

A publication of the Fremont Chamber of Commerce

APPLY FOR A BOOTH



FREMONT FESTIVAL OF THE ARTS

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STRESS LESS ABOUT POSTS



BY JENNIFER BONIOR
DIRECTOR OF SPECIAL EVENTS

Creating content can be a full time job and since you already have a job, it's important to have a few tricks up your sleeve for how to bust out a post when you're in a pinch. Next time you find the creative juices coming to a halt, give one of these a shot.

Share Your Knowledge - Don't forget you are an expert in your field and are a valuable resource to your clients. Share a "little known fact" or a "common misconception" about your profession. Or when in doubt, reach out to your audience and ask them what they'd like to know! The questions you get in response could create a series of "Q&A" posts for you and your business.

Interviews Are Always In - Maybe you're still growing in your field and wouldn't consider yourself an "expert" yet. No need to worry because you can still leverage the knowledge of the experts that you do know. Set up an interview with a trusted mentor and get to asking those valuable questions! You'll not only learn a little during the interview but you'll hopefully also create a great content resource as a result.

Recap / Review - Next time a major industry event occurs, consider doing a recap for your audience; what were the big takeaways? Or when a new product launches, do a review of how it's performing; it is really worth all the hype? Odds are you're already doing the research to you stay up-to-date on what's happening in your industry, so why not use that knowledge to engage with your customers?

Lists, Lists, Lists - Everyone loves a list; especially a checklist! People love to have things given to them in a concise and digestible manner, and what better way to do that than a list? Whether it be a "step-by-step" style list or a "don't forget _____" kind of list, try to boil your next idea down to a series of key bullet points before you hit post.

Survey Says - Creating a survey can not only help you get valuable information from your customers, but it's also a fun way to engage with them. So next time you're feeling the writer's block coming on, try turning the tables and put the spotlight on your followers.

Share Your Resources - Everyone has their go-to resources, whether it be a comprehensive set of books, a dependable website, an informed local organization, etc. Knowing what resources are and aren't reliable is important and worth sharing with your customers!

Top 5, Top 10, Top 100 - Sometimes it's ok to play favorites! Share your top picks for the things you trust the most and as a result help your audience make better choices. Plus, odds are they'll remember who they got the great advice from and you'll establish a little brand loyalty.

TIPS TO HANDLE NEGATIVE FEEDBACK ON SOCIAL MEDIA

Create a process

One of the first things that all social marketers should do upon inheriting control of their brand's social channels is create a process for handling feedback. Never underestimate your community. The vast majority of feedback is something you should pass along right away. You just have to know who to pass it to.

Identify the Type of Feedback

Not all negative feedback is the same. There are four distinct types of negative feedback: 1. Pressing - a heads up of a problem that you might need to act on immediately. e.g.: 'Your website is down'; 2. Constructive - gives you an opportunity to modify certain things in the future.; 3. Disgruntled - a very upset post about something beyond your scope; 4. Spam

Respond to Everything...Within Reason

Many digital marketers will tell you to respond to everything, but some situations are beyond mediation. Respond to both pressing and constructive feedback. You can try to respond to disgruntled feedback with an apology, or a solution. However, recognize that there are people who are unreasonable and antagonistic. If that's the case, then opt out of continuing a conversation.

Have Patience, Be Helpful, Make Changes

The number one priority when it comes to handling feedback on social is having patience. As a social marketer, make sure you are well-versed in the workings of your company and the content circulating throughout the industry.

NEW MEMBERS 2021-2022

We missed celebrating our members who joined during the pandemic. Here is a list of new Fremont Chamber of Commerce members who have joined from May 2021 to January 2022.

May 2021

Core Performance Chiropractic

Dr. Frank Lee

38324 Logan Dr., Fremont, CA

530-524-2745

dr.leechiro16@gmail.com

Pulaski Tickets & Tours

Patrick Hartough

2190 Meridian Park Blvd., Ste. M

Concord, CA 94520

(925) 676-2500

phartough@gmail.com

June 2021

A Brighter View Day Program, Inc.

Amy Simons

44240 Fremont Blvd., Fremont, CA

925-430-4153

asimons@abrighterviewday.org

abrighterviewday.org

August 2021

Columbia Allergy

Shelly Balkaran

3448 Mowry Ave., Fremont, CA

510-373-3000

shellyb@aa-clinic.com

FedEx Ground

Nazifa Hamidi

8333 Central Ave., Newark, CA

510-509-5359

nazifa.hamidi@fedex.com

fedex.com

Compass

Nancie Allen

39488 Stevenson Pl., Ste. 109

Fremont, CA

510-380-5971

nancie.allen@compass.com

New York Life Insurance

Arvind Saxena

39650 Liberty St., Fremont, CA

510-377-2341

arvinds@ft.newyorklife.com

Kiwoba Speaks

Kiwoba Allaire

650-888-0399

kiwobaspeaks@gmail.com

www.kiwobaspeaks.com

Top Flight Gymnastics

Paul Odze

5127 Mowry Ave., Fremont, CA

(510) 796-3547

info@topflightfremont.net

topflightfremont.net

Momo & Kebab

Bhakta Thapa

37100 Fremont Blvd., Ste. K, Fremont

510-894-4267

momo&kebab@gmail.com

www.momoandkebab.com

July 2021

Home Helpers Home Care

Vishakha Salunkhe

49019 Feather Grass Terrace

Fremont, CA

412-251-3234

vish@homehelpershomecare.com

homehelpershomecare.com

September 2021

Visiting Angels

Amma Akwabi-Ameyaw

39159 Paseo Padre Parkway, #110

Fremont, CA

(510) 284-0000

aakwabia@visitingangels.com

visitingangels.com/fremont



October 2021

Banter Bookshop

Amy Davis

3768 F Capitol Ave., Fremont, CA

510-579-5832

contactus@banterbookshop.com

banterbookshop.com

Gymboree Play & Music Fremont

Anny Chen

220 Fremont Hub Courtyard

Fremont, CA 94538

650-766-1485

owner.gymboreefremont@gmail.com

gymboreeclases.com

My Good Brain

Danessa Mayo

3893 Fiano Common

Fremont, CA 94555

510-497-0478

hello@mygoodbrain.org

mygoodbrain.org

Own It Fitness LLC

Miguel Sandoval

38930 Blacow Rd, B1, Fremont, CA

510-946-7652

ownitfitnessllc@gmail.com

ownmyfitness.com/

CONTINUED NEXT PAGE...



MISSION PEAK SPORTSPLEX

NEW MEMBERS CONTINUED FROM PREVIOUS PAGE

November 2021

Mission Peak Sportsplex

Benjamin Musolf

4020 Technology Pl. Fremont, CA

510-651-2500

bjgoventures@gmail.com

missionpeaksportsplex.com

December 2021

Abjayon Inc.

Neeraj Datta

42808 Christy St. ,Fremont, CA

510-366-1751

neeraj@abjayon.com

abjayon.com

January 2022

CMIT Solutions of Fremont

Yogish Subbaiah

39899 Balentine Dr., #200, Newark

510-399-4088

ysubbaiah@cmitsolutions.com

cmitsolutions.com/fremont

Zero Impact Solutions

Spiro Azkoul

3100 Airway Ave., Costa Mesa, CA

657-247-0000

sales@zi.solutions

www.zi.solutions

Star One Credit Union

Elva Maciel-Harris

1080 Enterprise Way, Sunnyvale, CA

408-543-5202

service@starone.org

www.starone.org

Mission Peak Dental Care

Aparma Borole

39572 Stevenson Pl., Ste. 227

Fremont, CA 94539

510-790-0590

fremont@missionpeakdental.com



SPRINGHILL SUITES

SpringHill Suites

Cristina Panaligan

46333 Fremont Blvd., Fremont, CA

510-929-3100

cristina.v.panaligan@marriott.com

marriott.com/sjcf

Are you interested in joining? To learn more: call us at (510) 795-2244 or visit our website at fremontbusiness.com



CALIFORNIA BUSINESS COMEBACK GUIDE

This guide, published by the Governor's Office of Business and Economic Development, gives businesses help in identifying new and existing state funding resources.

The guide lists the incentive name, type (grant, tax credit, rebate, tax incentive), the state authority in charge of the incentive, eligibility details, total money available, maximum award available, opening dates or deadlines, and most importantly, contact information.

The Business Investment Services (CalBIS) unit of GO-Biz is composed of a team of business development experts and specialists across the state with in-depth insight on available resources, ongoing initiatives, and government programs that provide direct technical and financial assistance to businesses and economic development organizations. CalBIS provides a confidential tailored site selection service and an incentive navigation service to businesses at no cost. Additionally, the Permit Assistance unit provides comprehensive permit and regulatory compliance assistance statewide by serving as a central source of permit guidance. The Permit Assistance unit also works with local and regional permitting agencies to provide permit identification and regulatory compliance assistance at the local level.

[Read the guide here.](#)



GOVERNMENT AFFAIRS INTEREST FORM

The Fremont Chamber of Commerce advocates on behalf of our members and the Fremont community. As a Chamber, we strive to help members understand and navigate the ever changing government landscape and its effect upon the business community. Fill out this form to express your interest in communicating with the Fremont Chamber of Commerce Government Affairs Committee. Members may register to receive an email Advisory

about changing policies and legislation. Additionally, Public Policy Forums, held periodically throughout the year, provide opportunities for members to hear key industry leaders and policy makers discuss issues of critical importance to the business community.

Fill out the [FORM HERE](#).

Subscribe to the Government Affairs Advisory email.

Below is a page from the [California Business Comeback Guide](#).

BUSINESS DEVELOPMENT & BUSINESS SUPPORT							
INCENTIVE NAME	TYPE	AUTHORITY	ELIGIBILITY	TOTAL \$ AVAILABLE	MAX AWARD	TIMING	CONTACT
CALIFORNIA COMPETES GRANT *NEW*	STATE GRANT	STATE: GO-BIZ	QUALIFYING BUSINESSES	\$120,000,000 ONE TIME	\$36,000,000	JAN 3 - JAN 24, 2022	EMAIL: CALCOMPETES@GOBIZ.CA.GOV PHONE: 916-322-4051
CALIFORNIA COMPETES TAX CREDIT (CCTC)	STATE INCOME TAX CREDIT	STATE: GO-BIZ	ANY BUSINESS	\$394,707,469 IN FY	20% OF TOTAL AMOUNT IN FY	JAN 2022 & MAR 2022	EMAIL: CALCOMPETES@GOBIZ.CA.GOV PHONE: 916-322-4051
CAPITAL INVESTMENT INCENTIVE PROGRAM (CIIP)	PROPERTY TAX REBATE	LOCAL	SPECIFIED MFG BUSINESSES	BASED ON ASSESSMENT	VARIES	ONGOING	EMAIL: CALBIS@GOBIZ.CA.GOV PHONE: 877-345-4633
CASF BROADBAND INFRASTRUCTURE GRANT	STATE GRANT	STATE: CPUC	TELEPHONE / WIRELESS BUSINESSES	\$300,000,000	\$5,000,000	JAN, 31, 2022	EMAIL: CASF_APPLICATION_QUESTIONS@CPUC.CA.GOV
ELECTRIC PROGRAM INVESTMENT CHARGE (EPIC)	STATE GRANTS	STATE: CEC	QUALIFYING ENERGY BUSINESSES	VARIES BY PROGRAM	VARIES BY PROGRAM	ONGOING	EMAIL: ERDD@ENERGY.CA.GOV
FILM & TV - SOUNDSTAGE TAX CREDIT *NEW*	STATE TAX CREDIT	STATE: GO-BIZ-CFC	ELIGIBLE PROJECTS	\$150,000,000 ONE TIME	\$12,000,000 (SEASON/FILM)	PENDING	EMAIL: SOUNDSTAGEINCENTIVE@FILM.CA.GOV
FILM & TV - TAX CREDIT 3.0	STATE TAX CREDIT	STATE: GO-BIZ - CFC	QUALIFYING MOTION PICTURES	\$410,000,000 IN FY	VARIES BY APPLICANT TYPE	JAN & MAR 2022	EMAIL: INCENTIVEPROGRAM3@FILM.CA.GOV

NEW COMPOST & RECYCLING LAW

What Does it Mean for Your Business?

On January 1, 2022, a new California state law (SB 1383) went into effect to keep compostable materials out of landfills, including food scraps, paper, cardboard, and plant trimmings. The purpose is to prevent the production of methane, formed when compostable materials end up in landfills. Methane is a potent greenhouse gas and contributor to climate change.

In Fremont, the law is implemented under Alameda County's **Organics Reduction and Recycling Ordinance**, through a partnership between Republic Services, StopWaste, the City of Fremont, and the Alameda County Environmental Health Department. It replaces and expands on the Mandatory Composting and Recycling Ordinance that has been in place in Alameda County since 2012.

As of January 1, 2022, businesses, institutions, nonprofits, and multifamily property owners/managers must:

- Subscribe to compost/organics and recycling collection service*
- Contact Republic Services at 510-657-3500 to order service if you don't already have it.
- Provide color-coded and labeled compost and recycling containers wherever there's a garbage bin (not required in restrooms).
- Sort materials into the correct bins
- Educate employees, contractors, and tenants about the rules at least

annually as well as after move-in and before move-out.

- Check bins periodically, and provide feedback if items are found in the wrong bins.
- Certain food generating businesses must donate surplus edible food to food recovery (rescue) organizations or services instead of composting it.

*Businesses that self-haul, back-haul, or share collection service with a neighboring business, must document their alternative arrangements and request a Certification of Recycling Service (CRS). To apply for a CRS or see if your site qualifies for a waiver due to minimal generation of food scraps or insufficient space for additional collection bins, visit StopWaste.org/Rules.

Free support is available to help with compliance:

- Technical assistance to determine service needs, set up indoor color-coded and labeled bins, establish a food donation program, train staff and tenants, & more. StopWaste.org/Request-Help
- Free indoor green bins (up to \$500 in value per approved site), stickers to label bins, a sign-maker tool, training videos, & more. StopWaste.org/Rules-Resources

For more information, visit StopWaste.org/Rules (English) or StopWaste.org/Rules-Languages (Chinese, Korean, Spanish, Vietnamese).



MARCH 10 WEBINAR: RECYCLING & COMPOSTING AT WORK

Not sure how to recycle and compost at your business or nonprofit? Staff confused about what goes where? Join this webinar on March 10, 3-3:45 PM, for guidance on how to comply with current requirements while streamlining your operations and realizing potential savings.

Using examples from local businesses, the webinar will cover:

- How to order & adjust collection service
- Indoor bin setup
- Free materials including stickers and indoor green bins
- Free on-call help: what to expect & how to sign up
- Your questions!

Register now. For more information visit www.StopWaste.org/Rules.

Can't make the webinar? A recording will be posted at the link above.





YOU'RE INVITED!

MARCH MEMBER MIXER

JOIN US AS WE GET READY FOR SPRING
WITH OUR FIRST IN PERSON MIXER OF
2022!

CATERING BY VINTAGE CATERING

Fremont Chamber of Commerce
39488 Stevenson Pl., Ste. 100

Wednesday, March 9, 2022
5pm-7pm



APPLY FOR A BOOTH



FREMONT FESTIVAL OF THE ARTS

APPLICATIONS ARE OPEN FOR THE CHAMBER'S SUMMER EVENTS: FREMONT STREET EATS, BURGER & BREW FEST, FESTIVAL OF THE ARTS

Participating in a business marketplace booth is an exclusive benefit for Fremont Chamber members! Our summer events, Fremont Street eats, the Fremont Burger & Brew Fest, and the Fremont Festival of the Arts, draw hundreds of engaged and attentive visitors to Fremont. You are invited to apply for a booth at one or all of these events.

Fremont Street Eats

Fremont Street Eats is a weekly food truck event held at the Downtown Event Center Plaza in Fremont every Friday from May through October, with gourmet food trucks from the Food Truck Mafia. Fremont Street Eats starts May 6, 2022. [Fremont Street Eats website](#)
[Member Space Application](#)

Fremont Burger & Brew Fest

The Burger & Brew Fest was created to celebrate the variety of craft breweries in northern CA. The 7th annual event will be held on May 21st, 2022 and feature sampling from bay area breweries, mouthwatering burgers and sliders, gourmet snack vendors, local business booths, art and craft vendors, and live entertainment, including The Burger Throwdown - a burger cooking competition.

[Burger & Brew Fest website](#)
[Member Booth Application](#)

Fremont Festival of the Arts August 6 & 7

The Fremont Festival of the Arts is the largest free street festival west of the

Mississippi. It attracts over 300,000 people annually and has activities and entertainment for the entire family. Featuring: hundreds of top-quality arts & crafts booths; unique services and special deals on products in the Business Marketplace; artisanal prepackaged food in the Gourmet Marketplace; food booths benefiting local non-profits; food trucks galore; beer, wine, hard ciders, margaritas in branded keepsake glasses; and more!

[Fremont Festival website](#)
[Member Booth Application](#)

Participation is a benefit of being a Fremont Chamber member. Want to learn more about joining? Email [Napoleon](#).



CYBERSECURITY THREATS & SMALL BUSINESSES

ARTICLE PROVIDED BY [SBA.GOV](https://www.sba.gov)

Cyber-attacks are a growing threat for small businesses and the U.S. economy. According to the FBI's [Internet Crime Report](#), the cost of cybercrimes reached \$2.7 billion in 2020 alone.

Small businesses are attractive targets because they have information that cybercriminals want, and they typically lack the security infrastructure of larger businesses.

According to a recent SBA survey, 88% of small business owners felt their business was vulnerable to a cyber-attack. Yet many businesses can't afford professional IT solutions, have limited time to devote to cybersecurity, or they don't know where to begin.

Common threats

Cyber-attacks are constantly evolving, but business owners should at least be aware of the most common types.

Malware - Malware (malicious software) is an umbrella term that refers to software intentionally designed to cause

damage to a computer, server, client, or computer network. Malware can include viruses and ransomware.

Viruses - Viruses are harmful programs intended to spread from computer to computer (and other connected devices). Viruses are intended to give cybercriminals access to your system.

Ransomware - Ransomware is a specific type of malware that infects and restricts access to a computer until a ransom is paid. Ransomware is usually delivered through phishing emails and exploits unpatched vulnerabilities in software.

Phishing - Phishing is a type of cyber-attack that uses email or a malicious website to infect your machine with malware or collect your sensitive information. Phishing emails appear as though they've been sent from a legitimate organization or known individual. These emails often entice users to click on a link or open an attachment containing malicious code. After the code is run, your computer may become infected with malware.

Cybersecurity best practices

Train your employees - Employees and emails are a leading cause of data breaches for small businesses because they are a direct path into your systems. The Department of Homeland Security's "[Stop.Think.Connect](#)" campaign offers training and other materials.

Use antivirus software and keep it updated - Make sure each of your business's computers is equipped with antivirus software and antispyware and updated regularly. Configure all software to install updates automatically.

Secure your networks - Safeguard your Internet connection by using a firewall and encrypting information. If you have a Wi-Fi network, make sure it is secure and hidden. Password-protect access to the router.

Use strong passwords - Using strong passwords is an easy way to improve your cybersecurity. Use different passwords for your different accounts. A strong password includes: 10 characters or more; At least one of each of the following: uppercase letter, lowercase letter, number, special character

Multifactor authentication - Multifactor authentication requires additional information (e.g., a security code sent to your phone) to log in.

Back up your data - Regularly back up the data on all computers. Back up data automatically if possible, or at least weekly, and store the copies either offsite or on the cloud.

Control physical access - Prevent access or use of business computers by unauthorized individuals. Laptops can be particularly easy targets for theft or can be lost, lock them up when unattended. Make sure a separate user account is created for each employee.