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VOLUME 6,  
NUMBER 10

## Chamber 101: Making the Most of Your Membership

January  
2006

### Government Affairs

*A Critical Service to the Business Community*

One of the most overlooked benefits to a Fremont Chamber member is the representation they receive from the Chamber with government agencies. Nearly every law, measure or proposition affects, whether directly or indirectly, businesses within that community.

"The Chamber's representation of businesses with the government is one of the most important thing we do because it has an enormous impact on businesses," said Billy Sandbrink, director of government affairs for the Chamber. "Topics like health care costs, workers compensation costs, goods movement, transportation, workforce housing, taxes and fees are just a few of the topics that are critical

to promoting and creating a healthy business environment."

The Chamber is an advocate for business by influencing the development of public policy, with a focus on creating regional opportunities for employment, business growth and market development. By tracking issues that affect Fremont and Tri-City business communities, and maintaining a continuing dialogue with legislators and key staff at all levels of government, the Chamber is able to stay abreast of the changing environment and be proactive in maintaining a business friendly environment.

The past year held a number of success stories for the Chamber in several areas that impact members. The

sign ordinance, once a frustrating thorn in the side for many business owners, was revamped by the Chamber with the help of business community members to yield a more user-friendly document for business signage.

Minimum Wage Bill (AB 48) posed a significant threat to the business community. Its passage would have increased the minimum wage to \$7.75 per hour and permanently tied the wage to inflation, acting as a guaranteed cost increase to businesses. Realizing a long-term hardship on businesses, the Chamber organized interested members and wrote letters and actively represented the Chamber. The

—GA Helps Business, page 6

### One Size Fits All

*Chamber membership: It's all in how you use it*

While it helps small business grow and expand through a wide and varied network of contacts and promotional opportunities, the Fremont Chamber of Commerce is also an integral part in the success of large businesses by providing a platform for larger businesses to achieve their core values.



NUMMI's Training & Tour Center ribbon cutting

A case in point is New United Motor Manufacturing, Inc. (NUMMI) who has long recognized the value and importance of Chamber involvement.

"As Fremont's largest employer,

NUMMI believes it is important to be an integral part of the community. To us, the Fremont Chamber of

—Rigenhagen, page 7

### Members Speak Out

*The benefits of Chamber services*

**Fremont Chamber of Commerce**

*The Fremont Chamber of Commerce is a champion for the business community. Unceasingly promoting its members, and at the same time, is the watchdog for its members; protecting their interests, particularly in the political arena, and keeping our free enterprise system strong.*

"I became a member of the Fremont Chamber of Commerce June of 1990. Over the years the Chamber has always been there to answer questions, and make me feel a part of the community. The Chamber Membership Directory and Community Guide, and Visitor's Guide is always on my desk, and has come in handy many a time for my clients who are new to the Fremont area.

The connection clubs are a great resource for referrals, and the Festival of the Arts is a great way for the community to come together and celebrate. I plan on continuing my membership in the Fremont Chamber of Commerce for many more years to come."

—Jean Ingraffia-Delosreyes, Century 21 Banner Realty

"Has the Chamber helped us adapt and grow? Absolutely. In a highly competitive business environment—where who you know is almost as important as what you know—the vast array of Chamber programs has been our firm's connection to the larger business community. It has also been a platform for educating fellow members in the broad range of cost-effective, efficient legal services we offer to our clients in serving their business and individual needs.

The active role of Bernard, Balgley & Bonaccorsi in the life of the Fremont Chamber of Commerce has helped us to create just that - an enormous circle of friends and business contacts. Because of involvement in the Chamber, our outreach has increased exponentially."

—David Bonaccorsi, Bernard, Balgley & Bonaccorsi

"What is customer service? Most of us only

—Members Speak page 2

### Win a Festival of the Arts sponsorship package valued at \$5,000

Hoping to fill its scholarship coffers for the 2006 academic year, the Fremont Chamber of Commerce Dollars for Scholars program will raffle a Festival of the Arts sponsorship, valued in excess of \$5,000. The drawing will take place at the Chamber's 50th Anniversary Mixer on February 22, 2006. Winner need not be present to win.

The Festival, which will be held on August 5-6, 2006, is one of the largest street festivals in the country and hosts more than 385,000 attendees over a two-day period. Those who are familiar with the Festival realize this is a truly exceptional promotional opportunity as only a limited number of commercial vendors are permitted space in the Festival.

Tickets are on sale now at a cost of \$5 each or 10 tickets for \$40, a very small investment that could land a huge return. An order form is inserted in this newsletter, or you may contact the Chamber office at (510) 795-2244 or visit [www.fremontbusiness.com](http://www.fremontbusiness.com) to purchase your tickets today.

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

Fremont Chamber of Commerce  
39488 Stevenson Place, Suite 100  
Fremont, CA 94539

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FREMONT  
CHAMBER OF COMMERCE

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- Chair.....Barbara Jenkins  
*Weekenders*
- Immediate Past Chair.....Henry Yin  
*Giant Y Inc.*
- Chair Elect 2006-2007.....Dirk Lorenz  
*Fremont Flowers*

**Executive Committee**

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- David Lowman.....*New England Financial*
- Nina Moore.....*Fremont Education Foundation*
- Robert Profaca.....*Fremont Bank*
- Victoria O'Gorman.....*Kaiser Permanente*

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- Chia-Chee Chan.....*Mass Mutual*
- Matt Dickstein.....*Attorney at Law*
- George Duarte.....*Horizon Financial*
- Daren Fields.....*City of Fremont*
- Gordon Goletto.....*Re/Max Executive*
- Pam Isom.....*ICE Safety Solutions*
- Gerry McFaul.....*Qualdeval International*
- Rhonda Rigenhagen.....*NUMMI*
- Leta Stagnaro.....*Ohlone College*
- Tim M. Tikalsky.....*RINA Accountancy Corp.*
- Joyce Twomey.....*GROCO*
- Jeevan Zutshi.....*Indo-American Community Federation*

**Staff**

- Cindy Bonior.....President & CEO  
ext 106      cbonior@fremontbusiness.com
- Danna Bergstrom.....Chief Operations Officer  
ext 105      dbergstrom@fremontbusiness.com
- KK Kaneshiro.....Director of Member Services  
ext 103      kkaneshiro@fremontbusiness.com
- Billy Sandbrink...Director of Government Affairs  
ext 107      bsandbrink@fremontbusiness.com
- Lana Hillary-Windom.....Admin. Assistant  
ext 101      lhillary-windom@fremontbusiness.com
- Napoleon Batalao.....Webmaster, Layout Editor  
ext 102      nbatalao@fremontbusiness.com

**Fremont Business Review**

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FIFTEEN  
YEARS



ACCREDITED  
CHAMBER OF COMMERCE  
CHAMBER OF COMMERCE  
OF THE UNITED STATES

**15 Years of Excellence**

The United States Chamber of Commerce has acknowledged the excellence of the Fremont Chamber of Commerce by granting the designation of "Accredited Chamber" Only 12 percent of all Chambers nationwide have received this honor.



KK Kaneshiro, Director of Member Services

Message from the Guest Editor

With 2005 behind us, can you tell me if you improved upon your networking skills or presentation skills? Or can you tell me how much your business grew in 2005? A new year is here and I challenge you to make this year THE year of making the most of your Chamber membership.

Your Fremont Chamber of Commerce produces 70 events every year and 80 percent of those events are free to attend. The Fremont Chamber is one of the few chambers that can produce two successful mixers each month. And with an average attendance of 80 to 100 people you will have many opportunities to practice, practice and practice your networking skills. Networking can be a little intimidating. To help you put this in perspective, keep in mind that 40 percent of the world is shy, so realize you're not alone. At every event pick out two people you do not know and spend 15 minutes with each person, this will give you the experience you need to improve your networking skills.

If you cannot attend a mixer or ribbon cutting, try joining a Connection Club. Connection Clubs are Chamber networking groups that meet on a regular basis to exchange leads and support each other. The Fremont Chamber has eight successful clubs. And it never fails, two to three times a year; another chamber will call to ask about our success secrets are for maintaining our clubs. You belong to one of the few Chambers that can produce networking clubs. They are a great way to practice your presentation skills. Giving a presentation of your business on a quarterly basis will

give you the courage to fear presentations less.

Belonging to Fremont Chamber also gives you many opportunities to gain exposure and grow your business. We have the most cost effective methods of advertising and venues. The Fremont Business Review has a monthly distribution of 2,500. Every week the Top of the Week reaches over 2,250 email addresses. And with all of the different size ads and discounted frequency rate you just can't beat it. Another method of participating is in our direct mail program the ChamberPak or in the Fremont Greetings programs which welcomes new businesses to Fremont. The ChamberPak reaches 2,300 people for 8 cents per flyer and the Fremont Greetings welcomes new businesses at 33 cents per item and we do all of the work for you. Sponsoring a high profile event gives you a higher level of exposure because of the type of attendees and you come across as business that gives back.

This Fremont Business Review newsletter also has many other opportunities to help you gain exposure without costing you a penny. Our "Member News" section gives you an opportunity to brag about your accomplishments. Did you win an industry award? Were you able to help a non-profit with your services? Or did your business grow enough to give you the ability to hire new employees? Showing off your accomplishments conveys you are a doer and people are attracted to people who do things. You could also write a news article with regards to the monthly business theme. Being published can build your confidence, give your business exposure and you are seen as a resource for that particular subject.

The Fremont Chamber has many different services and benefits to help you. We want you to succeed. We want your participation. You belong to the second largest chamber in the East Bay, take advantage of it and make 2006 your year to use your membership!

**Members Speak—** from page 1

know customer service when we experience it in extreme circumstances; unbelievably bad customer service or awe-inspiring exceptional customer service. And with the proliferation of big box retailers, I think most of us only experience the unbelievably bad customer service. Still, as a small business owner, which is the majority of the membership in the Fremont Chamber of Commerce, you know that your primary focus needs to be customer service. Why? Because that is what you wrote in your business plan. Actually, as a small business owner it is usually the customer service part of your business plan that gets blown to smithereens before you realize what has happened. You get busy. You start thinking about all the things you need to do to keep the money flowing in. You become more concerned with paying the bills then remembering to call the client who paid you yesterday to say "thanks for the business." Everything begins to pile up and before you know it...you are a company with unbelievably bad service. Well I'm here to remind you that if you find these things happening to you there is no better place to turn then the Fremont Chamber of Commerce. The Chamber has managed to perfect the art of customer service. No, they're not going to call that client for you but they can help you develop a plan that will get you back on track. They are always willing to help, offer advice, or refer you to those who have "been through it all" before you. All you need to do is take advantage of their service. Customer service is not the only thing the Fremont Chamber offers businesses, but they will be the first to tell you that customer service is a very important part of everyone's business, including their own."

-**Scott Capen, Keller Williams**

*products and services found in their own community. It also provides Chamber members' access to an audience who they may not otherwise be able to reach.*

"Business Alley is the greatest 'bang for your buck' as far as your marketing dollar is concerned. Where else can you reach 350,000 to 400,000 people for that little amount of money. If you are in the people business you can not afford to miss this event. My company has been there every year since it started. My employees have a love/hate attitude for Business Alley. It's a tough two days, but talking to the people about your business and seeing first hand results makes it fun. We always come away with many leads and bookings. The key is getting the people into your booth and talking to them. Believe it or not everyone does not know about your business or even where you are located. We have been here since 1963 and we find new people every year. Sign up now for the easiest way to grow your business."

-**Lee Greenfield, Cloverleaf Family Bowl**

**Leadership Fremont**

*Leadership Fremont is a nine month intensive training program designed to identify, nurture and develop emerging leaders within our community. Through individual skill development, hands-on activities and presentation of a wealth of information from private and public sector leaders-future leaders develop the skills and knowledge base to make informed decisions and lead effectively.*

"Naturally when asked 'how has Leadership Fremont helped me in establishing my business' the first thing that comes to mind is the time we spent on learning new approaches in negotiating and decision making skills. Negotiating the purchase of my tax practice, the leasing of space, purchasing of equipment and hiring employees the foundation the Leadership Fremont program has certainly been beneficial because of the new skills I've learned. One of the skill sets that really made an impact on me was with the principles of 'encouraging the heart' which basically embraces and celebrates individual contributions and accomplishments through recognition and rewards. While growing my employees and my business this is the principal I strive for the most - because with their success comes my own."

-**Kim Kastl, Secure Taxes Inc.**



Kim Kastl



The Fremont Chamber produces the Fremont Festival of the Arts, which welcomes 390,000 visitors to Fremont

**Business Alley**

*The Business Alley, a "members only" tradeshow within the Festival of the Arts, provides Chamber members the exposure to a huge audience. Business Alley offers valuable information for festival-goers regarding the*

"I am a proud graduate of the 2002 Leadership Fremont class. But, I have to be honest, I was very nervous when I began the class. I'm not the most outgoing person so meeting new people, having to learn leadership skill sets and decide on a class project was a little daunting. The skill sets and team building games have become invaluable tools that I currently

—Chamber Publications, next page

# Business Marketplace 2006

## Fremont Chamber of Commerce Annual Trade Show

Business Marketplace 2006 provides members with an outlet to showcase products and services while assembling with community business professionals. It is an excellent opportunity to attract new customers, generate sales leads, develop strategic partnerships and discover new business opportunities.

Reservations for exhibit space are now being accepted. We encourage you to act quickly as space is selling fast and is expected to sell out soon. To reserve booth space visit [www.fremontbusiness.com](http://www.fremontbusiness.com) or call KK Kaneshiro at 510/795-2244, ext. 103

Chamber members: sign up for your booth space today! Pricing:

\$250 8' X 8' booth  
\$450 16' X 8' booth

**Business Marketplace 2006**  
**January 26, 2006**  
4:30 - 7:00 p.m.  
Golden Peacock Banquet Hall  
3681 Peralta Blvd. Fremont

## Chamber Publications—*from page 2*

use. Managing meetings effectively and delivering effective feedback to employees are my favorite tools. My meetings are no longer wasting precious time and everyone has become more focused in the meetings. Learning to give feedback is never easy, but it has become easier. By specifically describing the impact of how an employee's behavior is having has made these conversations more conversational instead of confrontational. The nine months flew by and my classmates have become great friends. I highly recommend the Leadership Fremont program for everyone."

**-Joyce Twomey, Greenstein, Rogoff, Olsen & Co., LLP**

## Chamber Publications

The Fremont Chamber offers a varied array of publications both to educate and aid members in the success of their business. Some publication are found in printed form, others in electronic, and some in both printed and electronic form.

"Maybe it's especially because of the explosion in electronic communication that I enjoy the Fremont Business Review in its hard copy format. It awaits my convenience rather than demanding to be dealt with on my desktop. I can tuck it into my briefcase to read on the plane or on BART. I can browse through it over lunch. Perhaps more important, though, is the unique local information resource it is for business. No one else provides such a good vehicle for staying in touch with what's going on in the South County business community. The monthly themes always produce interesting insights from other members of our

community, and the issue-oriented articles are thought-provoking."

**-Jane Mueller, Well Chosen Words**

"I have been receiving Top of the Week for several months now and find that it is an invaluable aid. In addition to general information on community events in Fremont it also alerts us to opportunities to help our customers. Let me provide a couple of examples. My company, Electro Imaging Systems, provides document management services, which includes copiers and printers for offices. One recent story in Top of the Week covered the issue of CEO's concerned about information security. We used the story as the impetus to contact the heads of local companies and inform them of a new series of Savin digital copiers that provide a triple overwrite feature that secures the data on the machine. Another issue covered the upcoming two-cent postal rate increase. We have launched a program to alert businesses that they can now print color documents in their own office at a price that is substantially lower than a traditional print shop. The net savings will more than offset any increase in the cost of mailing those printed flyers and brochures. The bottom line on Top of the Week is that it helps us and our customers to be more effective and profitable."

**-Steve Burchik, Electro Imaging Systems**

"The Relocation Packets have been a tremendous help to my business. They are packed full of information about the city of Fremont, the schools, parks, the library, churches from every denomination, and everything else for a potential new Fremont resident would need to know. I call the Chamber the packets are

—Member Testimonials, page 8



Jim Urda, CFP



Drew Thompson

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# January Calendar of Events

- 2 New Year's Day Holiday**  
Chamber office closed
- 4 Ambassadors Club Meeting**  
8 a.m., Chamber Conference Room
- 9 Executive Board of Directors Meeting**  
4 p.m., Chamber Conference Room
- 10 Fremont City Council Meeting**  
7 p.m., City Council Chambers
- 11 Visual Image Salon Mixer**  
5-7 p.m.  
5200 Mowry Ave., Ste. C, Fremont  
Phone: (510) 792-59225  
Visual Image Salon opened in 1983 with six styling chairs and even fewer staff. Today, our team of over 40 professionals provides extraordinary hair and skin care services to more than 35,000 clients per year, earning Visual Image a reputation as one of Northern California's most highly regarded salons - and has put Fremont on the map as a true destination for world-class hairdressing, attracting regular clients from San Francisco to Los Angeles and even Las Vegas.
- 13 Newsletter Deadline**  
  
**Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- 16 Martin Luther King, Jr. Day**  
Chamber Office Closed
- 17 Fremont City Council Work Session**  
Time TBA, City Council Chambers
- 18 Connection Club Leaders Meeting**  
8 a.m., Chamber Conference Room
- 19 Leadership Fremont, Class of 2006 Session**  
8:30 a.m., Ohlone College, Studio A  
  
**Membership Committee**  
Noon, Chamber Conference Room
- 24 Special Ceremonial City Council Meeting**  
12:01 a.m., City Council Chamber  
  
**Leadership Steering Committee Meeting**  
8 a.m., Chamber Conference Room
- 25 Government Affairs Committee Meeting**  
7:30 a.m., Chamber Conference Room  
  
**Nova Gallery of Fine Art Mixer**  
5-7 p.m.  
43801 Osgood Rd., Fremont  
Phone (510) 353-1464  
Nova Gallery proudly presents one of the premier Western Artists of our times-Harland Young's oil paintings and the Modern Artist-Jack Storms glass art sculptures. Probably, Nova has the widest range ivory carvings in the country. Within its first six months business, Nova has been recognized by a wide variety of discriminating collectors from nationwide with its museum-quality art works.
- 26 2006 Business MarketPlace Trade Show**  
4:30-7 pm  
Hosted by the Fremont Chamber of Commerce at Golden Peacock Banquet, 3681 Peralta Blvd.
- 30 Communications/Web Site Team Meeting**  
1:30 p.m., Chamber Conference Room



# Welcome, New Members

## Attorneys

### Law Office of Lorna Jaynes

Lorna Jaynes, Attorney  
38658 Pickering Court  
Fremont, CA 94536  
Phone: (510) 795-6309  
Fax: (831) 789-1729  
ljaynes@lornajaynes.com  
www.lornajaynes.com

## Churches

### St. Christina Orthodox Church

Michael Anderson, Rector  
P.O. Box 14636  
Fremont, CA 94539  
Phone: (510) 333-8814  
frmichael@stchristinaorthodox.org  
www.stchristinaorthodox.org

## Consulting Services-IT

### TEK Systems

Zohita Misra, Account Manager  
2480 N. First St.  
San Jose, CA 95131  
Phone: (408) 570-2489  
Fax: (408) 922-0825  
rmisra@teksystems.com  
www.teksystems.com

## Entertainers

### Jeanette Butler, Vocalist

39846 Potrero Drive  
Newark, CA 94560  
Phone: (510) 623-1024  
Fax: (510) 623-1024  
tothemaxprod@sbcglobal.net  
I am a professional singer. I can perform at corporate events, birthday parties, weddings, restaurants and holiday parties. I sing standards made famous by Ella Fitzgerald and others, jazz and contemporary music. My motto: songs for the soul, sung from the heart.

## Office Supplies

### Cartridge World Fremont

Kavita Gaddam, Owner  
3948 Washington Blvd.  
Fremont, CA 94538  
Phone: (510) 226-6550  
Fax: (510) 226-6559  
k.gaddam@comcast.net  
www.cartridgeworldusa.com  
At Cartridge World, we manufacture, refill, or reload just about any cartridge for ink-jet and laser printers, photocopiers, and fax machines for home and business users, saving customers up to 50 percent. Every cartridge refilled means one less cartridge that is thrown out.

## Real Estate-Broker

### Century 21 Su Casa

Kenia Ortiz, Marketing Manager  
3909 Decoto Road  
Fremont, CA 94555  
Phone: (510) 585-3100  
Fax: (510) 585-3111  
kortiz@c21sucasa.com  
www.c21sucasa.com

# Anniversaries

## 30+ Years

Don & Babs Amsbaugh  
Bank of the West/Paseo Padre  
Fremont Law  
Pacific Gas & Electric  
Washington Mutual Bank  
Wells Fargo Bank - Main

## 20+ Years

B.L.V. Insurance Services  
Fremont Unified School District  
Gonsalves & Kozachenko  
Kidango  
Loye Pinson, DC

## 10+ Years

ACTIA  
Allegro Music  
Atria Fremont  
B G C Enterprises  
Bay West Commercial Real Estate  
Baymark Signs  
Cal Self Storage  
Chamber Publishing Inc.  
Club Sport of Fremont  
Coldwell Banker - Madeline Holmes  
Creeside Village Apartments  
Earth Systems Consultants  
League of Volunteers (LOV)  
Mission Adobe Garden Center Inc.  
Mission Valley Coffee Roasting Co.  
Self-Esteem Center  
Socket Communications Inc.  
Storefront Door Service  
Sweet Tomatoes

## 5+ Years

Brookvale Chateau Apts.  
(Vasona Management)  
California Overnight  
Cattlemens Restaurant  
Countrywood Apartments  
(Rental Office)  
Robert P. DeMarta  
FedEx Kinko's  
Greater Bay Bank

Heald College  
Maselli Bail Bonds Inc.  
Moreau Catholic High School  
Prudential California Realty-  
John Juarez  
Realty Experts - Marsha Cabral

## 2+ Years

#1 Cleaners & Alterations  
ADP-Automated Data Processing  
Alameda County Dept. of Child Support Services  
AmeriSuites-Silicon Valley Fremont  
California Bank & Trust-  
Stephen Meade  
Canon Business Solutions-  
West, Inc.  
Dutra Enterprises Inc.  
Foresters - David Lee  
Fremont Football League  
Fremont Park Golf, Bar & Grill  
Fremont Toyota  
IAAP-TriCity Chapter  
Mpower Communications  
One Child  
Pat Mayfield Consulting LLC  
Perfectly Maid  
Q & E Products  
Silver & Black Telecom  
Staples Inc.  
Stone Baxter Co.  
University of Phoenix

## 1 Year

Building Math Confidence  
Crowne Plaza Hotel  
Homemade Gourmet  
Lowe's  
Meriwest Credit Union  
Mirchi Café  
Nouvelle Bistro  
Re/Max Executive -  
Elizabeth Goelz  
Re/Max Executive -  
Gordon Goletto  
Sign A Rama  
Simply Done  
Smart Business Services Inc.  
Turner Risk Consulting Inc.

*Congratulations to all our members who have reached these milestones*

# Member News

## Washington Hospital opens Nakamura Clinic

Washington Hospital recently celebrated the opening of newest, state-of-the-art the clinic in Union City named Nakamura Clinic. The clinic, which opened on December 6th, was named in honor of Shigeharu Nakamura and his family who have been active members of the community since 1960.

## LOV to celebrate with annual Elegant Affaire

League of Volunteers (LOV) will host its annual Elegant Affaire on Friday, February 17, 2006. One of LOV's more important fundraisers, the Elegant Affaire is a five-course dining experience prepared by talented "hidden chefs" of the Tri-Cities to benefit Arts in Schools programs for children in Fremont, Newark and Union City. For events and ticket information, call (510) 793-5683.

## ProMOS Technologies Selects Mattson Systems for New 300 mm DRAM Fab in Taiwan

Mattson Technology Inc. today announced that ProMOS Technologies has placed follow-on orders for multiple RTP and strip systems for its new 300 mm fab in Taichung, Taiwan. The systems, which include the Helios, Aspen III ICPTH and Aspen III Strip for contact clean applications, will continue to be utilized by ProMOS for the volume production of 512 Mb

DDR1/2 advanced memory devices using 90 nm technology. Delivery of these tools is expected to begin next month to support further 300 mm capacity expansion and expands the number of existing Mattson tools already installed at ProMOS' production facilities. For more information, please contact Mattson Technology Inc., (510) 657-5900 or visit www.mattson.com.

## Elise Balgley, Attorney at Law is elected as Vice President of ABWA

Congratulations to Elise Balgley who has been elected district VI vice president of the American Business Women's Association (ABWA), a national organization for working women. In her role as District VI vice president, she will be a part of the 2005-2006 ABWA National Board of Directors, a group of nine that functions as the Association's governing body. Balgley has been a chapter president, vice president, treasurer, and Women of the Year. She is a partner with Bernard, Balgley & Bonaccorsi. For more information about the association, contact www.abwa.org.

## Fremont Adult Education site undergoes renovation

The Fremont Adult Education multi-purpose building, which has been deemed seismically unfit, is being replaced by a new building

currently under construction and expected to be completed by March of 2006. The building will include a covered walkway what will extend around the perimeter and is intended to tie the campus together and protect students and staff from the elements. In order to complete the project, the district will have to raise \$500,000 and has established two courts of honor in front of the main entrance to the building. These courts will recognize the supporters with an engraved brick. The cost per brick is \$75 and is an excellent way to honor or remembers a family member, your company name or a dream. For more information or to purchase a brick, contact the Fremont Adult School at (510) 793-6465 or visit www.fasce.com.

## Fremont Sunrise Rotary spreads the written word through Dictionary Project

Fremont Sunrise Rotary kicked off its free gifts of 560 student dictionaries to six elementary schools in Fremont delivering 95 books to six classes of third graders at Millard and Azevada schools, with more schools scheduled to receive their dictionaries in the following weeks. The Dictionary Project (www.dictionaryproject.org) is a non profit organization with the goal of assisting all students to complete the school year as good writers, active readers and creative thinkers by providing the

students with their own personal dictionaries. The dictionaries are a gift to each student to use at school and at home for years to come. Sunrise Rotary is encouraging other area service organizations to become involved and continue the dictionary project in other Fremont schools.



## Are you linked?

Members are linked to our online business directory at fremontbusiness.com. Make sure you update your link info: [fmfcc@fremontbusiness.com](mailto:fmfcc@fremontbusiness.com)



## Alert the media

Chamber members are encouraged to submit newsworthy press releases for inclusion in our Member News section.

Send press releases to:  
Editor, Fremont Business Review,  
39488 Stevenson Place, Suite 100,  
Fremont, CA 94539

or email:  
[cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com)  
with "Member News" in the subject line.

Don't forget to include your contact information

## Connection Clubs

### Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

**Tuesday Noon**  
meets weekly at 11:45 a.m.

**Fellini O's**  
3900 Newpark Mall Road, Ste. 101, Newark  
Chair: Stefanie Pavis, 510-252-4653  
Vice Chair: Tom Schmidt, 510-657-2501  
www.tuesdayconnectionclub.com

**Connect 2 Succeed**  
2<sup>nd</sup> & 4<sup>th</sup> Thursday at 11:45 am

**La Piñata Restaurant**  
39136 Paseo Padre Parkway, Fremont  
Chair: Dr. Joe Joly, 510-249-9037  
Co-Chair: TBD  
www.connect2succeed.com

**Fridays Women In Business**  
meets weekly at 7:30 a.m.

**Best Western Garden Court Inn**  
5400 Mowry Ave., Fremont  
Chair: Sharon Scripilliti, 510-659-1212  
Vice: Harriett Whitney, 510-793-7405  
www.fremontwib.com

**Pro Source**  
meets at 11:30a.m. on 3rd Thursday

See website for location  
Chair: Kevin Dean, 510-687-9737  
Vice: Rich Hemmerling, 408-234-4394  
www.theprofessionalsource.com

**Wednesday Noon**  
meets weekly at 12 noon

**La Piñata Restaurant -- NEW LOCATION**  
39136 Paseo Padre Parkway, Fremont  
Chair: Gordon Golleto, 510-827-7727  
Vice Chair: Staci Talan 510-745-7445  
www.fremontreferrals.com

**Thursday AM**  
meets weekly at 7:30 a.m.

**The Depot Cafe**  
37260 Fremont Blvd., Fremont  
Chair: Terri Landon, 510-796-8300  
Vice: Renee White, 510-440-1100  
www.thursdayAM.com

**Referrals Plus**  
1<sup>st</sup> & 3<sup>rd</sup> Thursday at 11:45 am

**Nouvelle Bistro**  
43543 Mission Blvd., Fremont  
Chair: Andrew Draeseke, 510-299-4968  
Vice Chair: Melinda Yee, 510-651-2448  
www.thursdayreferralsplus.com

**Friday AM Connection Club**  
meets weekly at 7:15 a.m.

**The Depot Cafe, Fremont**  
37260 Fremont Blvd., Fremont  
Chair: Mark Buechler, 510-520-1922  
Vice: Jose Gonzalez, 510-894-0764  
www.fridayconnections.com

# 23<sup>rd</sup> Annual Fremont Festival of the Arts



## Festival Sponsorship Prize Package

# \$5,000 Value

### Festival Facts:

- ★ 390,000 people attend the two-day festival
- ★ Largest street fair on the West Coast
- ★ Festival walking distance to BART
- ★ Free parking
- ★ Free admission
- ★ 35 different food booths to sample
- ★ 650 artists and craftspeople
- ★ Sponsors also enjoy exposure in print & web
- ★ Package includes Wine Garden tickets
- ★ KidZone
- ★ Firefighter Combat Challenge
- ★ 5 Different beers on tap
- ★ 35 Different wine varieties
- ★ 3 Free music stages
- ★ Business Alley
- ★ Food booths help non-profits



To buy raffle tickets, call 510-795-2244 or go online at [www.fremontbusiness.com](http://www.fremontbusiness.com)

## Doing Business Over Lunch

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to [fmicc@fremontbusiness.com](mailto:fmicc@fremontbusiness.com)



39116 State St, Fremont  
**(510) 791-1688**  
Lunch: 11 am - 2 pm  
Dinner: 5 pm - 9:30 pm  
Sundays: 4 pm - 9 pm



39233 Fremont Bl.  
(In the Hub)  
**(510) 742-6221**  
Open 7 Days a Week  
11 am - 10 pm



39136 Paseo Padre Pkwy  
Fremont **(510) 790-6550**  
Open Daily 8 am - 11 pm



5200 Mowry Ave, Fremont  
**(510) 792-2000**  
Lunch (M-F): 11:30 am - 3 pm  
Dinner: 5:00 pm - 10 pm  
Saturdays, dinner only  
4:30 pm - 9:30 pm



**Pearl's Cafe**  
4096 Bay St.  
Fremont (510) 490-2190  
**Lunch (Mon-Fr): 11:30 am - 5 pm**  
**Dinner (Mon-Sat): after 5 pm**  
**NEW! Longer lunch hours**



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



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



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



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

## Sponsor Package Details

Enter the raffle to win a sponsorship package for the 2006 Fremont Festival of the Arts. Raffle winner will receive the following sponsorship package for the 2006 Fremont Festival of the Arts:

### Media and Logo Identification

- ★ Newspaper: In-paper thank you ad with sponsor logo ID.
- ★ Website: Sponsor logo featured on Festival website; Link provided to sponsor website.
- ★ Official Program: Sponsor name/activity location shown on Festival map. Over 190,000 Programs distributed throughout the Bay Area.

### Hospitality Package

- ★ 4 tickets per day to the Wine Garden.
- ★ 8 Festival T-shirts.

### On-site Promotional Benefits

- ★ A 10' x 10' booth space for sponsor promotional use. Sponsor will be allowed to have prominent signage at booth. Signage to be supplied by sponsor.
- ★ Sponsor logo ID on prominent Festival "Thank You" banners located in strategic areas.
- ★ Ongoing P.A. announcements recognizing sponsor on all stages.

Proceeds to benefit Fremont Chamber of Commerce Dollars for Scholars Foundation.

Raffle tickets:

\$5 each or

10 for \$40

Drawing will be held February 22, 2006 at the Chamber 50th Anniversary Mixer. Need not be present to win.



# Redesign Your Space: Create a New Look for the New Year

by Maria Prieto  
Feng Shui Practitioner,  
Enhanced Environments

Many of us are thinking about the upcoming year and what it will bring. If you're like me, you want this year to be better than the last. You focus on what you can do to improve yourself and enhance your life. As your home is an extension of you, it's important to feel your living spaces reflect who you are and to realize that as you grow your home changes.

One way to bring positive change into your life is to use Feng Shui principles. Feng Shui is the ancient Chinese art of placement. In Chinese, Feng Shui means "Wind" and "Water" - considered two universal forces that

sustain life. In practice, Feng Shui focuses on promoting harmony and balance within a space and emphasizes our connection with nature.

Everything in your home has meaning to you. The goal is to create a supportive environment and to improve your personal chi (energy). This is done by realizing your intentions for your space, using Feng Shui principles, and applying Feng Shui tools like the Bagua and Five Elements maps. The Bagua map is an "energy template" that maps your life aspirations by defining eight important aspects of life - Knowledge, Health, Wealth, Fame, Love, Creativity, Helpful People, and Career. There are simple changes that you can do to en-

hance a space using these tools, like adding a fountain to your home to boost your Career area; or adding a "prosperity" bowl to cultivate your Wealth area. The Five Elements: wood, fire, earth, metal, and water, are found in nature. Balancing these elements through colors, shapes, and materials promote harmony in a space. Try adding healthy plants representing Wood (growth) to provide fresh air and natural beauty or an earth-tone area carpet to add "Earth grounding" energy to a large room. All of these are wonderful Feng Shui cures to a space.

Everything you add to a space has an impact on your personal chi. Too many things in a space are considered to be clutter because the positive en-

ergy cannot move freely and it becomes stagnant. Clutter is a major source of imbalance and negatively affects our mental and physical well being. We waste our energy thinking about or avoiding clutter. Redesigning your space is an opportunity to eliminate clutter and define your intentions for a space. Start by defining how the space will be used, then address clutter, and finally incorporate the things that have meaning to you into your space. Notice how the addition or removal of certain items affects your mood and how the room feels. Live with it for awhile before making more changes. When entering the room ask yourself, how you feel. The essence of Feng Shui is to create a space that truly

resonates with your inner being.

Maria Prieto, is a Feng Shui practitioner and Graceful Lifestyles consultant. She started Enhanced Environments to empower people who are interested in improving the feel, health, comfort of their space, and making a connection with their surroundings through offering Personalized Space Redesign™ consultations. For more information, contact Maria at 510-468-4742 or visit [myenhancedenvironments.com](http://myenhancedenvironments.com)

If you're interested in finding a Feng Shui professional in your area, check with your chamber of commerce. Another source is the International Feng Shui Guild at: [www.internationalfengshuiguild.org](http://www.internationalfengshuiguild.org).

## FUSD recruiting Bond Oversight Committee members

The Fremont Unified School District will soon have seven openings on the Citizens' Bond Oversight Committee, an 11-member advisory group appointed to ensure that the \$157 million approved for school improvement in the 2002 Health and Safety Bond is spent as intended by voters.

The CBOC meets monthly to review bond construction and financial reports. The CBOC is responsible by state law for monitoring and informing the community about the progress of the bond.

The CBOC membership roster must include several specific community groups: parents, members of business and tax organizations, and senior citizens. Members need not have a construction or finance background, but should understand construction projects and financial reports.

The FUSD bond construction pro-

gram is expected to last about six years. Since individual committee members are permitted to serve no more than two two-year terms, six current CBOC members will be "termed out" in March.

The committee is accepting applications in all membership categories, but they are particularly encouraging applications from community members who are members of business and taxpayer organizations. The deadline for applications for the current appointment cycle is Feb. 10.

More information about CBOC, including meeting minutes, reports and an application packet, is available at [www.fremont.k12.ca.us/distcommunity/CBOC.html](http://www.fremont.k12.ca.us/distcommunity/CBOC.html). Applicants also may call 657-2350, ext. 17-705 for information.

## Gov't Affairs Helps Business— from page 1

bill was vetoed by the Governor.

Route 84 and the Mission Boulevard/Interstate 880 Interchange project was an issue long debated within the Tri-City area. The Fremont Chamber organized and led a group of businesses and business organizations within Fremont to support Route 84, option 2 moving forward, with excess funding going to complete the Mission Boulevard/Interstate 880 Interchange project. These projects will provide several hundred million dollars worth of investment in transportation infrastructure within Fremont and will improve traffic flow in both the northern and southern ends of Fremont.

"Key to our success in many government affairs issues is our autonomy in the political arena," said Cindy Bonior, president/CEO of the Fremont Chamber of Commerce. "The Chamber is a separate entity apart from any political interest, and therefore we are able to maintain our allegiance solely to our members and their interests. And as such, members of our Government Affairs (GA) Committee are carefully chosen in order to assure their ability to act independently of other affilia-

tions."

The GA Committee consists of the director of government affairs and Chamber members. GA is responsible for reviewing and discussing the ballot measures for each election and providing the board of directors with recommendations for action.

"One thing the GA does is help us, the members, 'read between the ballot lines' by dissecting the election measures, making them understandable, and then explaining the impact on us, the small business owners," said Tom Schmidt, TGS Agency.

"Small Business owners with great

products, service or ideas often do not have enough time in the day to handle all the back end tasks such as payroll, contracts, implementations, answering calls from sales people, coordinating vendors, invoice, collections and marketing. When we finally accomplish all of our 'to do list' who wants to attend to City Hall meetings, discuss library hours or Route 84, or repairs to Mowry Avenue," continued Schmidt. "The GA committee is out there working to keep the streets safe and clean, the housing affordable and community desirable to attract and maintain consumers to drive and walk up our store front."

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3100 Mowry Ave. Suite 403-B  
Fremont, CA 94538  
510-790-9555

## 15 Month Oct 2005 thru Dec 2006 Firefighter Community Calendar

Featuring Firefighters from Fremont, Newark, and Union City, California

Our bravest heroes are captured in a variety of photos depicting their work and involvement in the community. The calendar is a celebration of the firefighter's dedication to the safety and well being of our community. A portion of the proceeds from the sale of this calendar will go to the Alisa Ann Ruch Burn Foundation.

**\$18 per calendar.** Call 795-2244 or visit [www.fremontbusiness.com](http://www.fremontbusiness.com) to order your calendar

Each month features community events around the Tri-City Area (Fremont, Newark, Union City) along with event contact info.



by Billy Sandbrink  
Director of Government Affairs

The 2005 Legislative Session had the potential to be a paradigm-shifting, landscape-changing, history-making year that changed the way California did business. Newspaper articles talked about how the "Year of Reform" could change California politics well into the next decade and bring in an air of collaboration and partnerships, led by a Republican Governor. Instead, the 2005 session ended up being a year where no major reforms occurred and little, if anything else was accomplished, culminating in a Special Election where voters protested by voting against everything.

Whether by design or by accident, Governor Arnold Schwarzenegger's reform package, as laid out in his January State of the State Address, did not create the compromise and "bipartisan victories" that had been something he had spent his previous year in office doing. What his reform agenda did create were months of PR campaigns against the Governor, paid for by the groups his reform measures impacted the most, teachers unions, public employees unions and nurses unions. In all likelihood, these PR campaigns had an enormous impact on the Governor's image, especially considering the Governor did not respond in kind to these campaigns. Despite harsh criticism

# 2006 State Legislative Preview

and the daunting task of taking on some of the most powerful players in California, the Governor did not back down from his agenda and forged ahead.

Meanwhile, during this high stakes political fight taking place between the Governor and several influential interest groups and with a Special Election lurking in the background, the Legislature remained quiet. On the whole major substantive topics were not addressed for fear of the issue being damaged in a volatile political environment and fear of the resulting consequences to that legislator and his/her party for getting "involved in the fight", so to speak. Instead, legislators chose to wait until next year to address key legislative items.

So with the outcome of the Special Election being what it was, what will the agenda of the Legislature be in 2006 and what is the likelihood of the session being fruitful?

The early indications regarding the agenda for the 2006 session is that the focus will be on rebuilding California, meaning roads, bridges, levees, housing, etc. Senator Tom Torlakson, chairperson of the powerful Senate Transportation Committee, has been touting his plan for a \$10 billion to \$16 billion infrastructure bond, contained within SB 1024, a bill that made it to the Senate Floor last year. SB 1024 contains money for transportation facilities, clean air measures, goods movement, port security, affordable housing, levee protections, and more.

Always one to think big, Governor Schwarzenegger has also been talking about his own infrastructure bond, this one in the range of \$50 billion. The details and scope of this bond have not been defined, but it figures to be one of the main drives of the Governor in 2006.

Obvious concerns thus far regard-

ing infrastructure bond proposals come from the fiscal conservatives, namely Senator Tom McClintock, and those that are wary of adding more debt onto a state with a low credit rating, enormous outstanding debt, and a budget in the red.

The rationale for the focus on infrastructure is that California is a state with aging highways, levees, etc. and if a significant investment is not made towards these issues, the state will begin to crumble. No more vivid an example of the need for proper infrastructure is New Orleans and Hurricane Katrina. California has a vast levee system that provides California with much of its drinking water, protection for millions of acres of farmland and homes located within flood zones. The thinking is if this levee system, which is aging and undersized, is not bolstered, California could be in big trouble if a flood hits in a critical area.

As far as the likelihood of success in 2006 is concerned, people are cautiously optimistic for a successful 2006. Lawmakers have learned through post-election public opinion polls that voters have about as little confidence in them as they do Governor Schwarzenegger. For approval ratings to go up and to avoid further voter protest and more "no" votes on propositions, partisanship is going to have to take a back seat in 2006 to cooperation.

No one knows if infrastructure is a subject that will play to voters because no one knows what voters want. What is known is that every proposition in the Special Election failed and voters are dissatisfied with politics in Sacramento and if politicians cannot find a way to work together and solve some of the state's problems, voters will continue to be dissatisfied and more propositions will fail.

## Local state legislators focus for 2006

*Senator Liz Figueroa*  
Senator Liz Figueroa will continue to focus on improving the access and quality of health care, and investing in California's future by strengthening K-12 and higher education systems, as well as transportation programs and levees. As chair of the Joint Committee on Boards, Commissions and Consumer Protection, Figueroa will remain a proponent for reforming government consumer protection agencies to ensure the public is their top priority.

## *Assemblymember Alberto Torrico*

Assemblymember Alberto Torrico's legislative agenda for 2006 will continue to focus on economic growth, job creation, housing affordability, transportation improvements, educational opportunity and health care access. Top priorities will include AB 37: tax credits for job creation; and AB 1580: the elimination of the double tax on manufacturing inputs. Some of the legislative accomplishments for 2005 include securing \$50 million for the Tri-City area for local transportation improvement projects, and protecting community hospital assets.

*For more information on this issue or any other policy issue impacting Fremont businesses, contact Billy Sandbrink, director of government affairs, at (510) 795-2244 x107 or b.sandbrink@fremontbusiness.com.*

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## Monthly Visits to the Chamber Website

www.fremontbusiness.com

10,205

Total number of visits during the month of November 2005

10,320

Average # of visits per month (2005)

[data provided by Deep Metrix LiveStats]

DEEP METRIX



Yuki Azuma, president of NUMMI, speaks at the Chamber hosted ribbon cutting for their new training & tour center

## Rigenhagen— from page 1

Commerce is an important conduit for achieving that goal," said Rhonda Rigenhagen, assistant manager, community relations at NUMMI.

"We believe in being involved. Serving on the Chamber's Board of Directors and its Government Affairs

Committee gives us the opportunity to learn about important local issues and provide input into decisions.

We believe in being informed. Top of the Week keeps us up to date on events and news important to the local business community. Avenues such as

the State of the City address and the City Manager's Forum let us hear directly from our community leaders.

We believe in continuing education. Leadership Fremont offers a great program for introducing participants to local issues and decision makers. It also teaches leadership skills and provides networking opportunities with a variety of emerging community leaders.

We believe in giving back. Volunteering at the Fremont Festival of the Arts, sponsoring the Firefighters Combat Challenge, and supporting Leadership Fremont's annual class project are ways we support our community through the Chamber.

We believe in partnerships. When we need to inform community leaders about business needs and impacts, we know we can count on the Chamber and other members to lend their voices



Mayor Wasserman speaks at the Chamber hosted "State of the City Address"

as well. The Chamber provides a buffet of services to meet the interests and needs of businesses of all sizes and types. Come by and sample your favorites."

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# Networking for Success

*Mixers and Connections Clubs offer productive networking opportunities*

Building a network of contacts is critical in today's business environment. A wide variety of contacts gives a business owner access to a group of individuals who together possess an enormous amount of expertise and experiences. Additionally, a wide and diverse network is imperative to build a strong potential customer base.

Although contacts earned through networking may become your customers, it is important to remember that networking is not about selling and prospecting. Networking is the act of establishing relationships and resources.

Networking is about listening and making a connection.

As members of the Fremont Chamber, members have access to a variety of networking opportunities. Perhaps the two most popular and widely used networking opportunities are mixers and Connection Clubs.

A mixer is a great way to give your business a boost. Mixer hosts have used the opportunity to introduce

way for our small start-up business to achieve effective and inexpensive exposure," said Sheryl Marymont, office manager for Kokopelli Painting. "In other words, we needed to get the most bang for our advertising buck!"

According to Marymont, Kokopelli Painting established a main focus that included attending Chamber mixers that provided opportunities to meet, network, and build foundations for business relationships in a friendly and fun environment. "By simply attending mixers to learn more about our local businesses, we have exceeded our marketing goal and increased our business significantly by 20 percent," said Marymont.

Not only are mixers among the most popular networking opportunities offered by the Chamber, it is, without a doubt, the most productive and efficient means to connect with business

colleagues.

Connection Clubs are also a popular venue for networking, and go one step further with members actually exchanging referrals within their clubs. Connection Clubs meet at a variety of times and days to exchange leads and assist one another in growing their businesses. A Chamber member may participate in no more than two Connection Clubs. Each club may have only one representative of a given profession, no duplications are permitted.

"I joined the Chamber in June of 2003, and began attending Connection Clubs the following July," said Andrew Draeseke, DCNS Computer & Networking Services. "After getting to know me, a few of the members started using my services. Within a year, a good portion of the two clubs I joined knew the work I did, and started recommending my services to others. Today I can



Chamber events such as mixers allow members to network and grow their business



Mixers are an effective networking opportunity. Pictured at the 2005 Chamber holiday mixer: (l-r) Sanjay Mehra (Low Fare Travel), Sunny Chopra (American National Insurance Co), Urmila Patel (Postal Annex), Tom Schmidt (TGS Agency)

members to a new facility, promote a new service, or to reconnect with those who they may have lost touch with. Members attending mixers have found them to be an effective networking opportunity.

"Kokopelli Painting's marketing goal, over the last year, was to find a

trace innumerable referrals back to the connection clubs, and those referrals produce a significant percentage of my gross sales. The clubs proved to be a good launching pad for my business, and I heartily recommend them to new Chamber members."

Fremont Chamber Connection Clubs have become so successful that the Chamber now offers eight different clubs for the benefit of members. The word of their success has become so widespread that they serve as a model for similar groups in Chambers all over the State.

## Member Testimonials—

from page 3

always has ready for me to pick up whenever I need them. My clients are realtors and when I give them a realo pak it helps them sell which in turn gives me a sale. The Fremont Chamber of Commerce's Relocation Packets are a win-win situation for the real estate industry."

-Terri Thiel, Alliance Title Company

### Ambassadors

Ambassadors are the member representatives for the Fremont Chamber of Commerce and often serve as hosts and mentors at Chamber events. They are very visible at mixers, ribbon cuttings and other special events for the Fremont Chamber. They help with the facilitation of events and because of their help, the Fremont Chamber is able to produce an average of 50 to 60 events a year.



Fremont Chamber Ambassadors helped coordinate DeVry University's Taylor Hall groundbreaking ceremony

"DeVry University Fremont would like to thank the Fremont Chamber of Commerce Ambassadors for all their

help with the opening of the Ron Taylor Residence Hall. This is the first residence hall within the DeVry University system, so getting it up and running has been a very important and monumental step for DeVry. The Ambassadors were on hand at the ground breaking and the ribbon cutting ceremonies. We greatly appreciated all the help they provided at both events. They assisted DeVry at every step, giving us advice and providing the ribbon for the ribbon cutting ceremony. They also got all the guests to sign the ribbon after the ceremony, providing Taylor Hall with a valued souvenir of the event."

-Ben Elias, DeVry University

"Being an Ambassador has greatly helped my self-esteem. Promoting the benefits of the Fremont Chamber of Commerce to local businesses and helping them network and spread their worth to fellow business owners is very rewarding. Exposure to other business owners and sharing referrals helps build the individual business, as well as strengthening Fremont Business as a whole. When we are all working together for the betterment of the community and the residents, everyone will want to shop here and support our city. Prior to taking on this role, I was reluctant to talk about the benefits of my massage therapy business. Being an Ambassador has exposed me to excit-



Chamber Ambassadors Robert Fischer and Harriet Whitney welcome Peter Chu of Office Depot

ing and influential people who are interested in taking care of themselves and hearing how I can help with my services. When the opportunity is presented to you to become an Ambassador, take advantage of it, the benefits outweigh the effort."

-Harriet Whitney, Harriet's Hands

### Fremont Chamber of Commerce Television (FCCTV)

The Fremont Chamber of Commerce hosts its own local cable television show. Developed to showcase Chamber members, each month features guest interviews that focus on the member's expertise and company.

"FCCTV has given me one the biggest opportunity ever and that was to be interviewed and to be on camera. In fact, three cameras which was a little

intimidating at first, but I quickly felt at ease. The experience I had has helped me tremendously. I had an opportunity to appear in an internet commercial for INTEL. The producer conveyed that she has never worked with someone who wasn't in the television industry that gave a strong sound bite and had great presence on camera. The producer had asked me if I've done this before and I said, "Yes, I've been on FCCTV!" The Fremont Chamber of Commerce has and gives so many different opportunities and I consider it a fantastic professional training ground!"

-Pam Isom, ICE Safety Solutions

"My experience with FCCTV was very positive. Having never done a television show before, I was a bit nervous. I was reminded to relax, be myself, and let my personality come through. Those were great words of advice because I received a lot of positive feedback from people who watched the show. I was amazed at how many people watch the show each month. The exposure I received was priceless. To this day, I still get people coming up to me and saying they saw me on FCCTV. I feel that FCCTV is a great benefit to being a Chamber member. The topics of the shows are always informative and keep up with current affairs. Hopefully, I will be asked to appear on FCCTV again

someday. FCCTV is an effective way to get my name and face before the public and the business community."

-Dave Lowman, New England Financial

### SCORE

Service Corps of Retired Executives (SCORE) is the premiere small business counseling and advice organization in the United States available free of charge through the Chamber office by volunteer business mentors, both working and retired.

"SCORE Counseling is one of the best assets that the Fremont Chamber has to offer, and it's free! ACE Advertising Specialties and Business Printing grew rapidly over the past year because of some critical advice Gene Page gave to me when I first joined the Chamber. ACE has accumulated an extremely faithful clientele base, and we market with a controlled growth strategy. One of the key lessons Gene taught me is that it is important to treat your customers well, even if you have to refuse new business to maintain outstanding customer satisfaction. Gene is an acute businessman with the sincerity to help you grow your business and succeed. Take it from my success story!"

-Alanna Powell, Ace Advertising Specialties & Business Printing