremontchristian.com

## Printing-Copying; Printer Service

### Vision Graphics & Printing

Linda & Simon Huang  
45081 Fremont Blvd  
Fremont, CA 94538  
(510) 249-0388- (510) 252-0668  
simon@visionspot.com

## Roofing Contractor-Consultant; Solar Electric Power

### Petersen Dean Roofing and Solar Inc

Jim Petersen  
7980 Enterprise Drive  
Newark, CA 94560  
(510) 494-9982- (510) 494-8365

# Anniversaries

## 40+ Years

Fremont Optometric Group - Dr. Victor Gin

## 20+ Years

Joelyn Carr-Fingerle, CPA  
Dominican Sisters of Mission San Jose  
Greer Enterprises  
Irvington Memorial Cemetery  
New United Motor Manufacturing, Inc.  
Safe Alternatives to Violent Environments

## 15+ Years

Advantage Body Shop  
Honey Baked Ham  
Kabage Property Management  
Legacy Real Estate & Associates - Bill Aboomrad  
Office Depot  
Residential Pacific Mortgage - Scott Doruff  
Roadrunner Mailing Service  
T.G.I.F. Body Shop & Towing, Inc.

## 10+ Years

at&t  
Citibank  
Dynamic Hitech  
Filipino-American United Church of Christ  
Fuji Electric Corp of America  
Furniture Medic  
Homewood Suites by Hilton - Newark/Fremont  
Overton Security Services, Inc.  
Tri-City Church of Religious

Science/Center for Positive Living  
What's Happening, The Tri-City Magazine

## 5+ Years

ATP Acupuncture & Chinese Medicine  
Chew, Benjamin D.D.S  
Citizens for Better Community  
Harriet's Hands  
Learning Bee Learning Center  
Pampered Chef-Linda Masters  
Smart & Final  
Visiting Angels Homecare & Respite  
Saddlerack

## 2+ Years

Cartwright's D.J. Services  
Danmer Custom Shutters  
The Gutter Shutter Company  
InXpress  
Pacific Promotional Products  
The Picnic People/Ardenwood  
Super Suppers  
Wachovia Home Loan

## 1 Year

Need the Needs  
Infinity Cleaning and General Maintenance  
Dickey's Barbeque Pit  
Oakland Zoo (East Bay Zoological Society)  
Neptune Society of Northern CA  
Dfares LLC  
R & S Erection of So. Alameda Co.

*Congratulations to all our Chamber members who have reached these milestones*

# Online Business Directory Referrals Report



## April 2009

Total visits to fremontbusiness.com: **9,722**

Average number of monthly visits to fremontbusiness.com (6 month average): **10,081.67**

Total number of referrals from the website business directory: **8,381**

Each member averaged **11.99** referrals from the directory in April

Each day in April there was an average of **270** referrals from the directory

The top 150 display referrals received a total of **7,238** display referrals from the directory

The top 150 clicked on referrals received a total of **477** click thrus to their websites

The total emails sent from our directory was **17**

The total map referrals from our directory was **128**

### Data Provided by ChamberWeblink

The Chamber's website averages over 10,000 unique monthly visitors who are looking for goods and services in Fremont. Chamber members are connected to them via our online Business Directory. Call KK to learn more about joining the Chamber today. (510)795-2244, ext. 103



## FCCTV: Fremont Chamber of Commerce Television

### Joly Chiropractic: A Progressive Approach to Better Health

To keep up with our active lifestyles and today's challenging business environment, we must protect our health and wellness. This is best achieved through a progressive and proactive approach to maintaining our health.

During May's FCCTV, "Joly Chiropractic: A Progressive Approach to Better Health," KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews Dr. Joseph Joly, Chiropractor who ex-

plains the short and long term benefits of maintaining your spinal health, treating children to seniors and all ages in between. From migraines to whiplash to a sports injury, Joly Chiropractic seeks the cause of your pain and approaches your pain in a specific and comfortable method. Dr. Joly is a trained professional in Active Release Technique, a prescribed method of treatment that encourages the body to heal itself. If the body is aligned it can function normally and heal itself.

FCCTV: Comcast Ch 26. Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast. See schedule next page.



## Connection Clubs: Meeting Dates, Times, Places

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

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

### Tuesday Noon

11:45a.m. @ Hilton Hotel  
Chair: Jackie Kranich  
(510) 794-1938  
Vice-Chair: Elise Balgley  
(510) 791-1888

### Thursday AM

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

### Connect 2 Succeed

11:45a.m. @ La Pinata (held on the 2nd & 4th Thursdays of each month)  
Chair: Ken Aria  
(510) 687-1600  
Vice-Chair: Amanda Chun  
(510) 754-6545

### Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)  
Chair: Scott Capen  
(510) 207-6207  
Vice-Chair: Jennifer Logan  
(510) 494-0829

### Friday AM

7:15a.m. @ The Depot Diner  
Chair: Maria DaSilva  
(510) 412-7268  
Vice-Chair: Becky Rivers  
(510) 791-1100

### Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)  
Chair: Barbara Jenkins  
(510) 657-0573  
Vice-Chair: Marina Scott  
(510) 445-0400

## Doing Business Over Lunch

### ELEPHANTBAR

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



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

### JEBZ Restaurant

39742 Cedar Blvd.  
Newark **(510) 661-0355**  
Open Tue-Sun 11 am-10 pm  
Weekend Champagne Breakfast  
10 am-3 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



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.

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 [fmfcc@fremontbusiness.com](mailto:fmfcc@fremontbusiness.com)

## Membership Benefit Leadership Fremont

In an ever-changing complex world, strong leadership is essential. It is needed in business, government, and non-profit organizations to meet today's challenges. To answer these challenges, the chamber offers Leadership Fremont, a 9-month training

program through enhanced opportunities for greater corporate or organizational community involvement and visibility. Skilled employees and representative will be in a better position to communicate the corporate or organizational culture and be poised to influence positive change allowing the sponsoring company or organization to have a greater impact in the community.

program through enhanced opportunities for greater corporate or organizational community involvement and visibility. Skilled employees and representative will be in a better position to communicate the corporate or organizational culture and be poised to influence positive change allowing the sponsoring company or organization to have a greater impact in the community.

Leadership Fremont offers benefits to participants through a better understanding of the challenges and issues facing the community while developing valuable contact and communication networks within the community. At the same time, participants will expand their leadership skills and leave each session prepared to apply these newly learned skills to personal and business situations. Participants will graduate from the program prepared to embrace leadership opportunities in both their careers and community.

The program is designed for those who are currently in leadership roles, or have been identified as potential leaders within their business or non-profit organizations. It is also an excellent program for individuals who have an active role in the community or those who wish to take that next career step.

The Class of 2010 will begin with an orientation in August. Applications are now being accepted for this session. If you are interested in more information regarding the Leadership Fremont program or would like to request an application for the Leadership Fremont Class of 2010, please contact Lana Hillary-Windom at (510) 795-2244, ext. 105 or email [lhillary-windom@fremontbusiness.com](mailto:lhillary-windom@fremontbusiness.com).

Not only does the participant benefit, but the employer or the sponsoring organization will experience direct benefits from the Leadership Fremont



Michelle Carroll, facilitator for the Leadership Fremont program

program designed to identify, nurture and develop emerging leaders within our community.

Through individual skill development, hands-on activities and presentation of a wealth of information from private and public sector leaders, future leaders develop the skills and



Pictures from the Leadership Fremont graduation ceremony: Left: Jeff Faust presents Cindy Bonior with a check for the Dollars For Scholars program. Right: the Leadership Fremont class of 2009



## Ask SCORE: Business questions answered via email

The Fremont Chamber of Commerce and SCORE are working together to provide you with assistance to make your business successful. One is through the advice offered by SCORE to both current businesses and startups regarding marketing, sales, finance, management, and human resource issues. SCORE can help you achieve the business success you are seeking by avoiding the daily pit-

falls you may encounter. SCORE counselors are now accepting your questions via email and will publish the answer to one question in each issue of the Fremont Business Review. Please send your question to [score@fremontbusiness.com](mailto:score@fremontbusiness.com). Please be sure to include your name, address and phone number. Anonymous emails will not be published.

email your business related questions to:  
[score@fremontbusiness.com](mailto:score@fremontbusiness.com)

# Member News

## Kaiser Permanente Wins Award for Groundbreaking Medical Record System

The *Kaiser Permanente* Fremont and Hayward Medical Centers are among only fifteen hospitals in the United States today to receive a major health information technology award from the Healthcare Information and Management Systems Society (HIMSS). Both medical centers were among the first locations in Northern California to launch KP HealthConnect, a groundbreaking electronic medical record system that electronically connects Kaiser hospitals and enables members to be more involved in managing their health through online access to their medical records as well as interactive and online tools. These tools have really taken off with members, especially those in Fremont.

Two recent Kaiser Permanente studies show that a comprehensive electronic health record can increase consumer convenience and satisfaction and provide efficiency while maintaining clinical quality.

KP HealthConnect is the world's largest civilian electronic health record, enabling all of Kaiser Permanente's 7,000 physicians in Northern California to electronically access their patients' medical records in every one of its 159 medical offices and clinics.

## Kaiser Permanente says "Take a Hike"

*Kaiser Permanente* has again partnered with the East Bay Regional Park District for the annual Trails Challenge. Each year, the

Trails Challenge invites people of all ages to hike at least five of 20 selected trails in a self-guided hiking program. This year marks the park district's 75th anniversary.

All Trails Challenge registrants will have access to the online 2009 guidebook. Those who complete the challenge will receive an organic T-shirt, and a commemorative pin (while supplies last). The program is open to the general public, so take a hike with your friends and family!

To register or for more information, please visit [www.ebparks.org](http://www.ebparks.org) and click on the Trails Challenge logo.

## Ohlone College Honors Steve Cho as 2009 Citizen of the Year

The 20th annual Citizen of the Year luncheon, scheduled for Saturday, May 30th, will honor former Fremont City Councilmember Steve Cho. The luncheon, which benefits *Ohlone College* student scholarships, will be held at Ohlone's Newark campus, and will also celebrate the LEED Platinum Certification awarded to the building. The Newark campus is located at 39399 Cherry Street in Newark. Tickets are \$75 per person or \$750 per table of ten. Advance registration is required and can be made by contacting Thomas Hsu at (510) 659-6020 or at [thsu@ohlone.edu](mailto:thsu@ohlone.edu) or by visiting [www.ohlone.edu](http://www.ohlone.edu).

## GROCO Recognized as "Top Financial Planner"

*Greenstein Rogoff Olsen & Co. LLP*, (GROCO) recently announced

that they were notified as a winner in CPA Wealth Provider's Sixth Annual Financial Planning Awards. These awards honor CPA and Financial Planning firms that have taken the lead through innovation, efficiency, initiative, or growth in the financial planning area.

A group of editors from Accounting Today and CPA Wealth Provider determined the winners and companies worthy of honorable mention amongst the many nominations that were received. GROCO was cited for their sustained growth and initiative.

GROCO's Managing Partner, Alan L. Olsen, stated, "Successful individuals can significantly benefit by our tax and financial planning advising. We are experts that put their interests first and never seek a commission. We are informal advisors hired by the client, for the client."

For more information regarding GROCO and its services call (510) 797-8661 or visit [www.groco.com](http://www.groco.com).

## Cargill makes donations for emergency hunger relief

*Cargill* recently announced it is making donations totaling \$19,500 to relieve hunger in Alameda and San Mateo Counties, where the company has salt operations.

*Cargill* approved funds to support emergency hunger relief efforts at five local nonprofit organizations. Safe Alternatives to Violent Environments in Fremont will use the funds to purchase fresh food for its shelter residents, while the Alameda County Community Food

Bank will increase the amount of fresh fruits and vegetables available to its partners through its Farm Fresh Produce Program. Shelter Network of San Mateo County, St. Francis Center in Redwood City and the Second Harvest Food Bank of Santa Clara and San Mateo Counties will each purchase needed food and supplies for their clients.

"We recognize our continued success depends on the growth and health of our communities and partners," said Paul Shepherd of Cargill Land Management. "Given that Cargill seeks to be the global leader in nourishing people, we are making this donation to help address immediate shortfalls of food for families in need."

The Newark effort is an outgrowth of a \$5 million donation Cargill announced in December 2008. Hunger relief agencies are facing a growing demand for their services at a time when donations are shrinking. As a result, Cargill committed funds at global, national, and local levels to provide immediate hunger relief to area nonprofits. For more on Cargill's global corporate responsibility work see Cargill's Corporate Responsibility (Citizenship) Review at <http://www.cargill.com/about/citizenship/citizenship.htm>.

## Got News?

The Fremont Chamber will post appropriate business related news for Fremont Chamber of Commerce members. Send articles, photos and press releases to Nina Moore at [nmoore@fremontbusiness.com](mailto:nmoore@fremontbusiness.com)

## A Recipe for Success—

*from page 1*

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 a part of the marketing budget, but rather the operational budget.

Let's imagine you have approximately \$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 \$175 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 \$1015.

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](mailto:kkaneshiro@fremontbusiness.com).



*Is your business plan in place?*

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

Available times:  
Tuesdays from 9 a.m. to 1 p.m.  
Fridays from 10 a.m. to 12 noon

# 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 or Staff Consultant listed for that issue.

We are also looking for Guest Editors for upcoming issues. If you're interested in learning more about becoming a Guest Editor, please contact the Chamber Staff Consultant listed for that issue at 510-795-2244.

## JUNE 2009

### Leadership Development

Staff Consultant: Cindy Bonior  
Guest Editor: Angus Cochran, Washington Hospital  
Deadline: 5/22/09

## JULY 2009

### Fremont Festival of the Arts

Staff Consultant: Nina Moore  
Guest Editor: Joe Joly, Joly Chiropractic  
Deadline: 6/15/09

## AUGUST 2009

### Time Management

Staff Consultant: Nina Moore  
Guest Editor: Brendon Whateley, Dark Indigo  
Deadline: 7/13/09

## SEPTEMBER 2009

### E-marketing: Harnessing the Power of Internet Marketing

Staff Consultant: Cindy Bonior  
Guest Editor to be named  
Deadline: 8/14/09

## OCTOBER 2009

### Structures & Strategies for Business Success

Staff Consultant: Nina Moore  
Guest Editor to be named  
Deadline: 9/14/09

## NOVEMBER 2009

### Successful Business Meetings

Staff Consultant: Cindy Bonior  
Guest Editor to be named  
Deadline: 10/12/09

## DECEMBER 2009

### Travel Tips

Staff Consultant: Nina Moore  
Guest Editor: Patricia Saunders, AAA  
Deadline: 11/13/09

## JANUARY 2010

### Professional Growth

Staff Consultant: Cindy Bonior  
Guest Editor: Arlene Kaiser, Arlene Kaiser Productions  
Deadline: 12/9/09

## FEBRUARY 2010

### Safety & Security in the Workplace

Staff Consultant: Nina Moore  
Guest Editor to be named  
Deadline: 1/15/10



## Niles—Good News in Tenuous Times

By Judy Corrie  
Niles Main Street Association

It isn't every day that a small district in Fremont wakes up to see that something wonderful happened during the night. This is May 6th, and next to Niles Boulevard, in the emerging plaza site, sits the newly moved 1901 Depot. With much care, and an audience of some 50 people willing to stay up until after 2:00 a.m., the building was slowly shifted from one side of the railroad tracks and placed where it started over a century ago. The 1901 Niles Depot wouldn't exist today if it hadn't taken a reverse trip over 25 years ago to prevent it from being demolished. This move is symbolic of the positive changes taking place here in Niles. This plaza will be a new economic tool to help revitalize the Niles business district.

A hidden enclave unknown and unexplored by many – or thought of as an aging district by others – Fremont's Niles District has been quietly moving forward to modern times while respecting its historic heritage. In partnership with the City of Fremont as the Redevelopment Agency, the last few years have seen the completion of earthquake retrofits, facade improvements, streetscape transformations,

and, of course, the planning and construction of the much awaited plaza. This is an area where redevelopment is making tangible progress.

Still it takes much more to revitalize a sleepy business district. The area isn't without its challenges. In addition to the current challenging economic climate, infrastructure issues with several buildings are still being addressed. The location is somewhat hidden, but the internet is making it easier for people to find it. There is a marketing task.

Revitalization takes commitment from individuals also. Losing patience with outside restaurateurs, who kept saying that they were waiting for someone else to put that first "toe in the water" and open a new eating establishment, several locals opened new cafes giving visitors and residents a variety of culinary flavors. Much of Niles is driven by strong community spirit funneled into volunteer time and passion. From this energy emerged The Essanay Silent Film Museum ([www.nilesfilmmuseum.org](http://www.nilesfilmmuseum.org)), the only theatre in the U.S. to show silent movies on a weekly basis. Each weekend, visitors from all over the Bay Area attend the shows.

Thinking of the East Bay as a tourist destination is a new twist and takes

some mental adjustment, but it is slowly happening here. The Niles District is finding its niche. On any weekend, there are a wide variety of experiences to enjoy. Outdoor activities include walking the trails along Alameda Creek, finding the hidden trails starting from The Vallejo Adobe & Rose Garden, picnicking, fishing, and swimming. In keeping with the railroad history of the area, the Niles Canyon Railway ([www.ncry.org](http://www.ncry.org)) offers rides from Niles to Sunol by vintage train over the original transcontinental route that is now Niles Canyon Road. All of these activities tie in well with the many established events that happen in Niles annually. A complete list can be found on The Niles Main Street Association's web site, [www.niles.org](http://www.niles.org).

Many of the businesses offer other types of entertainment on a regular basis. The well-known antique stores are now joined by new art galleries and specialty shops. Visitors can watch several artists and craftspeople as they work, and classes are offered in everything from glassworking, to painting, to jewelry making. Impromptu jam sessions take place in an establishment that features etch-a-sketch art. Niles manages to be both quirky and inviting, not only to returning visitors and those finding it for the first time, but also for businesses needing a location that supports small entrepreneurs with imagination and energy. There are no chain stores here.

The word needs to get out that Niles has a new image and offers activities in a historic location and that it will soon offer even more incentive to visit... a plaza for concerts, art shows, and whatever this imaginative community can create.



## Warm Springs Hosts July 4th Parade

By Michelle Koan  
Warm Springs Business & Community Association

This year's 4th of July parade will be held in Fremont's Warm Springs District. The parade committee is counting down the days as they work tirelessly to arrange the entertainment and obtain funding needed to pull off the parade. Each year since 1999, the parade has taken place in one of the five historic township areas that came together in 1956 to form the City of Fremont. Originally, the parade was organized and funded by the City, but budget cutbacks in 2003 forced the City to step out of this role. Since 2003, the parade has continued to be held in a different district each year, but it has been organized by volunteers and funded by local businesses, corporate donations and individuals who wanted to keep this family-friendly, patriotic and FREE event alive for our community. Tens of thousands of spectators line the streets to view the parade each year.

The theme for this year's parade is

"Spirit of the Springs" and the parade will feature marching bands, floats, equestrian units, balloons, unique hometown entries, and some surprise entries as always!

The Parade Committee is currently seeking additional volunteers, parade entries, and financial contributions. They need volunteers to hold big balloons (age 18 and older), volunteers to hold banners (any age), volunteers to help decorate, and volunteers to help with set-up and clean-up. To volunteer, please contact Michelle Koan at [michellekoan@yahoo.com](mailto:michellekoan@yahoo.com).

As you can well imagine, this is a difficult year to be asking for donations — but the parade is dependent on such support. The Fremont 4th of July parade is now a certified non-profit organization, so all donations and contributions are tax-deductible to the extent allowed by law. For more information on sponsorship packages or registering as a parade entry, visit [www.fremont4th.org](http://www.fremont4th.org).

And of course, the Parade Committee invites everyone to enjoy the parade which will take place along Warm Springs Boulevard on Saturday, July 4th, at 10:00 a.m.



Over 380,000 people will visit the 2009 Fremont Festival of the Arts

## Business Alley—

from page 1

*we weren't giving anything away to get them to give us their address!! That represents over \$30,000 in new business for us - We are very happy with the results!!"*

*"There is no tradeshow in the entire Bay Area that can give a company or business greater exposure in marketing than Business Alley. Nothing matches Business Alley. It is an opportunity to come in contact with thousands of people, letting them (know) who we are and that a local firm is here right in their backyard. It is also an opportunity for an organization to stay in touch with their clients. So many of*

*our clients came by the booth to say 'hi'. What a great feeling. Thanks Chamber Staff."*

*"We get a great amount of leads that end up being jobs every year. By far the best return on investment for trade show type marketing."*

Don't let this opportunity pass you by; reserve your space in Business Alley today!!! For more information contact Cindy Bonior at [cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com) or 510-795-2244.

## Membership with Benefits—

from page 1

cast members of other business ventures, has been a tremendous help to me. With so many knowledgeable people at my disposal, it is like having a sounding board that I can bounce new ideas off of before implementing any of them. Often times, a member of the Chamber has already tried my idea and they are able to provide me with immediate and valuable feedback as to whether "my" idea might be successful. Many people pay business coaches hundreds of dollars a month for the same type of information.

Another reason why I continue to renew my membership is community involvement. Being a member of the Chamber allows me access to a variety of viewpoints on the issues that are important to the community as a

whole. Because the Chamber works closely with City officials they are able to provide knowledge into issues that might not otherwise be known to me if I relied solely on news accounts. Weather it is building a new baseball stadium, a new retail center, or a BART extension to Warm Springs, it is important for me to have a variety of different viewpoints and opinions because they ultimately allow me to feel that I have made an informed decision.



Scott Capen

But probably the biggest benefit I get out of my membership is the challenge. That may sound a little strange but allow me to explain. When I first signed on with the Chamber I was very nervous about speaking in front of people and talking about my business. At one point I challenged myself to become more at ease discussing my business

matters. Eventually I overcame my fears and now feel comfortable enough to Chair the Thursday Referrals Plus connection group. And as Chair of the referrals group, I continue to challenge myself to keep the group engaged and productive.

But, that first challenge has since worked its way into just about every other aspect of my life. As an individual I challenge myself everyday to be a better person. As a commercial real estate broker, I challenge myself to be the best resource I can possibly be for my clients. As a Chamber member, I feel my challenge is to help other members benefit from my experiences just as I have benefited from theirs. Perhaps you will meet that challenge as well.

*Scott Capen is a commercial real estate broker with Selaro Real Estate Services. Scott specializes in assisting businesses find the perfect location to grow and thrive in today's competitive market. For more information, contact Scott at (510) 207-6207 or email [sc@capen.net](mailto:sc@capen.net)*

# The Ambassadorship

## A Journey in Self Discovery

By Karen Harry

Karen's Word Processing Service

In 1999, Robert Fischer, who was my friend and a Fremont Chamber Ambassador, told me I should consider becoming an Ambassador. I thought,

same type of greeting at the Sign-In Table. If they are new, we explain what a mixer is and what to do. If they are hesitant to proceed alone, then a "quieter" Ambassador will help to break the ice by walking them to another

answer questions specific to their event. Often times, the host needs reassurance that his plans are going well. This part of my Ambassador experience has enabled me, from 2003 to the present, to man a beer booth at the Fremont Festival of the Arts.

Manning a beer booth at the Festival can be challenging. Not only do I find volunteers for my booth (many returning!), I also sign up new volunteers to attend a session of the Bureau of Alcohol Beverage Control and ensure that they attend. If they do not, I am back to Square One. It has also given me the self-confidence to have my volunteers to my home for a post-Festival gathering. Just my way of thanking them for helping me.

To give myself a major pat on the back, my husband and I, in 2005, decided to have the family over for Christmas. Our daughter was getting married the following year, so we invited her future in-laws, as well. Mind you, this was our first time hosting Christmas. It was a major success! One of my sisters-in-law commented that I had become a social butterfly! Imagine that!

About that wedding? Since it was held in Brentwood where my daughter's in-laws live, they helped, although I planned the bulk of it and traveled a lot. I even had three Chamber members as guests!

To the Fremont Chamber of Commerce, thank you for building my self-confidence.

*Karen Harry is the owner of Karen's Word Processing Service that specializes in producing professional appearing documents that range from cover letters to short stories. Proof-reading services are also available. Karen's Word Processing is your office's extension.*



(l-r): Chamber ambassadors Jeannie Ingrassia-Delosreyes, Karen Harry sit with Chamber member Shadia Schoen.

"Yeah. Right. Me? An Ambassador? I don't think so!" Mind you, I said this with a big laugh and a big shake of the head. I felt I was too shy and soft-spoken. He assured me that I would overcome my shyness. He was absolutely right!

Being an Ambassador forces you to meet new people. This includes a firm handshake and a big smile! Because an Ambassador represents an organization that is much respected in the business community, you always want to put your best foot forward. For example, at mixers, we greet guests at the door, with a firm handshake and a friendly welcome. They receive the

guest (doesn't matter who it is). During my early days as an Ambassador, I would always tell a quiet guest how shy and quiet I used to be. They would always comment, "Really? I never would have thought! You certainly don't seem quiet to me!" I never thought I would have the nerve to shake anyone's hand (other than my own customers', that is), so my Ambassador background has come in very handy.

As secretary of the Ambassadors Club, I make telephone calls to hosts of our mixers and ribbon cuttings, schedule meetings with them, and attend the meetings. When we meet, I

# Why I Believe

Testimonials from our Members

**Maria DaSilva**, Juice Plus Newark  
37350 Cedar Blvd., Ste. J  
Newark, CA 94560  
(510) 412-7268  
maria@mariajp.net

Fremont Chamber of Commerce and it's benefit to my Juice Plus business has been great, particularly in the sense of motivation and of self growth from the networking, the sense of working with others to promote each other's businesses has brought a feeling of belonging to this community and also the amount of services being provided is amazing. I've started many friendships that will continue throughout my life both in the business and personal sense and am very thankful. I will keep promoting membership to this organization for its outstanding benefits.

**Jackie Kranich**, Juice Plus Fremont  
4141 Deep Creek Rd., Ste. 83  
Fremont, CA 94539  
(510) 794-1938  
jkranich@sbcglobal.net

The Fremont Chamber of Commerce provides great networking through it's mixers and the connection clubs. The networking provided is really great. The mixers and other chamber functions like ribbon cuttings and open houses provide for networking with a larger and more diversified group of business people. The networking provided at the connection clubs is with a smaller group of people with a more focused networking opportunity.

**Elise Balgley**, Bernard, Balgley & Bonaccorsi  
3900 Newpark Mall Rd, 3rd Floor  
Newark, CA 94560

(510) 791-1888

ebalgesq@aol.com

The experiences I have had with and in the Fremont Chamber of Commerce have been truly unique and have allowed me not only to expand my business, but also my general business ability. Starting as a member of a Connection Club, moving on to be an Ambassador, a Director, Chairman of the Board, I have the opportunity to associate with an amazing group of people, do business with them and learn from them. I don't know that there is a better support system. I would encourage any one to come learn and grow with us.

**Karen Harry**, Karen's Word Processing Service  
P.O. Box 1565  
Fremont, CA 94538  
(510) 552-1499

karenharry@comcast.net  
Joining the Fremont Chamber of Commerce was the best thing I ever did. I run a home-based word processing service, so my membership provides me with plenty of networking opportunities

**Harriet Whitney**, Harriet's Hands  
4139 Cadiz Ct.  
Fremont, CA 94536  
(510) 793-7405  
hmwhitney@aol.com

The Fremont Chamber of Commerce is a great opportunity for me to network my business with local business owners. I am a massage therapist and know the importance of meeting with people, face to face. The Mixers and Connection Club meetings allow me to explain to individuals how my personal service will help their health and stress issues.

# Start And Grow Your Business With Score,

## "Counselors To America's Small Business"

Today's economy has presented unique challenges to business owners as well as unique opportunities. During times like these, entrepreneurs often look for a sounding board to discuss new ideas and potential solutions. Now more than ever, it is critical for business owners to take advantage of SCORE's free small business counseling and low-cost educational training workshops. SCORE is a resource partner with the U.S. Small Business Administration. It is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide.

8 Fremont Business Review

According to a 2004 study by the Ewing Marion Kauffman Foundation, at any given time, 10 million Americans are thinking about starting a business. Thousands more who already own small businesses are thinking about the best way to expand their business. Entrepreneurs who succeed in turning their dream into reality understand that information is power. They seek help and advice from SCORE's business professionals who have time-tested knowledge and expertise. These counselors bring vast experience from owning their own businesses, to managing Fortune 500 corporations,

to serving as managers in manufacturing or service companies.

Starting a new business or expanding an existing one can be time-consuming, overwhelming and a serious gamble. Learning from the experience of others is a smart way of avoiding making critical mistakes. And asking for help is the surest way of correcting a problem before it grows. SCORE's "Counselors to America's Small Business" can be your guide along the path to business success.

SCORE works by matching business management consultants with current and prospective small business

owners in need of expert advice. With more than 11,200 working or retired volunteers in 389 chapters nationwide, SCORE has experts in virtually every area of business management. SCORE counselors are ready to assist small business owners or the aspiring entrepreneurs with business plans, loan applications, marketing tactics and more. All counseling services are free and confidential.

On the national and local level, SCORE supports small business success. SCORE counselors work with entrepreneurs to streamline operations and to develop contingency plans to

face the challenges of potentially reduced cash flows. Across the country, SCORE plays a crucial role in helping small businesses thrive.

SCORE provides free information and online counseling on the SCORE small business web site at [www.score.org](http://www.score.org). In addition, you can call 1-800-634-0245 to request the free brochure, Live Your Dream: SCORE can help. Last but not least, call your local SCORE chapter at (510) 795-2244 located in the Chamber of Commerce's offices, to make a Tuesday or Friday appointment with a SCORE counselor.