

The Future of Business

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VOLUME 7,
NUMBER 5

The Future of Business: Fremont Perspective

Aug/Sep
2006

The Future of Business in Fremont: A Retail Perspective

by Fernando Cuebas
Cornish & Carey Commercial

The City of Fremont is well positioned for retail opportunities now and into the future. However, first we must understand where retail was and what Fremont is currently doing to ensure a healthy future.

Historically, the retail environment in Fremont was one of necessity – offering only basic goods and services, plus major apparel retailers. In the past, there was no planning or cohesiveness to the retail environment. Nothing linking this vastly spread out city, which prior to incorporation was

five different townships.

Faced with the challenge of an extremely diverse and educated population within a large region, several years ago the City embarked on a study that found Fremont was losing an estimated \$1 billion worth of retail sales to outside communities. Basically, the community was traveling outside the city to do a good portion of their shopping. This created an opportunity for the City to attract more diverse retail than was, and to some degree is, currently in the city limits.

Since 2001 Fremont has engaged in a long planning process to attract retailers, developers, and private own-

ers who would develop and redevelop shopping centers. And since such time, both redevelopments like Fremont Plaza and Fremont Hub, and the new development of Pacific Commons, have evolved and become tremendously successful. Additionally, the City has embarked on several public/private ventures, including Centerville Market Place and the Capitol Avenue Project in downtown Fremont. The City has also rezoned sites that will attract private development over time with mixed use retail/residential opportunities. When completed, these

—Retail Future,
page 7

Chamber Supports Improved Utility Tax

by Billy Sandbrink,
Director of Government Affairs

Two years after Measure V, the failed Utility User's Tax (UUT) of November 2004, the voters of Fremont will be asked to support a revamped utility tax with revenues going towards general governmental purposes in the city of Fremont. This new proposal, officially named Measure L, is the product of a year-and-a-half's worth of research and public outreach by the city of Fremont, including surveys and an ad hoc City Manager's Community Task Force. Measure L, similar to Measure V in that both proposals are general taxes that require a simple majority of votes to pass, will generate revenue that must be deposited to the General Fund and cannot be "earmarked" for any specific purpose, place taxes on various utilities, and create citizen's oversight committees to monitor expenditures of revenues.

Those that remember Measure V remember the Fremont Chamber of Commerce's vehement opposition to Measure V. This opposition spanned the duration of the issue and was based on four general ideas: one, the tax burden to the business community, about \$9.7 million per year, was far too much of a burden for businesses to absorb; two, since the tax proceeds went into the General Fund, which cannot be specifically mandated, there was an insufficient amount of accountability included in the measure, with the only accountability being an oversight committee; three, the Chamber felt that the city was asking for much more money, about \$19 million, than it needed to restore basic services and that it was unfair of the city to ask taxpayers to pay any more than what was absolutely necessary to restore basic services; and four, there were concerns about the

amount of "belt tightening" the city had done and that if the city did not have its costs under control, then giving the city more money would be similar to trying to put a band aid on an open wound.

Despite the aforementioned similarities between Measure V and Measure L, Measure L is different from Measure V in some important ways. It is because of these differences, along with the prospects of further reduced services and related impacts, that the Fremont Chamber has decided to SUPPORT Measure L.

The Chamber's decision to SUPPORT Measure L was not made lightly. Beginning back in September 2005 and ending in May 2006, a span of eight months, the Government Affairs Committee and Board of Directors of the Fremont Chamber of Com-

—Utility Tax,
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The Future of Business in Fremont: An Overview



by Bruce Kern
*Executive Director, East Bay
Economic Development Alliance*

Recently a Fremont company was listed as the nation's 21st fastest growing technology company by Business 2.0 magazine. This puts Fremont on par with tech powerhouse Boston, which also has one company, the 54th on the list.

The companies on this list reported the fastest increases in cash flow, revenue, profit and stock growth and were drawn from all the tech companies meeting the magazine's criteria on all the nation's stock exchanges. Among states, California dominated with 41 companies. By comparison, Massachusetts with 10 was second.

This is more than good PR, this represents what is required for the Bay Area's economy to survive.

Over the years, Fremont has established an enviable reputation for being a place for business innovation. This has enabled the city to attract the

best, the brightest and the most entrepreneurial from around the globe. The combination of local and foreign-born talent has made Fremont one of the nations best at commercializing new products and supporting new companies.

From high tech manufacturing equipment to software and biotechnology, all have benefited from a Fremont location. Even in a more traditional industrial sector Fremont's New United Motor Manufacturing Inc. has helped change the U.S. automobile industry by introducing the Toyota Production System and a teamwork-based working environment that has become the model for United States auto manufacturers.

But the future will have ups and downs. Over the next year, the UCLA

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

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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.

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Daren Fields
*Economic Development Director,
City of Fremont*

Guest Editor's Message The Future of Business

Most of us have undoubtedly seen an office for a psychic or palm reader with a sign in front saying "out of business" and wondered "Why couldn't they have foreseen that? After all, it's their job to see the future!"

Predicting the future for anyone—let alone business—is always a risky proposition. However, I can say with some certainty the prospects for business in Fremont have never

looked better. With the right business plan, businesses have the opportunity to grow and thrive in Fremont. As of today, there are 10,870 business license holders in Fremont - an impressive total for a city of 70,000 households and 210,000 residents.

To help describe the future of business in Fremont, I have asked several experts to share their sage opinion with readers.

Bruce Kern is the executive director of the East Bay Economic Development Alliance, a consortium of public agencies and private businesses dedicated to promoting business opportunities in the East Bay. Bruce has his pulse on the current state of the East Bay economy and what may lay ahead for Fremont businesses, especially in emerging growth areas such as biotech.

It is often said that to find out the truth, one must "follow the money". As such, I have also asked Brian Conley, president and CEO with Pan

Pacific Bank, to provide his perspective. Pan Pacific Bank is Fremont's newest locally-owned community bank and caters to our growing business community.

The last few years has seen a tremendous growth in the number of retail shops and restaurants in Fremont. City staff has been actively marketing and partnering with developers on many retail opportunity sites. One of the major players in the local retail market is the real estate company Cornish & Carey. Fernando Cuebas of Cornish & Carey has long been active in the Fremont market. Check out his perspective on what's in store for the future.

Fremont is fortunate to be an integral part of Silicon Valley. As a major provider of office/R&D/industrial space to Silicon Valley tenants, ProLogis is one of the largest landowners in the United States, the Bay Area, and Fremont. Their recent acquisition of Catellus Development Corporation also makes ProLogis the new owner of the Pacific Commons shopping center at I-880 and Auto Mall Parkway. We are fortunate that Bud Lyons, former vice chair of ProLogis, is located in Fremont and is able to provide a unique perspective on the future of business in Fremont. Besides his relationship with ProLogis, Bud has a good historical outlook as he started work in Fremont in 1983 when he and a partner purchased the current site of the Bayside Business Park and the former Fremont airport property.

None of us can really predict the future. But with solid advice and guidance, we can take advantage of trends and maximize our chance of success. Or, we can take the easy way and use a psychic or palm reader. If only we can find one that's open...

Chamber Believes Video Service Legislation Important to Business

by Billy Sandbrink
Director of Government Affairs

One of the hottest topics being debated by State and Federal lawmakers this year is "video service" (aka television) legislation. This topic is talking about how video services ought to be regulated in a new technological era. At first glance video service does not seem to be a business issue. However the way in which video services are regulated and provided will impact the business community.

Business applications of video service

The most obvious impact to businesses will be to the telecommunication companies (telcos) that are currently provide, or may provide, video services. But video services legislation will also impact all businesses by making 2-way, interactive television services teamed with high-speed internet connections available for a reasonable price.

As part of the study Broadband Video Access and Economic Advancement conducted by the Small Business Education Foundation, a series of small business focus groups identified ways they could use 2-way interactive video to improve their businesses. A few of the examples given included virtual face to face meetings with clients or coworkers, interactive training sessions for customers and employees, and virtual presentations to potential customers. One of the most intriguing ideas in the study was that the most innovative applications have yet to be discovered. The bottom line is that introducing new technologies and applications to businesses will lead to higher productivity and success.

The issues surrounding legislation

Existing State and Federal regulations regarding video services were designed at a time when coaxial cable ("cable") was the dominant means of transmitting video services. In today's world, there are multiple tech-

nologies that can provide video services (digital broadcast satellite (DBS), fiber optic cables, phone lines and wireless connections) that were not envisioned when current regulations were enacted. The result of the disparity between technology and regulation is a slew of unresolved questions about how to regulate today's technology. It is these unresolved questions that have prompted lawmakers to address the issue head on.

The legislative solution working through the Federal and State levels is to allow video service providers to sign "multi-jurisdictional franchises", meaning either nationwide franchises (as proposed in federal legislation) or statewide franchises (as proposed in state legislation). These multi-jurisdictional franchises would allow new entrants (at&t, Verizon) to enter the market more easily, increasing competition and technological innovation.

The issues most hotly debated about multi-jurisdictional franchises include whether or not they will encourage new entrants to invest and compete in the market; whether incumbents will be allowed to "opt-out" of their existing local franchises and seek a multi-jurisdictional franchise; whether local jurisdictions will be kept whole in terms of franchise fees, access for public, education, and government (PEG) channel access, right of way protection, and customer service enforcement; and, in the case of federal legislation, whether or not "net neutrality" will be required or not.

The current legislation working its way through the state level, AB 2987, allows statewide franchise agreements for new entrants and allows incumbents to "opt-out" of their existing franchise agreements in favor of a statewide franchise under certain circumstances. AB 2987 will also establish a schedule of how much of the service area providers must provide service to (referred to as "build-out"), and require local jurisdictions be kept whole in the ways discussed above.

Telcos believe multi-jurisdictional franchises are necessary to allow

—Video Services Legislation,
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Drew Thompson

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Video Services Legislation—

from page 2

entry into the market, which will promote competition among video service providers. Telcos also believe that incumbents (Comcast for Fremont) have the advantage of being the incumbent provider with market share and for new entrants to compete they need to enter the market quickly. Under current law, new entrants seeking to provide video service to California need to negotiate over 500 franchise agreements with local jurisdictions in order to provide service. Since telcos will need to invest billions of dollars in new infrastructure to provide video services, they believe that the time it would take to negotiate franchise agreements with enough local jurisdictions to make the necessary investment economically feasible would prohibit them from entering the market altogether.

Incumbents' believe telcos should play by the same rules as incumbents, meaning similar build-out provisions, franchise agreements, and customer service requirements.

It appears as though incumbents, who were initially opposed to the legislation, will support legislation as long as "opt-out" provisions continue to be included in the legislation.

Local jurisdictions have been opposed to the legislation and remain opposed. Their biggest concern is the degree to which service areas must be built out. Local franchise agreements signed today grant local jurisdictions the power to negotiate the terms of their agreement, including the extent to which service areas are built out. Local jurisdictions see video services as a vital service to its residents, like telephone service, and believe that everyone needs equal access to these services. Their fear is that parts of the population will not be offered the same service as other parts of the population based on the profitability of that population, creating a "digital divide" between the haves and have-nots. This practice is also known as redlining. Under the current versions of AB 2987, local jurisdictions will not have negotiating power over

build-out provisions and, instead, will have to live with the build-out schedule in the legislation.

For national legislation, "net neutrality", which refers to the amount of control an internet provider can have over the sites its customers' access and the speed at which certain sites or information is accessed, comes into play. Although net neutrality is an internet issue not directly related to video service per se, federal legislation (HR 5252) is addressing the issue. Net neutrality is important because the access or speed to access information on the internet is crucial to a business' success and can have a major impact on e-commerce sites or services. In its most current form, amendments requiring strict enforcement of net neutrality are not included in the bill, which telcos agree with since they insist they do not intend to make the internet "non-neutral".

The Chamber's solution

The Fremont Chamber of Commerce believes that fair competition is vital to the economy. However, considerations for the impacts to local governments must be considered as well.

To that end, the Fremont Chamber believes that multi-jurisdiction franchise agreements should be granted to both new entrants and incumbents in a way that does not unnecessarily harm local governments with franchise agreements.

The Chamber also does believe in build out provisions because requiring service providers to submit to a build-out schedule could hurt the deployment of video service. However, because the latest legislative iterations require limited build-out provisions, the Chamber can support the idea.

The Chamber strongly supports keeping local governments whole to the extent possible in all ways.

As for (HR 5252), the Chamber is concerned about the negative potential of

weak net neutrality protections and believes that there is a potential impact on internet-run businesses if net neutrality wording is not strong enough.

To learn more about the issue, visit the Fremont Chamber's website at www.fremontbusiness.com or contact Billy Sandbrink, director of government affairs, at (510) 795-2244 x107.

"The current legislation working its way through the state level, AB 2987, allows statewide franchise agreements for new entrants and allows incumbents to "opt-out" of their existing franchise agreements in favor of a statewide franchise under certain circumstances."

Employment Training Panel Awards \$16 million

More than 14,000 California Workers Trained

The California Labor and Workforce Development Agency's Employment Training Panel (ETP), recently approved 27 contracts, totaling over \$16 million in job training funds to train 14,015 California workers.

The Panel awarded job training contracts to 15 manufacturing businesses located throughout California, including Fremont's New United Motors Manufacturing, Inc. (NUMMI), the last automobile manufacturing plant in California, which received \$6,010,200 to train 2,735 employees.

Manufacturing is a vital industry for California since it creates high paying jobs and has a high multiplier effect, meaning that for each job created in manufacturing, additional jobs are created in the economy as a result. Over the last four years, however, California has lost thousands of manufacturing jobs. A recent study by a national manufacturing industry association found that a serious workforce shortage is threatening American manufacturers, and that only through extensive job training can companies remain globally competitive and grow.

According to the California Economic Strategy Panel, new manufacturing techniques, such as lean manufacturing and other process improvement methods, have increased the competitiveness of manufacturing in the state; however,

these processes require extensive worker training. Because of the decline in manufacturing in California over the last several years, the Panel has made worker job training in the manufacturing industry a top priority, and is committed to investing training dollars that will not only help California manufacturers compete globally, but will also allow companies to increase production capabilities and expand their business operations.

ETP is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to partially off-set the costs of job skills training necessary to maintain high-performance workplaces. California's ETP is a performance-based program, providing funds for trainees who successfully complete approved training programs and are retained in well-paying jobs for a specific period of time.

The program is funded by the Employment Training Tax paid by California employers, and targets firms threatened by out-of-state and international competition. Since its inception in 1983, the ETP program has provided over \$950 million to train more than 650,000 workers in almost 60,000 California companies. Employers match training funds awarded through ETP contracts, making these projects true public-private partnerships.

For more information about the ETP program and whether your business can participate in the program, please visit www.etp.ca.gov, or call 916-327-5261.

Calendar of Events

September

1 Government Affairs Committee Meeting
7:30 p.m., Chamber Conference Room

4 Labor Day
Chamber Office Closed

5 City Council Meeting
7:00 p.m., Council Chambers

6 Ambassadors Meeting
8:00 a.m., Chamber Conference Room

7 Leadership Fremont, Class of 2007
Orientation & Alumni Reception
4:00 - 6:30 p.m., Chamber Conference Room

Growth Cities Fremont Breakfast

8:00 a.m., Fremont Marriott, 46100 Landing Pkwy, Fremont. The East Bay Business Times' Power Breakfast forum, in partnership with the Fremont Chamber of Commerce, will bring together top business experts to discuss Fremont's growth, its positioning to play a pivotal role in the increasing global economy, and the array of retail, office and residential projects in the works. Panelists include James T. Randolph, Senior Vice President and Director, Cornish & Carey, Fred Diaz, City Manager, City of Fremont, Henry Yin, President, USA-China-Link, and Alison Moore, General Manager, Amgen Fremont. Cost is \$50 per person. Table sponsorships are also available. To register visit <http://eastbay.bizjournals.com/eastbay/event/2610>.

8 Board of Directors Meeting
7:30 a.m., Chamber Conference Room

9-10 Celebrate Fremont in the Park
Lake Elizabeth, www.celebratefremont.org for more

11 Communications/Web Site Team Meeting
1:30 p.m., Chamber Conference Room

12 City Council Meeting
7:00 p.m., Council Chambers

13 Union Sanitary District Mixer
5-7 p.m.
5072 Benson Road, Union City
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Union Sanitary District acts to safely and responsibly collect and treat wastewater for the Tri-Cities while protecting human health and improving the environment in a way that benefits USD customers, employees and the community.

19 City Council Work Session
5:30 p.m., Council Chambers

20 Connection Club Leaders Meeting
8:00 a.m., Chamber Conference Room

21 Leadership Fremont, Class of 2007 Session
8:30 a.m., Chamber Conference Room



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Centerville Lions Club
Happy Fish Swim School
HERS Breast Cancer Foundation
Hope Station
Maxim Healthcare Services Inc.
North American Title
Rental Housing Owners Assn. - S. Alameda County
Scora Chiropractic
Secure Taxes Inc.
Soroptomist Int'l-Fremont

1 Year

BIG Design Inc.
CM IT Solutions
Enhanced Environments
The Entrepreneur's Source
Entourage Hair Design
Keller-Williams Benchmark - Scott Capen
Prasad Insurance Agency
Regis Homes of Northern California
Ted's Video Services
Wal-Mart

Congratulations to all our members who have reached these milestones



Check your link

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 website averages 14,538 unique visits per month
[deepMetric stats -Jan - Jul 2006]

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

Member Benefit

Member Briefing Brown Bag Luncheon

Are you fully utilizing your Chamber benefits? Do you remember all the benefits and services the Chamber has to offer? When you first joined the Fremont Chamber of Commerce, chances are you just opened your business, started at a new business, or were deep in the trenches of running your business. Whatever the circumstances, you are most probably loaded with work and all kinds of things to fill your mind.

Understandably new members, and some not so new members, lose track of the many services and benefits available to you as a Chamber member. Our job at the Chamber is to remind you of those services and benefits and help you to apply those to your business to assure long-term success.

Bi-monthly, the Fremont Chamber of Commerce hosts an hour-long Member Briefing filled with a review of membership benefits and services, including tips on how to make the most of your investment in this nationally

accredited business organization. Some of the topics covered include membership benefits, professional development, various levels of participation, methods of publicity and exposure, how to network, plus a glimpse into the history of the Chamber and the City of Fremont.

In addition to meeting Chamber Ambassadors, Chamber staff, SCORE representatives, and Connection Club members, there is time allotted before and after the briefing for networking. It's a perfect opportunity to get to know your fellow Chamber members and learn how to maximize the return on your investment in the Fremont Chamber of Commerce.

If you need to become reacquainted with your membership benefits, please contact KK Kaneshiro at (510) 795-2244, ext. 103 or email kkaneshiro@fremontbusiness.com to join us for the Member Briefing Brown Bag Luncheon is scheduled for September 20, 2006. We hope to see you there.

Connection Clubs

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.
Fellini O's
3900 Newpark Mall Road, Ste. 101, Newark
Chair: Ron Machado, (510) 657-9946
Vice-Chair: Lirio Gonzalez, (510) 894-0764
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39136 Paseo Padre Parkway, Fremont
Chair: Dr. Joe Joly, 510-249-9037
Vice-Chair: TBD
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Hong Burt, (408) 425-2714
Vice-Chair: Kathy Colton, (510) 490-7740
www.fremontwib.com

Professional Source
meets at 11:30a.m. on 3rd Thursday
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Kevin Dean, 510-687-9737
Vice: Rich Hemmerling, 408-234-4394
www.theprofessionalsource.com

Wednesday Noon
meets weekly at 12 noon
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Marian Briones, (510) 226-7827
Vice-Chair: Staci Talan, (510) 745-7445
www.fremontreferrals.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Café
37260 Fremont Blvd., Fremont
Chair: Renee White, (510) 440-1100
Vice-Chair: Brad Gelesic, (510) 612-3858
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
Nouvelle Bistro
43543 Mission Blvd., Fremont
Chair: Melinda Yee, (510) 651-2448
Vice: Sheryl Marymont, (510) 661-0906
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Café, Fremont
37260 Fremont Blvd., Fremont
Chair: Brendon Whateley, (650) 472-1116
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

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Celebrate Fremont @ the Park

S c h e d u l e

Saturday, September 9	Sunday, September 10
9 a.m. Celebration Begins Hands Around the Lake	10 a.m. Celebration Continues
10 a.m. Opening Ceremony	Morning Community Group Exhibits Music Featured Community Entertainment
Morning Sports and Community Group Exhibits Music	Noon Sister City Presentation
Afternoon Sports and Community Group Exhibits Music Jugglers Face Painting Dance	Afternoon Music Featured Ethnic Entertainment Tap/Jazz Dance Clowns/Jugglers
Evening Sun Kings, a Beatles Tribute Group; Fremont Symphony; Yoko's Dance & Performing Arts Academy, and Special Guest David Benoit LASER LIGHT SHOW	6 p.m. Bandshell Dedication Drum Circle Evening John Santos Taiko 7 p.m. Celebration Closes

visit www.celebratefremont.org for more info

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Sundays: 4 pm-9 pm



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39136 Paseo Padre Pkwy
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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



39401 Fremont Blvd
Fremont **(510) 657-2436**
Sun-Thurs: 11 am -9 pm
Fri & Sat 11 am -10 pm



40645 Fremont Bl, #23, Fmt
(510) 668-1850
Tu-Thur: 11:30 am-9 pm
Fri-Sat: 11:30 am-9:30 pm
Sun: 1 pm - 8 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F: 11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



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

Member News

East Bay Score Chapter Earns Annual Award

The East Bay SCORE Chapter headquartered in Oakland, has been selected as "SCORE District Chapter of the Year". Special recognition was given for the Chapter's accomplishments and contributions to the small business community by the SCORE District Director in a presentation to the Chapter Chairman, Gene Page, at the Chapter's Annual Meeting August 8th. East Bay SCORE provides free business counseling and low cost seminars & workshops for entrepreneurs & small businesses for the counties of Alameda, Contra Costa & Solano; with their District including Chapters in Santa Rosa (North Coast); San Francisco, San Jose (Silicon Valley), and Santa Cruz.

Mattson Technology Reinforces Dram Leadership With Largest Order in Company History

Mattson Technology, Inc. recently announced that it has received the largest order in the company's history from one of Taiwan's leading memory manufacturers. The selected systems include the Aspen III ICPHT strip and Helios rapid thermal processing (RTP) tools. Shipments begin in the current quarter and extend through the end of the year. The systems will be used in the chipmaker's newest 300 millimeter (mm) fab for the production of its advanced dynamic random access memory (DRAM) devices at the 90 nanometer (nm) technology node and below. This order marks the latest in the series of Mattson wins from major Taiwanese memory manufacturers, expanding the company's large installed base in the region and further reinforcing its leadership in the DRAM market. For more information, please contact Mattson Technology, Inc., (510) 657-5900 or visit www.mattson.com.

GROCO Named One of the Top Bay Area Accounting Firms

The East Bay Business Times Book of Lists has once again named Greenstein, Rogoff, Olsen & Co. (GROCO) as one of the top accounting firms in the Bay Area. GROCO has won this honor and distinction for well over a decade. This distinction is awarded based upon a number of business factors including number of staff, staff certifications, volume of business and revenue. To remain on the list of top accounting firms for well over a decade is an outstanding display of consistency in service, reputation and expertise in a competitive and well represented industry.

Newark Hosts Annual Celebration September 14th through 17th

The 51st Annual Newark Days Celebration will be held on September 14-17 at the Newark Community Park, Community Center and Playfields. The celebrations will include carnival rides, three stages of entertainment, art-photo and quilt show, food, games, art and crafts, and trade booths. For more information visit www.newarkdays.org.

LOV Kicks Off Sunday Afternoon Concert Series

League of Volunteers (LOV) will kick off its 18th season of the Sunday Afternoon Series on October 8, 2006, with the Golden Gate Boys Choir and Bellringers. Enjoy the beautiful harmony of the young men of the Bay Area as they lift their voices in song. Be thrilled with the skill of the young bell ringers and the blend of tones they create. On display will be the artwork of the Students of the Fine Arts Academy of San Francisco. Doors open at 1:00 p.m. at the MacGregor/Bridgepoint School Auditorium, 35753 Cedar Blvd., Newark. For more information call (510) 793-5683 or visit www.lov.org.

Chamber members, submit newsworthy items to Cindy Bonior at cbonior@fremontbusiness.com.

Monthly Visits to the Chamber Website

www.fremontbusiness.com

18,018

Total number of distinct visits during the month of June 2006

14,538

Average # of visits per month (2006)

[data provided by Deep Metric LiveStats]

Web Report July 2006

fremontbusiness.com
Online business directory statistics

Top 150 Member Displays
13,701

Click Throughs
1,344

Map Referrals
391

email Referrals
5

The Future of Business in Fremont: A Banker's View



by Brian Conley
President and Chief Executive Officer, Pan Pacific Bank

Of all the questions I get related to our new bank, my favorite has to be, "Why Fremont?" Of course this question normally comes from people who do not live in Fremont or who are not familiar with this fair city. In any case, it is like a low hanging curve ball thrown right over the plate. "Why Fremont?" I ask, "are you kidding?" Then I go on to explain why, indeed, Fremont.

There is one crucial factor in selecting a place to start a new bank. That factor is location. For a bank to succeed it must be located where people and businesses are seeking another choice in banking.

But, there is more. On the new bank "wish list" is operating in a high quality community.

We got it all in Fremont!

Fremont is big and filled with potential. With over 200,000 people, Fremont is the fourth largest city in the Bay Area. With 92 square miles, it is geographically one of the largest in the state. Fremont is strategically located in the Silicon Valley with great freeway and rail connections for easy access to the rest of the Bay Area. As for location, Fremont is hard to beat.

Fremont is a thriving business community. With a dynamic, diversified local economy represented by manufacturing, education/health services, and a complete array of retail and wholesale trades, Fremont delivers what any new business would seek. The City has over 15,000 firms providing over 100,000 jobs; 1,200 of these firms are hi-tech or bio-tech, including some of the most well-known names in the Bay Area. Employment grew 60 percent from 1992 to 2000, and is projected to grow another 14 percent over the next 10 years. Unemployment is a low 3.3 percent, and the city government goes out of its way to be helpful and supportive.

Fremont is home to great people. The growing local population is well diversified in terms of age, ethnicity and national origin. Local immigrant communities from all over the globe thrive here with over 100 different languages spoken. The City itself has multiple facilities of higher learning

and access to the world class institutions of the greater Bay Area. There are also renowned educational facilities for the deaf in the area and a sizable local deaf community as a result. Fully 71 percent of Fremont's citizens have some college education and 43 percent have either a graduate or bachelor's degree. The average household income for this city of over-achievers is in excess of \$110,000, well above local and State averages.

And, Fremont is quality! Whether it is Money Magazine's designation as one of the most livable cities in the USA, the #1 ranking by Men's Health, the perennial designation as one of the safest cities in the U.S., its 50 parks and 40 sports facilities, or simply the weather, Fremont has it all.

So, for all of the above reasons, a more reasonable question would be "why NOT open a bank in Fremont?"

We believe in Fremont and its future. Like most businesses, our success will depend on the success of the businesses and people around us. In the case of Fremont, all the pieces are in place for a very bright future. Let's face it, if Charlie Chaplin or Bronco Billy, let alone the Franciscan fathers, were to come back and take a look around, they would be dumbfounded by the development and prosperity they would find in Fremont today. We are sure that if we could come back in another 50 years, we would be equally amazed by the level of prosperity we would find here.

"For a bank to succeed it must be located where people and businesses are seeking another choice in banking."

Business Forecast—

from page 1

Anderson Forecast suggests that, while another major recession is not likely, construction, financial activities and retail could all suffer as the housing

market corrects itself. In the longer term, Fremont, like many Bay Area cities, face the challenges of the high cost of doing business, affordable housing, the difficulty of recruiting workers from out of state and traffic congestion.

Fortunately, so far these issues have not been fatal flaws. Regions advertising they are without these problems are also without Fremont's level of success. We in the East Bay must work hard to find solutions to the challenges we face, but

ultimately, being competitive means enhancing the assets we have, not competing to manufacture low cost commodities.

"Over the years, Fremont has established an enviable reputation for being a place for business innovation."

Fremont has assets. It already appeals to talent from around the world. It offers access to the world's richest supply of venture capital and technology.

But the competition is fierce. Quality of life and affordable housing are essential to maintaining the talent advantage that is the foundation of our knowledge-based economy. Industry driven training that moves with the speed of technology change, a predictable regulatory environment and efficient, speedy permitting are essential to growing and

retaining innovative companies.

The analogy is a high end department store. Their products cost more, but the service is the best. For instance, for each additional dollar it costs to be in Fremont rather than North Carolina, we need to figure out how to provide better coordination and faster service for our businesses. This means working across institutional, jurisdictional and professional boundaries. This will not be easy, but then the innovations that establish leadership often are not.

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

Future of Fremont Business: Industrial/R&D Market Perspective

by Bud Lyons
ProLogis

Fremont's Industrial and R&D markets are inexplicably tied the fortunes of Silicon Valley. This is not a bad thing, it's just reality. Most American communities would jump at the chance of having the economic opportunities that Fremont enjoys.

In order to look into the future I think it's helpful to look into the past and to review the state of the market today.

In the early 1980's Fremont was blessed with a relatively cheap and abundant supply of land, a very good geographical location with access not only to the South Bay but also to the Tri-Valley area that was exploding with residential growth and most importantly, Fremont was well positioned adjoining what would become the nation's foremost job generator, Silicon Valley.

How did all this play out?

Fremont captured a major portion of the regions job growth with more than 80,000 new jobs since 1980. The city's industrial sector grew dramatically, from a base of 3.5 million square feet to over 20 million square feet. It

hasn't all been smooth sailing for the Industrial/R&D markets. Going back to 1989, the average vacancy rate on an annual basis has been 21.4 percent. Today at almost 28 percent, it's at the higher end of the historical range. Dur-

"Fremont's land supply is certainly not as abundant or cheap as it was in the 80's, but relative to surrounding communities, it is still reasonably priced and with approximately 350+/- acres it can provide growing companies with expansion."

ing eight of the preceding 18 years, the city's R&D sector has experienced negative absorption.

So what does the future hold for the Industrial/R&D market in Fremont?

Fremont's land supply is certainly not as abundant or cheap as it was in

the 80's, but relative to surrounding communities, it is still reasonably priced and with approximately 350+/- acres it can provide growing companies with expansion.

When you combine the current vacancies of almost 5 million square feet and the ability to build another 5 to 5.5 million square feet of product this represents almost 67 percent of the existing occupied space in the city.

If the jobs are there, Fremont can certainly compete effectively for this growth.

Turning to job creation.

This is the biggest unknown and certainly the key to the future growth and health of the city's real estate markets.

In the past, Fremont was the beneficiary of the waves of job growth tied first to manufacturing jobs in the semiconductor-chip sector, then subsequent growth spurts associated with personal computers, the advent of the internet and to some extent the emergence of bio tech as a job generator. What will be the catalyst for job growth in the future? Will it be biotech, nano-technology, or some other technological advances that haven't yet been developed?

ABAG, whose crystal ball must be a lot clearer than mine forecasts job creation in Fremont to reach about 143,800 total jobs by the year 2020.

That equates to 28,000 new jobs in the next 14 years, or a 24 percent increase over current levels.

Is Fremont's Industrial/R&D sector positioned to accommodate this level of growth?

Unequivocally the answer to this question is yes. With existing inventory and the ability to grow, the sector could accommodate in excess of 35,000 new jobs.

Just like in the past it will not all be a smooth path for the market. Today's rents certainly don't justify new construction (today's rents are at levels achieved 10 years ago), it will take two to three years of sustained, substantial net absorption to reduce vacancy rates to single digits which is where pricing power will allow rents to increase to a level that would justify new development. In order to achieve these kinds of occupancy rates, 10,000 new jobs must be created, that's over 35 percent of the total projected job growth through 2020. I think we are in for a long, slow recovery.

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Retail Future—

from page 1

projects will attract shoppers from both within the city and out of the area.

The City of Fremont is strategically positioned for growth. Tenants look at factors that will draw customers to their businesses, including location, demographics, and traffic. Most recently, as evidenced by the crowd of customers at new tenants such as Peet's Coffee, Strizzi's Italian restaurant, and Panera Bread at the Washington West retail center, there is great demand for these businesses and that the community supports them. Future tenants like PF Chang's and Claim Jumper restaurant are likely to also command long waits for dinner.

As part of Silicon Valley, and the home for many high tech firms, there is a natural growth and identity for businesses in Fremont. In my 10 plus years of making deals in Fremont, I have found that businesses will naturally progress or have a willingness to expand to Fremont. Once established, they often surpass their initial pro-

jected volumes.

There is also a tremendous opportunity for local businesses. Established retailers, who have been operating with

"Tenants look at factors that will draw customers to their businesses, including location, demographics, and traffic."

success over the years, have the ability to take advantage of new exciting developments. The ability to piggyback off national or regional retailers with larger advertising budgets and natural draw of customers can take a business to a new level. Older second-generation space provides opportunity to new businesses looking to establish themselves and not be affected by the rents that come with new construction. New redevelopments will create further opportunities where we will see innovative businesses catering to new emerging markets.

Change is good in retail, and with change comes many opportunities. Fremont has worked hard to address the changing environments and create opportunities for the diverse population where we can attract leaking retail dollars from other communities.

PASSPORT

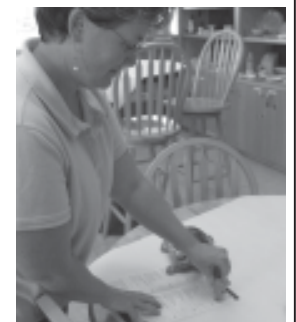
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How to use your Passport

- Pick up a passport at the Fremont Chamber any merchant displaying the Passport poster
- Visit businesses displaying the Passport poster and get your Passport stamped
- The number of stamps collected in your Passport will determine the prize level
- For a list of participating businesses, visit www.fremontbusiness.com





FCCTV:
Fremont Chamber of
Commerce Television

Organizing Your Books: Taming the Paper Tiger

How many times have we heard that the job's not finished until the paperwork is done! To most of us, managing the paperwork and bookkeeping is draining, not to mention never-ending, but if you don't keep it up, you will easily end up with piles upon piles of paper in a disorganized mess. During September's FCCTV "Organizing Your Books: Taming the Paper Tiger" KK Kaneshiro, director of member services and host of the Fremont

Chamber of Commerce television show (FCCTV) interviews guest Holly Jorgensen, owner of Sum of All Numbers. Holly shares tips on managing your paperwork and keeping ahead of the piles. She also discusses the many benefits of well managed and organized books which include greater efficiency and reducing your stress level.

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FCCTV
Times & Channels

Watch FCCTV in these cities:
Fremont -
Ch 29 Mon 8:30 p.m.; Ch 26 Mon 7:30 p.m.

Newark - Ch 27 Fri 5 p.m.

Alameda - Ch 28 Sat 3:30 p.m.;
Sun 8:30 p.m.

Union City - Ch 15 Thu 10 p.m.;
Sat 3:30 p.m.; Sun 8:30 p.m.

Hayward, San Leandro, San Lorenzo and Castro Valley -
Ch 28 Thu 10 p.m.; Sat 3:30 p.m.;
Sun 8:30 p.m.

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

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Utility Tax—

from page 1

merce researched the city's financial situation, including interviews of various department heads and key budget personnel. The topics of employee compensation (including benefits), department by department budgets and service levels, economic information and projections, and future needs and projects were a part of the discussion. At the conclusion of this analysis, which turned into an investigation of sorts, the Chamber strongly felt that the logical conclusion was that the city needed to improve its services, primarily police and maintenance services and secondarily fire services, and needed to do so by adding additional revenue to the General Fund in the form of a modest tax. When the details of Measure L were presented to the Chamber Board in May, the Board felt that Measure L should be SUPPORTED for a number of reasons.

First, Measure L's tax burden for businesses will be around \$4 million, much less than half of the tax burden of Measure V (\$9.7 million) and much more affordable for a business community that is experiencing moderately better times than two years ago. With the inclusion of caps for the highest-end users, there were ample protections to not overwhelm any business.

Second, although the revenue from Measure L will be deposited into the

General Fund and will be unable to be specified to any specific purpose, the Chamber feels that with the inclusion of a six-year sunset clause and oversight committee, there would be ample checks to ensure Measure L's revenue will be spent appropriately. The sunset clause, also called a renewal clause, grants voters the ability to effectively repeal the tax should the money be spent inappropriately. In addition to the sunset clause, which is an oversight committee in and of itself, an oversight committee, which the Chamber successfully lobbied for the expansion from five to seven, whose appointments will be made by the City Manager, and whose composition will consist of a balance between the business community and residents will be created by this measure.

Third, in the two years following the November election, the city of Fremont has "tightened its belt" further, as evidenced by the additional 5 percent cuts to all non-safety budgets (including maintenance) in FY 05-06, and by maintaining those budget levels in FY 06-07 despite increased service demands. At the same time, the city's reserves, both the fund balance and budget uncertainty reserve, have been used extensively to soften the blow and avoid even more drastic cuts. Unfortunately, the city's reserves are one-

time dollars and have been depleted to the point where little cushion remains. When these reserves are gone, the only solution is to make draconian cuts to all departments to balance the budget.

The Fremont Chamber of Commerce's mission statement is to "promote, support, and enhance a positive business environment". Some of the factors that go into a positive business environment are having a capable workforce, low cost of doing business (rent, taxes, gasoline, etc.), a quality customer base, and solid infrastructure (roads, schools, general services). Without these basics in place an area becomes less and less attractive for people to live and for businesses to locate. We have all seen the impacts of higher crime in 2006. The fact that Fremont ranks as the 59th city of its size, down from 23rd only a few years ago and the January 15th Argus article entitled Violent Crime Sweeps Tri-City, which preceded the pawn shop broker murder, has put into perspective Fremont's current crime situation and should serve as a reminder to everyone exactly what type of city Fremont will become if nothing is done. When Election Day on Tuesday, November 7 comes around and it is your turn to vote on Measure L, think about Fremont's future and vote "YES".

GROWTH CITIES: FREMONT

September 7, 8-10 a.m., Fremont Marriott, 46100 Landing Parkway, Fremont
register online: <http://eastbay.bizjournals.com/eastbay/event/2610>

- Panelists:**
- James T. Randolph**, Senior Vice President and Director, Cornish & Carey
 - Fred Diaz**, City Manager, City of Fremont
 - Henry Yin**, President, USA-China-Link
 - Alison Moore**, General Manager, Amgen Fremont