



# Fremont

# BUSINESS REVIEW

VOLUME 4, NUMBER 3

www.fremontbusiness.com

June 2003

## Wal-Mart Passes City Council Vote

After a three and a half year struggle with the union, planning commission and special interest groups, Wal-Mart was finally approved to open a store in Fremont.

After being denied a permit by the planning commission, Wal-Mart appealed to the City Council to decide their fate in Fremont. The City Council met Tuesday, May 13th to hear public comment and deliberate on a permit approval for the new retail store on

Osgood Road and Skyway Court. It was during public comment that the Chamber of Commerce voiced its support for bringing business (tax revenues) to Fremont. Cindy Bonior, Fremont Chamber CEO delivered the Chamber's position to the City Council

in a prepared statement unanimously supported by the Chamber's board of directors. (See *Fremont Chamber of Commerce Wal-Mart Position Statement, page 7*).

The Chamber's support of Wal-Mart was developed through a process of steps that began with discussions with local union representatives. After

gaining an understanding of the union's position, the Chamber's Government Affairs Committee conducted a

membership survey to identify the sentiment of the membership concerning the potential of a Wal-Mart in Fremont. The results were overwhelmingly positive, not only desiring Wal-Mart to enter the Fremont market but also approving of the location Wal-Mart

chose to place their store.

"Research has shown that our membership, of which 90% are small businesses, overwhelmingly supports a Wal-Mart store and does not feel threatened by its presence," said Gordon Goolsby, Fremont Chamber's Director of Government Affairs. "Many members look forward to the synergies that can be created."

The Government Affairs Committee continued its research by speaking with the Milpitas and Union City Chambers of Commerce to discuss the relationship between the Chambers and their local Wal-Mart stores. These conversations portrayed Wal-Mart as a strong community partner and supporter.

Digging deeper still, the Government Affairs Committee reviewed the Planning Commission minutes, the Environmental Impact Report on the Wal-Mart proposed location and con-

—Wal-Mart Passes, page 7

**The results were overwhelmingly positive, not only desiring Wal-Mart to enter the Fremont market but also approving of the location Wal-Mart chose to place their store.**

## Government-Mandated Universal Health System Will Be Major Concern for California Employers

Richard Costigan III, Vice President  
Government Relations, California Chamber of Commerce

Employee health care access, affordability and quality are as fundamental to employers as energy, water, housing and education. Unfortunately, health care in California is in a crisis condition as costs continue to skyrocket year after year. Employers need to be involved in shaping the future of health care for the benefit of communities, employees and business. In 2003, employers must brace themselves against a tide of California groups advocating a tax-funded uni-

versal health care system as health care costs and the number of uninsured continue to rise.

### Health Care Premiums Soar

According to a survey by the Kaiser Family Foundation, 53 percent of employers report that health insurance costs are their "greatest concern." The Kaiser survey found that premiums increased 12.7 percent in 2002, the highest increase since 1990. Single premiums averaged \$3,060 and \$7,954 for family coverage. In addition,

—Universal Health System page 8

## Investing Through Tough Times



David Lee  
Financial Advisor  
Waddell & Reed, Inc

By David Lee  
Waddell & Reed Financial Services

First quarter of the year has just ended, and, again, it was not what we hoped for. While the NASDAQ was up a modest 0.4%, the Dow Jones was down 4.2%, and the S&P 500 was down 3.6%.

One possible reason for the decline, perhaps the biggest reason, was the possibility of a war with Iraq. This geopolitical uncertainty had a severe impact on investors who helped sent the Dow Jones down 9.8%, the NASDAQ down 4.8%, and the S&P 500 down 9% for the year just few days before the war began. However, when the uncertainty was becoming a reality day-by-day, a pre-war rally took off as investors trying to take advantage of post-war gains, such as the one experienced during the last Gulf War.

—Invest, page 7



## FocusOnFremont.com

City's New Online Commercial Property and Demographic Database

The City of Fremont Office of Economic Development recently launched a new business attraction and site selection website, FocusOnFremont.com. The website provides commercial real estate property and demographic information on available sites throughout Fremont, providing a valuable resource to prospective retailers and existing businesses.

"This new website will serve as a cutting-edge tool for Fremont's retail recruitment efforts," explains Jan Perkins, City Manager. "We are developing ways to strengthen existing retail businesses and attract even more retailers to Fremont. This effort is key at a time when sales tax revenue is needed the most to financially support essential services to our community. In addition, FocusOnFremont.com

will help in our efforts to create a vibrant local economy."

FocusOnFremont.com uses Internet-based GIS technology for business attraction and site selection. It provides searchable databases of available property, dynamic mapping and aerial photos, and free site-specific business and demographic reports. The website is available for anyone to use 24-hours a day, seven days a week, and is geared towards brokers, developers, and current and prospective business owners looking to expand or locate their businesses in Fremont.

To schedule a free demonstration of FocusOnFremont.com held at

—Business Property Finder, page 2

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

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39488 Stevenson Place, Suite 100  
Fremont, CA 94539

Business News?  
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Washington Hospital

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**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% of all Chambers nationwide have received this honor.

**Business Property Finder—**  
*from page 1*

your business or to add a property listing, please contact the City of Fremont Office of Economic Development at (510) 284-4020 or [econdev@ci.fremont.ca.us](mailto:econdev@ci.fremont.ca.us). Each demo enters you in a drawing to win a ClickSmart™ 510 dual mode camera donated by Fremont-based Logitech, designer and manufacturer of high-tech personal interface products.

"The website provides commercial real estate property and demographic information on available sites throughout Fremont, providing a valuable resource to prospective retailers and existing businesses."

At right is a screen shot of FocusonFremont.com. You can search for business property by type, location (address, redevelopment area, business district), square footage, and sale or lease.



**Shopping in Fremont Counts!**  
*City's New Campaign Touts the Strength of Local Purchases*

The City will be launching a "Shopping in Fremont Counts!" marketing campaign this June. The campaign is aimed at educating Fremont residents on the connection between making purchases in Fremont and the quality of City services. The City receives one percent (1%) of the 8.25% sales tax that is collected (the State of California and other local agencies receive the other 7.25%). Fremont allocates 40% of its General Fund budget to Police, 23% to Fire, and 21% to Maintenance. The purchases made in Fremont, whether large or small, really do contribute to the exceptional quality of life Fremont residents enjoy.

"Shopping in Fremont Counts!" will be a six-week promotional campaign culminating at the 20th Annual Festival of the Arts on Saturday and Sunday, July 26-27, 2003. The City of Fremont will host a booth at which coupons and discounts from local businesses will be available to the public along with games and prizes to encourage shopping in Fremont. Local businesses are highly encouraged to provide coupons for distribution to the over 300,000 festival attendees anticipated to attend.

For more information on how your business can participate in this program at no cost, please contact City of Fremont Marketing and Communications Coordinator Angela Tsui at (510) 284-4023 or [atsui@ci.fremont.ca.us](mailto:atsui@ci.fremont.ca.us).

Remember: "Shopping in Fremont Counts!"

**Helpful Tips to Prepare Your Home for Sale**

As summer approaches, so does the best home selling season of the year. Preparing your home for a quick sale and receiving top dollar doesn't mean you'll have to turn your pockets inside out. Although some outlay may be necessary for a fresh coat of paint, new carpeting, or the repair of broken fixtures or appliances may be necessary, here are some tips that won't break the bank, but will make your home more attractive to potential buyers.

**OUTDOORS**

- Spruce up around the house. Keep the lawn and shrubbery trimmed and free of bicycles and other clutter. Keep the garden beds weeded and mulched.
- Put a flowering pot on the front step and keep it watered and trimmed.
- Fill potholes in your driveway and tidy up the walkways.
- Clean off the outdoor furniture. Toss out the rusty and old items.
- Clear out the garage of anything but cars, get rid of any excess.
- Straighten gutters, the mailbox, and the fence, anything that is sagging.
- Fix doorbells, tighten loose doorknobs and oil squeaking hinges.
- Repair broken windows and shutters.

**INDOORS**

- Clean everything in and out of sight. Shampoo the rugs, wash the windows, and clean the blinds and the draperies.
- Weed out the clutter in the closets and the cupboards.
- Create space by storing some of the extra furniture that may be useful, but makes a crowded impression.

- Place the remaining furniture so that traffic can flow easily from room to room.
- Scale down the artwork, posters, signs and family photos. Create a feeling of spaciousness.
- Keep shades and draperies open to admit as much light as possible, however screen out unappealing views.
- Let your kitchen look warm and inviting. Keep your sink shining and free of dirty dishes at all times.
- Organize the cupboards.
- Clean the refrigerator.
- Keep counter tops clear, but not empty.
- Completely degrease your oven
- Remove debris (dust, flies, moths, etc.) from light fixtures.
- Keep bathrooms scrubbed, tidy and equipped with new soap and neatly hung towels.
- Get rid of all stains and install new washers on dripping faucets.
- Feature your home's best characteristics with light or furniture arrangements (a fireplace, a picture window, a balcony, a kitchen eating area)
- Place plants in strategic spots in any room.
- Light the entire house, especially dark corners and hallways.
- Hang mirrors where they will reflect outdoor light, as well as make a room look larger.

By using these tips and any others that you are aware of, you are sure to get the return on your investment that you are looking for.

These tips are brought to you by King Real Estate Group - Realty World in Fremont. For additional tips, complimentary reports and further information visit our website at [www.realtorking.com](http://www.realtorking.com) and para espanol at [www.kingvendecadas.com](http://www.kingvendecadas.com) or contact Lee and JoEllen King at (510) 279-1000.



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# Message from the Chair

It's been an exciting month. Your 2002-2003 board has hit the ground running with many exciting initiatives. Congratulations to the Government Affairs Committee for pulling together information sufficient for the board to come to a consensus on the Wal-Mart issue. As I stated at the City Council meeting, over 73% of our members who responded to our poll were in favor of Wal-Mart opening in Fremont. Thanks to everyone who responded to the survey. You are what make the Chamber the voice of business in Fremont.

Following up on the BHAGS (Big Hairy Audacious Goals) as established at the Board Retreat held in April, the Board continued the strategic planning process with an Action Planning session at the last board meeting, which was held in the beautiful new Fremont Bank facility located in Niles. This Action Session resulted in the identification of 8 Action Groups will be led by at least one board member. The Action

Groups and their leaders are:

- Board Development**, Jeevan Zutshi
- Operations**, Henry Yin
- Membership Benefits**, Elise Balgley
- Communications**, Gerry MacFaul
- Programs**, Brent Hodson
- Government Relations**, Gary Leatherman and Rhonda Rigenhagen
- Revenue Development**, David Coon
- Public Relations**, to be determined

These Action Groups will be recruiting members and calendaring many activities for the coming year. These activities will include a new and improved Chamber website, an electronic Chamber newsletter, revitalization of the Chamber's Scholarship Fund, development of a Business Education Program for Chamber members and assisting the City with revising the sign ordinance. This is a great opportunity for those of you have not yet been involved in Chamber activities to get involved.

Please feel free to contact me directly at [ttikalsky@rina.com](mailto:ttikalsky@rina.com) if you are interested in hearing more about these and many other programs.



**Tim Tikalsky, Chair**  
Fremont Chamber of Commerce

# June Calendar of Events

- 2 Joint Fremont City Council/FUSD Board Meeting**  
4:00 p.m., Location TBA
- FCCTV June Show "Staying Safe – Protecting Your Home and Business" Premieres**  
8:30 p.m., Fremont Cable Channel 29
- 3 Fremont City Council Meeting**  
7:00 p.m., City Council Chambers
- 4 Ambassadors' Club Meeting**  
7:45 a.m., Chamber Conference Room
- 5 Executive Committee Meeting**  
7:30 a.m., Chamber Conference Room
- 10 Fremont City Council Meeting**  
7:00 p.m., City Council Chambers
- 11 Elliston Vineyards Mixer**  
5-7 p.m.  
463 Kilkare Rd. (Nearest Cross Street: Niles Canyon Rd.)  
Sunol, CA  
(925) 862-2377  
Elliston Vineyards with its historic Victorian Mansion and private banquet room, graciously hosts a wide range of private events from romantic weddings and receptions to fabulous dining experiences. The tasting room, open every Saturday and Sunday from 11-5, features such varieties as the Captain's Claret, Merlot and the remarkable Pinot Gris. *note: parking is limited, please carpool.*
- 12 Planning Commission Meeting**  
7:00 p.m., City Council Chambers
- 13 Board of Directors Meeting**  
7:30 a.m., Chamber Conference Room
- July Newsletter Deadline**
- 17 Fremont City Council Work Session**  
5:00 p.m., City Council Chambers
- 18 Connection Club Leaders Meeting**  
8:00 a.m., Chamber Conference Room
- Member Briefing**  
11:45 a.m., Chamber Conference Room
- 24 Fremont City Council Meeting**  
7:00 p.m., City Council Chambers
- 25 Government Affairs Committee**  
8:00 a.m., Chamber Conference Room
- Woodfin Suites Hotel Mixer**  
5-7 p.m.  
39150 Cedar Blvd. (nearest cross street Mowry Ave.)  
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(510) 795-1200  
Woodfin Suites Hotel is dedicated to providing the ultimate in accommodations for those traveling on business or pleasure. Woodfin Suites is your home away from home.
- 26 Planning Commission Meeting**  
7:00 p.m., City Council Chambers
- 27 Finance Committee Meeting**  
8:00 a.m., Fremont Chamber Conference Room

The Wine Garden provides a shady respite from the crowds of the Festival AND a preferred parking spot, if you purchase your ticket in advance. Admission tickets are on sale now for only \$45 for a ticket for one day of the event, which includes the following:

- a preferred parking space near the Wine Garden;
- a 2003 Festival wine glass;
- a 2003 Festival drink ticket usable at any festival wine booth;
- gourmet food served by fine restaurants;
- premium wines poured by wine experts and representatives from local wineries
- a Kids' Garden play area for Wine Garden attendees' kids, sponsored by ClubSport

Connoisseurs' Circle tickets are available for companies or organizations which would like to purchase one (or more) blocks of ten tickets at \$500 and receive the following additional benefits:

- Recognition for your company as a Connoisseurs' Circle member in the Wine Garden program;
- Your company listed on the Wine Garden signage;
- Your company name included in the thank you ad in the Fremont Business Review;
- AND the opportunity to be included in all Connoisseur's Circle events and receive advance notice of ticket sales.

Tickets are available by calling the Chamber office at (510) 795-2244, faxing or mailing the order form available online at [www.fremontbusiness.com](http://www.fremontbusiness.com) or by coming in to the Fremont Chamber of Commerce, 39488 Stevenson Blvd., Suite 100, Fremont, CA 94539 during our business hours.

**July 26 & July 27, 2003**  
10 a.m. - 6 p.m.  
Paseo Padre Parkway  
between Mowry Ave and Walnut Ave

Preparations are underway for the twentieth annual festival of the arts. This is your chance to get involved in the largest free street fair in California.

**Opportunities available:**  
**Business Alley** Fremont Chamber members, reserve your booth at the trade show within California's largest free street festival. Call Danna Bergstrom @ (510) 795-2244, ext 105, email [dbergstrom@fremontbusiness.com](mailto:dbergstrom@fremontbusiness.com)

**Gourmet Marketplace** Sell your gourmet specialty food contact Cindy Bonior at (510) 795-2244, ext 106, email [cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com)

**Street Vendors** Are you interested in being a street vendor? Face painters, jugglers, clowns and other performers call Lana Hillary-Windom (510) 795-2244, ext 100, email [lhillary-windom@fremontbusiness.com](mailto:lhillary-windom@fremontbusiness.com)

**Volunteers** Contact KK Kaneshiro: (510) 795-2244, ext 101. email [kkaneshiro@fremontbusiness.com](mailto:kkaneshiro@fremontbusiness.com)

**Sponsors** Contact Cindy Bonior: (510) 795-2244, ext 106, email [cbonior@fremontbusiness.com](mailto:cbonior@fremontbusiness.com)

**Artists** Contact Nancie Allie at California Artists: (650)-348-7699

## Referrals Count!

One direct benefit of joining the Fremont Chamber of Commerce is getting referrals. This happens through drop-ins at the Chamber office, phone calls, use of the Membership Directory, through Connection Clubs, and via the web site. Listed below are modest estimations of referrals for the month of April, 2003:

Business Referrals.....	2,086
Connection Clubs.....	108
Web site, click through to member URL.....	267
Web site, email inquiry.....	3
Web site, map search.....	123
Total.....	4,673
Year-to-Date.....	27,521

This total does not tally in Directory referrals, member-to-member referrals and recommendations, or direct contact at mixers and other networking events.

**It pays to join the Fremont Chamber of Commerce!**

## Referral Info:

One of the benefits of being a Chamber member is getting valuable referrals through us. We track these referrals in the following areas: Business Referrals, Connection Clubs, and Website.

**Business referrals** are made directly from the Chamber. These include relo paks.

**Connection Club** referrals are made during one of the seven Connection Club meetings.

**Website** referrals are broken down into: Click through, email, and map referrals.

*A click through to member URL* means that members had their website accessed from our online directory.

*An email inquiry referral* means that members were sent email from the online directory.

*A map search referral* means that a member's location map was displayed

[www.fremontbusiness.com](http://www.fremontbusiness.com)

# Welcome, New Members

## AAA Events/A-1 Party Rental

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www.shredncycle.com  
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Union City, CA 94587  
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Contractors, General

## Fremont Chiropractic/ChiroSport Group

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Fremont, CA 94536  
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bonespecific@aol.com  
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Mortgage Broker

## Mission Real Estate & Mortgage-

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www.mission-mortgage.com  
Real Estate-Loans

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vboyle@mission-mortgage.com  
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## Nina's Restaurant

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Restaurants

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39222 Fremont Blvd.  
Fremont, CA 94538  
Phone: (510) 744-1957  
Fax: (510) 744-1958  
Restaurants

## Primerica Financial Services- Renee White

Renee White, Financial Representative  
38331 Ballard Drive  
Fremont, CA 94536  
Phone: (510) 888-4507  
Fax: (510) 440-8104  
www.primerica.com  
Financial Planners

## Q-Cup Fremont

Helen Lee, Owner  
46529 Mission Blvd.  
Fremont, CA 94539  
Phone: (510) 770-9800  
Coffee/Tea Shop

## Qwest Communications-Jason Wong

Jason Wong, Sr. Account Executive  
1731 Technology Drive, Ste. 150  
San Jose, CA 95110  
Phone: (408) 487-6181  
Fax: (408) 487-5609  
jason.wong@qwest.com  
www.qwest.com  
Telecommunications

## S. Brounstein & Associates

Stephanie Brounstein, Principal  
606 Bella Vista Court  
Fremont, CA 94539  
Phone: (510) 209-4566  
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hitekdesigner@attbi.com  
Interior Design-Commercial

## The Saddlerack

Gary Robinson, President  
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Fremont, CA 94538  
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Fax: (510) 353-1580  
wael@thcomp.com  
Computer Sales

## Tri City Assoc. of Evangelicals (TCAE)

Tim Brown, President  
40645 Fremont Blvd. Ste. 16  
Fremont, CA 94538  
Phone: (510) 656-8979  
Fax: (510) 656-0557  
tbrown7979@aol.com  
Organizations

## Welch Business Systems, Inc.

Ryan Welch, Account Rep  
6170 Thornton Ave., Ste. I  
Newark, CA 94560  
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Fax: (510) 795-4832  
ryan.welch@welchbiz.com  
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# Anniversaries

## 30+ Years

Fremont Optometric Group  
Mission Valley Rock Company

## 20+ Years

Centerville Radiator, Inc.  
Greer Enterprises  
Mission Real Estate & Mortgage

## 10+ Years

Carr-Fingerle, Joelyn, CPA  
Dominican Sisters of Mission San Jose  
Honey Baked Ham  
ICON Microsystems, Inc  
Irvington Memorial Cemetery  
Kabage Property Management  
Mission Wells Apartments  
NDK America, Inc.  
New United Motor  
Manufacturing, Inc.  
Office Depot  
Roadrunner Mailing Service  
Shelter Against Violent Environments  
Silicon Valley College  
T.G.I.F. Body Shop & Towing, Inc.  
Tri-City Tidings  
Wells Fargo Bank – Mowry

## 5+ Years

Advantage Body Shop  
Bob's Sports Card Mania  
Citibank  
Environmental Safety Services  
Fuji Hi-Tech, Inc.  
Furniture Medic  
Global Adventures  
Investmark, Inc.  
LH Mortgage  
RE/MAX Eastbay Group - Bill Aboumrad  
SBC  
Super Station Car Wash  
Thomason Internet Services  
Tri-City Church of Religious Science/  
Center for Positive Living  
Willy's Smokehouse & Bar-B-Que

## 2+ Years

Atlas Security Services, Inc.  
Bandwidth 9, Inc.  
Caltronics Business Systems  
Cellular Connection  
Chapman & Jones  
Citizens for Better Community  
Cold Stone Creamery  
Benjamin Chew, D.D.S  
Choi's Martial Arts of Union City  
Commonwealth Land Title Company  
Ferrari, Ottoboni LLP.  
Francotyp-Postalia, Inc.  
Harriet's Hands  
Homewood Suites by Hilton  
Hudock Insurance Agency  
InRoads Christian Church  
Insight Vision Correction  
Jacinto Mortgage Group, Inc.  
MCI Worldcom Wireless  
Mi Pueblito Restaurant  
Post Media Group  
Premier Hitech  
Pre-Paid Legal Services, Inc.  
Progressive Computer Solutions  
Society of Afghan Professionals  
University of San Francisco in San Ramon  
Vintage Mortgage  
Webeze

## 1 Year

Advanced Staffing Solutions  
Alder Avenue Baptist Church  
Alliance Title Co.  
Avon Products--Alma McKenzie  
Child Abuse Prevention Agency (CAPA)  
Colonial Supplemental Insurance  
Designs by Vicky  
Fremont Imaging - Open MRI & Sprial CT  
Full Circle Management (FCM)  
The IndUS Entrepreneurs (TIE)  
Nextel  
RE/MAX East Bay Group-MaryAnn Morrar  
Tao-Ping Acupuncture & Oriental Medicine

Congratulations to all our members who have reached these milestones

# FCCTV

## Fremont Chamber of Commerce Spotlights Members with Weekly Television Broadcast

Safety and security has recently become a phrase used almost daily in our lives, and safeguarding our well being is of critical concern. Because we live and work in a complex world, we must be mindful of the dangers that are ever present and learn to become proactive rather than reactionary in our efforts to safeguard ourselves, our employees, business, and important data. KK Kaneshiro, Director of Member Services and host of the Fremont Chamber of Commerce television show (FCCTV) interviews three guests who share strategies to help you protect your business, your home and your identity. "Safety Issues - Creating a Safer Business and Home" June's FCCTV segment include guests Mark Valier from Environmental Safety Services who discusses emergency preparedness and how to react when a disaster occurs. Jim Gitas from DataShred, Inc. explains the proper methods for destroying documents and how to protect your identity. And, Jerry Deschler from Hoge, Fenton, Jones & Appel, Inc. lists the five biggest and most costly mistakes businesses make and what you can do to avoid these mistakes.

## FCCTV SHOW SCHEDULE

Fremont - Channel 29	Mondays 8:30 p.m.
Fremont - Channel 26	Saturdays 6:30 p.m. Sundays 6:30 p.m.
Newark - Channel 26	Fridays 5:00 p.m.
Union City - Channel 15	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.
San Lorenzo, San Leandro and Castro Valley - Channel 28	Thursdays 10 p.m. Saturdays 3:30 p.m. Sundays 8:30 p.m.

## UPCOMING FCCTV SEGMENTS

**July** - Fremont Festival of the Arts  
*Inside Northern California's Largest Street Festival*

**August** - Outdoor Recreation in Fremont  
*A Guide to Our Community's Natural Resources*

## Membership Benefit

### Member Briefing Brown Bag Luncheon

Are you fully utilizing your Chamber benefits? Do you remember all the benefits and services the Chamber has to offer? When you first joined the Fremont Chamber of Commerce, chances are you just opened your business, started at a new business or were deep in the trenches of running your business. Whatever the circumstances, you are most probably loaded with work and all kinds of things to fill your mind.



Fremont Chamber CEO Cindy Bonior talks about the many benefits of being a chamber member at the April member briefing

Understandably new members, and some not so new members, lose track of the many services and benefits available to you as a Chamber member. Our job at the Chamber is to remind you of those services and benefits and help you to apply those to your business to assure long-term success.

Bi-monthly, the Fremont Chamber of Commerce hosts an hour-long Member Briefing filled with a review of membership benefits and services, including tips on how to make the most of your investment in this na-

tionally accredited business organization. Some of the topics covered include membership benefits, professional development, various levels of participation, methods of publicity and exposure, how to network, plus a glimpse into the history of the Chamber and the City of Fremont.

In addition to meeting Chamber Ambassadors, Chamber staff, SCORE representatives, and Connection Club members, there is time allotted before and after the briefing for networking. It's a perfect opportunity to get to know your fellow Chamber members and learn how to maximize the return on your investment in the Fremont Chamber of Commerce.

If you need to become reacquainted with your membership benefits, please contact KK Kaneshiro at (510) 795-2244, ext. 101 or email kkaneshiro@fremontbusiness.com to join us for the Member Briefing Brown Bag Luncheon is scheduled for June 18, 2003. We hope to see you there.

## Connection Clubs

### Meeting Dates, Times, Places

Open only to Chamber members. Seven groups meet at a variety of times and days of the week to exchange leads and assist members in growing their business. Fremont Chamber's Connection Clubs are so successful that they have now served 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 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 (start at 11:45 a.m.)**  
**The Original Hick'ry Pit**  
 39410 Fremont Blvd, Fremont  
 Chair: Becky Carleton, 510-581-8113  
 Vice Chair: Stephanie Pavis, 510-790-2066

**Thursdays 7:30 a.m.**  
**The Depot Cafe**  
 37260 Fremont Blvd, Fremont  
 Chair: Todd Cannon, 510-651-8854  
 Vice: Matt Dickstein, 510-573-4564

**2nd & 4th Thursdays 12 Noon**  
**Chico's Tacos**  
 39136 Paseo Padre Pkwy, Fremont  
 Chair: Don Datanagan, 510-791-3200  
 Vice: OPEN

**1st & 3rd Thursdays 12 Noon "Referrals"**  
**Chico's Tacos**  
 39136 Paseo Padre Pkwy, Fremont  
 Chair: Harriett Whitney, 510-793-7405  
 Vice Chair: Anna Jacoby, 510-490-0379

**Fridays Women In Business, 7:30 a.m.**  
**Best Western Garden Court Inn**  
 5400 Mowry Avenue, Fremont  
 Chair: Edie Parson, 510-651-4675  
 Vice: Vicki Kriner, 510-441-7387

**Friday AM Connection Club, 7:15 a.m.**  
**The Depot Cafe, Fremont**  
 37260 Fremont Blvd, Fremont  
 Chair: Daniel Kisner, 510-791-5790  
 Vice: Kelley Rao, 510-252-0448

**2nd & 4th Wednesday Noon**  
**Fremont Chamber Office**  
 39488 Stevenson Place, Suite 100, Fremont  
 Chair: Maryann Morrar, 510-651-6500  
 Vice-Chair: Seema Giri, 510-793-5388

Before visiting a club, call Chairperson to confirm place & time.

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## Leadership Fremont, Class of 2003



### Leadership Fremont, Class of 2003

l-r: John Castro (BFI), Tiffany Rowe (Wahington Hospital), Cheryl Champ (Fremont Chamber), Rhonda Rigenhagen (NUMMI), Dan Chang (Alameda County Civil Service Comm.), Mark Wolter (Humanex), Kim Kastle (RINA Accountancy), Josh Costa (Kaiser Permanente), Teri Peterson (Cargill Salt), Gordon Goolsby (Fremont Chamber), Beth Rasler (Greenstein, Rogoff, Olsen & Co.), Leslie Allen, facilitator

Leadership Fremont is an annual training program offered by the Fremont Chamber of Commerce to potential community leaders. It provides leadership skills development as well as community service information and opportunities specific to Fremont. Music is instrumental in the community service project undertaken by this year's class. The Leadership Fremont class held a instrument drive kickoff celebration at Ardenwood Historic Farms on May 3



Beth Rasler and Gordon Goolsby at the raffle ticket table at Ardenwood Farms. To date the Leadership Fremont 2003 "Music is Instrumental" drive has resulted in the collection of 21 instrumentals (7 clarinets, 6 trumpets, 2 flutes, 2 guitars, 2 trombones, a violin, and a player piano). Cash donations totaled \$3,215 and sponsors donated products and services valued at more than \$13,000.



### 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 [fmtcc@fremontbusiness.com](mailto:fmtcc@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



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



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 Dinner: 5:00 p.m. - 10 p.m.  
 Saturdays, dinner only  
 4:30 p.m. - 9:30 p.m.



40645 Fremont Bl, #23, Fmt  
**(510) 668-1850**

Tu-Thur: 11:30 a.m. - 9 p.m.  
 Fri-Sat: 11:30 a.m. - 9:30 p.m.  
 Sun: 1 p.m. - 8 p.m.



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

# Member News

## Ohlone Board Hires New President

Wednesday night, May 21st during closed session Ohlone College Board members unanimously voted to extend an offer to Dr. Douglas Treadway to serve as the President/Superintendent of Ohlone Community College District in Fremont. The offer was extended over the telephone to Treadway and he accepted. The contracts will be subject to review by both parties' attorneys. Once negotiations over salary and benefits have been completed and signed, the contract will be made public. Treadway was one of three finalists for the position, which is being vacated by the current president Dr. Floyd Hogue upon his retirement June 30th. Treadway comes to Ohlone from Redding, CA where he currently serves as President/Superintendent of Shasta College in the Shasta-Tehama-Trinity Joint Community College District. The Shasta College Board of Trustees was also meeting on Wednesday night, so Treadway notified them of his acceptance. Treadway has been President of Shasta College since 1994. He was previously Chancellor of the North Dakota University System from 1991 to 1994 and has served as president of a State University in Minnesota and a College in Western Montana. Treadway has been serving in higher education administration since 1969, with extensive teaching, leadership and consulting experience. Treadway received his doctorate from Northwestern University, an MT from Claremont Graduate Schools in Claremont, California and a BA from California Western University in San Diego. His education began at a community college in Los Angeles. For more information on Ohlone College, contact the Ohlone College Office of College Relations at 510-659-6206.

## Kidango to Give Out Free Lunches at Ash Street Park in Newark

Kidango, a charitable organization, announced its sponsorship of the 2003 Summer Food Service Program. Free meals will be made available to all attending children who are 18 years of age and younger. Lunch service will be available at Ash Street Park, 37365 Ash Street, Newark, CA 94560, Monday thru Friday 11:30am - 12:30pm from June 30, 2003 to August 15, 2003. Lunches will not be served on July 4th. For more information on the Summer Food Service Program please contact Monica Quintana, Kidango Food Service Manager, at 510/656-3949 x 204 or mqintana@kidango.org.

## Walnut Creek Native Named Newpark Mall Marketing Manager

General Growth Properties recently named Carrie Denniston marketing manager of the NewPark Mall in Newark, California. Denniston will be in charge of all marketing, advertising and public relations responsibilities. Denniston most recently served as the marketing and specialty leasing manager for the Chico Mall in Chico, California. "Being a Bay Area, Walnut Creek native, it has always been a hope of mine to return to the area and work in the mall marketing industry. Having familiarity with the area retail serves as a great base for



the marketing position at NewPark Mall. I firmly believe market intelligence is key to marketing success," stated Denniston. General Growth Properties, Inc. is the country's second largest shopping center owner, developer and manager of regional shopping malls. General Growth currently has ownership interest in, or management responsibility for, a portfolio of 160 regional shopping malls in 39 states. For more information on General Growth Properties and its portfolio of malls, please visit the company web site at [www.generalgrowth.com](http://www.generalgrowth.com) and the mall web site at [www.newparkmall.com](http://www.newparkmall.com).

## Mattson Technology Secures Follow-On 300 Mm Orders From Major European Chipmaker

Mattson Technology, Inc., a leading supplier of advanced process equipment used to manufacture semiconductors, has won follow-on orders from a major European-based semiconductor manufacturer for multiple 300 mm RTP and strip processing equipment. These multimillion-dollar follow-on orders mark the latest in a string of orders from the European chipmaker, a long-standing customer that already has a suite of Mattson products installed at its production facilities around the world. The first of the tools, a 300 mm Aspen III Strip system, has been shipped to the customer's 300 mm wafer fab. Additional Aspen III Strip and 3000 Steam RTP systems are planned to ship in the second half of 2003. "Our customer continues to choose Mattson products to extend its fab capacity because our systems deliver superior process capabilities, high throughput and low cost of ownership," Michael Fink, European country manager of Mattson Technology. "These latest orders reaffirm Mattson's leadership position in RTP and strip and strengthen that lead in the 300 mm arena. We value our close relationship with this long-time customer and are pleased to be able to continue to provide a competitive advantage in 300 mm processing while supporting its sub-90 nanometer production needs." For more information, please contact Lauren Vu, PR Manager at Mattson Technology, Inc., (510) 492-6518, [lauren.vu@mattson.com](mailto:lauren.vu@mattson.com).

## Ohlone College Hosts Biotech Event

On Wednesday, April 30th, Ohlone College held a Biotech Event to introduce students and community members to the field of biotechnology. Brian Cunningham, J.D. gave a lecture on the present and future of the biotech industry drawing on his insider perspective as general legal counsel at Genentech and COO at Rigel Pharmaceuticals. The lecture was both preceded and followed by a fair allowing attendees to meet with representatives from local biotech firms. Over 125 attendees were present at the event, which took place at the Smith Center on Ohlone's Fremont campus. Participants from Amersham Biosciences, BayBio, East Bay Biotech Education Program, DiscoverRx, EDAB, Guava Technologies, IMPAX Laboratories, INAMED Corp., Lynx Therapeutics, Inc., and Mendel Biotech joined representatives from the City of Fremont Office of Economic Development to discuss the biotech industry. Many students were on hand to learn more about how their educational preparation in the field would assist them in finding employment in the future. Ohlone is one of the few community colleges in the Bay Area with a biotech program. Cunningham spoke about the place

that biotechnology has in our world and the major biotech industry applications. The top three commercial applications are Biopharmaceutical, Industrial, and Agricultural. There are also employment opportunities in government and academic arenas for biotech scientists. In addition, many job seekers can find employment in the biotech field from functional areas such as business management, IT, marketing and sales. For more information on Ohlone College, contact the Ohlone College Office of College Relations at 510-659-6206.

## Mattson Technology Announces New Corporate Headquarters

Mattson Technology, Inc., today announced that the company is moving its corporate headquarters in Fremont, CA. The move will help Mattson substantially reduce its fixed operating costs, while allowing the company to improve operational efficiency. Located only blocks away from Mattson's existing Fremont facilities, the 100,000 square foot headquarters at 47131 Bayside Parkway allows Mattson to consolidate advanced development laboratory, IT and telecommunications infrastructure and upgraded manufacturing and customer training facilities into a single location. Mattson's existing Fremont facilities, which are nearing their lease expirations, will be consolidated into the new location in stages. The move is scheduled to be completed by the fourth quarter of this year.

## Asia Pacific Groups Opens Fremont Branch

Asia Pacific Groups, a Professional Corporation, specializing in mortgage banking & mortgage brokerage hosted its grand opening of the Fremont Branch on Saturday, May 10th, 2003. The new office is located at 39186 State Street, off Mowry Blvd., in Fremont California and is managed by Spencer Chao, with all local Agents and Processors. Asia Pacific Groups has been in business since 1987 with the main office in San Francisco & a branch office in Daly City. It is now the most recognized finance company in the Asian community in the Bay Area. Joe Kong, the President of APG states, "I am so pleased to be branching out into the East Bay and opening the Fremont office. Asia Pacific Groups is built on providing dedicated service and integrity, the finest company for your community."

## Alameda County Fair Offers Discounts on Advance Ticket Purchase

Advance Tickets are on sale now for the 2003 Alameda County Fair and are discounted up to 33% until June 19th. The fair offers performing artists such as Jeffrey Osborne, Tower of Power, KC and the Sunshine Band, and Carrot Top, or ride the thrilling carnival contraptions in the Kids' Park and on the Midway, or learn the latest culinary techniques from celebrity chefs in the Cooking Academy, the Fair has something for everyone. And you won't find a better price for a vacation anywhere. Discounted Fair admission tickets may be purchased online at [AlamedaCountyFair.com](http://AlamedaCountyFair.com), or at any of the following locations: Alden Lane Nursery (Livermore), ANG Newspapers (Pleasanton), Bank of Walnut Creek (Pleasanton), Bank of the West (Pleasanton), Chamber of Commerce (Castro Valley, Pleasanton), Chevron (Santa Rita Rd., Pleasanton), Dom's Outdoor Outfitters (Livermore), First

United Services Credit Union (Pleasanton), Hayward Area Rec Center, Las Positas Community College Bookstore, Long's (Alameda County and select Contra Costa County locations), Meadowlark Dairy (Pleasanton), Raley's/Nob Hill Foods (Alameda County), Walgreen's (Dublin, Pleasanton, San Ramon), Wal-Mart (Pleasanton and Union City), Western Garden Center (Pleasanton), and Valley Times (Pleasanton). Kids are free every Friday, and Seniors are free each Wednesday during the run of the Fair, June 20th through July 6th. Live horseracing hits the track on June 25th, and continues through the end of the Fair (no racing on Tuesday, July 1st). The Fair is also celebrating Alameda County's 150th birthday. To purchase tickets, or for additional information about the 2003 Alameda County Fair, visit [www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com) or call (925) 426-7600.

## Ohlone College Wins Silver and Bronze at National Forensics Tournament

The forensics team put Ohlone College on the map at the national forensics tournament held a few weeks ago in Portland, Oregon. The weeklong Phi Rho Pi tournament is one of the largest national tournaments for forensics. Out of 72 schools and over 600 students nationwide, the Ohlone forensics students successfully earned 4 national award titles, including a silver and 3 bronze awards. Ohlone College has had national winners two years in a row and has been nationally recognized by the forensic community. The national tournament is held in various locations each year with approximately 72-75 community colleges in attendance. Approximately 600 students from around the country compete annually. The four qualified students who traveled to Oregon placed in different categories. Sarah Brown won a Silver in Informative Speaking. Yelena Abubekrova earned a Bronze in Impromptu Speaking, while Jason Millena won a Bronze in Program Oral Interpretation and another Bronze award for Prose Interpretation. Kensa Gilliam ranked superior in Program of Oral Interpretation and Poetry and is automatically qualified to compete in the National Championship in 2004. The Ohlone College forensics team attends approximately six to seven tournaments a year, under the direction of Teresa Sutowski, Ohlone College Director of Forensics. The team consists of 35 students, with ten of these students who actively compete and travel to tournaments through out the year. Ohlone College Forensics team wins numerous other awards each time they compete. At the championship tournament in Costa Mesa, Jason Millena, member of the national team won a silver award in Program of Oral Interpretation with many other students winning awards at the regional championship tournament held in February.

## NUMMI Offers Helping Hands for nonprofit service projects

Extending its help to the local community, New United Motor Manufacturing, Inc. (NUMMI) is offering its employees' hands...literally. Nonprofit organizations in need of volunteer hands for their one-time community service project can now access an online application at [www.nummi.com](http://www.nummi.com) to request volunteers and funds for projects in the spring and fall. Projects are usually chosen in communities where most

NUMMI team members live, namely the South Bay, East Bay and Tri-Valley area. "The online application makes it easier for local nonprofits to get needed resources for their projects, especially organizations that NUMMI doesn't yet have a relationship with," says NUMMI Community Relations Specialist Desirée Aquino. NUMMI has partnered with numerous local organizations, including Tri-Cities Children's Centers, Tri-City Homeless Coalition, East Bay Regional Parks District, Christmas in April Tri-Cities, local chapters of American Red Cross and American Cancer Society, Audubon San Francisco Bay Restoration Program and more. "Audubon partnered with NUMMI on a service project last month and, despite pouring rain and high wind, NUMMI team members still came out and finished the project," says Lisa Rosen, Audubon San Francisco Bay Restoration Program's Community Relations Manager. "I am very impressed with the dedication and commitment of their volunteers!" To access the online application, go to: [www.nummi.com/community\\_involv.html](http://www.nummi.com/community_involv.html). From the Community Service Projects heading on the page, you can link to the application. NUMMI's Community Relations department will evaluate and select one project for the spring and one for fall.

## Cabrillo Neighborhood Scores Big Hit with Junior Giants!

Junior Giants, the flagship program of the Giants Community Fund, is coming to the Cabrillo neighborhood of Fremont this summer! This non-competitive youth baseball league will serve Cabrillo summer ages 5-13, providing an important recreational and character development opportunity for children who could not otherwise afford to play organized baseball. The Fremont Family Resource Center has joined forces with the Giant's Community Fund to offer children a chance to learn the basics of baseball and—more importantly—to learn the importance of self-esteem and respect. "Unique to the program," says board member Dick Cohn, "is the emphasis placed on building strong values and character." Self-esteem, teamwork, leadership, trustworthiness, sportsmanship, fairness and respect are all valued higher by the Junior Giants than wins and losses. The Giants Community Fund will provide each player and coach with a Junior Giants T-shirt and cap, balls, bats, pitching machines and all other necessary baseball equipment needed for games and practices free of charge—and train the coaches at a special daylong clinic. However, there are still expenses not covered by this program including permits for the playing fields, porta-potty rentals, custodial fees, the cost of fingerprinting the volunteer coaches, and more. We still need to raise \$12,000 and need the help of the business community—your help—if we are to meet expenses! Please consider becoming a Junior Giants sponsor, or making a tax-deductible donation. Checks should be made out to The Fremont Family Resource Center (Tax ID 94-333831). Your support of Junior Giants will make a difference in the lives of these children. If you would like information on becoming a sponsor, or would like to make a tax-deductible donation, please call Ronda Terra at 449-1271 or Robin Michel at 510-574-2286. Email Ronda or Robin at [rterra@ci.fremont.ca.us](mailto:rterra@ci.fremont.ca.us) or [rmichel@ci.fremont.ca.us](mailto:rmichel@ci.fremont.ca.us).

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"I especially appreciated and valued the time he took to explain complete home mortgage concepts in layman's terms within the context of a potential homebuyer's situation." *Anne Rhodes*

"I want you to know what a pleasure it was to work with Nader Gourgy. I had several occasions to talk with Nader over the course of our refinance, and found that he consistently exceeded my expectations." *Gary T. Kenney*

**Wal\*Mart Passes**

from page 1

ducted an informal poll with the various business associations. The Government Affairs Committee brought its findings to the Fremont Chamber's Board of Directors with a recommendation of support for the Wal-Mart project. After careful consideration of the research presented, the Board of Directors voted unanimously to support Wal-Mart in a statement to be presented at the City Council.

"The Board of Directors carefully considers all aspects before arriving at a position on any issue," said Bonior.

**Chamber of Commerce Wal\*Mart Position Statement**

The Fremont Chamber of Commerce is an advocate for business in our community, and supports a Wal-Mart in Fremont. We do, however, have concerns about the traffic impact of a Wal-Mart at that location, and whether it will negatively impact other local businesses approached via that traffic corridor.

We also understand that the City of Fremont has a goal of attracting the high-end retail and restaurant business to Fremont. The Chamber would like to see an integrated plan for attracting to Fremont, businesses that span the retail spectrum. We also encourage the City to be consistent, timely, and equitable when analyzing new business opportunities.

A great deal of research and discovery is conducted as we have a duty as an advocate for the business community, and as individuals who live and work in this community, to make responsible decisions. All information, both from a business perspective and from a community perspective, is weighed into the Chamber's decision."

Tim Tikalsky, Chairman of the Board, and Gerry McFaull, board member joined Bonior in speaking before the City Council voicing the opinion of the Chamber as an advocate for business and in support of Wal-Mart.

In the end, the pro-business voice was heard and the city council voted 3-2 to approve the conditional use permit for Wal-Mart. Council members Steve Cho, Bill Pease, and Bob Wasserman voted pro-business in favor of Wal-Mart and bringing new business to Fremont. Dominic Dutra and Gus Morrison voted against Wal-Mart.

The additional revenue to the city is estimated at over \$600,000 per year. In a time of cut-backs and layoffs among police and fire departments, this revenue would be a welcome change during a climate of turmoil. "New business, especially retail business, is desperately needed in Fremont," said Goolsby. "It's shameful that new businesses have such a difficult time wading through government restrictions to establish themselves in Fremont. This is a success for the business community."

**Invest—**

from page 1

Although, historically speaking, a war has generally been good for the

stock market, short-term fluctuation is inevitable. For example, one month after the bombing of Pearl Harbor, the

S&P 500 was down 3.43%, and it was down 0.22% after one year<sup>2</sup>. On the other hand, one month after the beginning of Gulf War, the S&P 500 was up 12.53%, and it was up 27.71% after one year<sup>2 3</sup>.

So should investors begin buying stock, specifically those that have been greatly depressed? In general, investors should have long-term goals and not time the market. If they do, they would be like going to Las Vegas and betting on Red on a Roulette table just because Black has occurred ten times in a row. Unfortunately, many people do just that, and yet they are surprised more than half of the times.

As I have mentioned in the February issue, your investment strategy should include a balanced portfolio—one that consists of a mixture of stocks, bonds, and/or cash that work toward common objectives. It's the percentages of each that will make investors successful over time, not the short-term expectations of each. Therefore, unless the long-term goals have changed, trying to squeeze out extra returns is just an unnecessary risk in the current environment.

The importance of a well-diversified portfolio can not be overempha-

sized, since it's almost impossible to predict the market. Those who tried have, at best, enjoyed short-term profits, or, at worse, paid the ultimate price. Finally, having a balanced portfolio does not eliminate the risk; however, it does reduce potential risk associated with heavily invested in few assets.

For more information contact David Lee at 925-560-0440 or davidlee@wradvisors.com

<sup>1</sup>Data Source: CSI

<sup>2</sup>Measurements began on December 7, 1941 and January 17, 1991, respectively.

<sup>3</sup>Past performance does not guarantee future results.

**Looking Ahead**

Notable Dates for Your Calendar

JULY	
1	Alameda County Community Food Bank Food Drive Begins. Donations can be dropped at the Chamber office through August 4th
18	Chamber Pak Deadline. Plan ahead, reserve your space now
26-27	Fremont Festival of the Arts "Celebrating 20-Years of Sun Drenched Fun" 10 am - 6 pm, Central Fremont, Paseo Padre Parkway @ Walnut.
AUGUST	
12	Fremont Chamber Oakland A's Day. 5-7 pm, for more information contact ckadden@oaklandathletics.com
SEPTEMBER	
10	Fremont Chamber Summer Open House 5-7 pm, Fremont Chamber Office
17	Fremont Chamber Member Briefing 11:45 am at Fremont Chamber Office
23	Leadership Fremont, Class of 2004 begins (applications due to the Chamber office by 9/11/03)
26	Public Policy Forum "The Future of Education in Fremont" (date is tentative, time and location to be announced)

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## Universal Health System— from page 1

deductibles for preferred provider organizations (PPO) in-network providers rose 37 percent in 2002.

As costs escalate, more employers are unable to absorb the increase and are forced to shift health care costs to employees or reduce benefit coverage. The Kaiser survey found that, in 2002, employees paid 27 percent more for single coverage than they did in 2001. In addition, 17 percent of workers report they received fewer health care benefits than the year before. Even the second biggest purchaser of health care in the nation — the California Public Employees Retirement System (CalPERS) — has increased premiums for its members and has limited the choice of members to two statewide health maintenance organizations (HMOs).

### Government-Mandated Universal Health System

The soaring cost of health care threatens to add more people to the current 41.2 million Americans who lack health insurance. In response to the health care crisis, some organizations advocate creating a mandatory, tax-funded, government-operated health care insurance program in which the state would pay for all necessary health care for its residents. For example, in November 2002, Oregon residents voted on the "Oregon Comprehensive Health

Care Finance Plan," a ballot initiative that would have covered the cost of health care for residents through income taxes and an 11.5 percent payroll tax on all employers. State residents would not have paid premiums, and co-payments or deductibles, and would have received health care for medical, mental and alternative ser-

vices. The measure was estimated to cost Oregon \$12 billion per year when fully implemented. The entire Oregon general fund budget is \$6 billion. A huge majority of the Oregon voters, 79 percent, voted "no" on the ballot measure. One need only to look at Canada's public health care system to see the negative effects of a government-created and controlled health care system. Canada spends more on health care than any other universal access industrialized nation, yet ranks only slightly higher than Hungary, Poland and Turkey in the quality of ser-

vice its citizens receive. Major problems include access to doctors, with only 1.8 doctors serving every 1,000 people, and very limited access to high tech equipment such as MRI and CAT scan machinery, for which the average wait is two months. In a recent Canadian Medical Association survey, 49 percent of the respondents said they would welcome an approach that would mix private health care into their public health care system.

#### Single-Payer Legislation

Despite the defeat of the Oregon ballot measure, many believe that some organizations will pursue single-payer universal health legislation in the near future here in California. A universal health care system based on the single-payer approach creates a state insurance system with a single payer in which health care is publicly financed, locally administered and predominantly privately delivered.

'Play or Pay' Legislation  
In addition, bills that would require employers to provide health care coverage to their employees or

pay a tax are expected to be introduced in 2003. Universal health care coverage based on mandated em-

ployer coverage often is called "play or pay," since the employer must offer health care coverage to its employees (play) or be taxed to provide health care coverage to Californians (pay).

### California Chamber of Commerce Position

The California Chamber will oppose attempts to create a mandatory, tax-funded, government-operated health insurance program. The Chamber believes that the private health care system is in crisis but can be fixed. In addition, the Chamber will oppose employer-mandated health coverage and will work to preserve the current voluntary employer-provided health care coverage system. Requiring California employers to provide health care coverage to employees will harm California's economy by encouraging large employers to leave California and forcing out of business many small firms that cannot afford health care coverage or new taxes.

### California Chamber of Commerce Proposals

The Chamber's proposed solutions include:

- Pursue legislation to allow employers to offer a minimum benefit plan, which would allow small employers and their employees to buy health care coverage at a cheaper price than current health benefit plans, which cover a wide array of health services.
- Fight for a temporary moratorium on benefit mandates. Past legislative attempts to require benefits that have failed include mandating health plans to pay for the cost of wigs, acupuncture and alternative healing. Mandated benefits increase

health care premiums and should not be sought when health care premiums and the number of uninsured are rising.

- Fight to streamline government regulations to increase efficiency and reduce overall administrative burdens.

The health care system is drowning in paperwork. Doctors frequently complain they spend too much time filling out papers and little time with their patients. Hospitals and health plans also are suffering from regulatory burden. Reducing paperwork will improve efficiency and help to lower health care premiums.

- Support increased state funding on Medicare and Medicaid reimbursements to providers of health care and fight future attempts to further cut current reimbursement rates. Currently, state, local and federal governments do not pay health care providers sufficient reimbursements for health care services. As a result, providers of health care must shift community health care costs to employers in the form of higher health care premiums.
- Support wellness and disease management education programs as a way to encourage healthier living in an effort to reduce the burden on the strained health care system.
- Fight for a temporary moratorium

on attempts by the California Legislature to place unfunded mandates on hospitals. An example of a current unfunded mandate is seismic compliance for all California hospitals, which costs millions of dollars. These unfunded costs further diminish health care access by adding to the current crisis of hospitals closing in communities across California.

- Support tort reform at the federal level to help lower the cost of insurance for health care providers and fight attempts by trial lawyers in California to alter the Medical Injury Compensation Reform Act (MICRA), which caps non-economic damage awards against California's doctors. States across the nation have lost emergency rooms because physicians have left the state at an alarming rate as a result of exorbitantly high medical malpractice insurance premiums. Thanks to MICRA, California doctors enjoy lower medical malpractice insurance premiums, which helps Californians gain access to health care by sustaining a sufficient doctor-to-patient ratio.

For more information, contact:  
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Fremont Chamber of Commerce Contact:  
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#### CA. Employment-Based Health Premiums avg. annual cost - 2000

Single coverage		California		US	
	\$	%	\$	%	
Employer Contribution	352.02	14.9	449.68	16.9	
Employee Contribution	2,013.15	85.1	2,204.99	83.1	
TOTAL PREMIUM	2,365.17	100.0	2,654.67	100.0	

Family Coverage		California		US	
	\$	%	\$	%	
Employer Contribution	1,541.32	24.8	1,613.98	23.8	
Employee Contribution	4,685.41	75.2	5,158.49	76.2	
TOTAL PREMIUM	6,226.73	100.0	6,772.47	100.0	

Source: The Henry J. Kaiser Foundation.  
<http://statehealthfacts.kff.org>

#### Personal Health Care Spending Per Capita

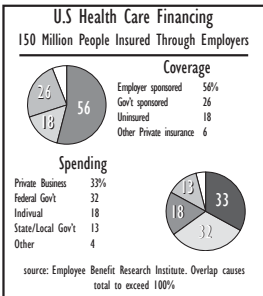
U.S.	1991	1998	growth, '91-'98
	\$2,685	\$3,759	4.9%

#### Top Five 1998

Mass.	3,334	4,810	5.4%
NY	3,288	4,706	5.3
Conn.	3,338	4,656	4.9
RI	2,943	4,497	6.2
Del.	2,878	4,258	5.8

West		California	
HI	2,638	3,770	5.2
AK	2,459	3,442	4.9
WA	2,545	3,382	4.1
OR	2,337	3,334	5.2

source: Centers for Medicare and Medicaid Svcs



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