



Fremont

BUSINESS REVIEW

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www.fremontbusiness.com

November 2003

Fremont Chamber Introduces New E-Newsletter

Kick Start Your Monday Morning with the Top of the Week Report

Monday mornings are always a challenge and it's difficult to jump back into the fast-paced business world. The Fremont Chamber keeps you linked to the business community through its newest communication tool the *Top of the Week Report*, an e-newsletter delivered to you every Monday morning.

Using email delivery technology, the *Top of the Week Report* will be loaded with valuable business information from pending legislation to Chamber events to city council actions to economic forecasts. The *Top of the Week Report* is sure to become an essential source for keeping up with Fremont's fast paced business life.

A collaboration of the Chamber's Communication Team headed by Gerry McFaul, the *Top of the Week Report* is another tool offered by the

Fremont Chamber to assist members with staying informed in today's complicated and busy world. "We're proud and excited to introduce the *Top of the Week Report* to the Fremont business community," said McFaul. "Developed as a result of member's suggestions, the *Top of the Week Report* represents the first phase in a three step program to overhaul our communications tools and increase the value of Chamber membership. We hope readers will find the *Top of the Week Report* to be timely, succinct and valuable."

In addition to the education and informational content in the *Top of the Week Report*, it also represents a great advertising opportunity for members through banner and side bar ads through which members can promote their products and services. "Currently

the *Top of the Week Report* reaches an audience of nearly 1,500 business people and we expect the distribution number to skyrocket once the launch has taken place," said Cindy Bonior, President/CEO, Fremont Chamber of Commerce. "It's a clean, crisp and professional presentation that is sure to capture the attention of a large business audience."

Currently the Chamber is offering special launch pricing for advertisers through January 1, 2004. "The banner ad is sold through the first of the year," said Bonior. "There are still a few side bar ads available at the special launch pricing, but I don't expect those to last long considering the positive response we've been receiving." Advertising will be sold in 4-week increments with rates and ad size information available through the Chamber office.

11 "Job Killers" Emerge from 2003 Legislative Session

In his final weekend of action on legislation passed this year, Governor Gray Davis signed three more "job killers," bringing to 11 the total number of 'job killer' bills signed into law this session.

These 11 bills are the last bills surviving from the list compiled by the California Chamber-led Coalition for California Jobs earlier this year. More than 50 bills detrimental to the state's job climate made the 2003 list, the longest in the coalition's history.

"Thanks to strong opposition from the broad-based [California] Chamber-led coalition advocating an agenda that puts jobs first, a majority of the 'job killers' never made it out of their house of origin. Others failed to win policy committee approval or failed on bipar-

tisan votes, and a few had the worst provisions amended," said Richard Costigan, Chamber vice president of government relations. "Unfortunately, the 11 'job killers' signed into law will make California's job climate even more hostile toward business. The Legislature must abandon its anti-business agenda and focus on policies that promote job creation and retention in California in order for the state's economy to recover."

Among the 11 "job killers" signed into law is a multibillion-dollar employer-paid health care mandate tax pushed by labor unions, a handful of trial lawyer bills increasing frivolous litigation, and a number of new expen-

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Fremont Chamber Hosts Fourth Public Policy Forum

The Fremont Chamber of Commerce will be hosting another Public Policy Forum on Friday, December 5, 2003. The fourth in a series of forums addressing current issues, the Public Policy Forum series is designed to give Chamber members the opportunity to hear influential public policy makers from around the region discuss issues of critical importance to the community.

"The Future of Education in Fremont" forum will feature speakers Dr. Douglas Treadway, President, Ohlone College; Dr. John Rieckewald, Superintendent, Fremont Unified School

LESSONS IN LEADERSHIP The Art of Networking*

By Pat Mayfield

What It Is

Networking is an opportunity to connect with others in a business or social environment. Leaders are often expected to attend business and social events to increase their connections in the community. Networking is part of the marketing strategies for both small and large companies.

Networking is a form of sales. In fact, networking can be face-to-face cold calling for prospective customers. In business, you are given the opportunity to introduce your product or service and to visit with current customers. Networking can be time and cost efficient for finding new business.

Look Like You Belong

Many people are shy and even the extraverted can be overwhelmed and intimidated in a large group. You want to appear like you belong. Looking

like you belong will make you appear and feel more comfortable. It may help you to know that most people feel uncomfortable at large gatherings or even small gatherings when they do not know the majority of the people...or even if they do!

"Networking can be time and cost efficient for finding new business."

Get The Most Out Of Networking

- Always remember that the purpose of networking events is for you to network and meet more people.

- Wear your name badge on your right side. It makes it easier for people to read when they shake your hand.

- Check out the crowd when you first enter. Get a feel for the energy and position of the groups.

- Start with someone you know...but move on soon after.

- Find the beverage and food areas. People are always gathered around these two areas.

- Move from group to group. If

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

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FIFTEEN YEARS



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CHAMBER OF COMMERCE

CHAMBER OF COMMERCE
OF THE UNITED STATES

15 Years of Excellence

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

Energy Saving Tools for Small Businesses

As we enter one of the busiest times of the year for many small businesses, Pacific Gas and Electric Company is making it even easier for Chamber of Commerce members to plug into energy savings. PG&E is launching a new initiative to help small businesses find ways to lower energy bills now and in the future.

PG&E's new Small Business Savings campaign is aimed squarely at giving small businesses the tools and incentives they need to cut their energy costs. As part of this campaign and PG&E's ongoing commitment to helping small businesses grow and prosper, the utility is dramatically increasing the rebates it gives customers for purchasing energy efficient equipment.

Acting quickly is important, as the more generous rebates expire on December 15, 2003 or earlier, if the available funds become depleted.

There are three simple steps for small businesses to take and the first one is the easiest: calling PG&E to receive a free Small Business Savings tool kit. This energy savings tool kit provides information to help Chamber members cut their energy use and lower their bills.

Step two is for Chamber members to decide which of PG&E's programs will work best for them and do the most to cut their energy costs. To accomplish this task, the utility offers its Energy Audit program at no additional cost, to help small businesses pinpoint opportunities for the greatest return on their investment.

Step three is to take action on the energy savings opportunities identified in the audit and make the changes and investments that will pay off for years to come.

This final step may sound daunting, but PG&E's Business Customer Center is always available to assist Chamber members with practical advice and experience in helping to make this a simple process.

There are a wide variety of programs that can help Chamber members in every line of business. These include:

Energy Audit Program

The audit assesses the existing equipment, building and operational habits of a business to identify potential energy-saving measures. A customized report is then created that estimates savings, suggests energy efficiency upgrades and identifies incentive programs that can help defray the cost of efficient equipment.

Express Efficiency Program

Small and medium-sized business customers can obtain rebates for replacing old, power-guzzling equipment with new, energy efficient technologies. Until December 15, rebates are being significantly increased in order to help Chamber members offset the cost of purchasing and installing this equipment. There are rebates for lighting, air conditioning, refrigeration, gas measures, food service, motors and other technologies.

Standard Performance Contract Program

Chamber members undertaking a custom-designed energy-saving project may qualify for a financial incentive through PG&E's Standard

Performance Contract Program (SPC). SPC can provide cash incentives to help defray the cost of installing energy efficient equipment. Application forms should be submitted to PG&E before beginning any retrofitting work. For further information, visit www.pge.com/spc.

Self-Generation Incentive Program

This program provides financial incentives to customers who install large renewable and "clean" on-site distributed electricity generation, including solar panels.

Energy Training Centers

PG&E's Energy Centers in San Francisco and Stockton provide facility managers, operators, architects, engineers and design professionals with free workshops, technical education, design tools, information and advice to help create energy efficient offices and buildings.

To take that first step and receive more information about these programs and the free Small Business Savings tool kit, call PG&E's Business Customer Center at 1-800-468-4743 or visit www.pge.com/foryourbusiness.



Do you have news?
Email the Fremont Business Review with your company's latest news, milestones, or product launches.
fmtcc@fremontbusiness.com
subject: Member News

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Referrals Count!

One direct benefit of joining the Fremont Chamber of Commerce is getting referrals. This happens through drop-ins at the Chamber office, phone calls, use of the Membership Directory, through Connection Clubs, and via the web site. Listed below are modest estimations of referrals for the month of September, 2003:

Business Referrals.....	2,320
Connection Clubs.....	172
Web site, click thru.....	443
Web site, email inquiry.....	9
Web site, map search.....	435
Total.....	3,379
Year-to-Date.....	42,097

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

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Forum—

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fairs for the Chamber. "Successful people want their children to have every opportunity for the same success and quality schools form that foundation."

The Public Policy Forum will be held at the Fremont Marriott, 46100 Landing Parkway, Fremont, from noon to 2:00 p.m. The cost is \$25 for members of the Fremont Chamber and the educational community, and \$35 for all other individuals.

A registration form can be downloaded from the Chamber web site at fremontbusiness.com, or email lhillary-windom@fremontbusiness.com to request a form via email or fax. You may also call the Chamber office at (510) 795-2244 for more information.

Message from the Chair

I am pleased to report that the Fremont Festival of the Arts, hosted annually by the Fremont Chamber, has just been named the "BEST OF THE TRI-CITIES" by Argus readers in the category of Best Annual Event! This one single event brings increased business to our community, funding to our community's non-profits, and added tax dollars to the City. Fremont enjoys a more positive image and increased exposure as a result of the festival. Thanks to all the hard work by the Festival Committee, Fremont Chamber staff and the hundreds of volunteers that make this award and this event possible.

As a follow up to this, I would like to report on an item that will likely make next year's festival even better. First, we are very excited to announce that we have cleared the way for the Firefighter's Combat Challenge to take place during next year's festival. This event brings firefighters from all over the state to compete in various skills competition. This will be a major draw and we understand will bring about even more television coverage to our event and city. An event of this stature and magnitude brings added expense and the Chamber staff is busy looking for a sponsor for the Firefighter's Combat Challenge. More details will be announced as the planning progresses.

In its continued service to the community, the Chamber has secured a grant from the Iris Alliance Fund, a national mental health foundation whose mission is to educate the public about mental health issues, particularly in regard to teens and teen suicide. The grant will be used to engage the Fremont Business Community in an effort to curtail the devastating affects of teen suicide through increased education and awareness of the problem. Educational materials produced as a result of this grant will encourage the business community to engage local youth to increase self-worth and a positive self-image.

Our Government Affairs Committee is hard at work reviewing the City's Sign Ordinance and gathering information about the ordinances and processes of other cities. A Chamber sponsored trip to one city with a particularly busi-

ness friendly sign ordinance is being organized. Please contact me or Gary Leatherman, our GA Chairperson, for more details on this.

As I reported last month, Gerry McFaul along with his Communication Team is hard at work planning the launch of our new electronic newsletter "Top of the Week Report". The first official release is scheduled for November 3rd. This publication will help our members stay informed with the events and issues critical to their success. The "Top of the Week Report" also presents a great advertising opportunity for members. Please contact Cindy Bonior at the Chamber if you would like information on how to advertise in this important communication tool.

Elise Balgley, Chair of our Member Services Committee, is working on a new formal member mentoring program. The goal of the program will be to assign a board member the task of following up with a new Chamber member to ensure that each new member is made aware of the many business and networking opportunities available to them as Chamber members.

Terri Zelmer, one of our newest board members, has agreed to head up the committee that will launch our Small Business Training Seminars. These seminars, which will benefit primarily owners of small businesses with less than 10 employees, will be offered, free of charge, to Chamber members.

And, last but not least, Brent Hodson, our immediate past Chamber chair, is making progress toward the resurrection of our Business Scholarship Program.

Special thanks to all the Committee Chairs for their enthusiasm and leadership on these worthwhile projects. If you would like more information or would like to offer you assistance in any one of these areas, please don't hesitate to contact me or the Committee Chair.



Tim Tikalsky, Chair
Fremont Chamber of
Commerce

November Calendar of Events

- 3 "Top of the Week Report" Premieres, the Fremont Chamber's e-newsletter and newest communication tool for members

FCCTV September Show "Public Relations - Tips and Techniques to Add to Your Marketing Mix" Premieres 8:30 p.m., Fremont Cable Channel 29

- 4 **Fremont City Council Special Study Session**
4:00 p.m., City Council Chambers

- 5 **Ambassadors' Club Meeting**
7:45 a.m., Chamber Conference Room

UPS Store Mixer
5-7 p.m.

43575 Mission Blvd. (nearest cross street: Washington)
Fremont, CA 94539, (510) 687-1600
Not only does the UPS Store pack and ship using UPS, FedEx and the US Mail, but they are also a full service administration department with services such as copying, printing, mass mailing, notary, fingerprinting, and of course, the rental of a variety of mail boxes.

- 7 **Gala Planning Committee Meeting**
8:30 a.m., Chamber Conference Room

- 10 **Executive Committee Meeting**
7:30 a.m., Chamber Conference Room

Finance Committee Meeting
2 p.m., Chamber Conference Room

- 11 **Veteran's Day Holiday**
Chamber Office Closed, No City Council Meeting

- 12 **FUSD Board Meeting**
6 p.m., City Council Chambers

December Newsletter Deadline

- 13 **Planning Commission Meeting**
7 p.m., City Council Chambers

- 14 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room

- 19 **Government Affairs Committee**
7:45 a.m., Chamber Conference Room

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

Leadership Fremont, Class of 2004 Session
8:30 a.m., Fremont Marriott Hotel

Briones Kajukenbo School of Karate Mixer
5-7 p.m.
4097A Peralta Ave. (nearest cross street: Fremont Blvd.)
Fremont, CA 94536, (510) 673-2155
www.brioneskajukenbo.com
Starting in 1987 in a home garage, Briones Kajukenbo School of Karate has grown into a full size studio focusing on training for children and young adults to gain discipline, self-respect and respect for others.

- 20 **Member Briefing**
11:45 a.m., Chamber Conference Room

- 21 **Fremont Chamber Greetings Deadline**

- 24 **Leadership Fremont Steering Committee**
Noon, Chamber Conference Room

- 25 **Communications Committee Meeting**
9:30 a.m., Chamber Conference Room

- 27- **Thanksgiving Day Holiday**
28 Chamber Office Closed

Public Policy Forum The Future of Education in Fremont

The next in a series of informative public policy discussions, leaders in local education will engage in a panel discussion addressing the role education plays in building a strong community, how Fremont educators rate their efforts to fulfill that role, and what's in store for education in Fremont. Discussion will be followed by a question and answer period with the audience.

Speakers

Dr. Douglas Treadway, President, Ohlone College
Dr. John Rieckewald, Superintendent, Fremont Unified School District
Ron Cass, Principal, Fremont Adult Education

Date/Time

Friday, December 5, 2003

12:00 noon - 2:00 p.m.

Registration at 11:45 a.m.

Fremont Marriott Hotel
46100 Landing Parkway
Fremont, CA 94538

Cost

\$25 Members of the Fremont Chamber and the education community
\$35 Public

Questions may be directed to Gordon Goolsby, Director of Government Affairs, 510-795-2244, ext. 110, or email ggoolsby@fremontbusiness.com. To register by phone, contact Lana Hillary-Windom at 510-795-2244, ext. 100, or by email at lhillary-windom@fremontbusiness.com. A registration form may be downloaded at www.fremontbusiness.com

We encourage you to register early as seating is limited and the event is expected to sell out



Welcome, New Members

ADORAR

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Fax: (409) 719-8716
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www.JMF4peace.org
Organizations

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Members:

Are you linked to our online directory? Send us your URL and we will link you to the Fremont Chamber's online business directory.
www.fremontbusiness.com's online business directory averages 6,395.84 unique per month [deepMetric stats - Sept 01- Sept 30 2003]

email: fmtcc@fremontbusiness.com
subject: new member URL



Top of the Week—

from page 1

While the official launch date is Monday, November 3, 2003, the *Top of the Week Report* has been in development for quite some time with weekly delivery to a beta-test group who has helped to identify potential delivery, link and interface problems. "With the input from our test group, I believe we now have a quality publication that has been tested extensively and is ready for distribution," said Napoleon Batalao, Web Master and Layout Editor for the Chamber's publications, and whose responsibilities have recently been expanded to include design and implementation of the *Top of the Week Report*. "Every link has been tested, graphics have been designed so as not to trigger firewall barriers, and systems in place to assure privacy and unsubscribe features," said Batalao. "We're ready to go!"

Future projects of the Communication Team include revamping the Chamber's monthly newsletter, the *Fremont Business Review* and redesigning the Chamber's web site. "The core mission of the Communication Team is to increase the value of Chamber membership by improving our communication tools, features and content," said McFaul, "and we have a number of suggestions from the membership that we're eager to implement. Our work has just started."

Anniversaries

30+ Years

The Argus/ANG Newspapers
Armor & Associates Insurance Agency
Fremont Unified District Teachers Assoc.
Walter Hashimoto, DDS
Allan Hirsch
Lima Family Mortuary in Cedar Lawn Memorial Park

20+ Years

C R P Industries
Mowry Medical Pharmacy
Nagata Brothers Farm
National Home Real Estate
Ohlone College

10+ Years

Jesse Allen, DC, Q.M.E.
Allen Graphic Design
Beretta Property Management
Centerville Rents, Inc.
Chew Dental Group
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Moore Financial Services, Inc.
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PCT Systems, Inc.
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Fricke-Parks Press, Inc.
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Law Office of Daniel R. Kisner
Law Office of Shirley Jacobs
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New England Financial--David Lowman
Pacific Grove Supportive Housing
The Pleasanton Spa
Realty World--King Real Estate Group
Salang Pass Restaurant
Site For Sore Eyes
Steamers Carpet & Upholstery Cleaners
Top Dawg Modular Service
Vero's Facilities And Maintenance Services, LLC
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1 Year

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Top of the Week At-a-Glance:

- Launch date: Nov 3, 2003
- Timely
- Linked
- Local Business News
- City/County Gov't updates

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Chamber members can submit articles to fmtcc@fremontbusiness.com, with news article in the subject line. Plain text only, no Word .docs. Articles submitted will be subject to editorial review. Accompanying photos must be saved as black & white, or grayscale TIFFs at a 300 dpi resolution.



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Connection Clubs

Meeting Dates, Times, Places

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

Purpose: The Chamber'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 (start at 11:45 a.m.)
Red Lobster [NEW LOCATION]
39401 Fremont Blvd, Fremont
Chair: Becky Carleton, 510-581-8113
Vice Chair: Stephanie Pavis, 510-790-2066
tuesdayconnectionclub.com

Thursdays 7:30 a.m.
The Depot Cafe
37260 Fremont Blvd, Fremont
Chair: Todd Cannon, 510-651-8854
Vice: Matt Dickstein, 510-573-4564

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

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

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

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

Before visiting a club, call Chairperson to confirm place & time.

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Member Benefits Ribbon Cuttings

If you're making a grand debut or grand re-entry into the Fremont Business Community, a ribbon cutting with the Chamber is a great way to get that kick-start! A ribbon cutting is just one of many membership benefits designed to draw attention to you business. The host company

business community for you to invite in addition to your friends and colleagues. At your request, the Chamber will post the event on the Chamber web site, place a notice in the Fremont Business Review, the Chamber newsletter and list your ribbon cutting in the Top of the Week Report, the Chamber's weekly e-newsletter.

A lot of what happens at a ribbon cutting is the host's choice. Some ribbon cutting events last an hour and often the host provides refreshments following the actual ribbon cutting ceremony. Ribbon cuttings are held Tuesday

through Thursday, anytime between 10 a.m. and 5 p.m. For best results and attendance, a 3-week notice is requested in order to coordinate the Ambassadors and Chamber schedule and to properly market your event.

If you're interested in hosting a ribbon cutting, please contact KK Kaneshiro at (510) 795-2244, ext. 101 or email kkaneshiro@fremontbusiness.com.



The Ribbon Cutting Ceremony at Instride Physical Therapy, Aug 26, 2003.

has the opportunity to invite guests and potential customers while receiving "center stage" attendance to promote his or her business. Ambassadors along with Chamber staff will be on hand to help you cut the ribbon and welcome your guests and new customers into your business.

To help you prepare for the event and bring guests to your ribbon cutting, the Chamber will provide you with a list of leaders in the Fremont

FCCTV

Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast

Public Relations

Tips and Techniques to Add to Your Marketing Mix

Public relations is often the most misunderstood element in a marketing plan and more often than not, confused with advertising. Public relations can be a very powerful tool in your marketing mix if you understand the basics and utilize them appropriately. KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews three guests who share insights into employing public relations

tactics as part of a marketing plan. "Public Relations - Tips and Techniques to Add to Your Marketing Mix" November's FCCTV segment features Patrice Birkedahl from Ohlone College, Office of College Relations explains how to develop a public relations campaign and how to properly employ that campaign. Sabrina Bolus of Authority! Marketing discusses the importance of using the right tools within your public relations campaign and gives tips on navigating different media outlets to get your message heard.



Do you want to be a guest? Do you have a show topic? Call KK Kaneshiro: 510-795-2244, ext 101



Patrice Birkedahl, Ohlone College



Sabrina Bolus, Authority! Marketing



FCCTV SHOW SCHEDULE

Fremont - Channel 29	Mondays 8:30 p.m.
Fremont - Channel 26	Mondays 6:30 p.m. Sundays 6:30 p.m.
Newark - Channel 26	Fridays 5:00 p.m.
Union City - Channel 15	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.
Hayward, San Lorenzo, San Leandro and Castro Valley - Channel 28	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.

UPCOMING FCCTV SEGMENTS

December -
Meeting the Mark
Helping Employees Achieve
Business Goals

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

Member News

Achieve Better Health While Helping Others

Nichols Family Chiropractic located at 3500 Mowry Ave., Suite C in Fremont is offering a complete free examination, including x-rays, for anyone who brings in a bag of canned goods before November 24, 2003. The examination includes: consultation, thermographic and sEMG scans, range of motion testing, posture evaluation and all necessary x-rays. This is a great opportunity to help others while helping yourself. Please call (510) 593-7743 before bringing the food by the office.

Get Away From Me, Stranger! Self Defense Course for Ages 3-6

Briones Kajukenbo Karate has developed a course for children from ages 3-6 specifically designed to teach them how to get away from strangers. This 3-month course is taught on Mondays and Wednesdays from 5:45-6:30 p.m. at Briones Kajukenbo, 4097 Peralta Blvd., Fremont. For more information, contact Sifu George Briones at (510) 794-8252.

Fremont Symphony to Host Annual Magical Forest Fund Raising Event

The Fremont Symphony will be hosting its annual fund-raiser The Magical Forest featuring a raffle and auction of ornately decorated pine trees for the holiday season. The two-day event will take place on November 14th-15th at Wash-

ington Hospital. The Friday business power luncheon will feature renowned speaker Patricia Fripp who will give a thoughtful analysis of opportunities and trends in the corporate world. Saturday is a joyous holiday celebration which includes a sumptuous lunch, musical entertainment and the raffling of holiday trees. Ticket prices are \$75 for the November 14th Business Power Lunch and \$65 for the Holiday Luncheon. For more information and tickets, contact the Fremont Symphony office at (510) 794-1659.

LOV Hosts 8th Annual Community Service Fair

The League of Volunteers (LOV) will host its 8th Annual Community Service Faire on Thursday, November 6, 2003 from 5 p.m. - 7 p.m. at the LOV Community Service center in Newark. Non-profit organizations will have the opportunity to educate the Tri-Cities community of their mission and goals. Special guests include Dr. Douglas Treadway, President of Ohlone College, Dr. John Rieckewald, Superintendent of Fremont Union School District, and Dr. Bernard, Superintendent of Newark Union School District. There will be delicious refreshments, fun drawing prizes and special entertainment for children. There is no admission fee. For more information contact LOV at (510) 793-5683.

Begin Your Holiday Shopping at the Dominican Sisters Holiday Boutique

You'll find beautiful treasures, gifts, and of course, olive oil at the Dominican Sisters Holiday Boutique on November 22nd - 23rd. The boutique will take from 10 a.m. until 4 p.m. each day in the Auditorium and College Hall at 43326 Mission Blvd., Fremont. The boutique will feature stained glass, greeting cards, paintings, knitwear, afghans, and the Sister's famous olive oil and fruitcakes. For more information, call (510) 657-2468.

FUSD Seeks Citizen Financial Advisers

The Fremont Unified School District is seeking five representatives for its Financial Advisory Committee (FAC). Members need not be finance or business professionals, but should have an interest in budget and finance, and are expected to serve two-year terms. The FAC is a 15-member group of community members and representatives of FUSD employee groups appointed by the Board of Education to help improve community understanding of District finances and to advise the Board regarding the District budget. The committee includes community representatives who live in each of the five FUSD high school attendance areas as well as community

members at large. The open seats are for three at-large community representatives and one representative each from the Washington and Irvington high school attendance areas. The application deadline is 5 p.m. on Dec. 1, 2003. Application information and forms for the CBOC are available online at <http://www.fremont.k12.ca.us/distcommunity/FAC.html> or by calling 657-2350, ext. 17705.

FEF Hosts First Movie and Pizza Benefit

The Fremont Education Foundation is proud to host its first "movie and pizza" benefit, featuring the sports movie classic "Hoosiers", on Friday night November 7th at Fremont's historic Center Theater. Proceeds will benefit the Foundation's "Guy Emanuele Sports Fund", dedicated to enabling greater participation in school-sponsored sports programs. This newly established fund provides sports wear and equipment scholarships to students wishing to participate in co-curricular sports who need financial assistance. Tickets are \$15 per person and include a slice of Roundtable pizza, popcorn, and a soft drink, and \$10 of each ticket price is tax-deductible and goes directly to benefit the sports fund. Doors open at 6:30 p.m. for dinner and social hour; Movie starts at

7:30 p.m. The Center Theater is located at 37411 Fremont Blvd, Fremont (Centerville). Tickets may be purchased at the Fremont Flowers & Gifts, Depot Café, or you order online at: www.fremont-education.org or via voice mail at: 659-2561.

Kidango Enriches the Community Through Gifts From the Heart Program

The Gifts From The Heart project continues to provide for children and families that are low-income and in need during the holiday season and throughout the year. Kidango, a non-profit organization, provides early education, early intervention and before and after school programs for children, ages birth to twelve years old from a diversity of families. Please join businesses in our community in sponsoring a child with a new book and/or new clothing during the month of December. Any monetary donations or gift certificates will be used to provide for the year-round physical needs of the children. You can make a difference in many lives by sponsoring a child or a classroom. Please visit our administrative office at 4533 Mattos Drive and choose a child's handmade ornament containing a gift idea. If you can't make it to our office, call Margaret Grimes at 510-744-9280 ext. 22 or mgrimes@kidango.org.

GA NEWS

Has it been a year already?

By Gordon Goolsby

Director of Government Affairs

In November of 2002, Business for Good Government (BGG), the Political Action Committee of the Fremont Chamber of Commerce, made two very important endorsements for City Council. Although BGG operates independently of the Chamber, the pro-business recommendations made by the Chamber are seriously considered by BGG in its endorsement process. After having met with seven candidates vying for the city council position, BGG endorsed Bob Wasserman and Dominic Dutra for the two open seats. Now that we have had a year to see our champions in action, are we pleased with our selection, or are we repentant for the sin of trusting too much.

Over the course of the last twelve months there have been two specific issues where the Chamber of Commerce has requested the support of our city council. The first test of our council support came soon after the election when the Chamber sought the city's backing through its continuation of sponsorship at the Chamber's Fremont Festival of the Arts held in July each year. To quote from the Fremont

City Council meeting minutes of January 14, 2003:

"Gordon Goolsby, Cindy Bonior, and Dave O'Hara, representing the Fremont Chamber of Commerce, expressed concern about the proposal to eliminate \$40,000 in funding for the 2003 Festival of Arts, and suggested a reduced funding level alternative of \$20,000."

After public comment was heard on the subject, action was taken.

"On a motion by Councilmember Wasserman...The City Council authorized the City Manager to take the following actions: ...Notify the Chamber of Commerce and the 4th of July parade committee that funding is being withdrawn for both the parade this summer and the Festival of Arts..."

Prior to the adjournment a last minute effort to salvage some funding was made by Councilmember Pease.

"It was moved by Vice Mayor Pease, seconded by Councilmember Cho, that the funding for the Chamber of Commerce Festival of the Arts event be reduced by fifty percent, and meeting convened to discuss ways to reduce the amount of City staff required to service the event."

Ayes: Vice Mayor Pease and Councilmember Cho.

Noes: Mayor Morrison, Council members Wasserman and Dutra.

Absent: None

Abstain: None

When the vote of whether or not to support the Festival came before the city council we clearly saw where the supporters of business stood. Steve

Cho and Bill Pease were the only two members of the council to vote yes for the city's continued support of the Festival of the Arts. This is not surprising in that both Mr. Cho and Mr. Pease are small business owners; they understand the importance that exposure at the Festival means to local businesses. But what about Mr. Dutra, isn't he a business man too? Why was he unwilling to support the cornerstone event in the Fremont community? What about our other endorsee? Why wasn't Mr. Wasserman willing to take a stand for business? We understand that times are tough; nobody feels the economic pinch harder than the small business owner. What better way to improve the business climate in Fremont than supporting the one event that ties businesses to our community?

On another occasion the Fremont Chamber of Commerce lobbied on behalf of the Wal-Mart Corporation as they desired to expand into Fremont on the corner of Osgood Road and Auto Mall Parkway. Fremont stood to gain a new retailer, an employer providing much needed jobs to local residents, and sales tax revenue of over \$600,000 per year to support our sagging city budget. This was a true win-win for both the city of Fremont and the business community.

Notwithstanding the benefits that Wal-Mart would provide our city, the vote before council was close. Again, Council members Cho and Pease were strongly pro business. Mayor Morrison was opposed to the expansion of Wal-Mart into our city. Mr.

Dutra, the candidate of choice for BGG, once again voted anti-business, opposing Wal-Mart's expansion into Fremont. As we know, city council votes pass or fail by majority. We have five members including the mayor and the Wal-Mart vote was at two supporting and two opposing; in the balance stood our other endorsee, Mr. Wasserman. On another occasion we may not have worried as to the direction his vote would fall, but in this instance, we didn't know what to expect. In the end, Mr. Wasserman voted in support of Wal-Mart - much to the relief of the business community.

The Council Meeting Minutes of May 13, 2003, show the final vote on the approval of the conditional use

permit for Wal-Mart as follows:

Ayes: Vice Mayor Pease, Council members: Wasserman and Cho

Noes: Mayor Morrison and Councilmember Dutra

Absent: None

Abstain: None

In review of the times we've lobbied our council members this last year for their support, the business community can clearly discern our true friends from our fair weather friends. We'll continue to watch closely the actions of our city council members to determine their commitment to a healthy business environment which will in turn guide the Chamber's recommendations to BGG for its endorsements.

Issue	Cho	Dutra	Morrison	Pease	Wasserman	Chamber position
Funding for the Festival of the Arts	Y	N	N	Y	N	Y
Approval of conditional use permit for Wal*Mart	Y	N	N	Y	Y	Y



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"I want you to know what a pleasure it was to work with Nader Gourgy. I had several occasions to talk with Nader over the course of our refinancing, and found that he consistently exceeded my expectations." *Gary T. Kenney*

Job Killers —

from page 1

...sive and unnecessary regulatory burdens on California businesses.

Following are the 11 "job killer" bills signed into law (by category):

Health care mandates:

- SB 2 (Burton; D-San Francisco). Requires employers to provide health insurance or pay tax. Signed. Chapter 673.

Increases Frivolous Litigation:

- SB 796 (Dunn; D-Garden Grove). Allows bounty-hunting private attorneys to sue employers for wage-and-hour Labor Code violations. Signed. Chapter 906.
- SB 515 (Kuehl; D-Santa Monica). Denies employers the right to use Anti-SLAPP motions. Signed. Chapter 338.
- AB 634 (Steinberg; D-Sacramento). No protective orders al-

lowed for settlements of alleged elder abuse. Signed. Chapter 242.

- AB 223 (Diaz; D-San Jose). Employers pay attorney fees and court costs even if only one penny judgment for employee. Signed. Chapter 93.

Environmental, energy and other regulatory bills:

- SB 923 (Sher; D-Stanford). Imposes conditions on waivers for waste discharges. Signed. Chapter 801.
- SB 810 (Burton; D-San Francisco). Unnecessarily complicates the ability of landowners to conduct prudent stewardship of private forestlands and will result in the loss of billions of dollars in state taxes, closure of many mills, and the loss of thousands of family wage jobs. Signed. Chapter 900.
- SB 288 (Sher; D-Stanford). Blocks federal reforms of "new source review" rules and creates new lawsuits. Signed. Chapter 476.
- AB 16 (Jackson; D - S a n t a Barbara). Restricts movement of oil produced from offshore platforms to pipelines. Signed. Chapter 420.
- SB 20 (Sher; D-Stanford). Imposes fee on manufacturers of any electronic device to fund recycling, and prohibits sale in the state of any device for which a fee has not been paid. Signed. Chapter 526.

Workplace mandates:

- AB 226 (Vargas; D - S a n Diego). Prohibits the issuance of corporate-owned life insurance. Signed. Chapter 328.

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Networking—

from page 1

you always visit with your buddies, you miss out on meeting new people and potential customers.

- Leave a group graciously. Just say, "I've really enjoyed meeting or talking with you."
- Do not be shy about approaching a stranger and just introducing yourself. The more you do it, the easier it will get.
- Know in advance what the dress mode will be and plan what you will wear ahead of the event. If you don't know, call the planner or organizer and

ask.

- Have a thirty-second sound bite about your business, and a longer one for those that are interested in knowing more about your business
- Be appropriately dressed. It's better to take the conservative side when in doubt. Better to be overdressed in a traditional style, than to be too casual.
- Make sure you are in the know. Read the papers, watch the news, check out the latest magazines, or even go on line to catch up. Be current and up to date.
- If you are on the shy side, have several easy-to-tell stories you are willing to share, and know how to tell.

- Have a sufficient supply of your business cards ready. Always ask the other person for their card and make a note on the card as to the date and place you met.
- Have a system for incoming business cards and outgoing cards to prevent giving someone else's card to a prospective client. It happens!
- Ask questions about the other person. People who listen are thought to be intelligent and articulate, although they may say little.
- Before approaching a group, check out the body language. Avoid a group if it looks like the wagons are circled or they appear to be in an intense or

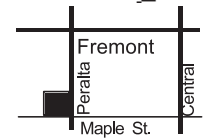
serious conversation.

Attend every networking event and business gathering you can, if nothing else but for the practice of social skills. You'll also make a few more friends! Smile and have fun. People like to approach a pleasant, happy person. It really can be that simple. Have fun and enjoy!

*From Manners for Success™ by Pat Mayfield
Pat Mayfield is the president of Pat Mayfield Consulting, LLC, a sales and marketing consulting company and the facilitator for Leadership Fremont, Class of 2004. Contact Pat at pat@patmayfield.com.



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Sound Advice for Healthy Living

Dear Dr. Michael:

I am twenty weeks pregnant and am starting to experience some pain in my hips and back. A friend of mine mentioned that I should see a chiropractor but I am a little apprehensive about seeing a chiropractor while pregnant. Is it safe?

Congratulations on your pregnancy. My wife and I have a sixteen month old boy. My wife had chiropractic care throughout the pregnancy and experienced very little discomfort. Chiropractic care is not only safe through pregnancy, it is essential. Adjustments result in easier pregnancy, decreased labor time, and it assists new mothers back to prepartum health. In one study, 84% of women reported relief of back pain during pregnancy.¹ In addition, another study showed 91% of women with the same result.² Because chiropractic will help in the mobility of the low back and the sacroiliac joints of the hips, there is significantly less likelihood of back labor.

During the course of pregnancy, a woman's body undergoes innumerable changes both biochemically and structurally which can create pos-

Ask Dr. Michael

tural strain, neck, back and leg pains. Chiropractors are the only profession trained to look at the spine for specific misalignments of the individual bones of the spine called vertebrae. When any of these vertebrae become misaligned they can not only create reductions in normal ranges of motion, but may also create interferences in the normal flow of neurological impulses along the spine and nerves. This can create problems much more serious than just back pain. Chiropractors locate and adjust these misalignments.

Let's not forget the new born baby as well. Excessive traction during delivery has been shown to cause spinal cord injuries.³ There have also been studies that show the relationship between complicated births and learning disorders.⁴ Damage to the spine affects everything. Chiropractic adjustments to infants and children contain only ounces of force but can make a huge impact on their health. Chiropractic is a very safe and very effective form of care for both mom and baby.

1 Back pain during pregnancy & labor. Diakow PR, et al. *J Manipulative Physiol Ther.* 1991 (Feb):14 (2) 116-118

2 Sacroiliac subluxations: a common, treatable cause of low-back pain in pregnancy. Daly JM, et al. *Fam Prac Res J* 1991;11 (2):149-159

3 The relationship of craniosacral exam findings in grade school children w/developmental problems. Upledger JE. *J Am Osteopath Assoc* 1978 (Jun); 77(10):769-776

4 Spinal-cord injuries during birth. Byers RK; *Dev Med Child Neurol* 1975; 17(1):103-10

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

Searching The Internet: Tips and Tricks for Finding What You are Looking For!

By Marian Briones
1 Stop Web Solutions

We've all been through the scenario. We are looking for something specific on the internet and go to a search engine like Google, Yahoo or the like, we type in what we are looking for and get 756,981 matches, YIKES! A friend recently spent hours on the Internet searching for a specific, custom household item and came to me in frustration. I shared some little known tips and tricks that helped our friend nail down what he was looking for in a fraction of the time he had spent.

Let's say you are looking for information on camping reservations in Stanislaus County. You enter this in a Google search:

Northern California Camping Reservations Stanislaus County

You get about 350 results, and the specific thing which you are looking for - information on making reservations doesn't necessarily come up at the top of the heap. This search returns pages which have words in your particular query; those words may not be together, but scattered all over the page. This type of search only finds some of the words in your query. How can you find all of the words? Add a plus sign:

Northern +California +Camping +Reservations +Stanislaus +County

This will narrow your search and return pages with all of the words in your query. Again, they may not necessarily be together.

Let's look at another search example. In this example, we want to find information on Martha Stewart but nothing about the stock market scandal or the trial. We can accomplish this by using the subtraction (-) sign.

Martha Stewart -stock -market -trial

This query brings up the stuff Martha Stewart is famous for such as decorating tips, home, cooking, etc. and not the trial. This comes in very handy.

Let's go back to the camping res-

ervation dilemma. All we are looking for are camping reservations in Northern California - how to make them. We can look for an exact phrase, the words all together by enclosing them in quotation marks.

"Camping Reservations"

This brings up camping reservations but remember - we want Stanislaus County. "Stanislaus County" "Camping Reservations" brings in pages which contain both phrases, exactly as we typed them. We don't have to spend more time weeding out what we don't want.

These tips work on virtually all of the major search engines. Ever wonder how search engines rank their pages and determine in what order they are shown? Let's look at Google which is one of the most popular search engines.

How Google Ranks its Search Results

Google uses a "Page Ranking System." To clarify, let's look at a web page with links. Let's say the link page has a link to the home page of Fred's Fine Foods. That creates a 'vote' for Fred's Fine Foods' home page. Let's say the Fremont Chamber of Commerce also has a link to Fred Fine's Foods' home page. That generates another 'vote' for Fred's Fine Foods home page. It is a popularity contest within the vast link structure that is the web. The popularity contest is meaningless if you're not looking for that particular subject matter, so when you search on Google, Google will combine its Page Ranking System with complex text matching techniques that are both popular (lots of 'votes') and relevant to your query.

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Eliminate the "Energy Drainers" that Diminish Your Success

By Sandra Miniere
Life Coach

What you are tolerating on a daily basis may be sabotaging your success. Anything that causes you on-going distress--things, people, situations, and unresolved issues--drains your energy and distracts your focus. These energy drainers may be subtle--clutter on your desk, or intrusive--unpaid taxes. By eliminating them, you regain the clarity, momentum, and enthusiasm it takes to accomplish your goals with ease.

Energy Drainers Show Up in Your Life As

Obstacles to your goals—Careless management of your personal resources (attention, time, energy, networks, and money) slows down your progress.

Stressful relationships—Individuals or groups who instigate conflict, perform inadequately, and don't respect boundaries may be dragging you down.

Self-sabotaging habits—Addictions, disorganization, procrastination, micromanaging, are some of the ways you may be holding yourself back.

Nagging emotions or thoughts—Worry, depression, agitation, impatience, self-doubt, resentments, striv-

ing, or critical judgments take you out of your power.

If you are feeling stuck, frustrated, fatigued, and/or overwhelmed, it is time to identify and eliminate what is distracting and draining you.

The Correction

1. Identify the energy drainer: The areas of your life to consider are relationships, environment, self-care, work, and money. "I feel closed in and uninspired in my office." Once you have identified a toleration, commit to making a change.

2. Get your priorities straight: What you say yes to creates powerful results when it is in alignment with your needs, values, and purpose. Be aware of your yes and no responses. When you are caught in a distraction or tolerating something that drains you, check your priorities. Put your attention toward making a wise choice. When your actions and habits support your priorities, you are in charge of getting what you want. "I work best in an attractive environment. I need to say yes to organizing and decorating my office."

3. Develop a plan to decrease, eliminate, or manage what is draining you. The following is an example of doing all three to resolve one issue: Decrease the amount of publications I

receive at the office.

Eliminate clutter by scheduling a specific time to get organized. Manage a decorating plan, including a budget and schedule.

4. Take deliberate action to implement the plan: Commit to an action that is realistic. Set a deadline, be accountable to it, and acknowledge completion. For example, "Thursday evening from 7:00 PM to 8:00 PM, I will go through office publications and cancel the ones I don't read. I will share my success with my husband."

Clear away your energy drainers. You will have more creative energy to invest in your visions and goals. Success will feel effortless.

For a detailed assessment of energy drainers, please send an email request to Sandy@creativecoach.com. Sandra Miniere, M.Ed., Life Coach, inspires people to design lives that promote authenticity and excellence. She can be reached at 510-438-9906.

Looking Ahead

Notable Dates for Your Calendar

DECEMBER 5 — Public Forum Series "The Future of Education in Fremont" from noon - 2 p.m. Speakers: Dr. Douglas Treadway, President Ohlone College, Dr. John Rieckewald, Superintendent, Fremont Unified School District, Ron Cass, Fmt Adult School

10 — Fremont Chamber of Commerce Annual Holiday Mixer. 5 pm - 7:30 pm at Chamber office.

16 — Fremont Chamber will host Life Line Screening, a non-invasive painless screening that can help identify vascular disease and osteoporosis. Screening will be done in the Chamber conference room from 8:30 a.m. - 5 p.m.

JANUARY 22 — Fremont Chamber hosts Business MarketPlace 2004 at the Fremont Marriott from 4:30 pm - 7 p.m.

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