

## Guest Editor Program for the Fremont Business Review

The Fremont Chamber of Commerce introduced its Guest Editor Program in order to give members the opportunity to participate in the publication of the *Fremont Business Review*. Each issue of the Fremont Business Review now has a focus on a particular topic. Please see the [Editorial Calendar](#) below for the current list of subjects.

The Guest Editor Program gives members of the Chamber an opportunity to share their expertise and advice on the subject and have a professional exchange with other Chamber members. The ultimate benefit for you is gaining greater visibility in the community and demonstrating your expertise to readers.

### Guest Editor Testimonials:

“I enjoyed being the first Guest Editor for the Fremont Business Review. It was a great opportunity and experience coordinating other Fremont Chamber members and the City of Fremont officials to submit informative articles. The Chamber staff helps you get started by recommending different resources and topic ideas using their diverse membership information and contacts.” *Julie Shiraishi, Technology Credit Union*

“Being a Guest Editor provides the opening to talk with other members about some specific phase of their businesses or organizations. It was interesting to learn about the different approaches and put them together for an issue of the Fremont Business Review. I would gladly do it again.” *Jane Mueller, Well Chosen Words*

### Guest Editor Responsibilities:

**1. Write Message from the Guest Editor.** This message should explain why you are interested in the chosen topic.

- If you were attracted to the subject because you have extended experience in the field and want to share your expertise, please highlight your personal accomplishments and/or knowledge.
- If you wanted to establish connections with particular companies/officials from related industries/organizations, please describe people you have contacted while you asked for contributing articles.
- If you wanted to learn more about this topic from other experts in the subject, please describe any “discoveries” you encountered.
- If you sought to organize a discussion of a question that you always had an interest in, please describe this question and its importance to you.

The message should also include a short summary of other articles for the issue which you coordinated with other Chamber members. The end of the message should have description of your company and your contact information.

**2. Submit your digital photo.** If you do not have your digital photo in TIFF or JPEG format, please schedule a time for photo shoot with the Chamber webmaster. You may contact [Napoleon Batalao](#) (510) 795-2244 ext.102.

**3. Coordinate submission of other articles on the same topic.** You will work closely with the Chamber staff and the Chamber’s Communications Team to recruit other members interested in writing articles on the subject. If you feel that you need some help generating ideas or getting

contact information, please schedule a meeting at the Chamber. You may contact [Aaron Goldsmith](#) (510) 795-2244 ext.107. The purpose of this is to make sure that the articles do not repeat each other and focus on different aspects of the same topic. Generally each issue of the Fremont Business Review has four or five articles written by the Chamber members.

**4. Forward [Editorial Guidelines](#) to contributing authors.** The typical length of the articles is about 500 words (plus or minus 100). While members are encouraged to write about their expertise, articles may not advertise, promote or solicit for the submitting company. Specific company names are not to be used in the content of the article unless it is deemed necessary by the Editor.

**5. Request digital photos from the contributing authors.** If they do not have digital photos in TIFF or JPEG format, please ask them to schedule a time for photo shoot with the Chamber webmaster. They may contact [Napoleon Batalao](#) (510) 795-2244 ext.102.

**6. Deliver the articles and photos by deadline.** The Guest Editor needs to make sure all the articles and photos are delivered to the Chamber by deadline found in the [Editorial Schedule](#).

**7. (Optional) Find advertisers interested in targeting featured industries.** Work with [Napoleon Batalao](#) (510) 795-2244 ext.102 to bring advertisers for your issue.

Interested in becoming a Guest Editor, please contact [Aaron Goldsmith](#) (510) 795-2244, ext. 107.