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VOLUME 8,
NUMBER 6

Non-Profits: A Partner in Business Success

Nov
2007

Non-Profits and Startups: The Heart of the Matter



by Charlotte Yee
The Art Blossom

"I'll need a tank of helium for 500 balloons," I told the industrial gas man. "We do rent tanks and sell helium, but we can't commit to a small order at this time. Helium is in short supply," he informed. I hit the phones again and started the process anew. My request for helium was a donation to the local school (non-profit), and an opportunity to promote my fledgling company (startup). Welcome to the world where non-profits and businesses merge. In three short sentences, the challenges of both startups and non-profits had been addressed.

Money exchanges hands at the point where price and perceived value

intersect. Nowhere could this be more evident than in the fundraising world of non-profits. Unlike a traditional retailer, money or services are not exchanged for a tangible good, but for an ideal - a belief that money can be used to further a goal, like better education. For a new business owner, ideals are also important, but so is income. Where the goals of these entities coincide, a transaction can take place.

And here is where I have come to observe both grand opportunity and grand opportunity cost for both parties. While I support better educational re-

—Non Profits
page 6

Members Speak Out: What non-profit organization does your company support and why?

Kidango. Because it's all about giving our most precious resource (our children) the best possible start in life. The leadership team, the programs offered and the return on investment are all best in class.

Gerry McFaul, Qualdeval International

I support lots of non-profits mostly by attending events. My favorites involve children, Kidango and Fremont Education Foundation. They are locally run and operated and the money stays in our community.

Cyndy Mozzetti, Mozzetti Trucking

I donate money to the EOPS (Extended Opportunity Programs and Services) scholarship fund through the Ohlone College Foundation. They provide funds to help single mothers with children get an education so they can provide for their families. It helps them with book money, tuition and even for car repairs if they need it. EOPS also helps them build their self esteem, which is so critical in helping them through difficult struggles. Having gone back to college myself with two children after a divorce, I want to

—Speak Out
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How to Check Out Where Your Donor Dollars Go

by Jane Mueller
Well Chosen Words

How can a donor know which non-profit organizations make best use of donations? Whether the solicitation comes by phone, by mail, or in person, unless you already know the organization well, you may want to do some research before deciding where to put your dollars to work.

Consumer Reports Money Adviser (CRMA), a monthly personal finance newsletter from the editors of *Consumer Reports* magazine, says umbrella charities-such as United Way, Community Shares, and Earth Share-can be an effective way to give to groups that are too small to appear on the radar screens of charity watchdog organizations. For information about larger charities, a good place to look

is the Web sites of the watchdog groups. The three major charity watchdogs are the American Institute of Philanthropy, Charity Navigator, and the Better Business Bureau Wise Giving Alliance.

The American Institute of Philanthropy (AIP)

(www.charitywatch.org) analyzes the financial documents of more than 500 national charities to identify the ones that are financially efficient. The findings are published in its Charity Rating Guide and Watchdog Report. The ratings are grades ranging from A+ to F. They include the



percentage of a charity's budget that is spent on program services, how much it costs a charity to raise \$100, an accountability measure, and the salaries of the charity's three highest paid employees. A list of charities analyzed is available on the Web site, along with hot topics, tips, and other anecdotal information. A sample copy of the complete report is available to those who have not already received one by sending a check for

—Wise Giving
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Chamber offers tools to meet labor law requirements

Updated publications avoid unnecessary penalties

Today more than ever, California businesses face increasing demands with labor laws. Through our association with the California Chamber of Commerce, we have the necessary tools available for you to meet these stringent demands. Each year, California employers and businesses are required to post updated employment posters at their places of employment.

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

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

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2006 – 2007

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15 Years of Excellence

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

FIFTEEN
YEARS



ACCREDITED
CHAMBER OF COMMERCE
CHAMBER OF COMMERCE
OF THE UNITED STATES



New Rules for Charitable Contributions

by Kelly Creed
RINA Accountancy Corp.

U.S. income tax return filers who itemize deductions make more than 160 billion dollars of charitable gifts annually, while reducing their income tax by 50 billion dollars. The IRS has seen a significant rise in misrepresentation, abuse and fraud in connection with charitable deductions claimed by taxpayers. As a result, the 2006 Pension

Act is placing stricter guidelines on substantiation the donor must obtain, in order to take a charitable deduction. These changes are in effect for donations made in 2007.

Cash contributions of less than \$250 must be substantiated by either: (1) a cancelled check, (2) bank record or (3) receipt from the charity showing the donor's name, contribution date, and contribution amount. Other written records such as a diary or log will no longer meet the substantiation requirements. For cash contributions over \$250, the donor must have a written acknowledgement from the charity with the above information including a statement that the donor did not receive any goods or services as part of the donation.

Tax law now requires that any non-cash contributions of property donated must be of quality and of "good" condition. For non-cash contributions under \$250, the donor is required to have written substantiation reflecting: (1) the donor's name, (2) date and location of contribution, and (3) description of property (i.e. 10 shirts, 2 sweaters, etc.). The receipt is

not required to reflect the property's fair market value. In the case of non-cash donations over \$250, the donor must obtain the documentation as listed above and also document the fair market value of the donation. It will no longer be acceptable to report a donation of "3 boxes and 4 bags of household items." The taxpayer should consider taking a picture of the goods they are contributing.

For non-cash donations of more than \$5,000, the taxpayer must obtain the following documentation: (1) a written appraisal completed by a qualified appraiser (2) both the appraiser and the donee organization must sign Form 8283.

Taxpayers who fail to obtain documentation substantiating their charitable contributions face the prospect of the IRS denying the deduction for the donation, thereby losing the tax savings from their donation. Additionally, taxpayers who deduct amounts not properly substantiated or valued may be subject to valuation penalties.

Kelly Creed joined RINA in January 2003 after completing her Bachelor of Science Degree in Accounting at Cal Poly San Luis Obispo. She received her CPA license in 2005. Currently she is working on her Master of Taxation at Golden Gate University. She has four years experience working with closely held businesses and their owners, with an emphasis in retail, franchising, and real estate. She frequently gives presentations to the Small Business Administration and Women's Self Employment Initiative regarding business tax issues. At RINA we want you to be aware of changes in tax laws and we are in a position to provide any necessary guidance. If you have any questions regarding charitable contributions, please contact a RINA representative at (925) 210-2180 or visit www.rina.com.

Don't Write off a Holiday Escape Just Yet

Five Strategies for Holiday Travelers to Finalize Plans Now

by Terri Landon
BJ Travel Center

With less than one month until Thanksgiving and less than two months until Christmas, it's time to for travelers to finalize their holiday bookings now, whether you are going home for the holidays or planning a relaxing getaway for the whole family. Here are five tips for travelers still trying to sort out their year-end plans.

Tip # 1: Don't give up on the idea of a holiday getaway for the family.

Going someplace special as a family can be much less stressful than trying to coordinate the whole celebration at someone's home... and the travel itself can serve as a creative alternative to traditional holiday gifts.

Tip # 2: Consult with a travel agent, even if you are just looking for point-to-point airline tickets.

While travel agencies are especially helpful for those planning in-depth itineraries, our technology allows us to also search for the best airline fares available. Plus, by allowing us to do the work, you're saving valuable time you

need for holiday gift shopping.

Tip # 3: Be flexible.

With Christmas and the New Year falling during the week this year, you may have some extra flexibility by not flying on peak weekend dates, which could lead to lower pricing.

Tip # 4: Consider the 'off peak' travel destinations.

Ask us for some alternatives to the most popular sun destinations. Airline capacity may be the biggest factor in determining whether your desired vacation destination is still affordable. Consider a London or Paris getaway. The weather may be chilly, but the prices are much lower than in the peak summer season, and the crowds are gone!

Tip # 5: Consider a cruise or an all-inclusive resort.

Both options allow busy families to arrive and immediately fall into vacation mode. Plus, no matter where you're sailing, cruise lines go all out for the holidays! For example, depending on the ship, your family can enjoy everything from special Thanksgiving, Hanukkah and Christmas menus, festive arts and crafts activities, New

Year's Eve countdown parties, and maybe even a visit from Santa and his elves!

Additionally, we remind you that giving the gift of travel is one that's easy to give and unforgettable to receive. Giving the gift of travel can be as simple as purchasing a gift certificate and putting it in someone's stocking. Your loved ones will soon be planning a European escape, a relaxing spa retreat, a quick weekend getaway, or wherever else their travel dreams take them. Best of all, they can count on an experts to help ensure every aspect of their vacation is handled with professionalism and ease.

Terri Landon is the Owner and Travel Consultant with BJ Travel Center. Located in Fremont since 1977, BJ Travel Centers has three full time agents to assist corporate clients in reaching that meeting to close an important deal, or help leisure clients see the world and realize a life long dream. From a car rental to a professionally customized European vacation, BJ Travel Center will help you plan the perfect trip. You can contact Terri Landon at BJ Travel Center, 510 796-8300, email terrilan@sbcglobal.net or visit www.bjtravelfremont.com.

Ask SCORE

The Fremont Chamber of Commerce and SCORE are working together to provide you with all types of 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 pitfalls 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. Please be sure to include your name, address and phone number. Anonymous emails will not be published.

Become a member today

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

Call or visit fremontbusiness.com for the next member briefing date.

Nonprofits: "They Make Widgets Don't They?"

As a nonprofit professional for thirty years I have heard this question in a number of different forms: "You make 'widgets' don't you?" Eleven years directing an agency that provides services to victims of domestic violence, eleven years helping the severely mentally ill, three years providing support to pregnant and parenting teens, and three years helping developmentally disabled individuals have shown me there is a disconnect between nonprofits and other businesses in the community.

Here is where I let you in on a secret: nonprofits are a vibrant part of, and work in concert with, the business community. Nonprofits support the business community by supporting the staff that work in local businesses. Case in point, workplace violence and sexual harassment are ever present issues and the work of the effected men and women is impacted as a result.

For women, homicide was the second leading cause of death on the job in 2003. (U.S. Dept. of Labor, Bureau of Labor Statistics. (2004). Census of Fatal Occupational Injuries: Table 4. Fatal occupational injuries by worker characteristics and event or exposure. 2003.)

Women are the victims in 80 percent of rapes and sexual assaults that take place in the workplace - at least 29,000 acts of rape or sexual assault each year. (U.S. Dept. of Justice, Bureau of Justice Statistics. (August, 2001). Crime Characteristics: Summary Findings.) Women who have been raped or sexually assaulted report diminished work functioning, sometimes for up to eight months after the attack. (Resick, P.A., Calhoun, K.S., Atkeson, B.M., & Ellis, E.M. (1981). Social adjustment in victims of sexual assault. *Journal of Consulting and Clinical Psychology*, 49, 705-712, as cited in Koss, M.P. (1991). *The Rape Victim*. Thousand Oaks, CA: Sage Publications, p. 62.

An estimated one million women are stalked each year in the U.S. (U.S. Dept. of Justice, National Institute of

Justice. November, 2000. *Full Report of the Prevalence, Incidence, and Consequences of Violence Against Women*. NCJ 183781, pp. 14 - 15.) and about one-fourth of them report missing work as a result of the stalking, missing an average of eleven days. (Tjaden, P. & Thoennes, N. (April, 1998). National Institute of Justice Centers for Disease Control and Prevention Research Brief: Stalking in America: Findings from the National Violence Against Women Survey. U.S. Department of Justice, Office of Justice Programs, National Institute of Justice.)

One study of female domestic violence victims found that 44 percent were left without transportation when the abuser disabled the car or hid the car keys. (McFarlane, J., Malecha, A. Gist, J, Schulz, P. et al. (2000). Indicators of intimate partner violence in women's employment: Implications for workplace action. *AAOHN Journal*, 48(5), 215.) In a survey of 7,000 women, 37 percent said domestic violence had a negative impact on their job performance. The Body Shop. (September, 1997). *The Many Faces of Domestic Violence and Its Impact on the Workplace*. New York, NY: EDK Associates.)

Among a group of abused employees receiving workplace counseling, the average absenteeism rate of the group at the time of beginning counseling was about 30 percent higher than the average employee absenteeism rate. (Urban, B.Y. (2000). Anonymous Foundation Domestic Abuse Prevention Program Evaluation: Final Client Survey Report. Chicago, IL: The University of Illinois at Chicago. Contact byurban@aol.com.)

Your local nonprofit can be your resource for solutions to these and many more issues. They make widgets, don't they?



Rodney Clark, MS
Executive Director, SAVE

Calendar of Events November

- 15 **Leadership Fremont, Class of 2008 Session**
8:30 a.m., Fremont City Hall
- 20 **Fremont City Work Session**
Time TBD, City Council Chambers
- 21 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 22-23 **Thanksgiving Day Holiday**
Chamber Office Closed
- 27 **Leadership Steering Committee Meeting**
8 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 28 **Governmental Affairs Committee**
8 a.m., CEO Conference Room

December

- 4 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 5 **Executive Committee Meeting**
8 a.m., location to be determined
- Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Fremont Unified School District Mixer**
5-7 p.m., 4210 Technology Dr.
Fremont, CA 94538
(510) 659-2542
www.fremont.k12.ca.us
Education is our business: Join the Fremont Unified School District administration and staff at our Chamber Mixer on December 5th from 5-7 pm in the District Office board room. This is an opportunity to learn about the many wonderful programs FUSD has to offer as well as exciting partnership opportunities between your business and the district.
- 11 **Finance Committee Meeting**
8:00 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 12 **Chamber Holiday Mixer**
5-7 p.m., 39488 Stevenson Pl, Ste. 100., Fremont
Phone: (510) 795-2244
www.fremontbusiness.com
Please join us to celebrate the holiday with good food, good friends and good times. Please bring a new, unwrapped toy for our annual "Toys for Tots" drive and help every child in the Tri-Cities to have a wonderful holiday.
- 13 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 14 **Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- Last day to bring toys in for the Toys for Tots Drive**
- 18 **Fremont City Work Session**
Time TBD, City Council Chambers
- 19 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 20 **Leadership Fremont, Class of 2008 Session**
8:30 a.m., Family Resource Center
- Communications Committee Meeting**
1:30 p.m., Chamber Conference room
- 24 **Chamber office closes for the holidays and reopens on January 2nd**
- 25 **City Council in recess**

UPCOMING EVENTS:
Jan. 24 2008: **Business MarketPlace 2008**
4:30-7pm, location to be announced

Charting a Course for Success: Time to Take Stock of Your Business

by Giovanni Coratolo
U.S. Chamber of Commerce's
Small Business Policy Expert

As many small business owners prepare to close the books on another year, the early days of a new year is the perfect time for entrepreneurs to make a yearly review of their companies' strategies and visions.

It is fair to say that in today's economy many small business owners are busy plugging the leaks in their vessels and don't have time to reinforce their rudders and plot a course for success. Certainly it is important to keep the boat afloat, but as captain it is incumbent that you chart your direction wisely over the next year or be subject to the winds of change that could run your ship aground.

Here are a few suggestions:

Review Marketing Strategies-Many small business owners throw away money on impulse advertising in the hope of attracting new business. Make sure you have a thorough understanding of who your current customers are. Identify new market segments that you may want to target, and map out marketing strategies for the year based on a comprehensive plan and a specific budget. Include in your planning a way to measure the effectiveness of your ideas.

Project a Financial Picture-Do a pro forma budget for the year based on your anticipated sales, expenses,

and capital purchases. Create several less optimistic projections, and review how this may impact your bottom line. Analyze your debt service and cash flow needs for the year. You may find significant savings in restructuring debt while interest rates are low.

Analyze Operations-At the heart of your business is the way you operate. Step back and view your operations as a dispassionate observer. Can you achieve operational efficiencies through labor adjustments or technology enhancements? Do you have proper quality controls in place?

Look at External Factors-External factors are beyond your control but may provide you with insight on future challenges and opportunities. Everything from the economy to a possible war with Iraq may impact your bottom line this year. For some businesses, road construction or current trends could have dramatic consequences.

Examine Competition-How do you differentiate yourself from your competitors to gain an edge? What things are your competitors doing to win customers? Can you put together an effective strategy to preempt anticipated competitors' actions?

It is hard for most small business owners to set aside time to think strategically while working on day-to-day business problems. But critical thinking about your company and its direction allows you to identify opportunities and weaknesses that may have been inadvertently overlooked. Strategic planning enables you to focus your limited time and resources to attain the best results for your business regardless of its size.

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"...it is incumbent that you chart your direction wisely over the next year or be subject to the winds of change that could run your ship aground."

New Members

Ambulance Service

Royal Ambulance

Steve Grau
728 Whitney St.
San Leandro, CA 94577
Phone: 510-568-6161
Fax: 510-568-6160
steve@royalambulance.com
www.royalambulance.com
Royal Ambulance provides the Bay Area with superior medical transportation services. We are committed to delivering the most complete solution to our client facilities, the most comfortable and caring transport to our patients, and to being an active member of the Bay Area community. Royal Ambulance: Compassion. Commitment. Caring.

Event Planning & Management

Event Champions, LLC

Denise De Leon
P. O. Box 14945
Fremont, CA 94539

Phone: 510-257-4135
Fax: 510-257-4239
info@eventchampions.com
www.eventchampions.com
Event Champions is a full-services marketing and production company that produces world-class corporate, sporting, and music events. With over 20 years experience in event marketing and PR, we know how to bring people together for memorable, winning experience. We offer complete planning and execution of trade shows, seminars, meetings, and recognition and specialty events.

Restaurants

Kinders Meats Deli BBQ

Paul Dhillon
43761 Boscett Rd.
Fremont, CA 94538
Phone: 510-440-1510
Fax: 510-440-1446
prtipaldhillon@yahoo.com
www.kindersmeats.com
Award winning BBQ now in

Fremont. Established in 1946 Kinders has built a huge catering business and following because of hard work, dedication and community involvement. We offer a full service deli and meat market, and large order full assortment for any occasion. Please call ahead for large orders.

Senior Services

One Call Medical Monitoring Service

John Martin
P. O. Box 14204
Fremont, CA 94539
Phone: 510-315-2707
Fax: 510-315-2707
sales@onecall.bz
www.onecall.bz

Anniversaries

30+ Years

Cloverleaf Family Bowl
Fremont Rubber Stamp Co., Inc.
Fremont's Carpet & Furniture Cleaning
Murco Development
Union Sanitary District

Motel 6-Fremont Blvd
State Farm Insurance - Gene Daniels
Troy Van Sloten CPA & Associates, PC

20+ Years

Fujiwara, Yoshio
Healthguard I.P.A. Medical Assoc., Inc.
Mowry U-Stor
Residence Inn by Marriott-Fremont

2+ Years

Artistic Dental Associates-Teresa Tran Mercado, DDS, Dental Corporation
Cartridge World Fremont
Fremont Foreign Auto
Jeanette Butler, Vocalist
Law and Mediation Office of Lorna Jaynes
Peet's Coffee & Tea
Safeway Inc.-Warm Springs
St. Christina Orthodox Church

10+ Years

Marquee Pest Management, Inc.
Outback Steak House
Raymond Young, CPA
Robert H. Avon, CPA
Tri-Cities Waste Management

1 Year

Amcon Sunrooms, Inc.
American Canine Institute
Bay Area Secretarial Services
Bregante & Company, LLP
Elite Sports Physical Therapy
Gladiator Fitness
HSBC Bank USA
Keller-Williams Realty - Denise Earhart
Keller-Williams Realty - Leslie Guzman
Realty Experts - Rusty Cowan
Zaytoon Restaurant

5+ Years

American Cancer Society
Archstone Fremont Center
Ardenwood Historical Farm
BisSilv Rentals
Family Service of the Tri-Cities
FedEx
Fremont Art Association
Holiday Inn & Suites
MassMutual Financial Group

Congratulations to all our Chamber members who have reached these milestones



Doing Business Over Lunch

Visit our online events calendar at
www.fremontbusiness.com!

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

massimo's

Italian & Continental Cuisine
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



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs.

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



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



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.



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

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 fmcc@fremontbusiness.com

Connection Club Meeting Dates, Times, Places

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

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

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

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

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

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

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

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

Member Benefit

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 just one of its communication tools, 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 has become an essential source for keeping up with Fremont's fast paced business life and is currently delivered to nearly 3,000 email addresses.

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. Advertising is sold in 4-week increments with rates and ad size information available through the Chamber office. Each week, advertising members experience a huge surge in visits to their web site as a result of Top of the Week Report advertising.

The Top of the Week Report has become such a valuable tool, that many have members have requested the publication be sent to their clients.

If you are not receiving the Top of the Week Report or would like to make the publication available to your clients, please email nbatalao@fremontbusiness.com and type SUBSCRIBE in the subject line.

Speak Out—

from page 1

support a program that affords the same opportunity to other women in a similar situation. Plus, I feel a need to give back after having benefited so much from my education.

Name Withheld

One of the non-profit which St. John's Capital Group currently supports is Silicon Valley Christian Health Alliance (<http://svcha.org>). SVCHA is a non-profit 501(c)3 organization, which is comprised of young medical doctors, dentists and community volunteers, who provide free medical, dental, and prayer services to the under-served community. They not only provide free medical services to those under-served people but also care about the transformation of their lives. Through their services and programs partnering with other local charity groups, many patients are transformed and become the leaders in the local communities to help others. St. John's Capital Group will also like to support other similar kinds of charity organizations and provide more impact on our communities.

St. John's Capital Group Inc., a private investment and capital management firm known for providing its investors with high yield and secured return via its unique value investment strategy has its non-profit service division for donation to various non-profits, charities, and scholarships as means to give back to its community.

Josh Chen, St. John's Capital Group

I support "OneChild" a non-profit charity established by my mother, Bernadine Dutra.

The goal is to help children come into the school environment with the

self-esteem needed to face their educational challenges. Often, children of families facing financial issues, come to school with ill-fitted clothes, taped shoes, no back-pack or school supplies and because of this face the often harsh scrutiny and judgment of their peers.

By supplying them with everything from underwear, shoes, school supplies and a full dress of clothes, they face one less challenge and can focus on their education. Education then, provides them a way of escaping poverty, increasing self-esteem and ultimately gives them the financial strength to help others as well.

John J Dutra, CEO, Dutra Enterprises, Inc.

The League of Women Voters and Tri-City Homeless Coalition are the two local non-profits I support actively. Although they each accomplish it in different ways, both make our community a better place to live and do business.

The League of Women Voters which counts men among its membership, incidentally-just celebrated its golden anniversary in the tri-cities. For 50 years, this organization has provided non-partisan leadership on such public interest issues as school district unification, college and park bonds, city planning, and water policy, not to mention international trade and campaign finance reform. They register voters, encourage active and informed citizen involvement, and send observers to meetings of elected officials. They are an awesome force for accountability in government.

Tri-City Homeless Coalition is another awesome force. The organization helps people who have no place

to live. They provide emergency help, but they don't leave it there. They help people move into housing they can afford and support them with services to help avoid becoming homeless ever again. With housing costs in our area exploding and "affordable housing" disappearing for much of our work force, Tri-City Homeless Coalition formed a strategic alliance with Allied Housing and launched into increasing the housing supply for people with low incomes.

Jane Mueller, Well Chosen Words

Since its founding in 1930 as the Palo Alto Medical Clinic, the not-for-profit Palo Alto Medical Foundation (PAMF) has given back to the communities it serves through more than health care. PAMF is continually exploring ways in which it can collaborate with local organizations and agencies to help improve the lives of vulnerable or underserved populations. We are dedicated to providing our patients and members of the community with the knowledge, resources, support and tools necessary to be their healthiest, and we have worked with the local school districts and organizations such as Safe Alternatives to Violent Environments (SAVE), Tri-City Elder Coalition, Community Ambassadors for Seniors Program (CAPS), the Afghan Elderly Association, and many more, to achieve this goal. We also provide valuable health information through our Web site, free community health lectures and health education classes.

As a not-for-profit organization, PAMF also relies on philanthropic support to enable us to continue providing outreach and needed services to the community.

Valerie Roberts, Palo Alto Medical Clinic

I am a board member for the Fremont Education Foundation, a mem-

ber of the Chamber. As such, I support the Fremont Education Foundation because it raises funds for important educational programs that cannot be otherwise provided in our Fremont schools. From the Innovative Education Grants that support exciting classroom projects to promote student achievement, to the After School Band Program that teaches kids in grades 4-6 to play band instruments in a group setting and offers the students opportunities to perform in their bands for parents and the community, to the Guy Emanuele Sports Fund that helps fund after school sports for needy students, the Fremont Education Foundation helps support student needs. I'm proud to be part of the Fremont Education Foundation.

Sandi Pantages, Fremont Education Foundation.

Of course as Past President of the Tri-Cities League of Volunteers (LOV). I give many hours of my time and lots of financial support to LOV. I have a conviction that my emphasis be on raising funds for young people and LOV does it so well. Particularly with the funds we raise through our two major annual events. In February, The Elegant Affaire supports the Tri-Cities Arts in the Schools Programs and in June, our Frank Sisk Golf Tournament supports the summer youth programs.

LOV is going into its most important season, The Holidays, where it not only supports youth, but so many needy families throughout the tri-cities. At Thanksgiving, LOV even delivers meals as far as Hayward. We will be needing many volunteers, lots of toys, food and most of all financial contributions to help us through the Holidays, but with the great leadership of our Executive Director, Shirley Sisk, our Board of Directors, Staff and all our wonderful community support, I know we will have another successful

Holiday season. Call me if you would like to join my enthusiasm about LOV.

Jan Vincent, Owner, JVA Business Services

SAVE is an organization that I support. I believe that everyone has the right to a safe and peaceful living environment and SAVE offers that hope and possibility to many women and children in our community. When families have a more stable environment they are more likely to have energy to devote to the emotional stability and education of their children.

Victoria O'Gorman, Medical Group Administrator, Kaiser Permanente

The two non-profit organizations that I primarily support and with which I am involved include OneChild, and SAVE.

OneChild serves low income and underprivileged (school aged) children providing them with new clothes, school supplies and shoes to help build their self esteem and be successful in school.

SAVE helps women and children build self reliance and safety from an abusive domestic situation.

The services provided by both organizations significantly affect the strength of our community and families. Sadly, many of us are unaware of the impact or dangers within the community that many families incur without the generosity and services of these agencies. I am honored and fortunate to sit on the Board of Directors of OneChild, and have worked with clients at SAVE on a one-on-one basis to help them with their clothing needs.

Barbara Jenkins, Weekenders

—Members Speak Out

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Member News

Costco Wholesale hosts a 1-hour shopping session for Chamber members

Fremont Chamber of Commerce Members: *Costco Wholesale* would like to wish you a happy holiday season and appreciates your business so much we would like to invite you to a special shop hour just for you! Saturday Dec 1, 2007, 8:30-9:30 am. Please join us for a continental breakfast as well. To shop you will need to be a member, however if you do not have a Costco membership we will have a special promotion that morning. There will also be a raffle every 5 minutes, and your business card is your invitation and raffle entry. You are welcomed to bring one guest that is a non member to take advantage of our membership promotion. Our address is 43621 Pacific Commons Blvd. Any questions, please contact Lisa Mendez (510) 677-4492.

BCA Architects issues upper management promotions

BCA Architects, an award-winning architectural firm, based in the San Francisco Bay Area with two branch offices, one in Fremont has recently promoted three individuals to upper management positions. Sandrine Hitchcock has been promoted to BCA's senior management team as an Associate. She ensures that BCA "finishes strong" on each project and meets the commitments made to the communities that we partner with.



Sandrine Hitchcock



David Rausch

David Rausch, AIA, CSI, CCS, CCCA, has been promoted to a Senior Associate at *BCA Architects*. David holds over 20 years of experience in the daily implementation of the practice of architecture. As BCA's Senior Technical Architect, David's achievements at our firm include development of solid "office master specifications" systems from which he uses to build all of our project specifications.



Gary Moyer

Marshal, and dozens of local Building Departments.

Washington Healthcare Foundation lights the Tree of Angels

Washington Hospital Healthcare Foundation will hold its twelfth annual Trees of Angels campaign to raise funds and increase awareness of hospice care. All proceeds will help ensure that individuals and families in the community are aware of and have access to quality and compassionate care at the end of life.

The tree lightings will take place Monday, November 26th at 6:00 p.m. at the McDonald's Restaurant, 42800 Mission Boulevard at 680, Fremont; the second is Wednesday, November 28th at 5:30 p.m. at Nakamura Clinic, 33077 Alvarado-Niles Road, Union City; and the third tree lighting is Thursday, December 13th at 6:00 p.m. at the Silliman Center, 6800 Mowry Avenue, Newark. Tree lightings feature entertainment, gifts for purchase, raffle and refreshments.

On Saturday, December 1st, Washington Hospital will host its annual Children's Holiday Breakfast with Santa and Ronald McDonald at Washington West, Conrad E. Anderson, M.D. Auditorium, 2500 Mowry Avenue. Reservations are recommended and the cost is \$10 per person. Please call 510-791-3428 or email foundation@whhs.com for reservations.

Ticket and sponsorship information is also available at www.treesofangels.org



SAVE Awarded Non-Profit of the Year

Safe Alternatives to Violent Environments (SAVE) has been named the 20th District Non-Profit of the Year by California State Assembly Member Alberto Torrico. The

award will be presented at the State of the 20th Assembly District Address and Awards Ceremony on October 25th from 5:30-7:30 pm at the Newark Hilton.

According to Assembly Member Torrico, SAVE was selected to receive this award because "for over 30 years, SAVE has provided invaluable support to people seeking an end to the cycle of domestic violence. Through advocacy, education and assistance, it has saved lives and given victims a new beginning."

SAVE is a non-profit community-based organization founded in 1976 to address the needs of people experiencing intimate partner violence. More information about SAVE can be found at www.save-dv.org

Ohlone sells engraved bricks at new campus

As completion of *Ohlone Community College's* Newark campus draws near, the school has developed an opportunity to include the public in the building and opening of a second campus in the district.

Members of the community can purchase bricks that will be installed in a designated location called "Pathway to Progress." The pathway will be located at the front entrance to the campus. All proceeds will go to furnish and equip the center with technology and laboratory equipment.

For more information on purchasing a "Pathway to Progress" brick, visit www.ohlone.edu/go/brick, or call the Ohlone College Foundation at (510) 659-6020 or email foundation@ohlone.edu.

Members Speak Out—

from page 5

I support Kidango and the Senior Citizens' Commission. Currently I am serving as President of Kidango's Board of Directors, and have served on the Board for 14 years. The satisfaction and joy it provides far out-weigh any other considerations. One of my family's values was supporting community projects that enabled people to achieve their full potential. Kidango definitely helps to do that by providing high quality childcare and family services so young mothers can pursue careers without worrying about their children. Although I am a fairly new Commissioner, I am totally impressed with the services the City of Fremont provides for our senior population. I hope to find ways to inform more seniors about the assistance and programs that are available to them.

Robin Hobbs

Non Profits—

from page 1

sources for our children, as a business owner I was not simply procuring 500 balloons for the cause. I was giving away imprinted balloons with a small reference to my company. For the exposure, the price was the money plus the time needed to coordinate the transaction. The school needed balloons for their upcoming carnival. I needed name promotion.

For the school, personalized balloons with the school name and function were a step up from the original plan; the offer of having the merchandise paid for by sponsorship was an additional bonus. The exchange took place. In some ways, it amazes me that these exchanges do not take place more often. On the other hand, as demonstrated by my conversation with the helium vendor, it is not the dollar value cost but the transaction cost that makes these exchanges cost-prohibitive. Here are some thoughts on how these win-win exchanges can occur more frequently.

To new business owners:

Non-profits with members that match your customer base are an excellent way to promote your product. Approach non-profits

with proposals, or simply introduce yourself as available to make contributions in exchange for name recognition. Many non-profits are energetic, but may or may not be business-savvy. Many depend upon volunteers with dedication but not the understanding of how important recognition is to your firm. Spend the time to explain how you can help them at the same time they help you. In addition to spending your advertising dollars wisely, you will also be promoting values that benefit the community.

To non-profits:

Businesses hoping to reach your members are often willing to donate products for your cause. Be sure to give them ample credit. To you, a small mention may seem insignificant. Don't forget that Google built an empire on an advertising model. Advertising has become key to many firms' success, and the saturation of advertising has made it more important than ever to find good placement. If you have volunteers, go the extra mile to make transactions easier on the business. If you are a small non-profit, consider dedicating a committee for business alliances. Having a

point-of-contact may ease transaction costs for firms and build your donations.

Charlotte Yee is the founder of The Art Blossom, an organization that pairs educational opportunities with the ability to raise funds. The Art Blossom develops products with the original artwork of children, providing parents a product that they will cherish for years to come while furnishing schools with risk-free money. For more information or to learn how to develop a fundraising opportunity for your child's school, contact Charlotte Yee at (510) 661-0467 or visit theartblossom.com.

Write an article for the Fremont
Business Review

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

Wise Giving—

from page 1

\$3.00 (to cover postage and handling), payable to the American Institute of Philanthropy, to:

American Institute of Philanthropy
P.O. Box 578460
Chicago, IL 60657-8460

Charity Navigator

(www.charitynavigator.org) is itself a 501(c)(3) organization. It evaluates more than 5,000 charities in the United States, as well as non-profits with international operations, and ranks them on the basis of organizational efficiency and effectiveness. It bases its evaluations on the Form 990 filed by each charity with the Internal Revenue Service and assigns an overall rating, ranging from a low of zero to a high of four stars. The Web site is free to

use. You can search by charity name or by type of activity or geographical location. The site also includes Top Ten Lists, such as:

- 10 Charities Overpaying their For-Profit Fundraisers
- 10 Highly Rated Charities Relying on Private Contributions
- 10 Most Frequently Reviewed Charities
- 10 Highly Paid CEO's at Low-Rated Charities
- 10 Charities Stockpiling Your Money
- 10 Charities in Deep Financial Trouble

The BBB Wise Giving Alliance (www.give.org) reports on charitable organizations that solicit nationally

and are the subject of donor inquiries.

The reports include an evaluation of the charity in relation to 20 voluntary Better Business Bureau charity standards developed "to assist donors in making sound giving decisions and to foster public confidence in charitable organizations." Adherence to the Standards for Charity Accountability is voluntary, meaning that the charity is under no legal obligation to submit documentation of its operations. In addition to the reports, the Alliance offers guidance to donors on making informed giving decisions through "tips" publications and a quarterly *Better Business Bureau Wise Giving Guide*.

Jane R. Mueller launched *Well Chosen Words* five years ago to help

clients articulate the value of their products and services to their target market. *Well Chosen Words* helps clients reap the benefits of integrated marketing communications by employing communication principles that apply across diverse disciplines. By working with the client, the professionals at *Well Chosen Words* develops and implements a unified plan for communicating clear, consistent, cost-effective marketing messages that produce the results you're looking for. For more information, contact Jane at 510-792-4173 or www.wellchosenwords.net.

BUSINESS MARKETPLACE 2008

Fremont Chamber of Commerce Annual Trade Show

Thursday, January 24, 2008

4:30 - 7:00 pm

Location TBA

An Excellent Opportunity to:

- Generate Sales Leads
- Introduce New Products & Services
- Make Business Connections
- Find New Vendors
- Promote Your Business

Exhibitors Benefits Include:

- Listing in Fremont Business Review
- Listing in Trade Show Program
- Listing on Chamber Web Site
- Hot Link to Your Web Site
- List of Trade Show Attendees

8' x 8' Booth Space \$250
16' x 8' Booth Space \$450
electrical service \$35

Booths include a skirted 6' table and two chairs. Electrical service is limited, please reserve service early. Exhibitor is to provide signage.

Exhibitors may purchase more than one booth space. Distribution of printed and/or marketing materials is limited to exhibitors only.

Deadline for reserving exhibit space is January 14, 2008. Please call KK Kaneshiro at 510-795-2244, ext. 103 to reserve your space.

Vendors are not permitted to share booths.

To reserve your booth, call KK Kaneshiro at 510-795-2244, ext. 103.

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Fremont Chamber Online report

Online Business Directory Referrals Report

Sept 2007

The total number of referrals from the Chamber's business directory this Period was
10,670.

Each day this Period there was an average of **356** referrals from our website business directory.

Unique Visits

A total of **11,302** distinct visits were made to the site, www.fremontbusiness.com during the month of Sept, 2007

An average of **15,270.67** unique visits were made to the Fremont Chamber's website over the last six months [Apr-Sep 2007]

Data provided by ChamberWeblink

Structure Holiday Work Schedules

Home for the holidays—that's where everyone wants to be, right? Here are some helpful hints on how to arrange holiday vacation schedules without leaving employees frustrated or your business understaffed.

- **Determine which days you'll need coverage.** Do certain operations occur during the holidays while others go on hiatus? Will your office be closed entirely, or will it observe shorter hours? Is working remotely a viable option?
- **Clearly communicate holiday staffing needs.** There's no quicker route to Grinch status than denying holiday vacation requests for arbitrary reasons.
- **Be generous with vacation time.** Grant employees as much time off during the holidays as possible. Consider alternatives to having employees physically in the office, such as telecommuting.
- **Share responsibilities.** If you ask

your staff to work during the holidays, you should be prepared to do the same. An office full of assistants and junior staff but few, if any, managers is a sure-fire recipe for employee resentment and low morale.

- **Keep "far from home" foremost in your mind.** Some employees must travel long distances to get home. It may be easier to understand why a particular person needs five days off at Christmas if you know that two of those days are for travel.
- **Rotate annually.** Try not to make the same employees sacrifice extended time off every year. Your employees will be much more prone to working around holiday time without complaining if they know you'll adjust staffing needs from year to year.

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- community links

510-795-2244

Looking for a worthy non-profit organization that needs your support?

Visit www.fremontbusiness.com, click on Business Directory and enter "organizations" in the Category/Keyword field. This will give you a long list of many charitable and non-profit organizations that diligently serve our community. These organizations need your support, not only by monetary donations, but also by lending your time and expertise. An investment in your community's non-profit organizations is an investment in your business and yourself.

Category/Keyword

List of all Categories (Hotel, Bank, etc.)

Business Name

Phone 510 City

Zip Code

Tools—

from page 1

The penalty for not posting required postings is \$17,000. These publications and posters can help you meet compliance requirements and save your business unnecessary penalties.

California Labor Law Digest 2008 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated for 2007 case law and regulations. Required and recommended forms for California businesses will be available to download using a special URL provided in the book. Member

price \$149.

HR Handbook for California Employers 2008 Edition

The 2008 HR Handbook is a book with color-coded easy reference sections. Required and recommended forms for California businesses will be available to download using a special URL provided in the book. Member price \$39.

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ALL required employer notices on one poster. Includes checklist to ensure poster is displayed according to the law. Available in English or Spanish. Member price \$23 (non-laminated); and \$39 (laminated).

To order call Lana Windom at (510) 795-2255 or visit www.fremontbusiness.com.



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FCCTV:
Fremont Chamber of
Commerce Television

Fire Prevention Month: Fire Prevention and Safety

On October 9, 1871 a terrible tragedy took place, the Great Chicago Fire. The fire moved swiftly through the city and in 27 hours, it destroyed 17,000 structures, left 100,000 homeless and killed 300 people. The origin of this fire has long been held in speculation, but from this tragedy came National Fire Prevention Month, an entire month dedicated to fire prevention education to prevent another such occurrence.

During November's FCCTV "Fire Prevention Month: Fire Prevention and Safety" KK Kaneshiro, director of member services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews guests Deputy Fire Marshal Amiel Thurston and Fire Marshal

Jay Swardenski from the Fremont Fire Department. Deputy Fire Marshal Thurston and Fire Marshal Swardenski explained the importance of an emergency plan, not only for homes, but also for businesses. A written emergency plan is crucial to ensure employee safety and all employees should be properly trained at hiring. They also discussed the need for extra diligence for a safe holiday season, specifically addressing the ordinance for fire retardant treated holiday trees, avoiding lit candles in the workplace, and the dangers of overloading electrical outlets with holiday décor.

For additional information and fire safety tips, visit <http://www.ci.fremont.ca.us/Fire/Prevention/default.htm>.

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