

BUSINESS REVIEW

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Be Decent, Not Foolish



by Matt Dickstein, attorney

Many years ago, I read an interview with a famous Polish philosopher, Leszek Kolakowski. I

forget everything about the interview except this – when asked to sum up ethics in one sentence, he said, “Be decent.”

I’m a lawyer, and we lawyers frequently are indecent; we tell ourselves it’s necessary to get the job done. Likewise many people believe that business is “cheat or be cheated, kill or be killed.” I disagree. Over the years I’ve seen that good lawyers have moral backbone, and long-time business people treat others the right way, at least most of the time. Being decent works.

That said, being decent is not the same as being nice or foolish. Business is business, and we must

exercise caution when money is involved. The world is full of trickery. Without further ado, here are some rules for being decent in business but not a fool.

Rule #1 - Roles are Important. We all have roles to play in our professional lives, be it employer & employee, attorney & client, seller & customer. We should play our allotted roles. This means first and foremost, fulfill the requirements of your role, using the power that comes with the position, yet acting in as considerate a manner as possible.

For example, think of a grade school teacher who is too nice. The kids eat this teacher up, with the

result that he or she can’t do his job. Think of employees whom you treat informally, more as friends than employees – these are the employees who sue you. By relaxing the roles, you create unrealistic expectations so that the employee balks when you finally act like a boss. In my case as a lawyer, I must be very careful about doing free work for clients. On its face, it seems the client would be grateful, but usually it goes bad. By doing the work for free, I upset the settled expectations between us; I confuse our roles, and now the

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Giving Back as a Corporate Value

by Maricela Castro
dB Control

With a growing job market, vibrant recreational opportunities and a supportive local government, Fremont is an abundantly positive place to work and live. And now that we’ve entered a season of thankfulness and giving, there are countless ways to give back.

Our company, dB Control (dB), a local defense electronics manufacturer, feels very strongly about corporate social responsibility. From the top down, dB understands that Fremont and its surrounding cities are made better by taking action to benefit others. dB executives support their employees’

volunteer efforts and place personal importance on sharing the company’s success with the local community. Most recently, a group of 40 dB employees, family members, and guests participated in the Making Strides

against Breast Cancer Charity Walk and raised enough funds to qualify for “Blue Badge” status with the American Cancer Society. Leading the pack along the 5K route was Su Kin Lou, one of dB Control’s own cancer survivors. The team also walked in honor of other friends and family, including



dB Control employees and family members participated in the charity walk

colleagues who lost their battle against cancer.

dB Control has also organized several company-wide initiatives to support local charities throughout

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Business Ethics 101: Follow the Golden Rule

by Bob Morris
Total Business Care

In these times of continuing economic difficulty for many small businesses, there is a standard - the Golden Rule - that is often overlooked as a basis for evaluating the actions of others and making decisions. This standard is particularly applicable during the current recovery, now in its 40th month. With lack of sales, increasing taxes and governmental regulations combining to significantly restrict the growth and profitability of many small businesses, temptations abound for some to unethically take advantage of others not only in the marketplace but in other arenas as well.

Adding to these conditions is a general lack of trust that creates tension, distorts relationships and often restricts each of us from seeking and providing support to others. The most recent Gallup survey conducted in December of 2011 quantifies this lack of trust by profession.

The survey indicated that medical professionals are the most trusted group in the United States with 70- 84% of the professionals in the group having been judged to have high or very high honesty and ethical standards. High school teachers follow with 62% considered honest and having high

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Fremont, CA 94539

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Chairman's Circle

Chairman's Circle sponsorship is a comprehensive approach to Chamber participation that combines membership with sponsorship opportunities and benefits. It is truly the best approach to make the most of your Chamber investment.



Holiday Message from Us to You

With the elections behind us and the holidays upon us, it is always a good time of year for reflection, and this issue of the Business Review contains member reflections on the core values that drive how they conduct business. In reading the articles in this issue, we are reminded just how lucky we are to have you all in our community.

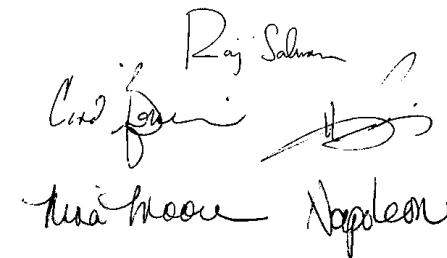
Here at the Fremont Chamber, we are driven by our core mission, which is to promote, support and enhance a positive business environment. This is more than a statement we have on our wall to support our members – it is our passion. But why?

Every time we help you make a connection to a potential customer, every time we provide you with an opportunity to promote your brand and advertise your product or service, every time we successfully advocate for a business-friendly policy, and every time we can connect you to a needed resource, we are helping your business to thrive and grow. And this in turn, means that you and your employees will prosper – which means you will in turn support other businesses and organizations. Your success helps Fremont's success, making it a community that is able to provide the services and amenities that will continue to attract new business, bringing jobs, a skilled workforce, and a continuing

source of residents to Fremont.

In other words: your success means greater success for all of us. The Holiday Season also provides each of us with a great opportunity to support our local businesses. Fremont has a huge variety of restaurants for any occasion or food preference. We have many sources of gifts from one-of-a-kind shops in our business districts to the gift and specialty shops at the Hub and Washington West to the mid-to-large retailers at Pacific Commons. Don't forget that every time you "Shop Fremont," you are helping your fellow businesses and helping your local economy.

We would like to thank you all for your support and wish you health, happiness and much success in the new year.



Save the Date!
State of the State Luncheon

Wednesday, January 30, noon-2pm

Mark your calendars for our second annual State of the State luncheon, featuring State Senator Ellen Corbett, State Assemblymember Bob Wieckowski, and newly elected Assemblymember Bill Quirk. Details to follow.



Ellen Corbett



Bob Wieckowski



Bill Quirk

**Connection Clubs:
Dates, Meetings, Times**



Six groups meet at a variety of days and times of the week to

exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Thursday AM:

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

1st & 3rd Thursdays of each month)

Chair: Scott Capen (510) 207-6207
Vice: Harriet Whitney (510) 793-7405

Connect 2 Succeed (Thursday):

11:45a.m. @ Massimo's (held on the 2nd & 4th Thursdays of each month)
Chair: Danna Bergstrom (510) 552-4848
Vice: Steve Smith (510) 475-9743

Friday AM:

7:15a.m. on Fridays @ The Depot Diner
Chair: Dan Kisner (510) 791-5790
Vice: Melissa Fields (510) 796-8300

Friday Noon:

Noon @ Newark Hilton
Chair: Elise Balgley (510) 791-1888
Vice: Open

Referrals Plus (Thursday):

12noon @ Jack's Brewing (held on the

Calendar of Events

December 2012

- 12 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Fremont Chamber Holiday Mixer**
5-7 p.m.
39488 Stevenson Pl., Ste, 100, Fremont
(510) 795-2244
Join us for the annual Holiday Mixer Festivities. Please bring a new and unwrapped toy for the Annual Toys for Tots drive. All toys collected stay here in the Tri-Cities area. Please help us make every child in the Tri-Cities to have a wonderful holiday.
- 18 Dollars for Scholars Board Meeting**
8 a.m., Chamber Conference Room
- 20 Leadership Fremont Session #4**
8:30 a.m., Family Resource Center
- 24 - Chamber Closed - Happy Holidays!**
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January 2013

- 1 New Year's Day - Chamber Closed**
- 3 Business Building Seminars**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- 8 Leadership Fremont Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers
- 9 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Special Fremont City Council Meeting**
(tentative)
4 p.m., City Council Chambers
- Mission Peak Fitness Mixer**
5-7 p.m.
3755 Washington Blvd., #102, Fremont
(510) 226-7325
- 11 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 14 Special Fremont City Council Meeting**
(tentative)
6 p.m., City Council Chambers
- 15 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 16 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 17 Leadership Fremont Session #5**
8:30 a.m. Ohlone College
- 21 Martin Luther King Jr. Day - Chamber Closed**
- 22 Leadership Steering Committee Meeting**
8:30 a.m., Chamber Conference Room
- Finance Committee Meeting**
4 p.m., Chamber Conference Room
- 23 Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room

Technology Committee Meeting
Noon, Chamber Conference Room

Fremont Rotary Mixer
5 - 7 p.m.
Spin A Yarn Restaurant, 45915 Warm Springs Blvd., Fremont
(510) 656-9141
As is true of Rotarians worldwide, Fremont Rotary Club members are volunteers who support local, regional, and international activities that improve lives and communities under the motto "Service above Self." Fremont Rotary Club members are business, professional, and community leaders who meet regularly to plan and implement community service activities, network with other professionals, and have fun. The Fremont Rotary Club meets Wednesdays for lunch at Spin-A-Yarn.

- 24 Executive Committee Meeting**
Noon, Chamber Conference Room
- 28 Membership Committee Meeting**
12:15 p.m., Chamber Conference Room
- 30 State of the State Public Policy Luncheon**
Noon - 2 p.m. (11:30 a.m. check-in)
Details to follow, Advanced Registration Required

February 2013

- 1 Career and Community Resource Fair**
8:30 a.m.-12:30 p.m., Fremont Adult School
- 5 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 6 Ambassadors Meeting**
8 a.m., Chamber Conference Room
- 7 Business Building Seminars**
Chamber Conference Room
Check Schedule at www.fremontbusiness.com
- Marketing & Communications Committee Meeting**
4 p.m., Chamber Conference Room
- 8 Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 12 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 13 Mixer, TBD**
5-7 p.m.
- 18 Presidents' Day - Chamber Closed**
- 19 Fremont City Council Meeting**
7 p.m., City Council Chambers
- 20 Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- Membership Bootcamp!**
11:30 a.m., Chamber Conference Room
- 21 Leadership Fremont Session #6**
8:30 a.m. Mission Valley ROP
- 22 Dollars for Scholars Board Meeting**
8 a.m., Chamber Conference Room
- 25 Membership Committee Meeting**
12:15 p.m., Chamber Conference Room
- 26 Leadership Steering Committee Meeting**

8:30 a.m., Chamber Conference Room

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

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

Technology Committee Meeting
Noon, Chamber Conference Room

Mixer TBD
5-7 p.m.

- 28 Executive Committee Meeting**
Noon, Chamber Conference Room

Visit our online calendar:
fremontbusiness.com



Our Lady of Guadalupe School

2012 READERS' CHOICE BEST OF FREMONT WINNER

40374 Fremont Blvd.,
Fremont, CA 94538
(510) 657-1674
guadalupe-school.com

Mark Your Calendar!
Open House
January 27, 2013
12 noon to 2 pm



Members: Got News?

The Fremont Business Review publishes newsworthy items from our members every month in Member News. Send us your press releases. email Nina Moore at nmoore@fremontbusiness.com

New Members

Bookkeeping Services

Angel Bookkeeping

Hoori Samsami
39270 Paseo Padre Pkwy, Ste. 423
Fremont CA 94536
(510) 304-4786
bookkeeper300@gmail.com
<http://www.angelbookkeeping.net>
Angel Bookkeeping is all about accounting and bookkeeping for small to medium businesses. We can handle your accounts receivables, accounts payables, bank reconciliations, and setting up or cleaning up your Quickbooks and your payroll. Our bookkeepers are available to work at your business or from their office.

Document Management

GRM Document Management

Sue Wodarski
41099 Boyce Rd.
Fremont CA 94538
(510) 933-4228

swodarski@grmdocument.com
<http://www.grmdocumentmanagement.com>
With 25 years of experience, GRM Document Management is a leading provider of lifecycle records and information management solutions. The company brings proprietary innovation, blended integration and new levels of cost efficiency to document storage, data protection, digital/electronic document management and certified destruction. Our growing network of facilities serves Atlanta, Baltimore, Boston, Chicago, Houston, Los Angeles, Miami, New York, Philadelphia, San Francisco, Washington D.C., and China.

Employment Agencies & Services

AppleOne Employment Services
Briana Holland
3890 Mowry Ave., Ste. 200

Fremont CA 94538
(510) 896-4961
bholland@appleone.com
<http://www.appleone.com>
AppleOne is a full service staffing firm specializing in placing administrative professionals. Since 1964, we have built a policy of helping quality individuals achieve their employment goals. We are the largest privately held employment service in North America, and in our Fremont location, we have a tenured team who takes great pride in placing top talent in local businesses.

Interior Design-Commercial

4Sides Design Group

Noelle de Leon
2450 Peralta Blvd., Ste. 221
Fremont CA 94536
(510) 461-6495
noelle@4sidesdesign.com
<http://www.4sidesdesign.com>
4Sides Design Group is an inspirational company built by a husband and wife team using our combined designing skills to create unique & heartwarming office spaces for all types of industries. Our company offers services from space planning → product management → interior designing → installation. We're an "All-in-One" design group who can solve your problems making an office environment into your second home sweet home.

Manufacturer –

Memory Modules Micron Technology

Jennafer Hopkins
47300 Bayside Parkway
Fremont CA 94538
<http://www.micron.com>
For more than 30 years, Micron has designed and built some of the world's most advanced memory and semiconductor technologies. We develop the technologies that transform what's possible. In fact, you likely use our memory every day—in products from computing, networking, and server applications, to mobile, embedded, consumer, automotive, and industrial designs. As we look toward the future, we'll continue to build on our past achievements by leveraging the synergies between our core memory business and diversified products and technologies that help drive innovation and growth in new markets.

Massage Therapist Fremont Massage & Wellness

Dianne Evans
40900 B Fremont Blvd.
Fremont CA 94538
(510) 659-9313
dianne@fremontmassage.com
<http://www.fremontmassage.com>
Fremont Massage & Wellness is a

day spa specializing in therapeutic massage and facials. Our Massage Therapists are all certified by the State of California and our Estheticians are all licensed by the Board of Barbering & Cosmetology. Fremont Massage & Wellness has been serving the community for 15 years and, as the new owners, we hope to continue the excellent reputation that has preceded us.

Nonprofit

Organizations

East Bay Innovations

Lori Kotsonas
303 West Joaquin Ave., Ste. 110
San Leandro CA 94577
(510) 618-1580
lkotsonas@eastbayinnovations.org
<http://www.eastbayinnovations.org>
East Bay Innovations assists businesses meet their personnel needs by reducing outreach, screening and training costs while accessing tax benefits. Specializing in assisting applicants with disabilities, EBI first meets with your business to analyze the skills needed for a job before referring a well-matched applicant. A potential employer will have the option to screen an applicant through a free 3-5 day work trial; each hired employee will include, at no cost to the employer, a job coach who can create customized training tools and strategies as needed to optimize the work pace and accuracy of the employee.

LIFE ElderCare

Patricia Osage
3300 Capitol Ave.
Fremont CA 94538
(510) 574-2091
posage@fremont.gov
<http://www.lifeeldercare.org>
LIFE ElderCare provides community-based solutions to help frail and disabled seniors and adults get support to allow them to stay in their own home. With a huge team of volunteers, we provide Meals-On-Wheels, rides with help at their destination, companionship through our Friendly Visitor program, and 1:1 Fall Prevention work in partnership with Nursing Schools.

StarStruck Theatre

Lori Stokes
43575 Mission Blvd., #616
Fremont CA 94539
(510) 659-1319
starstruckoffice@gmail.com
<http://www.starstrucktheatre.org>

Established in 1995, StarStruck Theatre is a non-profit youth theatre organization whose mission is to educate, enrich and entertain through musical theatre. StarStruck's educational programs and live award-winning community performances have provided thousands of local children the opportunity to develop their talents in acting, music and dance and it is the only year-round, non-profit youth theatre company in the Tri-City area.

Office Space

Work Space Fremont

Al Hill
45401 Research Ave.
Fremont CA 94539
(650) 863-8300
manager@workspacefremont.com
<http://www.workspacefremont.com>
WorkSpace Fremont is a best-of-class commercial property located in the southern Fremont Warm Springs District, close to the new Warm Springs BART station and the many innovation and technology companies nearby. We lease office, R&D, warehouse and storage facilities to businesses. Terms are month-to-month, and we can bundle various types of space to meet your exact needs. Many customers lease both office and warehouse space, and have access to common areas including executive conference rooms, loading docks and parking facilities.

Smart Phone

Application Developer Chimpped.com

Tony Lam
886 Cape York Pl.
San Jose CA 95133
(408) 893-6004
tony@chimpped.com
<http://www.chimpped.com>
If you are a business that requires customers to make appointments, you must get to know Chimpped, an innovative "book now" button that is placed on business websites. Businesses find the ease of streamlining their booking process while maximizing their revenue and filling their appointment books. With 3 easy steps, you can sign up, input your business profiles and create schedule availabilities. In this busy day and age, simplicity and convenience matters more than anything, and this is a great service to offer your customers.

Nov & Dec Anniversaries

40+ Years

Cloverleaf Family Bowl
Murco Development

20+ Years

Allied Waste Services of Alameda County
Best Western Plus Garden Court Inn
Fremont Adult School
Fremont Symphony Orchestra
Healthguard I.P.A. Medical Assoc., Inc.
Our Lady of Guadalupe
Tri-Cities Waste Management
Union Sanitary District

15+ Years

Country Drive Care Center
Fremont Express Courier Service
Heritage Bank of Commerce
Lum, Karl G., Jr., DDS
Marquee Pest Management, Inc.
Outback Steak House
Robert H. Avon, CPA

10+ Years

4C's of Alameda County
Alameda County Fairgrounds
American Cancer Society
Archstone Fremont Center
Elephant Bar Restaurant
Fremont Education Foundation
Holiday Inn Express & Suites
Indo-American Community Federation
Joanne Louie Facility Management
Keller-Williams Realty - Steve Pierce
La Quinta Inn & Suites Fremont
MassMutual Financial Group - Brian Lee
Raymond F. Churchill III, A Professional Law Corporation

State Farm Insurance -

Gene Daniels
Total Business Care, LLC
Troy Van Sloten CPA & Associates

5+ Years

511 Rideshare Program
Bocchini, Carl H.
Elite Sports Physical Therapy
Fremont Family & Sports Chiropractic
Fremont Foreign Auto
Peet's Coffee & Tea
Silicon Valley/San Jose Business Journal
St. Christina Orthodox Church
Stage 1 Community Theatre

2+ Years

Go Green Now, LLC
Itineris Financial Advisors - William Pollak
NorCal Chapter National Electrical Contractors
Picnic Sandwich Bistro
Pirates of Emerson
Premier Nissan/Kia of Fremont
Raymond Young, CPA
Staples

1 Year

Afana Enterprises
Altamont Commuter Express
Collette Vacation
EMBTel, Inc
Food's Pacific (USA) Inc.
Highlander Productions
House of Games
Ontara
Schutze & Associates Inc.
Stellar Academy for Dyslexics
Thermo Fisher Scientific
Tocci Quinces & More
WestGate Ventures

Congratulations to our members who have reached these milestones

Top of the Week REPORT

Linking the Business Community

Up to date business and community news for Fremont

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Ethics—

from page 1

or very high ethical standards. Police and clergy received ratings in the order of 54%. Accounting professionals received ratings of 43%. Only 18% of all business executives were seen to have high or very high ethics. At or near the bottom, unfortunately, are members of Congress, with only 7% seen as being honest and having ethical standards.

In today's environment of economic pressure, personal pleasure, positional power, unwarranted pride and conflicting



Bob Morris

priorities, how is one to both judge and do what is right? There is no one philosophy or code of conduct that is applicable to all situations. There is, however, one question that can be asked: "How would I like to be treated in this situation?" And there is one rule that best provides the answer to this question that can be applied to all ethical decisions and actions, this being the Golden Rule.

This rule appears in all

religions and cultures. In its simplest form, the Golden Rule is a universal guideline for all to know and apply, but it is not often fully considered. To Christians, the Golden Rule is simply stated as, "Do unto others as you would have them do unto you." In the Islamic religion, the rule is, "No one of you is a believer until he loves for his neighbor what he loves for himself." For those who practice Judaism, the rule is stated as, "What is hateful to you, do not do to your fellow man. This is the entire Law; all the rest is commentary."

Similar concepts stated differently are defined in all other major religions of the world.

Ethics is never singularly a business, social or political issue; it is always a personal issue. It begins with a set of values within each of us and our

measure of what is right for others. So "Go for the Gold" but do so with "the Golden Rule" foremost in your thoughts.

The staff of Total Business Care, LLC has been providing general management and financial services to small business, nonprofits and professionals for the last 27 years. View our website at www.totalbizcare.com or call (510) 797-8375 for more information.

Be Decent—

from page 1

client feels uncomfortable because he or she doesn't know what's free and what's not.

Rule #2 - Be Polite. Practice courtesy; it's a good habit. The purpose of being courteous and having good manners is to put other people at their ease, to give them their proper "face." When you think about the truly classy people you've met over the years, they don't show off their good manners. Instead their manners make you feel comfortable and give you your proper respect.

Good manners are a form of respect. They make business easier and social interactions more enjoyable. Life is hard when you feel like you're at war with everyone around you. Those who give respect to others (both superiors and subordinates) usually receive the same treatment in return. And this leads us to ...

Rule #3 - The Golden Rule. Perhaps you recognize my thoughts in this article. They're from Confucius (551-479 BC). Confucius is most famous for the

Golden Rule: do unto others what you would have them do unto you. The American version of the rule is: when you're on the up elevator, be decent to those going down because you might see them again.

We live in a mass society today. There are so many people out there that it's easy to believe that everything is a commodity and everyone is replaceable. If this encounter or that relationship doesn't give me what I want, I can go on the internet and find another that's cheaper.

Hence the question: why should I practice these rules when this person before me likely will never do me any good and is easily replaced? Karma. Everything you think, say and do, both positive and negative, comes back to you. The more positive energy you put out, the more you get back, and the same for negative energy. We each carry our thoughts and actions like a black cloud (negative) or a sunny sky (positive) over our heads. People see it and return like for like.

Karma works because other

Giving Back—

from page 1

the holiday season. In November, we collected non-perishable items for the Alameda County Community Food Bank. And for December, we have set up toy collection bins around the office to support children in need. In addition to these popular campaigns, dB Control shows its community spirit in unique ways. For example, extra Frisbees that were originally developed to be given away at tradeshows were donated to the U.S. Army for troops to use as water dishes for their pets, as well as for recreational fun. The company also recently donated printer toner to Kennedy High School in Fremont to support its recycling fundraiser.

If you're searching for ways your business can take action, you don't need to look far. In fact, there are parks, schools and a wealth of nonprofit organizations that count on volunteers to stay operational. Here are some ideas that may spark the interest of your colleagues, friends and family:

- Make a Wish Foundation® Greater Bay Area
- Fremont Fire Department Smoke Alarm Program
- City of Fremont Parks and Recreation Clean Up
- Fremont Senior Center Special Events Support
- California School for the Deaf Volunteer Program

Please join companies like dB Control to support those in need here in Fremont and throughout the Bay Area by encouraging your



dB Control employees and family members at the Making Strides Against Breast Cancer walk

employees to sign up for existing volunteer opportunities – or even consider starting a social initiative of your own. If your employees don't know where to start, encourage them to get involved in philanthropy that's connected to the company's core competencies. Work in the IT industry? Become a basic computer skills coach for the Alameda County Library's Adult Literacy Program. Work at a flower shop? Donate roses to women at the SAVE center for domestic violence or corsages to local high schools for underprivileged students attending a winter formal dance. The possibilities are endless – all it takes is dedication, encouragement and an open heart from those involved.

Maricela Castro is an HR Generalist at dB Control. Established in 1990, dB Control Corp., a subsidiary of the Electronic

Technologies Group (ETG) of HEICO Corp., supplies mission-critical, often sole-source, products worldwide to military organizations, major defense contractors and commercial manufacturers. dB Control designs and manufactures reliable high-power TWT Amplifiers (TWTAs), microwave power modules (MPMs), transmitters and power supplies from its modern 52,100-square-foot facilities in Fremont. Visit www.dbcontrol.com for more info.

Write an article for the Fremont Business Review

Contact Nina Moore:
(510) 795-2244

Career & Community Resource Fair

February 1, 2013, 8:30 am–12:30 pm

Fremont Adult School

4700 Calaveras Ave.

Fremont, CA

- Hiring Employers
- Resume Reviews
- SCORE Counselors
- Free Workshops: Interview Skills, Career Transition, Job Search Strategies, Starting Your Own Business, Access to Capital for Small Business, Successful Business Plans

WANTED: Hiring Employers, Resume Reviewers, Workshop Presenters. Sponsorship Opportunities available.

Contact Nina Moore at (510) 795-2244, ext. 107 or email nmoore@fremontbusiness.com

Member News



Sanjiv Malhotra, CEO of Oorja Protonics, gives a tour of Oorja's new facility in Fremont to State Senator Ellen Corbett, her staff and staff members of the Fremont Chamber and City of Fremont's Economic Development Dept.

Oorja Protonics Becomes Approved Service Provider for UniPro Foodservice, Inc., the Largest Foodservice Distribution Cooperative in the U.S.

Oorja Protonics Inc., a global leader in the development and manufacturing of Direct Liquid Alcohol Fuel Cells, is proud to announce it has become an "Approved Service Provider" for UniPro Foodservice, Inc., the largest foodservice distribution cooperative in the United States, comprised of more than 650 member companies.

Oorja was selected as an "Approved Service Provider" for its Fuel Cell-based on-board battery chargers used for material handling equipment deployed in distribution facilities. Oorja's product offers multiple benefits to foodservice distribution companies by extending the runtime of batteries used in material handling equipment -- thus eliminating the need for battery change-outs and for additional batteries and chargers, or for battery charging from the grid. As a result of these benefits, customers can realize an increase in operational productivity.

Through this partnership, UniPro members will now have access to a cutting-edge alternative energy product. UniPro's 650 member companies include all segments of the food service industry, including independent and multi-unit restaurants, healthcare facilities, schools, military feeding, and other mass-feeding operations.

Oorja's CEO, Dr. Sanjiv Malhotra commented, "We are very enthusiastic about this partnership and feel privileged that UniPro has chosen us an Approved Service Provider for its members. We are confident that the multiple benefits offered by our unique product would not only help UniPro's members achieve productivity and sustainability goals but also realize

rapid pay-back on their investments through cost-savings."

Founded in 2005, Oorja Protonics is the leader in providing reliable and economical liquid fuel cells for the material handling industry. By leveraging its breakthrough technologies, Oorja manufactures the most efficient and powerful portable liquid fuel cells that significantly reduce operating costs and green house gas emissions. The company is headquartered in Fremont, CA. For more information, visit www.oorjaprotonics.com.

Tri-City Health Center Seeks New Board Members

Tri-City Health Center is inviting motivated business and community leaders to join its board of directors. This is an opportunity to work with a diverse and committed group of volunteers who strive to make a real impact on quality and affordable health care.

For more information about joining the TCHC's Board of Directors and the application process, please contact Laura Vasquez, Executive Administrative Assistant at (510) 252-5882 or lvasquez@tri-cityhealth.org. For more information about the Tri-City Health Center and the services it provides, please visit www.tri-cityhealth.org.

BLOX Racing Plans Relocation to Larger Fremont Facility

BLOX Racing is excited to announce that it will be relocating its headquarters into a larger Fremont location. The 18,000 square foot grounds allow BLOX Racing to expand its operations and warehousing capabilities and incorporate additional equipment for product development and testing. Initial work for the relocation to 47825 Warm Springs Blvd. has started, and BLOX Racing intends to be fully

functional and operating in its new location by the beginning of the new year.

"We are all excited to be moving into our new location," states Michael Choi of BLOX Racing. "It's a great indication of our continuing growth, considering the recent economic times. Our new building will allow us to increase our inventory production to better serve our distribution channels. With the increase in size, we will also be able to add new equipment and machinery to increase our efficiency in product development, prototyping and testing. Although the set-up and actual move won't be an easy task, we're happy that the new location isn't too far away and still in Fremont."

For more information about BLOX Racing, please contact Michael Choi at (510) 440-1605 or mike@bloxracing.com.

"Use Reusables" Campaign Now Accepting Grant Applications

The "Use Reusables" campaign, let by public agency Stopwaste.Org, has released its second round of grant funding for organizations that are planning to incorporate reusable packaging into their transportation and distribution systems. Eligible projects include those that replace single- or limited-use packaging with durable pallets, totes or bins, reusable pallet wrap or other packaging solutions that significantly reduce expendable packaging.

Projects must prevent waste and incorporate reusable transport packaging that will be reused multiple times. Thirty-three percent of funds are reserved for projects based in the nine-county San Francisco Bay Area or California Central Valley. Projects of all sizes will be considered, up to \$30,000 per award request. The deadline for application is January 15, 2013.

For more information, to download the application packet, and to view a sample completed grant application, visit www.usereusables.com.

Country Drive Care Center Enjoys Major Makeover

Country Drive Care Center, located at 2500 Country Drive in Fremont, has transformed into an updated and improved nursing home. The three dining rooms and fireside lounge by the entrance have been fully remodeled, all carpets have been replaced with attractive laminate flooring, and the drapery throughout the facility has been updated. Almost all of the residents now enjoy swing-out televisions by their beds and all manual beds have been replaced with electric beds. Additionally, Country Drive has created a beautiful gazebo for the

residents to enjoy the garden and fresh air, and inside, they have created a small library for the residents. Lastly, they have also added free Wi-Fi for all residents and visitors.

On December 5, 2012, Country Drive hosted an Open House to share the improvements with the community. For more information, contact Rod Moshiri at (510) 792-4242 or visit www.windsorcares.com/fremont-windsor-country-drive-care-center.

Dr. Basil Besh of Fremont Orthopaedic & Rehabilitative Medicine (FORM) has been named a Patients' Choice Award Winner for 2012

Among the select few physicians honored with the prestigious Patients' Choice Award this year is Dr. Basil R. Besh of Fremont Orthopaedic & Rehabilitative Medicine (FORM). In fact, of the nation's 870,000 active physicians and dentists, just five percent consistently received top scores from their patients on sites like Vitals (<http://www.vitals.com>), qualifying them for this honor in 2012.

Millions of patients go online each year to rate their doctors on various components of care, including accuracy of their diagnosis, the amount of time they spent with the doctor, and the doctor's bedside manner and follow-up care. Patients' Choice reviews these rankings and other quality measures to compile its yearly list of award winners.

Dr. Basil R. Besh, M.D. commented on the recognition: "I'm so honored to receive an award that's based on how my patients view the quality of care I provide. I strive each day to exceed my patients' expectations, and I'm grateful that they've recognized my efforts." Dr. Besh is the only member of the American Society for Surgery of the Hand in private practice in Fremont. He is a board certified Orthopaedic Surgeon specializing in surgery of the hand, wrist, and elbow. Following the publication of his selection for the Patient's Choice Award, American Registry seconded the honor and added Dr. Besh to The Registry™ of Business Excellence.

FORM is located at located 39180 Farwell Street in Fremont. For more information, visit www.formortho.com.

Stage 1 Celebrates a Successful Season with Annual Awards Night

On Sunday, November 4th, Stage 1 Theatre held their 19th Annual Awards Night at the Newark/Fremont Hilton. Think of this as the Tony Awards of Community Theatre where attendees dress up for a night out

with their peers of performers, directors, producers, and technicians to appreciate the previous season.

Guests were greeted with a wide array of donated silent auction items from local businesses. The proceeds from the silent auction help fund the next season's production costs, and the Hilton and Stage 1 sponsors play a huge role in making this event possible.

Emcees Belinda Maloney and Kevin Hammond gave a musical recap of each production, featuring parody versions of hit pop songs to tell the stories of each musical from Stage 1's 2012 season.

Season ticket holders vote on each category to determine the winners. Hairspray took the majority of honors -- twelve to be exact - including Outstanding Production, Outstanding Ensemble Cast and Outstanding Director. Aida came in second with four awards for Outstanding Set Designer, Outstanding Lighting Designer, Outstanding Vocal Director and Outstanding Actor. Little Shop of Horrors won one award for Outstanding Supporting Actor.

The Stage 1 Board of Directors also presented some special awards, including the President's Award to Judy Melberg for her tireless efforts to make 2012 a fantastic season, the Board of Directors Award to Lynette Pang, a newer board member who has created a huge impact in the box office, marketing and fundraising efforts, and the Lifetime Achievement Award to Karen Halverson for her work over the past decade at Stage 1.

Next year, Stage 1 is excited to celebrate their 25th Anniversary. They have come a long way from renting an industrial space in Fremont to filling the Newark Memorial stage. Stage 1 will also be holding their 20th Awards Night Banquet next fall, and with the 2013 lineup of musicals, it is guaranteed to be a great evening. For more information about Stage 1, please visit www.stage1theatre.org.

Abode Services Rated Most Effective in Addressing East and South Bay Homelessness

In a recent announcement, nonprofit rater Philanthropedia listed Abode Services among the top nonprofits addressing homelessness in the entire San Francisco Bay Area, and the highest-rated nonprofit providing services in Alameda and Santa Clara Counties.

In the opinions published online, one expert attributed the choice of Abode Services to their position as "a leader in providing

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supportive housing for homeless families and children.” Another remarked, “Their continued growth and expansion of services is impressive.” In the 2012 fiscal year, Abode Services served 3,912 people in its housing, emergency shelter, and outreach programs.

Abode Services Executive Director Louis Chicoine said of the recognition, “We are very proud to have received this vote of confidence from local experts in our field. Increasingly, what we hear from donors and stakeholders is a focus on results: they want to make sure that their donations translate directly into homes for homeless families and individuals. This recognition from Philanthropedia really inspires us to continue working on getting those results, and on ending homelessness here in our community.”

To learn more about the Philanthropedia survey and how it was conducted, visit www.myphilanthropedia.org. To learn more about Abode Services and its mission and progress toward ending homelessness, visit www.abodeservices.org.

YMCA of the East Bay Honors Volunteers of the Year

The YMCA of the East Bay has hosted its 133rd annual meeting & volunteer recognition ceremony, celebrating its extraordinary volunteers, who they see as vital partners with the Y's cause: to strengthen the foundation of the community.

“Without volunteer support, the Y would not have the resources to nurture and develop youth, promote healthy living, and support our neighbors each and every day,” said Robert A. Wilkins, President and CEO of the YMCA of the East Bay.

More than 170 people attended the event, which celebrated just a few of the East Bay Y's many outstanding volunteers from

communities such as Richmond, West Contra Costa, Oakland, Castro Valley, Hayward, Dublin, Fremont and Newark as well as its camps in Livermore and San Mateo and Humboldt counties. Eleven adults received the Y's 'Volunteer of the Year' awards while nine youth were presented with the Y's 'Youth of Character' awards and scholarships.

For more information about the Fremont-Newark YMCA, visit www.ymcaeastbay.org.

Niles Rotary Celebrates 75 Years

On December 1, 2012 Niles Rotary celebrated its 75th anniversary. Founded in Niles, Niles Rotary was one of the first service clubs in what was to become Fremont. Niles Rotarians were instrumental in the formation and leadership of the city. Over the past 75 years, Niles Rotary has been a significant presence in the community and the Rotary world, with many hands-on community and international service projects, sponsorship of high school Interact clubs and youth activities, plus donations to organizations and services – at both the local and international levels. For more information, visit www.nilesrotary.org.

Fremont Unified School District Launches Weekly Television Show

Community Conversations, a weekly television show, features news from around the District to educate the community about what is happening in our schools. Each week, different schools and programs are presented to provide information for parents and interested community members. Be sure to watch Community Conversations on Comcast Channel 26 each Monday from 7:00 to 7:30 PM and learn about the excellent schools in Fremont.

The Friday Connection Club: A Study in Successful Networking



by George Duarte
Horizon Financial Associates

I have been a member of the Fremont Chamber of Commerce Friday Connection Club for the whole 21st Century - that's a long time! But seriously, folks, there is a reason for that, and that is because the Friday Club has all the elements of success. We have long-term members who represent many different types of businesses in Fremont that are well known and have long histories of success. Consequently, the group has come to know each other well, doing repeated business within the group, as well as seeing each other as a sort of "mastermind group" that supports each other by sharing business ideas and experiences. Because we have come to know each other well, we have been able to go much deeper than the standard 30-second elevator speech, card-passing and asking for referrals. People refer and do business with people they know are

professional and will do the job well and who will reflect well on the person giving the referral. In the group, we all do repeated business with most of the other members as often as we can, which is a core value and expectation of group membership. Obviously, a Connection Club membership requirement is full membership in the Fremont Chamber of Commerce; can't be a Connection Club member without it!

Another element of success that is unusual is the "team" idea that has evolved with the Friday group as evidenced by the Annual Canned Food Drive, won by the Friday group for ten of the last thirteen years. I am proud to be one of the co-chairs and organizers of this annual project. We have it down to a science; we are a machine. We collect funds from members all year long, building up an impressive treasury. Then when the time comes, we put together a hit team to take the money and buy the food. We usually have several hundred dollars (exact number is classified) to work with, at least one pickup truck and an SUV to haul the food, and 3-4 people to do the shopping and loading. We can't tell you where we get the food, but we do favor Chamber members, who have been very generous, and we are very clever in our purchases to get the most food for our money as well as a good variety of fruits, vegetables and other items that are both healthy and that people will actually eat. The Food Drive is a source of great pride and teambuilding for the Friday Club, an essential part of our identity. It is also a source of great fun for all – a great time by doing

something genuinely worthwhile.

This brings me to another great benefit of the Friday group: we all have a lot of fun in our meetings, which include many jokes and ad-libs, quite an accomplishment for a meeting that starts at 7:30 a.m. Our meetings are loosely structured, even though it may not look like it sometimes. Many members typically go out for coffee after the meeting to continue to discuss current events, sports, politics and other issues of the day. We are probably a pretty intimidating group for newcomers, and the business referrals may take a while to come (depending on your business), but if you have a good product or service and are willing to invest the time for business development, you will have a great opportunity to share in the success of the Friday Connection Club. Our current Chairman is Dan Kisner, Esq., Attorney at Law.

The Friday Connection Club meets on Friday mornings at 7:15 a.m. at The Depot Diner. To visit, please contact current Chairman, Dan Kisner, at (510) 791-5790.

George Duarte, MBA, CMC,CRB, CG-REP is the Broker/Owner of Horizon Financial Associates in Fremont, offering mortgage and real estate brokerage services since 1988. George is currently the Chairman of the Fremont Chamber's Government Affairs Committee, and is also a current board member and past Chairman of the Board. He can be reached at (510) 377-9059 or gduarte@horizonfinance.com.



The Food Drive is a source of great pride and teambuilding for the Friday Club, an essential part of our identity.

Got something to say?

Write an article for the
Fremont Business Review

Contact Nina Moore at (510) 795-2244
nmoore@fremontbusiness.com

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OHLONE COLLEGE SEEKS DEVELOPMENT PARTNER(S)

The Ohlone Community College District is pleased to present an opportunity for interested private developers to submit proposals for the development of a high quality, urban scale mixed-use project on a portion of the existing Ohlone Community College campus in Fremont. The proposed development sites total approximately 15.0 acres in size and are located on the east side of Mission Boulevard between Witherly Lane and Pine Street.

The College District is seeking a development partner or partners with technical, design and financial capabilities that can provide creative and innovative approaches to develop a high quality, financially feasible mixed-use project on the proposed development sites.

The intent of this Request for Proposal (RFP) is for the District to select the most capable and qualified developer or developers with experience in the development of high quality, urban scale mixed-use development projects. The selection of a developer(s) will be based on the process, submittal requirements and selection criteria set forth in the RFP; and

specifically on the proposed development concepts, qualifications, related project experience, and assessed financial strength. The selection process will culminate in a public bid process pursuant to the California Education Code.

The District is offering the proposed development sites on a long-term lease basis as defined in this RFP. The specific business terms and conditions for disposition of the site(s) and development of the proposed project(s) will be embodied in a ground lease(s) to be considered and approved by the District Board of Trustees.

A prospective developer may submit a proposal for all or any combination of the sites being made available by the District. Proposals are due no later than 5 p.m. on January 22, 2013 to the Ohlone Community College District, 43600 Mission Boulevard, Fremont, CA 94539, Attention: Ron Little, Vice President Administrative Services. Any proposals submittals received after that date and time will not be accepted by District.

For a copy of the RFP or for questions, contact Ron Little at rlittle@ohlone.edu or (510) 659-7307.

Enjoy Fremont Mobile App

Check out Fremont Chamber members on the the Enjoy Fremont app! Look for the Chamber icon!

DOWNLOAD THE APP!



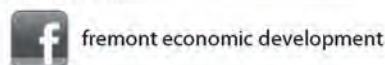
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- Share your favorites with friends through social media
- Search 'Fremont Dining and Lodging' in the app or android store, or follow QR code

Connect with Fremont!



Office of Economic Development

www.ThinkFremont.com
(510) 284-4020



Fremont Chamber of Commerce

www.fremontbusiness.com
(510) 795-2240



Encouraging Repeat Business

by Charlotte Beard
AppleOne Employment Services

In the recruiting world, finding the best match for businesses is both an art and a science. The science is in the basics: do the candidate's previous job duties match the desired qualifications of the job description? This match-up is simple once you learn to navigate through the realm of resumes and applicants. The art of recruiting lies in matching the applicant's priorities to the company environment.

When I interview people, I ask them to rank their priorities on five categories: Salary, Environment, Benefits, Location, and Advancement. Based on their answers, I begin to build a profile of what they are looking for. A candidate who is interested in salary and advancement, for example, may excel in a sales role. Another candidate may be interested in location and environment, seeking a long-term position in a company where their contributions are valued. Not only are these factors important, the reasons candidates present for their ranking are a key to finding the right fit. Our corporate values at AppleOne are not simply to place candidates, but

to create a client-for-life relationship by finding the position that is the best match for the candidate and the company. Perhaps the candidate ranks the working environment as most important – explaining that he or she likes to work in teams and doesn't do well working independently.

Other candidates may be looking for a role in which they are always busy and interact with customers and clients on a face-to-face basis.

One of our practices at AppleOne is to visit the workplace for each new client and get to know the environment and the team. Placing a candidate in a long-term position requires asking the right questions and listening to honest answers. That is one of the reasons we put applicants through an extremely thorough benchmarking process and meet with each candidate face-to-face before sending them on an

assignment. This process offers the opportunity for candidates to be more candid in their responses about what they are looking for in a long-term position, including what has worked for them in the past and what they are seeking in the future. Just as candidates have their

Placing a candidate in a long-term position requires asking the right questions and listening to honest answers.

specific needs, companies each have their own atmosphere and personality. For example, on a company visit I learned that an organization had an office dog, something they had not mentioned when they called for information. As a result, I was able to find a candidate who not only filled their role in the office, but also loved animals and felt comfortable and happy in the environment.

We also have a philosophy to always be a resource to our candidates and clients. Whether or not we can help them, as a company we can offer alternative resources, resume coaching, or referrals to

other professional organizations. We are also aware of the fluidity of the job market and organizational structure within small businesses. We want to encourage our customer companies to promote our temporary workers into permanent jobs, so we offer them a guaranteed special rate to fill positions that become vacant because our employees are promoted within an organization. Companies and candidates benefit because we believe in the positive growth of our candidates into long-term positions where they can make continued contributions to the organizations where we have placed them.

Charlotte Beard is an Account Executive for AppleOne Employment Services. For over 47 years, AppleOne has been committed to supporting "Client for Life" relationships with a full range of staffing services that help companies achieve long-term goals. Because our mission is "To find, to understand and to fulfill the needs of another," our clients find that our tailor-made solutions lead to enhanced productivity and reduced costs. Charlotte can be reached at (510) 896-4961 or at cbeard@appleone.com. Please visit www.appleone.com for more information.



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Call the Fremont Chamber to place your order: (510) 795-2244, or contact us at fmtcc@fremontbusiness.com for more information about the 2013 Employment Notices poster.