

BUSINESS REVIEW

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Green Acres

It's the place to be, p. 3

Successful Marketing:

Business Alley, p. 6

VOLUME 10,
NUMBER 5

Festival of the Arts: A City Within a City

July
2009

Fremont Festival of the Arts: Good for Fremont in Many Ways



By Lori Taylor
City of Fremont

The Annual Fremont Festival of the Arts puts Fremont on the map! The City of Fremont is proud to be home to the largest free street-festival west of the Mississippi. Impressively, the Festival draws close to 400,000 festival-goers over the two-day event and is the premier showplace for music, arts, crafts and exhibition space for

local businesses. As Fremont Chamber members, you may already be aware of the value of the Fremont Festival of the Arts, however, the benefits of the Festival go far beyond what people may realize.

Now in its 26th year, this annual two-day event is a wonderful opportunity for local residents and visitors from throughout the region to enjoy free family entertainment in Fremont,

—Good for Fremont
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Non-profits Give Festival a Unique Flavor

Attendees to the Fremont Festival of the Arts often cite the great food as a key part of what makes their day at the Festival memorable. They look forward to the linguisa or the funnel cakes - or whatever food indulgence they don't allow themselves to eat most of the time! But what they may not realize is that only non-profit organizations are allowed to sell food at the Festival.

Many of the non-profit organizations that operate food booths name the

Fremont Festival of the Arts as their single largest fundraiser of the year. It is estimated that over the 26 years of the Festival, these non-profit organizations have raised over \$8,000,000. The non-profits return that money to the community through a variety of significant services, creating improved quality of life for area residents.

Please support these organiza-

—Non-profits
page 5

Great Marketing Opportunities in a Down Economy When the going gets tough, the tough step up their marketing!

By Cindy Bonior
CEO, Fremont Chamber of Commerce

Times are tough and difficult decisions must be made. So, when it comes time to make decisions regarding budget cuts, do you naturally gravitate towards the marketing line item? Before you slash your marketing budget, stop and think. Do really want to cut the expense that is directly responsible for actually making money? When the fight for the consumer's rapidly shrinking disposable dollar is at its pinnacle, do you really want to withdraw from your customer's line of sight? When the going gets tough, the tough step up their marketing efforts!

If you're ready to accept the marketing challenge and fight to maintain or grow your position in the marketplace, the Chamber has many great marketing opportunities for you.

There are two opportunities, in particular, that are approaching very quickly and both have the capacity to yield incredible results.

First, be a sponsor at the Fremont Festival of the Arts. Many successful businesses that employ top-notch marketing firms firmly believe that sponsorships have been an important catalyst in their achievements. While it may be true that the impact sponsorships have on actual sales numbers is difficult to quantify, the goodwill and trust that is fostered through sponsorships of community events have been proven to develop consumer loyalty. Consumers want to do business with businesses that support their community.

Sponsorship of the Festival of the Arts goes even one step farther. As a sponsor you have physical presence that provides you the opportunity to give your customers a positive experi-

ence with your company, as well as allows you to collect leads for future business. Positioned in the thick of the Festival crowd, sponsors stand to capture the attention of more than 385,000 highly educated and affluent people

who reside in the Bay Area and throughout northern California.

In addition, sponsorship space at the Festival is limited and only a select group of sponsors have a commercial presence at the Festival site. This assures high visibility within the Festival grounds. Festival sponsors enjoy



NBC11 is one of the sponsors of the Fremont Festival

strong media support in print, television, radio and web site exposure, both before and during the festival. Together, these benefits make the most of each and every promotional dollar.

—Festival
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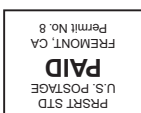
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2009 – 2010

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Top
of the
Week
REPORT

Linking the Business Community

email Napoleon Batalao at

nbatalao@fremontbusiness.com with

SUBSCRIBE in the subject line.



Dirk Lorenz, Chair
Fremont Festival of the Arts

Message from the Festival Chair

The Fremont Festival of the Arts: It takes an Army!

It takes an army of dedicated volunteers to pull off the largest, two day outdoor festival west of the Mississippi!

It will soon be Festival time again, and an army of volunteers are working hard to bring you yet another fabulous fun-filled weekend on August 1st and 2nd, as the Fremont Festival of the Arts returns for its 26th year. Your Festival Committee has been

meeting regularly since the conclusion of last year's festival. Your Chamber of Commerce staff continues to meet with potential sponsors, vendors, Business Alley participants, and area non-profit organizations that depend on the Festival of the Arts for their fundraising needs.

The "army" needed to pull off one of the best FREE festivals in the country includes organizations such as the YMCA; Boy Scouts of America; Washington High School sports teams; Fremont, Mission San Jose and Fremont Sunrise Rotary Clubs; the Tri-City Ecology Center; Leadership Fremont; St. Joseph's School, the Kiwanis Club, Ohlone College Men's Basketball Team and so many others!

I am also grateful to our member businesses and their employees who step up to the plate every year to support this tremendous community event. This year we will welcome back Big Designs, Keller Williams, TGIF Body Shop, U.S. Bank, BJ Travel along with Karen's Word Processing, Fuller Spangler Enterprises and Royal Brass as they staff beer, glass and wine booths.

In a tribute to Joyce Twomey, a beloved member of the Fremont Chamber of Commerce Board of Directors and Executive Committee, the accounting firm of Greenstein, Rogoff, Olsen and Company (GROCO), where Joyce worked, will be sponsoring our Wine Garden. Joyce passed away just after the conclusion of last year's festival.

As we extend our sincere appreciation for everything our members do for the Festival of the Arts, we are mindful that it would not be possible without this "army". It is this group of individuals and businesses that help make the Fremont Festival of the Arts the best of the best. For all of these unsung heroes, know that your work benefits so many in our community. We will see you at the largest two day outdoor festival west of the Mississippi... the 26th annual Fremont Festival of the Arts produced by the Fremont Chamber of Commerce!



Pictures from last year: left, a crowd is treated to the free music at the Paseo Padre stage. right, Lt. Mikkelsen, Fremont PD

Good for Fremont—

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learn about our community, and invest in Fremont through their purchases. The event features something for everyone within its four walking miles of closed-off city streets, including 600 booths exhibiting quality arts and crafts; over 30 food booths serving tasty cuisine from around the world; booths serving chilled wine, beer, and margaritas; a fun, interactive children's area; and professional sound stages featuring fabulous musicians and entertainment.

The Festival is a prime example of shopping locally and growing our local economy. While everyone appreciates browsing and shopping at the unique booths, it is important to remember the economic development benefits of supporting these businesses and event sponsors. Many of the artisans are small independent businesses, often without a permanent retail location, that use festivals and crafts fairs to earn their livelihood. Business Alley plays a key role showcasing a variety of local merchants and service providers located within our community. Supporting these local businesses generates employment and economic vitality in Fremont. Purchasing from artisans at the Festival contributes to local revenues through the sales taxes generated. The City receives over \$150,000 in revenues from sales taxes during this event, which helps fund local services.

The Festival also provides an opportunity to positively impact our com-

munity through supporting local community groups. All of the food booths are operated by local non-profit groups, and the Festival is an important fundraising opportunity allowing groups to continue providing services to our community. In addition to fundraising through food sales, some local parking lots charge for parking to support local non-profits. These are both easy ways to make a difference in our community.

Important information is also available and shared at the Festival. A variety of informational booths highlighting programs by BART, AC Transit, Washington Hospital, and the City of Fremont (just to name a few) provide information on resources available to the community and region. In fact, the City's Environmental Services Division and Office of Economic Development will be reminding residents to shop locally while being environmentally-friendly by distributing reusable shopping totes. We will also be providing information about Fremont's

Household Hazardous Waste Drop-off Facility, as well as other City of Fremont programs. We look forward to seeing you at the Festival!

Lori Taylor is the Economic Development Manager with the City of Fremont. She can be reached at ltaylor@ci.fremont.ca.us or at 510-284-4024. The Economic Development Department works to help existing businesses succeed by providing tools and services, such as the free "Shop Fremont!" program, as well as providing site selection and permitting assistance.

“The City receives over \$150,000 in revenues from sales taxes during this event, which helps fund local services.”

Chairman's Message

Looking Forward to Looking Back

I'm looking forward to looking back. Nearly 400,000 people will enjoy the Fremont Festival of the Arts. That is close to twice the population of this community. Hundreds of volunteers and thousands of hours of planning have already occurred and we are still not there yet. This event is becoming so well orchestrated that I've been taking it for granted.

For several years, I have taken for granted that Joyce Twomey would volunteer at the Wine Garden. Last year, Joyce spent her final days at the Wine garden before her battle with cancer took her life. This year I look forward to toasting Joyce at the "Joyce Twomey Memorial Wine Garden" sponsored by GROCO.

This year I assure you, I will not take for granted the efforts of our volunteers and their role in producing an event that serves the community, our membership, and our local non-profit organizations.

In business, there are many occasions where it's a win-win. This is not a win-win. It's a win-win-win. It's a win for Fremont Chamber members who have the opportunity to showcase their businesses to hundreds of thousands of potential new clients and

customers in Business Alley. It's a win for 24 local non-profits who will generate much needed income for their programs by running the food booths. It's a win for our community members who will not have to leave town to enjoy art, music and, of course, wine.

It's also a win for parents and children who will enjoy Kid City. Kid City is free - they don't even collect property taxes.

I look forward to thanking the volunteers. I look forward to thanking the Chamber staff for all of their hard work and long hours. I look forward to thanking the Festival Committee for once again putting on a great event. I look forward to looking back and saying this was the best Festival yet!



Joseph Joly, D.C., Joly Chiropractic

Green Acres is the Place to Be

by members of The Southern Alameda County Air Quality Resource Team

Commuters have many transit options in the Bay Area, but often are not aware of them.

The "Green Your Commute" booth will offer information on clean commute alternatives. Commuters will learn how to save gas, money and reduce stress. Sponsored by the Bay Area Air Quality Management District and the Southern Alameda County Air Quality Resource Team, the "Green Your Commute" booth will focus on reducing carbon footprints and improving air quality by using various means of public transportation. Team members include AC Transit, Community Focus, Enterprise Rideshare and 511 Rideshare. There will also be transit information available for ACE, Amtrak, BART and Santa Clara VTA. The booth will be located in the newly-launched Green Acres section of this year's Fremont Festival of the Arts.

According to the Bay Area Council, transportation is the number one concern for Bay Area residents. This booth will create opportunities for Festival attendees to get real answers for their daily commute needs and information about commute alternatives.

AC Transit

AC Transit, your bus company, provides and promotes public transit in Fremont and Newark. Our primary goal is to reduce traffic congestion and improve the quality of life in Fremont and Newark. AC Transit also provides transbay service across the Dumbarton, San Mateo and San Francisco Bay bridges. For more information visit www.actransit.org or call 511 and say AC Transit.

Community Focus

Community Focus, a non-profit organization and leader in creating collaborative community projects, helps the Bay Area Air Quality Management District involve the public in voluntary efforts to reduce local air pollution. The Southern Alameda County Air Quality Resource team is one of nine teams that Community

Focus facilitates for the Air District. These resource teams are comprised of key community stakeholders. Our interactive booth will showcase member organizations. For more information visit www.communityfocus.org.

Enterprise Rideshare, Vanpool Program

With traffic getting worse every year, commuting to work is getting more costly and stressful everyday. By commuting in an Enterprise vanpool, you could eliminate commute stress and dramatically reduce the cost of driving to work. Employers and employees alike can benefit through a tax savings benefit. To join or start a vanpool, call 1-800-VAN-4WORK or visit vanpool.com.

511 Rideshare

511 is your one-stop phone and web source for up-to-the-minute Bay Area traffic, transit, rideshare, and bicycling information. It's FREE and available whenever you need it - 24/7.

Start a carpool or vanpool today. It's a green alternative that saves you time and money. With 511 Rideshare, registration is fast and simple. Quickly search our database and start sharing the ride with other people heading in your direction. Visit the Rideshare page on 511.org, or call 511 and say "Rideshare."

Please stop by the "Green Your Commute" booth in the Green Acres section of the Fremont Festival of the Arts. Pick up information on commute alternatives. Learn about rewards and prizes for commuters. Create your personalized trip plan. See you at the Festival on August 1 and 2!

The Fremont Chamber of Commerce is proud to introduce the new Green Acres section of the Festival of the Arts. This year, the seeds have been sown with sponsors such as the Southern Alameda County Air Quality Resource Team, Clorox Greenworks, and the California State Automobile Association with their green car. We hope to see this area flourish and grow greener over the coming years. See you in Green Acres!

This booth will create opportunities for Festival attendees to get real answers for their daily commute needs and information about commute alternatives.



Green Acres vendor AC Transit's primary goal is to reduce traffic and improve the quality of life in the Tri-Cities.

July Events

- 7 **Fremont City Council Meeting**
7 p.m., City Council Chambers
- 8 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Referrals Plus Connection Club Mixer**
5-7 p.m.
Vida Y Vino Wine Bistro
43808 Christy St., Fremont
Phone: (510) 490-8466
Website: www.thursdayreferralsplus.com
Referrals Plus is one of Fremont Chamber's networking clubs. To learn more about participating in a networking club, please join us at Vida Y Vino.
- 10 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- 14 **Fremont City Council Meeting**
7 p.m., City Council Meeting
- 15 **Connection Club Leaders Meeting**
8 a.m., Chamber Conference Room
- 21 **Fremont City Council Work Session**
Time tbd, City Council Chambers
- 22 **Finance Committee Meeting**
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room
- Fremont Hills Assisted Living Mixer**
5-7 p.m.
35490 Mission Blvd., Fremont
Phone: (510) 796-4200
Fremont Hills Assisted Living is the newest and the largest assisted living community in Fremont, nestled by hills in the Historic Niles area. When it comes to care, we are the experts.
- 24 **Chamber Pak Deadline**
Chamber Food Drive Ends
- 28 **ABC Training for the Festival**
6 p.m., Chamber Conference Room
- Fremont City Council Meeting**
7 p.m., City Council Chambers

August Events

- 1-2 **Fremont Festival of the Arts**
10 a.m. - 6 p.m.
Central Fremont, Paseo Padre Pkwy @ Walnut
- 3-7 **Chamber Offices Closed**
- 12 **Ambassadors Meeting**
8 a.m., Chamber Conference Room
- Pacific Commons Mixer**
5-7 p.m.
Linens 'N Things building
43756 Christy St., Fremont
Great shops, great shopping, and great dining can be found at Pacific Commons, Fremont's premiere shopping center.
- 13 **Membership Committee Meeting**
Noon, Chamber Conference Room
- 14 **Chamber Board of Directors Meeting**
7:30 a.m., Chamber Conference Room
- Fremont Day at the A's**
7:05 p.m., A's vs. Chicago White Sox
More info: www.fremontbusiness.com
- 19 **Connection Club Leaders meeting**
8 a.m., Chamber Conference Room
- 26 **Finance Committee Meeting**
7:30 a.m., Fremont Marriott
- Government Affairs Committee Meeting**
7:45 a.m., Chamber Conference Room

New Members

Nonprofit Organizations

Dawn Breakers Lions Club

Mike Hale
35843 Salvador Ct.
(510) 494-0706
geckotechno@yahoo.com
www.dawnbreakersca.lionwrap.org
The primary focus of the Dawn Breakers Lions Club is working on behalf of the visually impaired. We provide eyeglasses, medical treatment and training. Other projects include labor and financial support for many in need locally and throughout the world. Lions' motto is "We Serve."

Alameda County Vector Control

Lucia Hui
1131 Harbor Bay Parkway, Ste. 166
Alameda, CA 94502
(510) 567-6800
ehvector1@acgov.org
www.acvcsd.org

Restaurants

Chandni Restaurant

Dean I. Khan
5748 Mowry School Rd.
Newark, CA 94560
(510) 668-1051
info@chandnirestaurant.com
www.chandnirestaurant.com
Chandni Restaurant provides unique settings for gatherings of 10-200 guests. Our array of sophisticated menus has been carefully designed for even the most discriminating taste and our attention to detail is legendary. We'll arrange everything to ensure a stress-free event. We are setting new standards of excellence.

Contractors - Home Improvement

Re-Bath of Alameda County

Farrokh Arjomandi
23762 Foley St., Ste. 2
Hayward, CA 94545
(510) 782-7820
farrokh@rebathofalamedacounty.com
www.rebathofalamedacounty.com

Gutter Helmet of the Bay Area, Inc.

Karen Dimmick
65 Washington St., #64
Santa Clara, CA 95050
(408) 244-1423
sales@gutterhelmetca.com
www.gutterhelmetca.com

Advertising

After 55 Housing & Resource Guide

Meg Esten
32990 Alvarado Niles Rd., Ste. 990
Union City, CA 94587
(510) 324-7368
meg.esten@senioroutlook.com
www.senioroutlook.com

Financial Planners & Services

Edward Jones

Mark Karpeles
46923 Warm Springs Blvd., Ste. 205
Fremont, CA 94539
(510) 668-1524
mark.karpeles@edwardjones.com
www.edwardjones.com

Anniversaries

20+ Years

AppleOne Employment Services
Catellus, A ProLogis Company
The Lipman Company, Inc.
Westaff
WyoTech
YMCA Fremont-Newark

15+ Years

Comcast Spotlight
Good-Nite Inn
ROSS Organic Specialty Sales, Inc.
U.S. Bank

10+ Years

Fremont Marriott Hotel
Lori's Income Tax Service
Robert Half International / DBA: Office Team

5+ Years

American Business Women's Association
Chapel of the Chimes

Classic Party Rentals
DCNS Computer & Networking Services
Electro Imaging Systems
Dr. Joseph Joly, Chiropractor
MRL - Fazlur Khan
Niles Main Street Association
Sharks Ice at Fremont
Southern Heritage Bar-B-Q
Thermoscape

2+ Years

24 Hour Fitness
A & S Enterprise
Adventure Web Design
All Home Repair, Inc.
Clayton Insurance
Friend and Champion- Laurence Hansen, Independent Assoc.
Mozzetti Trucking
Newark Pet Clinic
On Lok SeniorHealth
Pacific Dental Spa - Dr. Guy Nazareno, DDS
Pump It Up of Union City

1 Year

Ace Animal Hospital, Inc.
Ariana Trader
Avis
Brinks Home Security, Inc.
Budget Truck & Car Rental
Choi's Martial Arts
Counseling & Hypnotherapy
Ellis Eye & Laser Medical Center
Fremont Elks Lodge
Fremont Honda & Kawasaki
Fremont Smile - Dr. Edwin Chichon
Glenn Garry Construction
GreenNow USA
Massage Envy
NorCal Publishing
Prudential Realty- Hilda Furtado
Randhawa Dental
Ripple Effect Water Gardens
Sosa Marble & Granite
State Farm Insurance - Bay View AFO

Congratulations to all our Chamber members who have reached these milestones

No Housing Crisis in Kid City!

By David Hembree
Fremont/Newark YMCA

cool gingerbread house - made of wood!

Did you have a secret clubhouse or playhouse as a kid? Remember how much fun that was? For this year's YMCA Kid City, four local firms have each stepped up to build or sponsor a playhouse that will ultimately be placed with four lucky families.

When you build something, there is a process - whether it's strong kids, strong families, a good reputation, or even a playhouse for Kid City. The following construction crews and organizations are currently working on providing a playhouse for Kid City:

James R Griffin Construction Inc. is building a school house. See picture below.

Magnum Drywall and Doyle Construction are teaming up to build a playhouse. The theme is a surprise so far, but last year the crew turned out a

Robson Homes will be producing a craftsman-style playhouse. We can't wait to see this effort.

Fremont Bank is sponsoring an Old West-style bank, for your little cowboys and cowgirls to star in their own backyard westerns.

Look for an online auction of selected playhouses beginning mid-July. Raffle tickets for other playhouses will be on sale at YMCA Kid City at the Festival. Proceeds will benefit children and families in need of financial support to participate in YMCA programs such as day camp and youth & government.

For more information, contact David Hembree at (510) 279-2909 or dhembree@ymcaeastbay.org.

We'll see you at YMCA Kid City at the Fremont Festival of the Arts, August 1st and 2nd, 2009.



Above: Visitors to Kid City in 2008 look at James R Griffin's Firehouse No. 8

Below, left: JR Griffin workers donate their time in making 2009's Schoolhouse



Win a playhouse!

Raffle tickets will be on sale at YMCA's Kid City during the Fremont Festival of the Arts August 1 & 2

Also,

Online Auction of playhouses begin mid-July

For more information:
fremont.ymcaeastbay.org
or call 510-279-2909

A's Fremont Day

Friday
August 14, 2009
vs.
Chicago White Sox
7:05pm

\$5 from each ticket sold will benefit the Fremont Education Foundation, Dollars for Scholars, and the Washington Hospital Healthcare Foundation



To place order contact:
Phil Chapman
510.638.4900 ext. 3013
pchapman@oaklandathletics.com

Download the form at:
<http://www.fremontbusiness.com>

Non-profits—

from page 1

tions in their endeavors by indulging at the Festival. If your non-profit would like to operate a food booth, please contact Nina Moore at (510) 795-2244.

Our Non-Profits Speak Out: Why We Participate

We asked several of our participating non-profits to share their thoughts about the Festival experience and why they do it. Here are some of their responses:

Nader Ayad, president, Rotary Club of Mission San Jose

The best thing about the festival is celebrating and meeting people while serving the community!

Rotary Club of Mission San Jose has been participating in the Festival for over 20 years. Linguica patties, a Portuguese original, are custom-made for our booth. While Fremont has a significant Portuguese heritage, our Club now cherishes this linguica as our tradition. Over time, different foods have been added and tried: club president Dave Garges added corn on the

cob; last year club president Brian Moos had watermelon slices; this year I'm betting on my new item – "Mission San Jose Parfait," yogurt and fruit with granola.

The booth provides a venue for the club members to be part of our Fremont celebrations. New and seasoned Rotary Club members work together as a team, along with about thirty Mission High School students who are members of the school's Interact Club (junior Rotary). The students earn high school service credits required for graduation. With funds raised, our Club supports student scholarships and helps make a difference in humanitarian and local history preservation projects, such as "Shop with a Cop", Mission Creek restoration, clothes for the needy, and world-

wide polio eradication. Please visit our booth at the corner of Paseo Padre and Capitol.

Sandeep Saini, president, Warm Springs Business and Community Association (WSBCA)

Participating for our second year, the Warm Springs Business Association is partnering with Una Mas to offer Mexican food to Festival-goers. WSBCA's participation provides good exposure in the community and it raises money for community services, Warm Springs' schools, and the annual tree lighting event in the Warm Springs District. Our board members volunteer at the booth. It's fun to be at the Festival for two days and meet people from different organizations.

Mark Anderson, Executive Director, Resurrection Greek Orthodox Church

We are so excited to be a part of the Fremont Festival of the Arts! Our Greek community members have been coming to this festival since it began. Now we are going to have our own GYRO Booth! The Greek Dancers and their families will be volunteering and sharing their expertise in making delicious gyros filled with meat, onions, cucumbers, tomatoes and our own special tzatziki sauce, wrapped in a warm pita. We will even have a vegetarian version. Come and have a "taste" of Greece and help us raise money for the cultural enrichment and education of our youth and seniors and the family adoption for those in need during the holidays. Hope to see everyone there! Yassou!

Elise Balgley, Immediate Past President, Kiwanis Club of Fremont

The Kiwanis have been in the Festival for eleven years. It's a great event for at least a couple of reasons. There is no need to generate an audience; the

people are already there. Then, above and beyond the profits, there is the camaraderie of working with the other members of your group and being visible in the community.

Marlene Weibel, board member, Rotary Club of Fremont

For 26 years, the Festival has helped Fremont Rotary raise funds to make other people's lives better. But participating in a booth at the Festival is also a great way to meet people and let them know what Rotary is all about. And, on top of all that, Rotarians get to spend time together. It's a lot of fun!

The point is that the Fremont Festival of the Arts is not just an opportunity to enjoy the largest free street festival on the West Coast. For local non-profits, it is an opportunity to raise funds to continue their work and to publicize their activities. For all attending, it is an opportunity to give back to our community. We look forward to seeing you on August 1st and 2nd as we enjoy another great Festival.

2009 FOOD BOOTHS

American High School (Band Parents Organization)

Ice Cream
Benefits American High School Music Program

BSA Troop 199

Root Beer Floats
Benefits troop activities and programs

Bridges Intervention Services

Teriyaki Chicken
Benefits at-risk teens and young adults in the Tri-City area

Centerville National Little League

Garlic Fries & Chili Fries
Benefits youth sports programs

Fremont American Little League

Hot Dogs
Benefits youth sports programs

Fremont Rotary Club

Iced coffee & Biscotti
Benefits community service programs

Holy Trinity Lutheran Church

Nachos
Benefits community service organizations and programs

Irvington High School

Ice Cream
Benefits the productions and programs of Irvington High School

Kilohana Outrigger Canoe Club

Hawaiian BBQ Plate Lunch
Benefits club training programs and equipment.

Kiwanis Club of Fremont

Pizza & Cookies
Benefits youth, families and senior citizens in the Tri-City area

Knights of Columbus - Council 2692

Linguica Sandwich
Benefits educational, charitable, religious, social welfare, ware relief, and public relief programs

Leadership Fremont

Ice Cream
Benefits Leadership Fremont program and scholarships

Milpitas Host Lions Club

Bar-B-Que Ribs & Nachos
Benefits Milpitas Food Pantry, Lions Blind Center of Santa Clara County and other community programs

Mission San Jose High School (Parents of Universal Performers)

Ice Cream
Benefits the Performing Arts Department of Mission San Jose High School

Mission Valley Elite Cougars

Carne Asada Tacos
Benefits the Mission Valley Elite Cougars Youth Basketball program

Ohlone College Men's Basketball

Hamburgers & Corn-on-the-Cob
Benefits the men's basketball program

Our Lady of Guadalupe School

Funnel Cake
Benefits the school's financial assistance program.

Resurrection Greek Orthodox Church

Gyro
Benefits authentic Greek dance troupe

Rotary Club of Fremont Sunrise

Tri-Tip Sandwich
Benefits Kennedy High School attendance area and a variety of community service organizations.

Rotary Club of Mission San Jose

Linguica Sandwich & Yogurt & Fruit Parfait
Benefits Rotary's worldwide humanitarian projects.

S.O.Y., Inc. (Saving Our Youth)

Philly Cheese Steak Sandwiches
Benefits education for at-promise youth in our community

St. Joseph School

Chinese Chicken Salad & Spring Rolls
Benefits St. Joseph School scholarship program

Stage 1 Theatre

Kettlecorn
Benefits Stage 1 Theatre's productions and operational costs.

Sunol Glen School

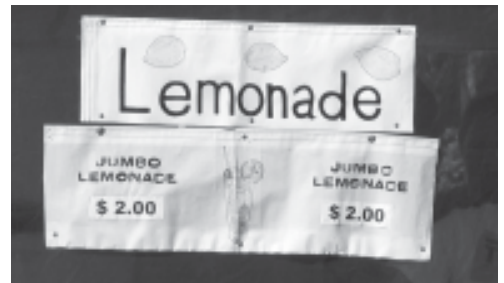
Ice Cream
Benefits a variety of school activities and field trips

Tri-City Ecology Center

Lemonade
Benefits children's ecological education.

Warm Spring Business Association

Burritos / Nachos
Benefits Warm Springs Christmas Tree Lighting and other community events



Successful Marketing = Business Alley

But don't take our word for it....

By Dave Lowman
New England Financial

Marketing your business in tough economic times requires that you squeeze every cent out of every dollar. Mailers are great, but when you think of the cost per impression as well as the rate of return, it's more than many can afford. After all, is not the goal of your marketing effort to get "in front of" as many potential customers as you possibly can? In the May *Business Review*, we told you that on one weekend, you can literally see thousands of potential customers; the Festival attracts close to 400,000 attendees each year. Again, the goal of any marketing effort is to gain that "face to face" time and there is no better way of doing that than participating in Business Alley.

But, don't take my word for it.... just ask past participants!

Joe Joly, Joly Chiropractic: "I pick up many of my new clients by participating in Business Alley. It gives me the opportunity to interact one on one and attain a comfort level with a potential new patient, which in turn allows me to gain their trust, leading to more successful leads."

Dirk Lorenz, East Bay Wholesale Florist: "I was very pleased at the results I received from participating at the Fremont Festival of the Arts. We were there to promote our new wholesale flower division and we made contact with hundreds of new customers. Our business has seen steady growth even in a down economy. I would enthusiastically recommend participation."

A few more of this year's participants were asked the reasons they are participating in Business Alley 2009.

Louise Williamson, Club Sport Fremont: "We are looking for exposure. We want people to know that we are great for families. We know from our past experience that Business Alley will provide that exposure."

"We are coming back this year because it was successful for us and provided good exposure to the community."
—Alexander Choi
Choi's Martial Arts

Grand Master Alexander Choi, Choi's Martial Arts: "We are coming back this year because it was successful for us and provided good exposure to the community. We were very happy with how well-organized it was, and how professionally it was run."

Farrokh Arjomandi, Re-Bath of Alameda County: I am looking forward to taking part in this unique Festival. Not only does it give Re-Bath widespread exposure, it is also like a giant reunion where we run into old friends and clients and make new friends. I am so happy to be there!

Business Alley is only available to Fremont Chamber of Commerce members. Not a member? We can fix that! If you are interested in participating, call KK Kaneshiro, Director of Member services today at 510-795-2244 x103. Space is limited and filling fast. Business Alley.... it's the best investment you can make in your business!

Joyce Twomey Memorial

Wine GARDEN

Sponsored by GROCO

August 1 & 2, 2009

at the Fremont Festival of the Arts

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- Entertainment presented for the exclusive pleasure of Wine Garden attendees.

Entrance to the Wine Garden is limited to individuals 21 and over.

Wine Garden and Connoisseurs' Circle tickets:
call 510-795-2244 ext. 107
visit www.fremontbusiness.com

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OHLONE College

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August 1 & 2

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travelplan@cruisewithlewis.com

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Join in the festivities including a barbecue,
beer and wine "garden", live music,
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**Saturday, August 8th
11:30 a.m. - 3:30 p.m.**

Also, visit our booth at the
Fremont Festival of the Arts
August 1st & 2nd

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2009 BUSINESS ALLEY PARTICIPANTS

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 Alameda County Vector Control Services
 Ascent Property Solutions
 Ascent Property Solutions
 ATP Acupuncture & Chinese Medicine
 Avon Products, Inc.
 Bally's Total Fitness
 Choi's Martial Arts
 City Beach
 Classic Graphics
 ClubSport
 Cruises & Tours
 Danmer Custom Shutters
 DeVry University
 Dynamic Solution Realty
 East West Bank
 Edward Jones

Ellis Eye and Laser Medical Center
 Falun Dafa
 Forest Chiropractic
 Forni Chiropractic
 Fremont Athletic Chiropractic
 Fremont Chiropractic
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 Life Chiropractic College

Massage Envy
 Mezzetti Law Offices
 Newark Pet Clinic
 NorCal Events/South Bay Home Show
 Ohlone College
 Prince of Peace Church
 Randhawa Dental
 Re-Bath of Alameda County
 Remodeling by TCM, Inc.
 Rising Phoenix, Inc.
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 Steele Model and Talent Management
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 (510) 952-6414 CELL

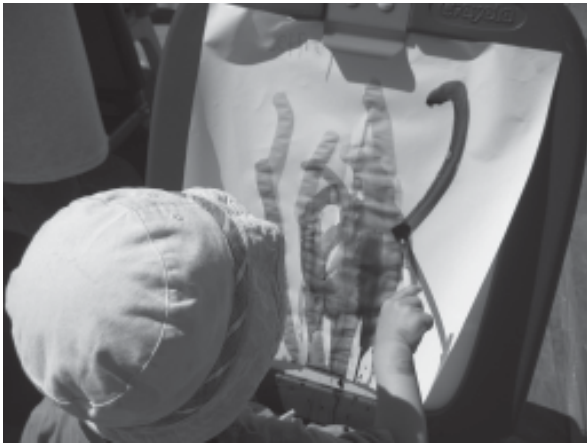


Visit us at the business alley on August 1 & 2 for a special giveaway. Festival visitors can learn more about our services and become eligible for a drawing of free massages and ionic detox foot spa's. Don't forget to get your free mini massage when you visit!

FORNI CHIROPRACTIC
www.gentlespinalcare.com

Visit us at the Business Alley Booth #49!

YMCA Kid City: Fun and Wholesome Activities for Kids



The Fremont Festival of the Arts will once again offer YMCA Kid City as an attraction for families this August 1 & 2nd. Kids will enjoy hands-on activities such as arts and crafts, music making, games, and many other areas focused on fun for kids.

Walk through the streets of Kid City where you can stop at any booth to engage your child in an activity. Get into the spirit of the Festival with face painting, relay races, or shooting hoops! If you get all of the activities checked off on your Kid City map, you are automatically entered to win a playhouse.

The Kid City stage will host puppet shows, music, performances from local gymnastics and dance troupes, as well as raffle drawings for children's playhouses, and important Kid City announcements.

"We received a lot of positive feedback last year from parents of young children," said Fremont/Newark YMCA Executive Director, David Hembree. "It was nice to see that parents felt that Kid City was a place

where they could slow the pace down a bit, and focus on engaging in activities with their children."

And what would a City be without a mayor and council? For the second year, Fremont elementary school students competed to be selected as mayor and council of Kid City by writing a letter indicating what they would do to promote cultural harmony, build a strong community, and nurture healthy lifestyles. This year's winners are Miss Cynthia Chang, mayor; Miss Sawsen Chaida, vice-mayor; and Mr. Moxit Shah, City Council member. All three students are 5th graders at Maloney Elementary School. "All of the entries were wonderfully insightful," said Hembree. "The winners were chosen for their unique perspective and emphasis on leadership, diversity, and creativity."

Kid City is a place where kids can learn about healthy and active lifestyles, community service, civic engagement, and the great outdoors through enjoying activities based on YMCA programs. This happens by

simply playing the games, engaging in an activity and interacting with our wonderful staff and volunteers.

Come and visit us at YMCA Kid City!

Kid City opening ceremonies will begin at 10:00 a.m. on Saturday morning. Join the YMCA and the Fremont Chamber of Commerce for a weekend of family fun at YMCA Kid City.

David Hembree has served as the Executive Director of the Fremont/Newark YMCA since 2005. The Fremont/Newark YMCA operates nine school-age child care sites at Fremont Unified School District campuses. The main facility on Blacow Road, across from Irvington High School, houses a Health and Wellness center, offering adult exercise and fitness classes, strength and cardio training. The YMCA also operates three Summer Day Camp sites. Dave can be reached at (510) 279-2909 or at dhembree@ymcaeastbay.org. For more information about the YMCA's programs, visit www.fremont.ymcaeastbay.org.

Festival Fun Facts

Ever wonder what happens when 385,000 people gather together for a two-day event? How much food is consumed? How much garbage is generated? How many people it takes to run the festival? Here are some fun facts for the curious...

- 2009 marks the 26th anniversary of the Festival of the Arts. The first festival was held in 1983 in the Fremont Hub.
- There are **18,526** ice cream bars consumed at the festival.
- The Festival of the Arts is the largest two-day street festival west of the Mississippi with an attendance of approximately **385,000** and at least **600** artists.
- We pour an average of **23,552** mugs of ice-cold beer during the festival.
- The Festival of the Arts attracts guests from all over the country including Boston, Hawaii, Oregon and Los Angeles!

- More than 13,000 beer mugs and wine glasses are sold each year.
- Over **3,000** volunteers are needed to run the festival. The Chamber utilizes at least 800 for operations, 12 people sit on the Festival Planning Committee which is supported by 5 Chamber staff. Other volunteers work at a variety of non-profit booths throughout the festival.
- More than **35,000** frosty cans of soda and bottles of water are sold to thirsty festival attendees each year.
- The Festival of the Arts generates an average of **46,164** pounds of garbage. A large share of waste is sorted and recycled to protect our environment.
- Approximately **13,230** glasses of wine are enjoyed during the two-day festival.
- The Festival of the Arts has

served as one of the largest fund raisers for many local non-profit organizations who have raised well over **\$8,000,000** over the 26-year history of the festival. Non-profits have used these monies to fund scholarships and medical research; support at-risk children and families in need; provide safe environments for high school children; fund after-school and sports activities.

- The Fremont Festival of the Arts has earned national attention with articles appearing in Parent, Women's Week, California Tourist, and Via Magazine.
- Bring your walking shoes because if you walk the entire festival site, you've covered **4.62** miles according to www.runningmap.com.
- Business Alley, a Chamber member business showcase has assisted Chamber members in achieving business success by



Above: Performers on the Paseo Padre Stage

Right: Unique art can be found at the Fremont Festival of the Arts



increasing their sales and visibility in the community.

- The Festival of the Arts provides funding for the Fremont Chamber of Commerce which is used to maintain services for membership and support the community.



Connection Clubs: Meeting Dates, Times, Places

Open only to Fremont Chamber members. Six groups meet at a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state.

Purpose: 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 are allowed. Each club may have only one representative of any given profession or specialty to prevent competition.

Tuesday Noon

11:45a.m. @ Hilton Hotel
Chair: Jackie Kranich
(510) 794-1938
Vice-Chair: Elise Balgley
(510) 791-1888

Thursday AM

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

Connect 2 Succeed

11:45a.m. @ La Pinata (held on the 2nd & 4th Thursdays of each month)
Chair: Ken Aria
(510) 687-1600
Vice-Chair: Amanda Chun
(510) 754-6545

Referrals Plus

12noon @ Vida Y Vino (held on 1st & 3rd Thursdays each month)
Chair: Scott Capen
(510) 207-6207
Vice-Chair: Jennifer Logan
(510) 494-0829

Friday AM

7:15a.m. @ The Depot Diner
Chair: Maria DaSilva
(510) 412-7268
Vice-Chair: Becky Rivers
(510) 791-1100

Friday Women In Business

Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
Chair: Barbara Jenkins
(510) 657-0573
Vice-Chair: Marina Scott
(510) 445-0400

Doing Business Over Lunch



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



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



2740 Mowry Ave.
Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.

Festival—

from page 1

Over the years, the Fremont Festival has been host to a number of nationally and internationally recognized sponsors such as Starbucks, TGIFriday's, Sharpies Minis, Trident Gum, Liquid Advil, Stonyfield Farms, Brown Cow Yogurt, Saab, Kahlua, and Volvo. Local businesses who have found unprecedented success at the Festival include Custom Exteriors, WyoTech, Fremont Automall, Cal Coast Financial, BART, Allied Waste, Fremont Marriott, and Renewal by Andersen.

If you find that sponsorship is a budget buster, there is another option available to you that is sure to bring far more business and leads than you can imagine.

The second noteworthy opportunity offered exclusively to Chamber members is Business Alley.

In its eighth year, Business Alley

has proved to be a formidable promotional tool for members. Business Alley is a tradeshow within the Fremont Festival of the Arts. It affords Chamber members the opportunity to showcase and market their businesses to thousands of Festival attendees for just pennies.

Business Alley was the result of a brainstorming session conducted to generate ideas to promote Chamber members' businesses. Capitalizing on

the Festival's tremendous success, the Chamber leveraged this resource to our member's advantage to give them access to a large number of potential customers, many of whom may not be easily or affordably accessed.

Business Alley exhibitors have generated hundreds, sometimes thousands, of leads with many turning into solid customers and increased sales.

Festival attendees have discovered a wealth of local resources that they otherwise may never have known existed. And perhaps the best news of all, sales that result from Business Alley provide money that is spent in Fremont and continues to circulate throughout our community.

Year after year, many of the same sponsors and Business Alley exhibitors return to the Fremont Festival of the Arts. What do they know about participating in the Festival that, perhaps, you do not? The Fremont Festival of the Arts offers an effective and efficient means to promote your business. And, in a challenging economy, it's still affordable.

When faced with difficult budget decisions, recognize that marketing is an investment in your future. Now is the time to shift into high gear with your marketing efforts. Be a true contender in the fight for the consumer's disposable income: join the successful marketers that utilize the opportunities found in the Fremont Festival of the Arts.

“When faced with difficult budget decisions, recognize that marketing is an investment in your future.”

Why Pets Are Prohibited

Sorry, pets are not allowed at the festival. This is not to deprive you of time with your pet. Rather, it is a kindness to your pet companions (dogs, cats, birds, iguanas, goldfish, hamsters, whatever) to leave them in the comfort of their own home.

“Pets and the heat, sun, and crowds don't mix,” points out Justine

Schroeder, owner of 3A Pet Sitting. “Pets can get sunburns, pad burns, and heat stroke before people show any signs of discomfort. Large crowds and heat can disorientate and upset a normally docile pet. So please pamper your pets by leaving them home, where they will have plenty of shade, water and comfort.”



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 fmtcc@fremontbusiness.com

Online Business Directory Referrals Report June 2009



- Total visits to fremontbusiness.com: **10,705**
- Average number of monthly visits to fremontbusiness.com (6 month average): **9,932**
- Total number of referrals from the website business directory: **5,929**
- Each member averaged **8.81** referrals from the directory in June
- Each day in May there was an average of **197** referrals from the directory
- The top 150 display referrals received a total of **5,301** display referrals from the directory
- The top 150 clicked on referrals received a total of **535** click thru to their websites
- The total emails sent from our directory was **32**
- The total map referrals from our directory was **102**

Data Provided by ChamberWeblink

The Chamber's website averages over 9,000 unique monthly visitors who are looking for goods and services in Fremont. Chamber members are connected to them via our online Business Directory. Call KK to learn more about joining the Chamber today.
(510)795-2244, ext. 103

Member News

Fremont's Summer Concert Series, presented by The Saddle Rack, returns for 2009

The 2009 Central Park Summer Concert Series, presented by *The Saddle Rack*, will kick-off at Central Park's Performance Pavilion on Thursday, July 9th at 6:30 p.m., with Appaloosa, the Saddle Rack's house band performing country and western music. The evening will also feature The Saddle Rack's barbecue with an ala carte menu for concert-goers.

There is already a buzz about this year's series. It will feature family-friendly fun music and the return of the popular Kids' Corral zone, sponsored by the *American Swim Academy*, to enhance the family experience with interactive games and crafts. Thanks to *The Saddle Rack*, *Comcast*, *Niles Rotary*, and the *American Swim Academy*, each concert is free and open to the public. Concerts will include live music, along with "Bistro in the Park" for dinners-to-go. Meals will be sold at the Senior Center, starting July 16 through Aug. 13, and can be pre-ordered the week of each concert at the Fremont Senior Center office, located at 40000 Paseo Padre Parkway, or purchased at the concert - \$7 for Se-

nior Center members or \$9 for the public. Concert-goers may also bring their own food.

The concert series is scheduled for the following Thursday evenings:

July 9 6:30-8:30 p.m.
Appaloosa (Country/Rock)

July 16 6:30-8:30 p.m.
Take 2 (Party Band)

July 23 6:30-8:30 p.m.
The Sun Kings (Beatles Tribute)

July 30 6:30-8:30 p.m.
The Houserockers (R&B)

Aug. 6 6:30-8:30 p.m.
Fred McCarty (Classic Rock and Country)

Aug. 13*6:30-8:30 p.m.
Top Secret (Party Band) *This is the "Niles Rotary Community Night."

The Performance Pavilion is located in Central Park (Lake Elizabeth) near the Fremont Community Center, 40204 Paseo Padre Parkway. For more information about the Summer Concert Series, please contact the City's Parks and Recreation Department at 510-494-4300 or visit www.fremont.gov/Recreation/SummerConcert.

Fremont Rotary Clubs sponsor 18th Annual Rotary Cook-Off, July 18

The 2009 annual Rotary Chili Cook-Off will be held on Saturday, July 18, 2009 at *The Saddle Rack* (42011 Boscell Road, Fremont) from 11 a.m. to 5 p.m. You won't want to miss the great chili, live music, raffle prizes, kids' activities, a performance by *StarStruck Theater*, and, of course, the returning Firefighter Combat Challenge.

This annual event benefits the Tri-City Rotary Clinic, Washington on Wheels, the Alisa Ann Ruch Burn Foundation, and HOPE Project Mobile Clinic.

Tickets are \$8 in advance, and \$10 at the gate. Ages 6 and under attend free. For more info, contact Daren Young at (510) 438-6500 or visit www.fremontchilicookoff.org.

ACTIA presents South Alameda County Transportation Forum on July 23

Please join the *Alameda County Transportation Improvement Authority* (ACTIA) and its Citizens Advisory Committee for a local forum to highlight the major South County transportation projects scheduled to be implemented within the next five years.

Programs and projects to be highlighted include:

- BART Extension to Warm Springs
- I-680 Express Lanes
- I-880/Mission Blvd. Interchange
- East-West Connector in North Fremont and Union City
- Safe Routes to School programs
- City of Fremont Senior Mobility program
- Dumbarton Rail Corridor Improvements
- Union City Intermodal Station

These projects are funded through local sales tax dollars, state, federal and other funds.

The forum will be held at the Ruggieri Center, 33997 Alvarado-Niles Rd., Union City, from 6:30-8:30 p.m. on the 23rd. Come hear about and discuss project details, schedules and contracting opportunities. For more info, contact ACTIA at 510-893-3347 or www.actia2022.com.

Family Service of the Tri-Cities hosts 1st annual golf tournament, July 31

Family Service of the Tri-Cities is hosting a golf tournament on Friday, July 31st to benefit its mental health services to children and families. The tournament will be

held at the Monarch Bay Golf Course in San Leandro and tee-off will be at 10 a.m. Entry fee is \$100 prior to July 20th, \$125 thereafter, and includes green fees, cart fees, practice balls, continental breakfast, deli buffet luncheon, and prizes. Hole sponsorships are \$75.00.

Family Service of the Tri-Cities (FSTC) is a community-based, non-profit family counseling agency, providing professional, affordable services to individuals, couples, families and children from diverse economic and ethnic backgrounds. Hard-working families in need of counseling services are often caught in the middle, not qualifying for public assistance, but not able to cover the minimum fees for services provided. Fifty percent of the children seen have been removed from their biological homes for physical and/or sexual abuse, abandonment or endangerment. The money raised will support counseling services to help these children and strengthen families.

For more information and tickets, contact FSTC at (510) 791-3322 or familyserVICETC@comcast.net.

Fremont Business Review Editorial Calendar

Looking for a high impact, no cost way to share your expertise and promote your company? Connect with fellow Chamber and community members by submitting an article for an issue of the Fremont Business Review. A short 500 word article can go a long way in promoting your expertise and introducing your company to potential customers. If you're interested in submitting an article, please contact the Guest Editor or Staff Consultant listed for that issue.

We are also looking for Guest Editors for upcoming issues. If you're interested in learning more about becoming a Guest Editor, please contact the Chamber Staff Consultant listed for that issue at 510-795-2244.

AUGUST 2009

Time Management

Staff Consultant: Nina Moore

Guest Editor: Brendon Whateley, Dark Indigo

Deadline: 7/13/09

SEPTEMBER 2009

E-marketing: Harnessing the Power of Internet Marketing

Staff Consultant: Cindy Bonior

Guest Editor to be named

Deadline: 8/14/09

OCTOBER 2009

Structures & Strategies for Business Success

Staff Consultant: Nina Moore

Guest Editor to be named

Deadline: 9/14/09

NOVEMBER 2009

Successful Business Meetings

Staff Consultant: Cindy Bonior

Guest Editor to be named

Deadline: 10/12/09

DECEMBER 2009

Travel Tips

Staff Consultant: Nina Moore

Guest Editor: Patricia Saunders, AAA

Deadline: 11/13/09

JANUARY 2010

Professional Growth

Staff Consultant: Cindy Bonior

Guest Editor: Arlene Kaiser, Arlene Kaiser Productions

Deadline: 12/9/09

FEBRUARY 2010

Safety & Security in the Workplace

Staff Consultant: Nina Moore

Guest Editor to be named

Deadline: 1/15/10



The Fremont Festival of the Arts... the best "stay-cation" around!

Travel and tourism in the United States is a \$740 billion industry that employs 7.5 million people. As we all know, it's been hard hit by the economic recession. According to the U.S. Department of Commerce, the number of visitors who traveled in January 2009 fell 9% from the previous year.

So what does this mean for us locally? Locally, it translates to an upswing in "stay-cations" – events in our own community that provide a getaway feeling at little or no cost. This year's Fremont Festival of the Arts is a prime example of how families and friends from Fremont and the greater Bay Area can enjoy a weekend at

home, experiencing fabulous live entertainment on two outdoor stages, savoring a unique blend of food and beverages, perusing upscale art from area artists and having the kids participate in the fun of Kid City. From our member businesses participating in Business Alley to our local non-profits selling food and beverages, this is a great opportunity to expand your name recognition and promote yourselves to all the "stay-cationers!"

For the 26th year, the Fremont Chamber of Commerce is sponsoring this weekend of sun-drenched fun on August 1st and 2nd. Remember to mark your calendar and get out the sun screen! See you at the Festival!

Fremont Festival Sponsors



FREMONT
CHAMBER OF COMMERCE



The Argus



Great music at the Fremont Festival of the Arts!

far left: Waterloo, an ABBA tribute band

left: La Ventana, Latin rock

ENTERTAINMENT SCHEDULE

August 1-2, 2009

PASEO PADRE STAGE - Paseo Padre and Mowry Ave.

<i>Saturday</i>		
10-11:30am	Michelle Chappell	Americana/Folk
12-1:30pm	J.C. Smith	Blues
2-3:30pm	La Ventana	Latin Rock
4-5:30pm	Evolution	Journey Tribute

<i>Sunday</i>		
10-11:30am	Cold Storage	Rock/Pop
12-1:30pm	Finding Stella	Pop/Rock
2-3:30pm	Aja Vu	Steely Dan Tribute
4-5:30pm	Waterloo	Abba Tribute

NIGHTCLUB STAGE - State St. and Beacon Ave.

<i>Saturday</i>		
11am-12pm	Joe Barretta	Singer/Songwriter
12:30-2pm	Kellee Bradley	Singer/Songwriter
2:30-4pm	The Mundaze	Pop/Rock
4:30-5:30pm	Dog House Riley	Blues

<i>Sunday</i>		
11am-12:30pm	Anthony Johnson	Pop/Rock
1-2pm	Times 4	Contemporary Jazz
2:30-3:30pm	Times 4	Contemporary Jazz
4-5:30pm	Bacchus Brothers	Rock/Jazz/Blues

Music at the Festival: Something for Everyone!

By Leslie Douglas
Prime Time Entertainment

The Fremont Festival of the Arts is back again for its 26th year, with a large variety of music to please every taste! On the main stage at Paseo Padre Parkway and Mowry Avenue, we start out Saturday morning with *Michelle Chappell* at 10:00 a.m., performing her own brand of Americana and Folk music. Following Michelle, at noon, will be the *J. C. Smith Band* for those who prefer a little blues and soul. Beginning at 2:00, bring your salsa partner and head over for *La Ventana*. Their blend of Salsa, Gypsy Rock and Soul music are sure to have everyone dancing! Finally, at 4:00, Journey fans will have their fill of their favorite music with *Evolution*, a Tribute to Journey.

On Sunday, the Paseo Padre Stage will be off to a big start at 10:00 a.m.

with *Cold Storage* performing a variety of fun, high energy music. At noon, get ready for *Finding Stella*, who are sure to take you back to the 70's and 80's with your favorite classic rock. At 2:00 p.m. we welcome *Aja Vu*. If you love the music of Steely Dan, then *Aja Vu* and their perfect tribute to the music we all love will have you singing along to your favorites. Finally, at 4:00, we will close the festival with *Waterloo*, a tribute to Abba. Whether you remember Abba from the 70's or you are a new fan of the music from the movie *Mamma Mia*, this is your chance to dance and sing to the live music of this classic band.

If you prefer a smaller, more intimate setting, you can enjoy some shade and the fabulous music at the State Street Club Stage. We open the day on Saturday morning at 10:00 a.m. with *Joe Barretta*. Joe is a phenomenal singer/songwriter and it's a real treat

to have him perform. Next, we welcome the lilting folk music of *Kellee Bradley* beginning at 12:30 p.m. Kellee is coming to us all the way from Seattle, Washington so don't miss this rare opportunity to hear her. At 2:30 p.m. the *Mundaze* are performing their original music; very danceable and upbeat. Closing on Saturday at 4 p.m., are *Doghouse Riley*, with a ferocious mix of rock and blues.

Sunday morning we open the State Street Club Stage with *Anthony Johnson* beginning at 11:00 a.m. Anthony is another really talented singer/songwriter with a voice you won't soon forget. At 1 p.m. he will be followed by *Times 4*. This is your chance to enjoy the shade and hear some amazing contemporary jazz. Closing the day at 4 p.m. are the *Bacchus Brothers*. This fresh trio is a mix of rock, jazz, blues, funk, and country giving them a unique style all their own.

Gourmet Marketplace: Tastes to tempt and tantalize!

The Festival's Gourmet Marketplace is now in its fifth year, featuring a broad array of gourmet foods and cooking ingredients for the most discriminating palates. These are not your everyday products that you can buy in the supermarket, however. Each vendor participating in Gourmet Marketplace produces their own product; no mass-produced or imported items are accepted. Sample these taste sensations, and you will surely take some of these prepackaged delights home. The challenge will be in deciding between them!



While applications are still being accepted, we are pleased to highlight the delectable treats from our returning and first-time Gourmet Marketplace participants:

Beef and Buffalo Jerky Store
Gourmet beef, buffalo and game jerky: USDA approved and preservative-free!

Betca Sisters
Twenty-five varieties of home-made wine and spirit jellies; wine mustards; wine BBQ sauce

Biscotti di Bianchi
Hand-made biscotti in assorted flavors

Bistro Blends
Gourmet balsamic vinegar and olive oil blends

Cha Cha's Salsa
Bottled homemade salsa

De Cio Pasta
Hand-made gourmet pasta

Diamond Valley Gourmet
All-natural gourmet mixes for cheese balls, dips & desserts

Fairfax Food Company
NO BULL steak grilling sauce: all natural, soy-based, no sugar or sweeteners

Farm Fresh to You
Organic produce delivered fresh from the farm straight to your door

Food and Vine Inc.
Heart-healthy Salute Santé!® grapeseed oils and NAPA Vinjus, a virgin vineyard non-alcoholic grape juice

Frozen Wine Company
Gourmet frozen wine and cocktail mixes

Gotta Luv It
Bottled salad dressings and marinades

Gourmet Temptations
Mustard blends, marinades & finishing sauces, exotic jams & jellies, honey & honey products, butters & chutneys, vinaigrettes & dressings, rubs, curds & scone mixes

Kiki's Confections
Gourmet cookies & cupcakes, gourmet flavored popcorn, flavored sugars

M & CP Farms
Olive products, spreads, olive oil, dirty martini mix, pickled vegetables

Merrilyn's Gourmet Fudge
Gourmet fudge and cookies

Miracle Muffins
Sugar-free muffin & brownie mixes, baked muffins & brownies for diabetics

Mokulele Farms
100% Kona coffee, macadamia nuts, honey

Oliver's Almonds
Cinnamon roasted almonds and pecans

Primo's Gourmet Food Co.
Hand-blended gourmet spices, dips, mustards, pickled garlic, olives, sauces, fruit butters

Primo's Salsa
Salsa mixes

Singing Pig Food Company
Pumpkin butter, apple butter, cherry butter, triple berry butter, salsas, wine garlic mustard, dip mixes

Spice Hound
Spices, herbs, blends, salts, and spice accessories

The Fudge Guy
Gourmet fudge in a variety of flavors and styles, caramel and candy apples

The Killer Baking Company
Gourmet brownies and brownie bites- "Brownies to Die For"®

The Nutty Gourmet by Mel
Candy almonds, pistachios, and cashews

Tres Classique
Custom infused, hand-made balsamic vinegars and oils

District Business News

Calendar of Upcoming Historic District Events

- July 18:** *11th Annual Niles Dog Show*
Sponsored by Niles Main Street Association
9 a.m. - 3 p.m.
Niles Park, Third St. and "H" Street, Niles
- August 4:** *National Night Out celebration*
Sponsored by Niles Merchants Association
6:00 - 8:00p.m.
- August 15:** *Hot August Niles Car Show*
Sponsored by Niles Merchants Association
9 a.m. - 3 p.m.
Main Street, Niles (Fremont)
- August 30:** *45th annual Niles Antique Fair and Flea Market*
Sponsored by Niles Main Street Association
6 a.m. - 4 p.m.
Main Street, Niles (Fremont)



A photo from the 10th Annual Niles Dog Show



A New Home Page for Warm Springs

By Steve Wyant

Warm Springs Business and Community Association

The Warm Springs district of Fremont has a new community - online.

The Warm Springs Business and Community Association (WSBCA) announced the launch of their new website, WarmSpringsOnline.com, which is focused on the needs of Warm Springs residents.

The site features an event calendar, newly expanded business listings, news feeds, community & school information, and articles of local interest. Upcoming features will include classifieds, a discussion forum, coupons from member businesses, and photo & video galleries.

"We feel this new website will serve our community well," said Sandeep Saini, President of the WSBCA. "Our goal has always been to promote and support both our business and residential communities, and our new site will make it easier for all of Warm Springs to stay connected and stay better informed of what's avail-

able and happening in our district."

"More and more people are turning to the web as their primary source for information, but that's often been a real challenge when you're looking for information within a small community," explained Steve Wyant, WSBCA Secretary and the principal designer of the site. "We wanted to redesign our website to make it more of a robust resource for Warm Springs". Enhancements include expanded information about the various businesses, non-profit & community groups, service organizations and clubs in Warm Springs.

"If you want to know which local merchants are having a sale or provide coupons, arrange a carpool to Horner Jr. High or Irvington High School, announce your garage sale, see which community groups are meeting next week, or just have a forum to express yourself, we wanted to make it easier to do that" Steve said. He also noted the site will always be a 'work in progress'. "We want our members and users to help us build it, so it will ultimately be what they want it to be".

Started in early 2004, WSBCA is the newest business district association in Fremont, joining more established groups in Irvington, Centerville, Mission San Jose and Niles. Perhaps best known for its Annual Tree Lighting event held early each December, membership in the WSBCA has grown slowly yet steadily over the years. The Association hopes to build on that trend with this new website.

The association's URL has changed from wsbca.com to WarmSpringsOnline.com.

The Warm Springs Business and Community Association was launched in early 2004 to create a venue for Warm Springs business owners, residents, community groups, and others to share information and resources and to strengthen their sense of community. Their goal is simple: improve the lives of those who live, work, and play in Warm Springs. For additional info, contact Steven Wyant, Secretary, WSBCA at (510) 676-8521 or StevenKWyant@comcast.net.