

FREMONT BUSINESS NOW

FREMONT
CHAMBER OF COMMERCE

**VIRTUAL
EDITION**

A Publication of the Fremont Chamber of Commerce

May 2021

**LESSONS IN LEADERSHIP, 4
TIME TO START A BUSINESS?, PAGE 5
DESTINATION WEDDING, PAGE 7**



SHOPFREMONT.BIZ WEBSITE IS LIVE

The Fremont Chamber of Commerce has launched a new website aimed at promoting local Fremont businesses. Visit <https://www.shopfremont.biz> to find the latest deals from local businesses.

We are looking for June specials! Please let us know about your upcoming June specials (Father's Day, National Cheese Day, Start of Summer, etc.) Fremont Chamber members can get their specials featured on this website by emailing nbatalao@fremontbusiness.com.

'Local businesses are a catalyst for the economy and culture of their communities. By supporting local businesses you are supporting your neighbors.'

- Jasmine Basraj, Haller's Pharmacy & Fremont Botanicals



Shop Local for Father's Day!

Visit our new website [shopfremont.biz](https://www.shopfremont.biz) to see upcoming Chamber member Father's Day specials.

Members: [email us your deals](#).



MESSAGE FROM THE CHAIRPERSON: ELISE BALGLEY

Happy New Fremont Chamber Year! Allow me to introduce myself. I am Elise Balgley, partner in the law firm of *Bernard, Balgley & Bonaccorsi, LLP* and honored to serve as Chair of the Fremont Chamber of Commerce Board for 2021-2022. I very much wish I could be with all of you in person at a State of the City luncheon and shake your hands. But...

To describe the last as "challenging" would be a huge understatement. We have all faced extreme challenges in our personal lives, our family lives, our businesses and every other aspect of life. The Chamber, its staff and Board members have all faced these challenges as well.

Throughout the pandemic and as we hopefully emerge from it, your Chamber has done and will continue to do everything possible to continue to meet its mission to promote, support and enhance a positive business environment in our community. This has meant changes in the way we communicate, in the way we

network, in the way we do business in general.

As we move forward, the Chamber will continue to explore and implement innovative ways to achieve its mission. The webinars on various topics, opportunities for members to provide samples of their expertise to be viewed online, more opportunities for marketing your business and new networking opportunities will continue.

All of this will only work if each one of us participates and takes advantage of the opportunities. If you have ideas for a way your Chamber can help you, please let us know. We can't do everything, but we can try.

I challenge each of you to participate, stay involved and urge other businesses to do the same. Together, we can and will do this.

Consider your hand shaken and I WILL see you soon.

Elise Balgley

MARKETING IDEAS FOR MAY

According to the saying, April showers bring May flowers. Here are some ideas to make your marketing bloom in the month of May.

Daily Holidays

From Mother's Day to Memorial Day and more, May provides plenty of opportunities to get your marketing moving.

May 31 is Memorial Day - Memorial Day is all about the USA. Anything with the red, white, and blue theme such as recipes, outfits, flower arrangements, etc. provide content that you can promote on your social media pages. You can also use quotes, images, and other material on social media to show your support for those who gave their lives for the country.

Weekly Holidays

Give back to your community by shopping at, posting reviews, and engaging in social media with other small businesses during the week.

Other weekly holidays include:

May 1–7: Choose Privacy Week

May 2–8: National Pet Week

May 3–7: Teacher Appreciation Week

May 3–9: National Wildflower Week



May 9–15 is Work At Home Moms Week

May 16–22: National New Friends, Old Friends Week

May 23–29: National Backyard Games Week

Monthly Holidays

There are also month-long opportunities for marketing that include:

National Inventors Month

National Photo Month

National Physical Fitness & Sports Month

Teen CEO Month

National Smile Month

Gifts from the Garden Month

National Military Appreciation Month

Family Wellness Month

Beyond specific events you can take advantage of these more general opportunities:

Warm Weather - Provide information and helpful tips related to your business or run a seasonal sale.

Contractors, landscaping companies, and painters should do extra marketing to get new clients for the spring and summer. Increase your SEO with blog posts about seasonal maintenance. Share stories and or pictures of successful jobs and promote them on your website and social media. To build word-of-mouth marketing offer existing clients a discount or incentive for each person they refer who becomes a customer.

Flowers - Flower shops can host in-person or online workshops. Also, start or grow your social media pages with pictures of flower creations and a link to your online store or blog. If you're not a florist you can still spruce up your office, restaurant, or store with flowers. Fresh-cut flowers can add color and



life to your space. Buy flowers from a local florist so you can introduce yourself and expand your network for word-of-mouth referrals.

Weddings - May is the start of the wedding season and a perfect time to market your business. Caterers, event planners, DJs, photographers, bakeries, and other wedding-friendly services can use social media to engage with customers. Take pictures and share them on your social media pages. If the couple is asking guests to use custom hashtags on social media posts, ask if you can use their hashtag to make your photos easily discoverable by wedding guests and others in their networks. Landscapers can help wedding venue owners improve their property. Fitness and nutrition businesses can provide workouts, recipes, blog posts, and tips to look and feel the best in time for all the picture taking.

Whatever you do, make the most of your May marketing by recapping your events, promotions, and festivities in your next email newsletter or blog post for those who missed out, send thank you and follow-up emails to any new leads, encourage customers to use your custom event hashtag to follow along and/or to help promote it, and post real-time photos of your event on your social media pages.

If you want help implementing a March marketing strategy or more ideas about how to promote your business visit us at [Ellipsis Marketing](#).



LESSONS IN LEADERSHIP

WEBINAR SERIES

DEVELOPING A CULTURE OF INCLUSION AND UNITY

May 26th at 12:00pm

Discussion will focus on defining bias and explore what inclusion and equity look like in the workplace. Attendees will gain a better understanding of the "undercover" or subtle inequities that undermine inclusion and takeaway practical strategies to put achieve inclusion in their organization.

Registration Required:
<https://tinyurl.com/leadershipMay26>



MODERATOR:
Dr. Zettie Page
CEO of Bay Area Community Health



PANELIST:
Kim Peterson
Police Chief, Fremont PD



PANELIST:
Ken Maxey
Director of External Affairs at Comcast; and, CEO at Urban League of Greater San Francisco



PANELIST:
Richard Lui
Journalist and News Anchor at MSNBC and NBC News

SPONSORED BY



IS NOW A GOOD TIME TO START A BUSINESS?

BY TECHNOLOGY CREDIT UNION

Recent data published by the US Census Bureau revealed a surprising surge in new business applications in late 2020—nearly double that of the past decade. This certainly comes as a surprise in the wake of the COVID-19 pandemic when, for many business owners, customers have been lost, jobs have been cut, and doors have been closed. With so much industry lost in such a short period of time, one would expect entrepreneurialism to be at a standstill.

NEW NICHES TO FILL

So, what gives? In truth, there are many reasons for a business boom. Typically, booms occur at the juncture of burgeoning needs and the right technology to deliver solutions efficiently. The current surge in new businesses certainly fits the mold. For starters, our socially-distant circumstances have prompted a new set of demands for business and social interaction, giving rise to manufacturing and service niches ready to be filled. It goes a bit further than homemade masks and sanitizers too. New medical and logistics-centered apps, web-friendly commerce, and home-based small businesses of all sorts have stepped forward to meet the new needs of these unprecedented times. In essence, many believe we are living through a period of “creative destruction” as described by the famous Harvard University economist Joseph Schumpeter in which a mutation of industry maims the old while birthing the new.

STARTUPS STRIVE AND THRIVE

Small businesses and startups are often best poised to adapt to and innovate for new market needs because they tend to be nimble and



better able to move quickly. Since quick movement has long been a virtue in startup culture (even pre-pandemic), these companies have historically been able to produce product swiftly and safely, against the odds.

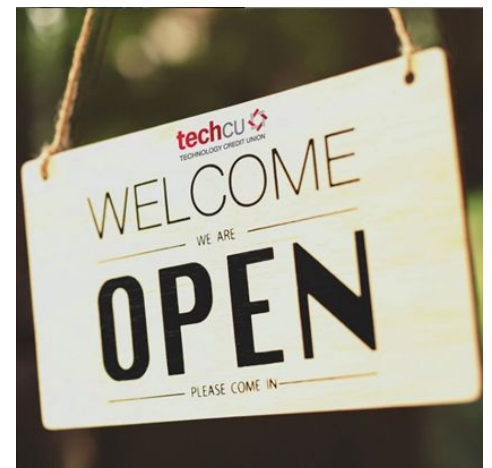
In addition to market advantages, Forbes reminds us that entrepreneurs have a “human advantage,” meaning their tie to the turbulence of the human experience gives them an edge, even in a pandemic. As such, many “pandemic entrepreneurs” see these newfound circumstances as the disruption they need to start doing something new. People like Derwood Selby, a hotel food supervisor turned produce stall owner, described his layoff as his “big break”—a time when he could hang up his burn out and pursue his passion project.

TO START OR NOT TO START

All this points to the idea that starting a business during this time, though seemingly counterintuitive, may not be such a bad idea after all. If you are thinking of finally starting that business you always wanted or if you are just realizing you have an idea you

want to pursue, weigh the risks, be mindful of the changing environment, and consider if there’s truly “no time like the present.”

A valued Chamber member since 2003, TechCU was founded in heart of Silicon Valley by a group of forward-thinking entrepreneurs and future high-tech leaders. Today, TechCU is a leading credit union in the Bay Area and is one the 100 largest credit unions in the U.S. TechCU strives to help you reach your financial goals—personal and professional. We're here for you! For more information and to learn how TechCU can help you kick start your business to achieve success, contact Cathy Caday at 408-306-2202.



IT'S TIME TO SPRING CLEAN ... YOUR INBOX



BY JENNIFER BONIOR
DIRECTOR OF SPECIAL EVENTS

I HATE a messy inbox. When I see that number of emails waiting for my attention rising, the anxiety kicks in. But anxiety or not, I can't always just stop what I am doing to go clean my inbox. Who can? So instead the hours go by and that dreaded number continues to rise. Sometimes it's days before I can address the problem and then it's like, 'why bother?' Well, while there is no one trick fix to this issue that plagues us all, there are a few practices we can all implement during our busier times to help lessen the load.

The Power of Delete - Did you know you don't have to keep every email you get? I mean it, it's some weird thing many of us do—we hang onto an email so we can file it into the perfect folder later when we have the time, but then later never comes. So let's kick that instinct to hold onto every two-word 'Thank you' email we've ever gotten and start putting that Delete button to work.

Embrace the Archive - Not ready to delete? That's totally fine, archive it! While your email storage space isn't endless, you probably have a lot more of it than you think. So if you need to hang onto a conversation that is no longer relevant but could be of use later for reference, go ahead and kick

it to the land of the archived—and rest assured knowing that a simple search can bring it right back to you.

Don't Forget to Unsubscribe - Spam is one thing, get a spam filter ASAP if you don't have one already, but subscriptions are another. Yes, that newsletter or daily deals email may have been a useful thing when you were hunting for Christmas gifts, but now that you've made your purchase it's time to part ways. It's ok to unsubscribe from a company's emails that are no longer supplying you with valuable content. Just a few clicks now can save you loads of space in your inbox.

Create a Filing System - Every person's organizational preference is different; maybe you want things sorted by client, maybe you prefer by project, or maybe you just have no interest in folders altogether and it's either 'read' or 'unread'. The point isn't how you organize your inbox, it's simply that you have a way to organize it that works for you. Your inbox is just that, YOURS, so figure out what works for you and then get to it.

To Flag or Not to Flag - What rule do you have for important emails? Do they sit in your inbox as unread until you are able to respond? Or do you mark it as 'read' but pin it or flag it with a special color so you don't

forget to respond later when you finally have that info you've been waiting on? You get to make the rules here, so make ones that you can take seriously and stay patient with yourself as you learn how to follow them.

Healthy Self-Expectations - I wish there was some easy way to skip the awkward days and weeks of forming a new habit, but there's not. You've just got to stick it out with the knowledge that sweet satisfaction is at the other end. A rewarding self-expectation of mine is that if my work inbox gets above 10 unread messages, I stop and address it. Maybe your number is 100. Or maybe you don't care so much about the numbers and just prefer to do a nightly important email scan. Whatever it is that makes sense for you and your workload, establish it and hold yourself to it.

Some Apps are Worth It - While some applications can absolutely be like that odd appliance in your kitchen that rarely gets used, there are a few that can be a saving grace. I personally have six email accounts to check daily, so an app that consolidates those inboxes into one is everything to me. Do you need help setting reminders? There's an app for that. How about an app that sends out invoices or calendar invites for you? There's an app for that too!

The maddening thing about an inbox is that it never stays clean forever—never! So cleaning it once a year when Spring rolls around is not going to do the trick. That pesky little number will continue to rise no matter the time of year, so let's not focus on a one-and-done solution here, let's focus on the big picture—a clean inbox isn't the end goal, an organized one that you can actually manage is.

PLANNING YOUR DESTINATION WEDDING



BY AGNES VELASQUEZ
ELEGANT WEDDING DESIGNS

When it comes to planning your wedding, you want every detail to be as perfect and magical as you have envisioned all of your life. Whether you are planning a grand event or a small intimate gathering, a professional wedding designer will make the whole process less stressful.

Some couples like to take on all the responsibility and do all the planning themselves, while others need help to take over the stress of negotiating with vendors and sticking to a budget for them. A professional wedding designer can handle all the details from pre-planning to day-of, and even planning the honeymoon.

There are so many aspects that you need to focus on to bring it all together. Hiring a professional can help busy couples, just like you who are struggling to connect the dots with finding the right venue for a worry-free, romantic, memorable, and unique destination wedding.

HERE ARE A FEW REASONS WHY YOU SHOULD CONSIDER HIRING A PROFESSIONAL:

You've Never Done This Before

Some brides feel that they can plan their own weddings because they've helped a sister or best friend plan

theirs, but planning your own wedding is completely different. Choose a designer who will listen to your vision and present a wedding package that meets your desires.

The Stress Will Get to You

Planning a wedding is harder than it looks and if you are already losing sleep over your massive to-do list, hiring a wedding designer can really make the entire process much more manageable and enjoyable. You should be excited about your big day, not stressed.

You Are Unsure About the Costs Involved

If you are in the process of putting a budget together and would like some more guidance on what to expect based on your unique preferences, a professional can offer you great insights on a perfect venue, what you can expect, and help stick to your budget.

TIPS FOR STRESS-FREE WEDDING PLANNING:

Learn to Say No

Learn to prioritize and say no to any new commitments that would take away from other important wedding-related tasks.

Become the Queen of Organization

Keep a digital copy of all your important documents one file on your computer for quick find.

Have a Little Fun

Schedule a few fun days between all your wedding planning and perhaps go out and enjoy an afternoon with the girls where you don't talk about the wedding at all.

Move Your Body

Exercise does wonders when you've got a lot on your plate. Sometimes you need to take a breather. This doesn't mean that you need to schedule in an hour at the gym every day either. A simple 15-20 minute walk or yoga session can make all the difference to your stress.

Just Breathe

Take a complete timeout from wedding planning as often as you need to. Enjoy a relaxing soak in the tub or a massage to relieve some of the tension.

Agnes Velasquez is the owner of Elegant Wedding Designs, a destination wedding planning company. With more than 20-years as a logistics manager, Agnes mastered the skill and value of executing deliverables in an accurate and timely manner. Her sincere desire is to help busy couples turn their wedding vision into reality.



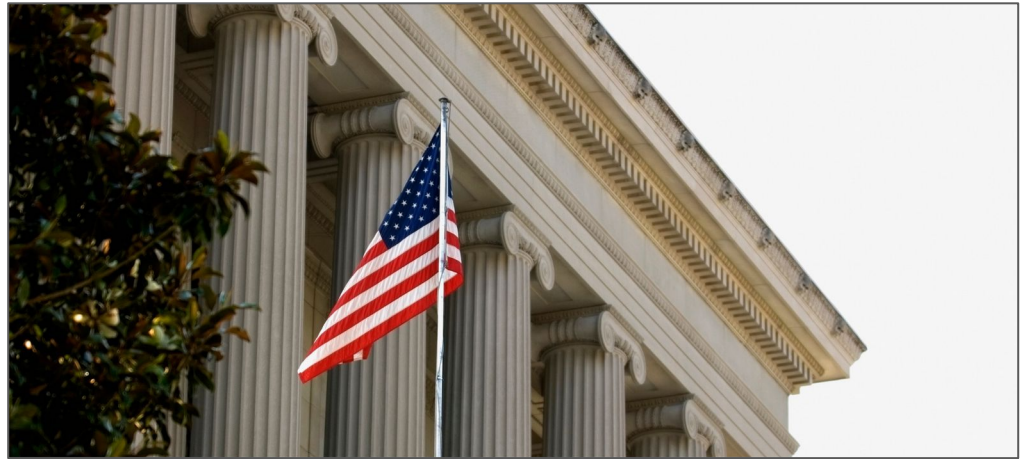
WHY GOVERNMENT AFFAIRS IS IMPORTANT FOR SMALL BUSINESS

The Fremont Chamber of Commerce provides many critical services for its members. One of those services is promoting business friendly policies through its government affairs committee. The Fremont Chamber of Commerce monitors and regularly takes positions on local, regional, state and federal policy initiatives, regulations, legislation, and ballot measures on behalf of our membership and in accordance with our Government Affairs Mission & Priorities. As a Chamber, we strive to help members understand and navigate the ever-changing government landscape and its effect upon the business community. The Government Affairs Committee currently consists of 13 members who meet monthly to make recommendations about pending legislation.

Many people ask us about the importance of being involved in government affairs and why there would be any benefit to small business. We asked Vartan Djihanian, Western US Manager for the United States Chamber of Commerce.

Q: Prior to COVID-19, what impact did Government Affairs have in supporting businesses large and small and what role did government affairs have in supporting small businesses during COVID-19?

Djihanian: The business community has always played a critical role in advocacy. However, prior to the pandemic, some business owners viewed government affairs as merely an optional activity. After all, business owners are busy doing important things, like running a business, meeting payroll, and dealing with customers. But the unprecedented damage inflicted on the business community by the pandemic forced



many business owners off the advocacy sidelines. Indeed, throughout 2020, many business owners, for the first time, contacted their local, state, and federal legislators to advocate for programs that would keep their businesses open and their staff employed. Whether it was for the Paycheck Protection Program, the Economic Injury Disaster Loans, or the various other federal stimulus efforts, the voice of the business community made a very strong impact towards approving legislation which kept our businesses alive and our economy afloat.

Q: What advice do you have for small business owners and how they can support their local government affairs efforts?

Djihanian: In the coming months, as Congress tackles some very important issues – like COVID-19 recovery, infrastructure, and immigration reform, it's important for the business community to devote time and effort to maintaining good government. One of my favorite Presidents - President Theodore Roosevelt once famously said "voting is the very least" of the duties of good citizens – and he's absolutely right. In order to preserve the free

enterprise system and solve our nation's most pressing problems, we must not only vote, but get politically active. For the business community that means:

- Writing and calling your member of Congress.
- Developing a relationship with your elected representatives and their staff members.
- Meeting with state and federal elected officials in their district offices and in their capitol offices.
- Attending an event at the Chamber where elected officials are participating.
- Inviting elected officials to your place of business.
- Joining a policy committee.
- Volunteering and donating money to political campaigns.
- And finally, running for office.

These activities will go a long way toward making the needs of the business community heard at every level of government, and ultimately helping to grow our economy and create jobs.

If you are interested in learning more about the Fremont Chamber of Commerce Government Affairs Committee, please email MSenekeremian@fremontbusiness.com