

Leadership in Tough Times

Mike Cubbin, p. 7

Leadership's Double Vision

Non-profits need to have two equal priorities, p. 7

FCCTV Signing Off

Thanks for all the memories, p. 8

VOLUME 10,
NUMBER 4

Wanted! Strong Leaders

June
2009

At Root, Leadership is Service



By Alan Olsen, Managing Partner
Greenstein Rogoff Olsen & Co. LLP

What makes a good leader? Is it self-discipline, intelligence, the ability to inspire others, or is it something else? Perhaps a better question might be; what makes me a leader? Far too often we seek leadership qualities in others, only to be disappointed. Each morning, the mirror reminds us of at least one person whose motives should meet all of our expectations. There is no limit to what an army of these individuals can accomplish; they simply need to take that first step. Before they know it they'll be making the world a

better place, leading by example and developing within themselves the very qualities they once sought in others.

During difficult economic times, community service and civic involvement provide outstanding leadership opportunities. One person transcending his own circumstances to help another is the most effective solution for many of our social and community problems. In most cases, the infrastructure for service is already in place. It costs cities and communities nothing, and volunteers can target the high-

—Leadership is Service
page 3

The Joyce Twomey Memorial Wine Garden Wine Garden renamed to honor beloved volunteer

For nine years, the Wine Garden at the Fremont Festival of the Arts has offered a shady and secluded retreat for those who wish to enhance their festival experience. Perfect for connoisseurs of fine wine, food and music, the Wine Garden seems miles away from the hustle and bustle, even though it is located right in the heart of the Festival.

But, for those who know the history, this year's Wine Garden has taken on a deeper meaning and has been re-

named the Joyce Twomey Memorial Wine Garden and is sponsored by Greenstein Rogoff Olsen & Co., LLP (GROCO).

For several years, Joyce was active in many areas of the Chamber, but her greatest labor of love was the Wine Garden. She made a point of utilizing all her resources and even drafted her entire family to

—Joyce Twomey
page 4

A Winning Argument for Investment in Leadership Development

By Pam Zagorski, Senior Director
*Washington Hospital
Healthcare System*

On May 13, 2009, The Fremont Chamber of Commerce awarded ten certificates to the Leadership Fremont Class of 2009 at its annual graduation ceremony. Each year, the leadership program includes a service component, which gives participants an opportunity to plan, organize, and execute a community benefit project. The Class of 2009 partnered with the Fremont Chamber of Commerce Chapter of Dollars for Scholars to raise awareness and fund for the scholarship program.

“It is not by coincidence that a thriving community is comprised of successful businesses with effective leaders.”

Our rationale for focusing on the scholarship program was that in these difficult economic times, the demand for financial assistance has never been higher. Dollars for Scholars represented a wonderful opportunity to pub-

licize a source of financial support for local students. The class exceeded expectations in raising awareness of the program by participating in community events and creating and distributing program information to high school seniors. As a result, the program saw a substantial increase in the applicant pool. To raise funds for the program, the Class steered away from fundraising events

that in themselves have significant expenses. Instead, we concentrated on fundraising activities that had little or no overhead. I am proud to report that the Class exceeded its fundraising goal.

How, you might ask, did this community project foster leadership in group members? For many of us, it opened our eyes to the fact that contributing to a social good that offered no benefit to ourselves or the group was in itself, an act of leadership. Raising awareness and funds for Dollars for Scholars gave the Leadership Class



Leadership Fremont 2009 graduates (l-r): Mala Shegashiri, Debra Varela, Pama Zagorski

ownership of one piece of that program and we had to work together to succeed in our efforts. Ultimately, it was only through creativity and perseverance that we were able to be so successful.

More broadly, Leadership Fremont promotes leadership by supporting strong businesses and a strong community. It is not by coincidence that a thriving

community is comprised of success-

—Invest in Leadership
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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.

Message from the Guest Editor

Leadership Is Work (and Vice Versa)



Angus Cochran
*Washington Hospital
Healthcare System*

For many years I taught college students English Literature and Composition. Early on each semester, particularly in Composition courses, after we had spent a lot of time talking about sentence structure, syntax, grammar and the other nuts and bolts of writing, students would inevitably ask me, "What about the ideas in my writing? How come you never comment on the contents of my essays?" My answer was always that the student hadn't mastered the process of writing an essay well enough to produce contents that were original enough to be remarkable.

And this is the first of my two thoughts on leadership – Process precedes content. In our workplaces, in the

work we do as board members and volunteers, we can't produce effective results without considering the way in which we will structure the work. In some measure, this is a variant of the old "Plan the work; work the plan" bromide. But I actually believe that the plan determines the outcome. If you develop a thoughtful process, good work will fall out.

Paradoxically, in my professional life I find that people want to throw themselves immediately into the work at hand. "We're all rushed. We can't afford the time to think about the work. Just do it!" is a common refrain. To me, an important aspect of leadership is providing a context and structure to one's team as one embarks on a project.

Back to Composition. Later in the semester, after convincing some of the class that submitting their first draft to me was insufficient, most of

them figured out the process for writing a paper and were rightfully proud of their polished essays. Then, when I would begin to critique their arguments, some students would change the subject: "What about my beautiful sentences and perfect syntax? Don't they count for anything?" (This, by the way, was always code language for, "How could you give me a C?") My response was always the same: HOCs before LOCs - Higher Order Concerns before Lower Order Concerns. There's no point polishing all your sentences to death, if you don't have a thesis or an argument.

So my second thought on leadership is that, in business, there is no point trying to derive answers to every picayune question at the very onset of a project. In every team, there are those who see nothing but obstacles. As leaders, our job is to remind everyone to put HOCs before LOCs, and reassure the group that the project is important and doable. The fact that we cannot envision all the solutions to potential obstacles right now, here, in this planning meeting, doesn't foreclose a successful conclusion.

In this edition of the Business Review, you'll find several articles addressing leadership from a variety of positions. What the articles share is a common emphasis on the big picture. Leaders, they all imply, think big, go long, and motivate others to succeed. Louis Chicoine encourages us to be ambitious in defining our purpose, while managing efficiently. Alan L. Olsen reminds us that to serve is to lead, and that as leaders we are obliged to get our hands dirty to help others. And Pam Zagorski asks us not to neglect long-term, strategic business goals, as we refocus on tactical decision-making in this difficult economic climate. Thank you to Cindy Bonior and everyone at the Chamber for the opportunity to guest edit this edition.

Angus Cochran is Director, Development at Washington Hospital Healthcare System and formerly taught writing and literature at Columbia University and Bowdoin College. Angus can be reached at angus_cochran@whhs.com or (510) 791-3428.

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FremontFestival.net

Leadership is Service—

from page 1

est priority needs or individuals who require immediate attention. Whether you have highly valued skills, or just a willingness to help, chances are there is a local organization that desperately needs your help.

As far as training to become a leader is concerned, two distinct avenues come to mind. First, you simply roll up your sleeves and get to work. Second, no institution better trains young people to become the community leaders this country so desperately needs than the Boy Scouts of America. At a young age, my parents taught me the importance of helping others and being involved. But this concept did not really become part of who I am until I earned my Eagle Scout Award; it's been a habit ever since. Best of all, service is infectious; now, at my place of work, most of my colleagues are heavily involved in their communities.

Leading by example is rarely easy or convenient. As you would expect, our accounting firm is extremely busy in the spring; yet in March and April our employees were heavily involved in multiple community activities. The administrative staff took time out of assembling tax returns to hand out "Book Bucks" prizes to school

“During difficult economic times, community service and civic involvement provide outstanding leadership opportunities.”

children. We had tax accountants filling out five dollar sponsorship forms for the Tri-Cities "Ducks for Bucks Benefit Race." One particular employee threw himself energetically into the Fremont Chamber of Commerce's Leadership Fremont program. Other members of the firm participated in the "Stamp Out Hunger" Food Drive. Though difficult, individually and collectively, all of us have benefited and grown tremendously through these efforts and experiences.

Through volunteer service, one begins to develop true leadership qualities that help the community become a better place for us all. Some people are natural leaders while others have to work at it. But the crucial lesson is that anyone can lead by example. And service is the best way I know of to achieve leadership development for a strong business and community.

Alan Olsen is managing partner at Greenstein Rogoff Olsen & Co., LLP with more than 23 years of experience in public accounting. Currently, Alan teaches and serves on the Advancement Council at various colleges/universities, is a board member of the Washington Hospital Foundation, serves on the BSA Bay Area Council Board of Directors, Chairs the Million Dollar Friends of Scouting Fundraiser, and is involved with several other community foundations. www.GROCO.com

MEMBER BENEFIT

Who Ya Gonna Call?

Is there a local proposal that will impact you, but you don't want to publicly tie your business to support or opposition?

Is there a policy or fee that you want to protest or propose but you don't want to "go it alone?"

Are you sometimes shocked when you hear about a new fee or regulation that will impact you – and you wonder how you never heard about it before?

Is there a proposal under review by a board, council or commission that you want support for?

Do you have an idea about how to make it easier to do business in Fremont but you don't know where to go with it?

Who you gonna call? GA!

What, you may ask, is GA? It is the Government Affairs Committee of the Fremont Chamber of Commerce – and its members want to hear from you about all the above!

The Committee is made up of Chamber members who are interested in evaluating issues that will impact the local business community in order to make recommendations on positions to the Chamber board. Sometimes you will see a request for your opinion about a specific issue or piece of legislation in *Top of the Week* or the *Business Review*. Please take a few minutes to respond.

Once the Board takes a position, the Chamber advocates on behalf of that position through whatever avenues are appropriate. This might mean that we issue press releases and publicize our position through our online and print publications and website. It might also mean that we advocate publicly in front of City Council or at a local or regional commission/ board meeting. In many cases, we write or speak with legislators, or meet individually with Council members or city staff. And in some cases, we might host information forums. However we advocate, it is powerful to have the weight of our membership and the business community behind us.

Many times we are asked by various business and community groups to endorse their proposal, or to oppose a proposal, and to lend our name to lists of supporters or opponents of a particular cause. We are often asked to give quotes for campaign materials about local measures. And the City looks to us for our position on issues they are considering. In other words, our voice counts!

This year, we successfully mobilized the local business community to attend regional Metropolitan Transportation Commission hearings and lobby to fully fund BART to Warm Springs. This project is now set to begin this summer.

We successfully partnered with other California business or-

ganizations to oppose mandatory paid sick leave legislation, by communicating your concerns and specific impact examples directly to legislators. (Note: while this legislation was voted down this year, this issue will be raised again and we will continue to communicate your concerns).

We successfully lobbied the City Council not to increase the hotel tax above that of our neighboring communities and to strive for balance between the City's need for general fund monies and our hotels' needs to remain competitive.

We have taken a position of support for raising Fremont's redevelopment cap in order to support increased investment in the Niles, Centerville, and Irvington revitalization projects. This proposal is still going through the approval process.

In this year's economic climate, we have advocated for reduced and deferred business fees, and opposed increased regulation of businesses.

And, we took an early position of support for bringing the A's to Fremont, a project that would have served as a catalyst for additional economic development in Fremont as well as serving to make us a destination city. This loss still stings, but we will continue to advocate for ways to make Fremont a destination city and to ensure that we are a City that is "open for business."

There are other ballot measures we have analyzed and taken positions on this year, and other issues with which we are currently involved. We are evaluating the impacts of certain proposed environmental policies. We are working with developers to make recommendations to the City related to the ease and cost of doing business. We continue to push for greater flexibility in the sign ordinance.

Today, GA includes representatives from large and small businesses, a cross-section of industries and professions, and a representative from each of Fremont's business district associations. Dave Lowman, of New England Financial, is the Committee Chair. Nina Moore, the Chamber's Director of Government and Community Affairs, is the staff member responsible for tracking legislation, ballot measures, proposed regulations and policies, economic development efforts, and other business climate issues and bringing them to the Committee for discussion. But anyone can bring us an issue. If there is something you want the Committee to look into or take a position on, give Nina a call at (510) 795-2244 or email nmoore@fremontbusiness.com.

And if you are interested in joining the Government Affairs Committee, please contact Nina as indicated above or Dave Lowman at lowman24@comcast.net or (408) 267-1665.

Calendar of Events

June

16 Fremont City Council Work Session - Cancelled

17 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

Member Briefing
11:30 a.m., Chamber Conference Room

22 Chamber Food Drive Starts
Drop non-perishables at Chamber offices
All donated food helps those in our community!

23 Fremont City Council Meeting
7 p.m., City Council Chambers

24 Government Affairs Committee Meeting
7:45 a.m., Chamber Conference Room

Keller Williams Mixer
5-7 p.m.
39500 Stevenson Place, Ste. 108, Fremont
Phone: (510) 796-7900
Website: www.kw.com

Keller Williams' main philosophy revolves around the relationship with their clients. To put it simply, if a negotiation is not benefiting both a buyer and a seller it is not a deal. Keller Williams realizes that customers work with agents they know and trust.

July

2 Membership Committee Meeting
Noon, Chamber Conference Room

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 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 Fremont City Council Meeting
7 p.m., City Council Chambers

Visit the online calendar at
www.fremontbusiness.com

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Joyce Twomey—

from page 1

join as volunteers. Joyce's last outing, just two days before losing her courageous battle with cancer, was to visit the Wine Garden in 2008.

"Joyce's leadership as chair of the Wine Garden Committee has been critical to its success," said Cindy Bonior, president and CEO of the Fremont Chamber of Commerce. "Her excitement and joy in being a part of the Wine Garden was palpable. She was loved by both guests and volunteers."

In celebration of Joyce's life and her commitment to the Wine Garden, GROCO has pledged to match every dollar in ticket sales up to \$7,500.

"GROCO is pleased to sponsor the Joyce Twomey Memorial Wine Garden this year in honor of our long-time employee. This was an event Joyce

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Investco Management & Development
LeMans Karting
Music at the Mission Concert Series
Padgett Business Services
Staples
The Taylor Family Foundation

1 Year

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Genesis Stoneworks
Need the Needs
Pacific National Bank
Rebath South Bay
Rosie's Tours
Skin Laser Essentials
UBS Financial Services

Congratulations to all our Chamber members who have reached these milestones

Invest in Leadership—

from page 1



long-term success. These "soft" skills include successful community involvement, political savvy, negotiation and conflict resolution. In other words, a singular focus on the short-term is short-sighted and does not recognize the return on investment realized through effective leadership development.

While organizations must focus internally on operations to meet short-term objectives, they must also focus externally on larger strategic concerns to remain competitive. Effective leaders must be able to shift between focusing on tasks and focusing on relationships, and between taking a direct approach and a reserved approach. The net effect is an increased ability to drive change and to react to change. While all leaders have stylistic preferences, the most effective leaders, through leadership skills development, can adapt with greater agility and proficiency.

ful businesses with effective leaders. Therefore, active and ongoing leadership development is vital for business and community, regardless of the current state of the economy. In this era of "do more with less" we are often focused on optimizing day-to-day operations at the expense of less tangible activities that are nonetheless just as important for

Buy Tickets to the Joyce Twomey Memorial Wine Garden

Visit www.fremontfestival.net

looked forward to each year. She'd spend the whole weekend at the Festival," said Alan Olsen, Managing Partner, GROCO. "Joyce and her family came together; to enjoy the event and volunteer to work at the Wine Garden. Joyce Twomey's loss is felt by her clients and her co-workers at GROCO who miss her daily – she was a wonderful person in every way."

Since being added to the Festival of the Arts, the Wine Garden has become one of the Festival's more popular attractions, allowing attendees to savor premium wines from local wineries, poured by vintners eager to share their expertise and speak to guests about tasting techniques and different wine varieties.

The Joyce Twomey Memorial Wine Garden, sponsored by



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
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4:30 pm - 9:30 pm



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Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
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Joyce Twomey Memorial



Sponsored by GROCO

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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A Shady and Secluded Retreat

The Joyce Twomey Memorial Wine Garden, sponsored by GROCO, at the Fremont Festival of the Arts offers a shady and secluded retreat for those who wish to enhance their festival experience. Enjoy premium wines from local wineries poured by vintners eager to share their expertise and speak to guests about tasting techniques and different wine varieties. Wine will be accompanied by a delicious buffet lunch made especially for Wine Garden guests by one of Fremont's finest dining establishments. Tickets to the Wine Garden are a great way to thank your best customers or to reward your employees for their hard work.

The Wine Garden is open from noon to 5 p.m. each day of the festival. Each ticket is good for admission on either Saturday or Sunday, you select the date. Wine Garden tickets include:

- A preferred parking space near the Wine Garden
- A 2009 Festival wine glass
- A 2009 Festival drink ticket that can be used outside the Wine Garden
- Gourmet buffet served by one of Fremont's leading restaurants
- Premium wines poured by wine experts and representatives from wineries.
- Entertainment presented for the exclusive pleasure of Wine Garden attendees.



You can purchase Wine Garden tickets online at www.fremontbusiness.com!
You must be 21 to enter the Wine Garden

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

May 2009



Total visits to fremontbusiness.com: **9,486**
Average number of monthly visits to fremontbusiness.com (6 month average): **9822**
Total number of referrals from the website business directory: **5,787**
Each member averaged **8.19** referrals from the directory in May
Each day in May there was an average of **187** referrals from the directory
The top 150 display referrals received a total of **5,359** display referrals from the directory
The top 150 clicked on referrals received a total of **358** click thru to their websites
The total emails sent from our directory was **2**
The total map referrals from our directory was **71**

Data Provided by ChamberWeblink

The Chamber's website averages over 10,000 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

American Animal Care Center honored by Bay Area Assembly Member

The team at *American Animal Care Center* is proud to announce they are being honored as Small Business of the Year for their district. Small businesses representing every district in California were recently honored by the State Assembly in Sacramento. Assembly Majority Leader Alberto Torrico, D-Newark, picked Fremont's American Animal Care Center as the 20th District's honoree.

American Animal Care Center was founded in 1986 by Dr. Dharam Salwan and is now operated by his son, Dr. Raj Salwan. The animal practice has achieved the highest accreditation from the American Animal Hospital Association for Excellence in Small Animal Medicine and Surgery.

The doctors believe in giving back to the communities that have attributed to their success. One example is their Pet and Wildlife Fund, which provides free services for good Samaritans who bring in injured pets from the streets. They treat, rehabilitate and find homes for these animals. American Animal Care Center also offers reduced fee and discounted services for rescue groups. Dr. Raj Salwan writes the weekly "Pet Pro" column for the Fremont Argus and chairs Fremont's Human Relations Commission.

American Animal Care Center is the largest private animal hospital in the Bay Area. It is a full-service hospital for small animal medicine, surgery and dentistry. They also provide emergency, grooming and boarding services for dogs, cats, birds and pocket pets such as guinea pigs, ferrets, rats, rabbits, chinchillas and hamsters.

Other recent honors include being named one of the "Top Vets for Pets" in the Bay Area and the Best Animal Hospital in Fremont in 2008 and 2009. For more information on the clinic which is located at 37177 Fremont Blvd., visit www.americananimalcare.com.

Abode Services Welcomes New Board Members

Abode Services is pleased to announce three new members of its Board of Directors:

- *Hirendra Hindocha, CEO, Digital Nirvana* - Mr. Hindocha is an entrepreneur and has served as CEO of Digital Nirvana, Inc. for the past eight years. He holds a Masters in Computer and Information Science. Along with his strong technology background, Mr. Hindocha brings extensive skills in strategy, planning, administration and management.

- *Hattie Hyman Hughes, Senior Vice President, Community Outreach, Fremont Bank*. Ms. Hughes oversees Fremont Bank's corporate giving program and is the president of Fremont Bank Foundation, a long-time supporter of Abode Services. She served as the chair of the \$1.2 million capital campaign for the construction of the Rotary Bridgeway East Apartments. She brings an extensive knowledge of local nonprofit organizations and many years of experience in leveraging impact through collaboration with other community partners.

- *John R. Smith, Realtor, Prudential CA Realty*. Mr. Smith is presently employed as a realtor with Prudential CA Realty. He formerly served for 23 years as a Merchandise/Marketing Manager for Levi Strauss & Co. John and his wife Sybil have lived in Fremont for 32 years and are very active in the local community.

For further information about Abode Services (formerly Tri-City Homeless Coalition) and the services they provide to the community, please contact Carol Arata, Director of Development, at 510-657-7409 ext. 203 or email carata@abodeservices.org.

Kidango Opens New Dublin Location

Kidango, a local children's organization, announced today that

it is now providing services at its newest child development center; the Kidango Nielsen Center located in Dublin, CA. The Kidango Nielsen Center will provide both part-day and full day preschool programs for children ages 2-5 years old. Quality early education and nurturing child care will be provided to a total of 96 children once the center is fully enrolled.

Kidango (formerly Tri-Cities Children's Centers) has 30 years of experience in child development. Its 38 centers are licensed by Community Care Licensing and provide a safe and home-like setting, while the curriculum is designed to fit each child's specific needs and interests. Kidango teachers are credentialed by the California Commission on Teacher Credentialing and they are CPR and First Aid certified.

For more information on Kidango please contact Camille E. Llanes at 510-897-6912 or at cllanes@kidango.org

ences to his work.

The Fremont Art Association was established in 1959, to foster, promote and encourage the production, cultivation and appreciation of art in the community. The Gallery is open Wednesday through Sunday from 11 to 5 p.m. For more information please visit www.FremontArtAssociation.org.



Dr. Colin Yoshida, DDS and Dr. Bobby Shemirani DDS

Fremont Dentists Goes Beyond Chair-side Treatment

Each day we hear all these stories about recession, big companies closing down and thousands of people losing their jobs. A lot of us are cutting back with everyday expenses and shifting priorities even when it comes to our own dental needs.

For the past three years, Dr. Yoshida of Fremont participates on the nation wide event of Dentistry From The Heart, a registered nonprofit organization that offers free dental work for people who needs it. In the past seven years, DFTH events have contributed over \$1 million in free dentistry and helped over 5,000 patients across the country.

This year with the help of volunteer dentists Dr. Louie, Dr. Gupta, Dr. Shah, Dr. Steller, Dr. Vera, Dr. Ansari & Dr. Shemerani, staff and assistants volunteered and gave free services worth \$16,182 on a first come first serve basis to over 60 patients. Supplies & materials used to treat patients were all donated by our vendors & suppliers like Henry Schein, 3M-ESPE, Discount Disposables, Colgate, and San Ramon Lab. "Now more than ever, I know there are people out there that need my services, but have no means to afford them - whether they're out of a job, or just don't have dental insurance. This Dentistry From The Heart event is my way of giving back to the community, and being there for the people who are in need of dental work," said Dr. Colin Yoshida, DDS.

For more information about the Dentistry From The Heart or any future community events, please visit our website at www.fremontdentistry.com or call us at (510)745-1800.

Fremont Rotary Clubs sponsor 18th Annual Rotary Cook-off

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.

The inaugural Rotary chili cook-off, which included participation by all Tri-City Rotary clubs, was held in March 1992 to benefit the creation of the Tri-City Rotary Clinic, a free medical clinic for the homeless. It was held at the Niles Country Dance & Banquet Hall. Since this first cook-off, the event has relocated several times to accommodate increasing crowds, and has moved from March to July in the hopes of fairer weather.

As proceeds from the event increased, the participating Rotary Clubs decided to increase the number of beneficiary organizations, and the Cook-Off now benefits Washington on Wheels, the Alisa Ann Ruch Burn Foundation, and HOPE Project Mobile Clinic in addition to the Tri-City Rotary 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.

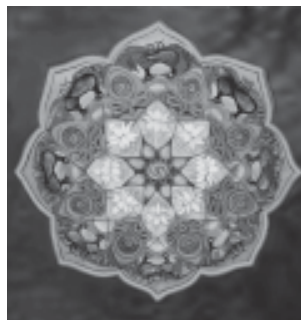
On Lok Lifeways Receives Prestigious Award

The American Hospital Association has announced it has granted its Justin Ford Kimball Innovators Award to *On Lok Lifeways*.

Presented only twice in the last five years, this award recognizes unique and successful healthcare models that provide high-quality healthcare services to the community. AHA recognized *On Lok Lifeways* based on the organization's innovative approach to providing health care financing and delivery to improve access and coordination of care for medically frail seniors.

On Lok Lifeways is a nonprofit organization with ten locations around the Bay Area, including the Fremont Center. They provide complete healthcare and social services that allow low-income, nursing-home eligible seniors to continue living in their own homes while maintaining their independence, dignity and quality of life.

For more information about *OnLok*, visit www.onlok.org.



Peacocks Pagoda by Don Cardoza

Fremont Art Association Showcases Artist Don Cardoza

The *Fremont Art Association* will showcase artist Don Cardoza in its Third Quarter Showcase Artist. Cardoza's current body of work, including a unique portrait of Christ derived from the stains on the Shroud of Turin, will be on display at the Fremont Art Associations Gallery located at 37659 Niles Boulevard in Fremont. The exhibit will take place July 11th through July 26th. You can meet the artist at a reception held in his honor at the gallery on Sunday, July 12th from 1:30 - 4:00pm, hors d'oeuvres and beverages will be served. A variety of new works from additional member artists will compliment the gallery's third quarter offerings. Please join with your community in celebrating this accomplished artist.

Don Cardoza, is a native Californian and has lived in the San Francisco bay area most of his life. Cardoza has traveled and performed widely through the US, Europe and Asia and brings a unique eclectic perspective of Christian, Hindu, Sufi and Buddhist influ-

Annual Food Drive

June 22- July 24

Please help us fight hunger and drop off your non-perishable food items at the Fremont Chamber of Commerce, 39488 Stevenson Place, Suite 100, Fremont, CA 94539



Leadership in Tough Economic Times



Mike Cubbin, President
DeVry University for the
Bay Area Metro

Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better.
—Harry Truman.

What a dramatic time we live in. The probability of failure versus the opportunity for success seems out of balance right now compared to anytime in recent history. This is the time to show real leadership in business and community. That well discussed difference between management and leadership seems so important now. We manage resources, we lead people. What type of leadership is best in difficult times? Well it seems like there are a few basics that sometimes get moved to the back burner when business is booming and our sales people are “order takers.” It’s time to push the reset button!

1. Clarify and communicate the strategy. Every member of your team needs to understand what the priorities are: three to five clear statements that everyone can understand and relate to. Survival is based on aligning each employee’s actions with the needs of the enterprise.

2. Eliminate waste. Every dollar needs to be put to the optimum use. The questions must be why we need “that report” or “that meeting” or “that trip”. Focus, focus, focus! Involve all employees in generating ideas to help the company through the tough times.

3. Look for new markets for the products. Perhaps some modifications will allow them to meet an unmet need somewhere and result in recovery of lost volume. Is there a packaging issue?

4. Clearly understand your competitive advantage. If you can’t state it simply, you will not win. Leave out all the standard platitudes about great quality, delivery, etc. You need to really think this through. Just state the facts about why someone should buy from your company and make sure every employee knows it and lives it.

5. This is the time to make certain that you have “the right people” in “the right seat” on the bus, to paraphrase a key message from the book *Good to Great*. (read it... it is a great book) There is a lot of talent out there; make sure you have the best. Some candid conversations with poor performers are in order.

6. Finally, know where you stand with “cash”. If you run out of money nothing else matters. If you don’t have a good handle on cash flow..... Get it!!!

After 35 years in industry and 8 years in Academia, I’ve learned by making and observing mistakes. The one truth that has never seemed to change is that when the economic mess is over – and it will be over – the leaders that had the vision and passion, who engaged their people, executed the basics very well, and took care of their health, came out better for having survived the storm.

The only safe ship in a storm is leadership. —Faye Wattleton

Mike Cubbin is the President of DeVry University for the Bay Area Metro. The main campus is located near Decoto and Newark Blvd. At the site, they have over 185,000 square feet of classroom, labs, and office space, and a dorm holding nearly 300 students from all over California and the world. DeVry has been a member of the Fremont Chamber for many years. Mike arrived in Fremont in October of last year. He spent 35 years with General Motors in various engineering and executive management positions around the world prior to joining DeVry in 2003. During his time with GM one assignment that hits home was here in Fremont in the early 80’s. As a member of the original negotiating team that put together the joint venture we know as NUMMI, he got to know the Bay Area early in his career.

The Mission and the Bottom Line: Leadership’s Double Vision



By Louis Chicoine
Executive Director
Abode Services

I’m the Executive Director of a mid-sized non-profit organization trying to end homelessness, and I find that leadership is one of the most crucial issues to fulfilling our mission. I think it is important to distinguish between authority – which is earned – and leadership – which is taken. Both are critical to the success of a community organization trying to do something as challenging as ending homelessness.

When we hire staff or select new board members, we always seek individuals with a strong ethical character and the skills commensurate to the authority we are asking them to hold. And, we seek leaders who can go beyond the basic requirements of the job and can inspire others to invent cre-

ative solutions. Specifically, with regard to homelessness, although Abode Services has only limited resources to respond to immediate crises through triage, we have taken leadership by working every day to end homelessness as opposed to limiting ourselves to providing emergency services.

To put it another way, while we are expected to provide “an emergency room” where homeless people can access short-term assistance, we also work every day at Abode Services to prevent and end homelessness through the creation of homes. Thus, we develop and manage supportive homes throughout Alameda County for homeless people, and recently we started providing this service in Santa Clara County.

Another way to view the importance of leadership to a mission-driven non-profit is through the principle of the “double bottom line.” For a non-profit organization there are two primary and equal priorities: operate like a well run business and be mission driven. Effective non-profit leaders use

limited resources to carry out the bold vision contained in the agency’s mission, while implementing best business practices. Strong non-profit leadership requires ensuring the financial health of the agency and at the same time ensuring its mission.

This double bottom line can be very challenging, as witnessed by the fact that many non-profits fail at balancing this double focus. For instance, some non-profits solve the budget constraints by refocusing their mission in order to bring in more revenue. Many non-profit affordable housing developers, for example, have abandoned their original mission to create homes for the most needy and instead are developing properties for higher income individuals. Other non-profits stop growing programs in order to meet their mission, believing that this will help them with limited revenue.

Here at Abode Services we have found that aggressively adding new programs that support our mission to end homelessness, while carefully managing our budget, has resulted in a healthy and effective double bottom line.

In summary, effective non-profit leadership involves going beyond the basic authority given to us and working with others to achieve big objectives. At an agency level, leadership is carefully managing the business, while aggressively meeting (and expanding) a bold mission.

Louis Chicoine is the Executive Director of Abode Services. Established in 1989, Abode Services seeks to end homelessness by assisting low-income, un-housed people in securing stable, supportive housing. Abode Services offers eleven housing programs along with a variety of services to assist individuals in building a better life. For more information visit www.abodeservices.org.

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.

JULY 2009

Fremont Festival of the Arts
Staff Consultant: Nina Moore
Guest Editor: Joe Joly, Joly Chiropractic
Deadline: 6/15/09

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

FCCTV Signing Off...For Now

From its humble beginnings with a one camera person in a studio shoot, growing to filming on location with a full film crew, FCCTV, the Fremont Chamber's television show has become an important marketing tool for members. During its nine years, FCCTV grew from being locally televised in 8 cities in 646,000 homes to being aired from San Francisco to San Jose in 7 million homes. It was a valuable benefit for Fremont Chamber members, and it didn't cost members a single cent to be able to talk about their business for 30 televised minutes.

Unfortunately, the Fremont Chamber's television show, FCCTV,



is signing off. Due to the struggling economy, Comcast has been forced to layoff staff, and along with the layoffs came the end of the chamber's television show. The Public Access channel is still on air, but the Comcast staff is no longer available to help produce the show.

Needless to say, we are disappointed, but definitely not discouraged. Currently, we are looking into other venues to develop a similar benefit for Fremont Chamber members in which to participate. We offer our thanks and gratitude to all of the Fremont Chamber members who have participated and helped make FCCTV one of the greatest benefits of all time.

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



Washington Hospital
Healthcare System

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

The Top 10 Values Of Leadership Fremont

Leadership Fremont is now accepting applications for the Class of 2010. This intensive and progressive program offers significant leadership instruction and information. The program is held one day each month from September to May. The following is a list of how Leadership Fremont brings value to the individual participant ... and to the Fremont community at large.

1. Overview of Fremont: Fremont is a complexity of diverse neighborhoods and communities. Leadership Fremont begins the program with the emphasis of understanding the importance of communications with all the neighborhoods and continues the discussion of the advantages and effects of a multicultural community throughout the Leadership Fremont program.

2. History of Fremont: The rich history of Fremont is the base of Fremont as we know it today. Leadership Fremont 2009 will begin with a special program on the origins of Fremont and the rich and unique beginnings of this great city.

3. Community Service: Although Leadership Fremont is business based through the sponsorship of the Fremont Chamber of Commerce, the value of knowing and understanding the role of community service is a major part of Leadership Fremont.

4. Introduction to Fremont Leaders: Over 40 speakers in key leadership roles in Fremont give presenta-

tions explaining their organization and their position, and share their unique stories of leadership growth.

5. Leadership Skill Set Training: Each session includes selected training pertinent to leadership growth. Topics include: negotiating and persuasive skills, evaluations, the problem solving process, conflict resolution, oral and written communication. Methods of training are instruction, interaction and case studies.

6. Video Taped Individual Presentations: Successful leaders must have the ability to effectively communicate their dreams, goals, and thoughts. One of the favorite learning experiences is the videotaping and reviewing of each class member's presentation. The video assignment is announced at the first session allowing sufficient preparation and practice time. Participants receive a copy of their video.

7. Leadership Protocol: The business of protocol is important to leadership success. Protocol is about knowing the rules of business and social etiquette that creates a comfort zone in any circumstances or situations. Topics include: general protocol, introductions, dining etiquette, appropriate conversational topics and approaches, and business entertaining.

8. Team Skills - Project: Each class selects a community service project that is a culmination of what the class has learned through this program. The class projects are not only a major part

of the success story of Leadership Fremont, but have been a significant contribution to the community of Fremont.

9. Tours: Several major companies and organizations open their doors to Leadership Fremont for special tours. The tours are a special part of learning first hand about the assembly line, organizational effectiveness and efficiencies, available public information, and how companies and organizations work. These behind-the-scenes tours are filled with significant information for any new or established leader.

10. Friendship, Fellowship, and Fun: One of the favorite results of Leadership Fremont is the new relationships that each class makes-not only within the class, but through the introduction of so many leaders of Fremont and the surrounding communities. And most of all, Leadership Fremont is fun!

We encourage you to enroll in Leadership Fremont 2010. The program continually receives high ratings for leadership growth, participation, and networking. The success of any class is dependent on the total of each individual contribution. Please join us with your goals and dreams of leadership. Leadership Fremont 2010 will begin in late August with a reception and introduction to the program. To register or for more information, please contact Cindy Bonior at the Fremont Chamber of Commerce at 510-795-2244.



Fremont
4th of July
Parade 2009
Hosted by
Warm
Springs

SATURDAY, July 4th, 2009, 10:00 am
Marching down Warm Springs Boulevard in
South Fremont

Join us in celebrating our Country and the Freedoms we enjoy, while participating in a fun filled FREE event for the entire family and community. We are currently seeking Sponsorship commitments, Marching Bands, and unique parade entries. Donations are always welcome. Contact us at:

Fremont 4th of July Parade 2009
PO Box 1372, Fremont, CA 94538
Visit our website at:
www.Fremont4th.org