

BUSINESS REVIEW

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Volume 12
Number 1

California Greening

May
2011

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by Leslie Bar-Ness
Solyndra LLC

Smart cities and governments have figured out that green industry isn't about the jobs of the future,

Why Green Policies are Good for Job Growth

but about real jobs today – such as those we see in Fremont with alternative energy and electric vehicles. This is especially true here in the Bay Area where 28% of the 174,000 California “green economy” jobs are found, according to the Wall Street Journal. (“California Green Jobs – Study by Russ Britt”, January 19, 2011).

California’s environmental leadership – from the landmark Climate Change legislation, AB32,

to the California Solar Initiative – has created a robust market for technologies that reduce dependence on fossil fuels either through energy efficiency or the development of renewable energy. The City of Fremont has witnessed first-hand the potential that California’s environmental policies and attitudes can have on a moribund local economy. Fremont is home to the next wave of future household names. Solyndra, Solaria

and Tesla immediately come to mind, but others will soon follow. The reasons for selecting Fremont for scaling manufacturing are myriad, but typically relate to the business-friendly environment and the work of the City of Fremont’s Economic Development Office that works with manufacturers on permitting and infrastructure.

—Job Growth
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Regulatory Alert! Business Recycling to Become Mandatory in 2012

by Ken Pianin
City of Fremont

A statewide mandate for commercial recycling may change how local businesses manage their garbage. The California Global Warming Solutions Act of 2006 (AB 32) was adopted with a mandatory commercial recycling component. As California businesses focus on increasing their recycling, there will be a significant reduction in greenhouse gas emissions, because recycling is fundamentally an energy-saving measure. Using recycled materials in the manufacture of new products is more beneficial to the

environment than extracting raw materials through mining or harvesting timber.

The commercial sector generates approximately 68% of the total amount of garbage that is landfilled in California. The residential sector has long been participating in curbside recycling and organics (yard trimming and food scraps) programs. However, there is an opportunity for businesses to recycle more materials, such as office paper and cardboard. According to a 2008 study, over 30% of the material in the garbage is recyclable, and 35%

—Regulatory Alert
page 2

Recycling E-Waste: More Important than Ever



by Louis Sarkis
Blue Star Electronics

Recycling is an important way for individuals and businesses to reduce the waste they generate and reduce the negative impact of that waste. Pollution is so widespread

throughout our world that it is overwhelming. Drinking water supplies are contaminated with runoff from nearby factories and even with pollutants from our own backyards. Our land is getting filled by the minute with all kinds of waste. What goes into a landfill stays there, taking up space. As waste breaks down - which can take hundreds of years - it releases the greenhouse gas methane and can emit many toxic pollutants into our water table. In this article, I am going to concentrate on why it is so important to recycle your electronic waste and what can be recycled. If not disposed of properly, old electronic equipment is highly polluting, leaching toxins and heavy

metals into the soil and water. Also, the plastics do not degrade.

What is E-Waste?

Electronic Waste “e-Waste” may be defined as all secondary computers, entertainment devices, monitors, mobile phones, and other items such as television sets, refrigerators and much more. Rapid changes in technology have resulted in a fast-growing surplus of electronics waste around the globe. According to a report by UNEP titled, “Recycling: From

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Staff

Cindy Bonior, President & CEO,
510-795-2244, ext. 106,
cbonior@fremontbusiness.com

Nina Moore, Dir. Gov't & Comm Affairs,
510-795-2244, ext. 107,
nmoore@fremontbusiness.com

KK Kaneshiro, Dir. Member Services,
510-795-2244, ext. 103,
kkaneshiro@fremontbusiness.com

Napoleon Batalao, Webmaster, Layout Editor,
510-795-2244, ext. 102,
nbatalao@fremontbusiness.com

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Top of the Week REPORT

Linking the Business Community

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Recycling: Making it Work

by Gary Spaulding
dB Control

To remain competitive and viable, Fremont companies must adopt sustainable practices like recycling, paperless communication and water conservation. In fact, Time Magazine reports that, "the best companies can use the environment to do more than just stay competitive: they can use it to crush the competition." (Walsh, 2007)

dB Control, a local defense manufacturer, started recycling as a way to give back to the community and build a responsible reputation. The initial process revealed challenges that other companies launching sustainable practices may face, including:

- Employees confuse recycling bins with regular garbage cans, despite large labels
- Lack of cooperation from the janitorial service (i.e., they put all garbage – including recycling bin contents – into the same bag/dumpster)
- Employees unknowingly shred non-confidential papers and toss them in shred bins, resulting in recycling bins with almost no paper

Whether your business is an administrative office, a manufacturing facility or a retail chain, there are a number of things you can do to encourage employees to willingly adopt new recycling guidelines, including:

- Have managers and supervisors speak to their staff about the importance of recycling. It helps if this is presented as an upbeat discussion instead of a lecture.



- Increase the number of recycling bins around the facility/office/store.
- Ensure that recycling bins are properly labeled (i.e., paper, cardboard, aluminum, glass, plastic).
- Regularly touch base with the janitorial company to ensure they are separating the recyclables from regular garbage.
- Suggest to employees that they take home their aluminum cans and plastic bottles so that they can collect the deposit themselves. Or encourage them to recycle by announcing that the money received from lunchroom recycling bins will be donated to charity.
- Offer additional recycling receptacles (i.e., batteries and fluorescent light bulbs) and allow employees to add their own batteries and bulbs from home.

It's also important to partner with companies who help green the supply chain. In dB Control's case, we work with hazardous materials companies that carefully dispose of materials we use in the manufacturing process, such as vacuum pump oil, cleaners, solvents and more. In fact, many of these materials are distilled, cleaned and then safely resold as reclaimed materials. If you'd like to learn more about how your company can start the recycling process, consult the city of Fremont's list of recycling services.

Gary Spaulding is the Director of Manufacturing at dB Control. Established in 1990, dB Control supplies mission-critical, often sole-source, products worldwide to military organizations, as well as to major defense contractors and commercial manufacturers. For more information, visit www.dBControl.com or call (510) 656-2325.

Regulatory Alert

from page 1

of the organic material could have been composted.

In addition to the statewide mandatory business recycling programs, Alameda County is considering a county ordinance that would require

recycling and organics to be separated from garbage. Fortunately, Fremont is exploring options that can keep costs down and simplify things for local businesses.

Unlike other communities, which require businesses to separate their waste into three different containers, Fremont is looking to utilize the sorting and processing capability at the Fremont Recycling and Transfer Station. An innovative approach is being tested that would allow a business to sort their waste into just two bins, "wet" and "dry". Dry waste would include such materials as cardboard, paper, and wood pallets, which would then be sorted at the facility. Wet waste, such as restaurant food, may be sent to a composting facility. This simple separation allows for the greatest recovery of recyclable materials, and requires minimal effort on the part of the business.

The key to the program's success will be in the flexibility available to businesses, says Ken Pianin, Solid Waste Manager for the City of Fremont. A business that already separates their recycling would be deemed in compliance with the new requirements. Other establishments will need to adopt a new method for sorting recyclables and will be offered waste collection options that satisfy the new regulations. The City plans to conduct further analysis and a pilot study in summer 2011. Businesses may also want to take a closer look at their trash, and consider how they can send less waste to the landfill. City staff is available to help with a waste assessment and service recommendations for all businesses.

For more information on the Mandatory Commercial Recycling Measure, visit www.calrecycle.ca.gov/climate/recycling



Ken Pianin

Ken Pianin is the Solid Waste Manager for the City of Fremont. He can be reached at kpianin@fremont.gov or at (510)494-4582.

Recent Events



Solaria held a ribbon cutting at their new Fremont HQ. For more member news, turn to page 6.



The WHHS Green Team organized many activities for their Earth Day event, including a lamp exchange that allowed visitors to trade an old halogen lamp for an energy efficient new model. For more about Green Teams, turn to page 8.

Fremont Unified Students: Green Leaders for Tomorrow

by James Morris, Ed.D., FUSD
& Nate Ivy, Alameda County Office of Education

As a community partner, the Fremont Unified School District (FUSD) is actively engaged in promoting environmental stewardship and building sustainable facilities. Since the District's primary mission is the education of students, our green efforts begin with helping tomorrow's leaders understand and develop the knowledge and skills necessary to make a positive difference in the community.

The district's strong partnership with the City of Fremont provides many opportunities for a collaboration that focuses on reducing waste, reusing materials and recycling at all school sites. Through our partnership with the City, we also provide environmental education to elementary school students at Stiver's Lagoon. This project leads students on a learning adventure along trails and environmental science stations built by high school students during service-learning projects. FUSD is fortunate to have an electric/diesel bus (won by Irvington High School in America's Greenest School Competition) that is frequently used for local field trips. This bus is also the only handicapped accessible bus in the FUSD fleet, allowing for students in wheel chairs to travel with their fellow classmates, a capability not available previously.

In the 2009-10 school year, the District's student leadership group, Students United for Representation to the Fremont Board of Education, chose "the environment" as a service theme for the district. This has resulted in a sustained focus on teaching environmental responsibility and awareness. The District has organized training for administrators and teachers to engage students in environmental service-learning projects, which bring project-based and standards-based curriculum together. Our students have developed projects to organize safe routes to school, plant school gardens, collect and reuse study guides, improve recycling and food scrap diversion, and educate community members about environmental issues.

Fremont Unified has been able to completely switch over from polystyrene lunch trays to trays made from recycled materials that are then composted after use. Brier Elementary School's fourth-grade teacher, Jennifer Tischer, led the way by showing us all it can work. After all students started composting, recycling, and stacking plates to reduce volume, Brier was able to eliminate one of two large trash bins and replace it with a smaller bin for compostables. They are saving more than \$350 per month as a result. Their exceptional performance prompted Allied Waste Services to name them the 2010 Recycling Role Model for schools in the Fremont Unified School District. FUSD's business department then implemented this for all schools as of September 2010.

Student leadership in Fremont has led some schools to cut energy usage by over 30% and to establish community e-waste diversion events. One school alone diverted over 215,000 pounds of e-waste in the last 4 years!

High school students from across the district have organized FIERCE (Fremontlans Enacting Real Change in the Environment) to further advance student leadership. FIERCE meets monthly and has established a community garden, organized an eco-fair, and developed a robust committee structure to influence policy, raise funds, organize events, and train younger students to garden.

The Fremont Unified School District is focused on engaging and inspiring students to become future leaders in protecting our environment. For more information about FUSD's green programs or if your business would like to contribute in some way to FUSD's clean efforts, please contact the Superintendent's office at (510) 659-2542.

Jim Morris has been the Superintendent of the Fremont Unified School District since July 2010. Nate Ivy is a former Irvington High School teacher working on special assignment at the Alameda County Office of Education to promote service learning. The Fremont Unified School District has over 3,000 employees and serves 32,000 pre-kindergarten through adult students. The District is comprised of 29 elementary schools, five junior high and six high schools, in addition to a charter school and an adult school. For more information about FUSD, visit www.fremont.k12.ca.us.

May 2011

Calendar of Events

May 2011

17 Fremont City Council Work Session
Time TBA, City Council Chambers

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

23 Membership Committee Meeting
12:15 p.m., Chamber Conference Room

24 Leadership Fremont Steering Committee Meeting
8:30 a.m., Chamber Conference Room

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

25 Access Sacramento
7:30 a.m. – 5 p.m. Bus leaves and returns to Chamber offices
Join us for a day of advocacy in Sacramento! We will be meeting with elected leaders to advocate on behalf of business. To register/more info: contact Nina Moore (510) 795-2244 or nmoore@fremontbusiness.com.

Merrill Gardens at Fremont Mixer
5-7 p.m.
2860 Country Dr., Fremont
Phone: (510) 790-1645
Merrill Gardens is a very special retirement community, providing a rich and rewarding lifestyle to seniors. It is a place where seniors are absolutely free to be themselves, enjoying the pleasures of independent living or the quiet comforts of assisted living care.

30 Memorial Day
Chamber offices closed

Better Homes and Garden / Mason-McDuffie Real Estate – Hilda Furtado Mixer
5-7 p.m.

43430 Mission Blvd., Suite 100, Fremont
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20 Chamber Food Drive Starts (ends July 29)
Drop non-perishables at Chamber offices. All donated foods help those in our community.

21 Fremont City Council Work Session
Time TBA, City Council Chambers

22 Government Affairs Committee meeting
7:45 a.m., Chamber Conference Room

24 ChamberPak Deadline

27 Membership Committee Meeting
12:15 p.m., Chamber Conference Room

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

29 Fremont Marriott Mixer
46100 Landing Pkwy., Fremont
5-7 p.m.
Phone: (510) 413-3700
The Fremont Marriott Silicon Valley is convenient to all major bay area airports, located just off highway 880 near the heart of Silicon Valley. The hotel boasts 16 meeting rooms with 12,800 square feet of flexible meeting space, a state of the art fitness center and indoor pool, and excellent food and libations at both the @thehub Bar and Bistro and the Harvest Café.

June 2011

1 Ambassador Meeting
8 a.m., Chamber Conference Room

Acacia Creek Senior Living Community Mixer
5-7 p.m.
34400 Mission Blvd., Bldg. A, Union City
Phone: (510) 429-6429
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2 Business Building Forums
Chamber Conference Room
Check Schedule at www.fremontbusiness.com.

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

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

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

Membership Bootcamp!
11:30 a.m., Chamber Conference Room

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Attorneys

Gautam Dutta, Attorney-at-Law

39270 Paseo Padre Pkwy #206
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(415) 236-2048
dutta@businessandelectionlaw.com
www.businessandelectionlaw.com
Gautam Dutta specializes in business, corporate/securities, regulatory/government, and election law. He has served as Enforcement Attorney at the U.S. Securities and Exchange Commission (SEC), as Tax Attorney to now-State Controller John Chiang, and as Commercial Attorney at the Buchalter Nemer law firm. He received his B.A. from Yale and J.D. from Georgetown Law School.

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**Connection Clubs:
 Dates, Meetings, Times**

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.

Tuesday Noon:
 11:45a.m. @ Newark Hilton Hotel
 Chair: Linda Snyder (510) 795-0800
 Vice: Karen Harry (510) 552-1499

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

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. Any questionable duplication will be determined by the Fremont Chamber.

Connect 2 Succeed (Thursday):
 11:45a.m. @ Jack's Brewing (held on the 2nd & 4th Thursdays of each month)
 Chair: Bobette Grasty (650) 740-7499
 Vice: Ray Chui (510) 744-0744

Referrals Plus (Thursday):
 12noon @ Vida Y Vino (held on the 1st & 3rd Thursdays of each month)
 Chair: Scott Capen (510) 207-6207
 Vice: Open

Friday AM:
 7:15a.m. on Fridays @ The Depot Diner
 Chair: Melissa Fields (510) 796-8300
 Vice: Open

Friday Women In Business:
 Noon @ The Depot Diner (held on the 2nd & 4th Fridays)
 Chair: Josephine Abrigo (510) 401-4243
 Vice: Anna Cornelio (510) 791-1100



April & May 2011 Anniversaries

40+ Years

Fremont Chapel of the Roses
 Fremont Optometric Group

20+ Years

Aspen Dental Care/Bright Now! Dental
 Autowest Dodge Chrysler
 Carr-Fingerle, Joelyn CPA
 Dominican Sisters of Mission San Jose
 Fremont Main Library
 Irvington Memorial Cemetary
 Mission Property Management Co., Inc
 NewPark Mall, LLC
 Office Depot
 Old Mission San Jose
 Safe Alternatives to Violent Environments

15+ Years

Advantage Body Shop
 Arguello, Larry K. Attorney at Law
 Carlton Plaza of Fremont
 Fuji Electric Corp of America
 Legacy Real Estate & Associates- Bill Aboumrad
 Logitech, Inc.
 Patelco Credit Union
 Prime Time Entertainment
 T.G.I.F. Body Shop & Towing, Inc.

10+ Years

AT&T
 Chew, Benjamin, D.D.S.
 Fremont Bulletin
 Homewood Suites by Hilton - Newark/Fremont
 Overton Security Services, Inc.
 Well Chosen Words
 What's Happening, The Tri-City Magazine

5+ Years

ATP Acupuncture & Chinese Medicine
 Bay East Association of Realtors
 Cartwright's D. J. Services

CityServe (Faith Communities United in Jesus)
 Danmer Custom Shutters
 Fremont Minuteman Press
 MasterKey Real Estate Advantage - Nancie Allen
 Original Pancake House
 Saddlerack
 South East Bay Pediatric Medical Group, Inc. - Sara Dobbs, MD
 Visiting Angels

2+ Years

Avatar Tech Pubs
 Neptune Society of Northern CA
 Picnic People/Ardenwood

1 Year

Beck's Shoes, Inc.
 Clean Tech Institute
 Falcons Bay Area Security
 Floor Coverings International
 Fremont American Little League
 Islamic Circle of North America
 Jack's Brewing Company
 Jack James Tow, Inc.
 Kilohana Outrigger
 Knights of Columbus
 M.D. Ireland Engineering
 Milpitas Host Lions Charities, Inc.
 Mission Valley Elite Cougars
 One World Hunger
 Platinum Builders
 Postnet
 Precision Tune Autocare
 Resurrection Greek Orthodox Church
 Save our Young (SOY)
 Send Out Cards- B. Grasty
 Sit Means Sit - Dog Training
 Tri City Ecology Center
 UG Imports, LLC
 Wells Fargo-Fremont Blvd.

Congratulations to our members who have reached these milestones

*Now Open in your
 Fremont Neighborhood.*

Come experience our latest phones and learn more about our lineup of innovative products and services on our new Any Mobile, Anytime Network.™ Welcome to the Now Network.™



Please visit your Sprint Store by Wireless Lifestyle
 43417 Christy St. • Fremont, CA 94538
 Sprint Phone Repair Center

Member News

Marquee Pest Management Goes Green

Marquee Pest Management is proud to announce that it is a National Pests Management Association certified Quality Pro, Green Pro company. The bar for quality in the pest management industry has been raised, and Green Pro certification allows Marquee to stand out as environmentally-responsible.

When dealing with customers who want 'green' pest control, Marquee will investigate the source of the problem and work with the customer to eliminate it through a comprehensive, environmentally-friendly approach, applying pesticides only when necessary.

Marquee Pest Management has over three decades of experience in providing quality services to residential, commercial and industrial properties in the Bay Area. Its licensed specialists will make sure your infestation is not just 'managed,' but eliminated. Marquee considers customer satisfaction to be its #1 priority, and it is also a member of the Better Business Bureau. For more information and to view Marquee's latest news and discounts, visit www.marqueepestmanagement.com.

Kaiser Permanente Wins Third Award from Practice Greenhealth

For the third consecutive year, the Kaiser Permanente Fremont Medical Center was honored with a national award from Practice Greenhealth for its work in creating healthy healing environments. Practice Greenhealth is a national membership group devoted to environmentally responsible healthcare.

The Partner for Change Award recognizes health care facilities around the country that have committed to eliminating mercury, and reducing waste and pollution. The award is given to facilities that recycle at least ten percent of their solid waste and have implemented programs to eliminate mercury.

The Kaiser Permanente Fremont Medical Center and all Kaiser Permanente facilities are virtually mercury-free, thanks to seven years of work tracking down and eliminating more than 22,000 ounces of mercury found in medical devices and building components throughout all facilities.

"This painstaking task is one of a number of examples of the work at all of our medical centers to provide a green, healthy environment for our members and community," said Wade Nogy, Chief Operating Officer of the Kaiser Permanente Fremont Medical Center. "It affirms our continuing work and commitment to developing policies to reduce our environmental impact."

Since first receiving the award

in 2008, Kaiser Permanente in southern Alameda County has formed a "Green Team," whose motto is "Reduce, Reuse, Recycle." The team has led initiatives on the use of filtered water faucets instead of bottled water; use of the bio-based insulated cups instead of Styrofoam; donating and distributing medical supplies to healthcare facilities in developing countries; recycling paper, glass and plastic; and using only Ecolab-approved cleaning chemicals that have less impact on the environment. New programs are also in place to recycle fluorescent lamps and start battery collection programs at all departments and nursing stations.

The "green ethos" extends to the construction of the new Kaiser Permanente San Leandro Medical Center. To learn more about Kaiser Permanente's Green Programs in Southern Alameda County, please contact Johnny Ng, Kaiser Permanente Public Affairs at johnny.ng@kp.org.

Solaria's New Fremont Facility Dedicated on Earth Day

On April 22, Lt. Governor Gavin Newsom and EPA Regional Administrator Jared Blumenfeld, joined by other local, state and federal officials, presided over the dedication of Solaria Corporation's new solar power manufacturing plant and solar array at the company's global headquarters in north Fremont.

"Solaria's new manufacturing facility and solar array align well with this Administration's focus on securing America's energy independence while reducing harmful air emissions," said Blumenfeld. "This new advanced solar technology proves that we can spur U.S. manufacturing, create new jobs, and propel our nation's leadership in renewable energy." During the dedication, officials also highlighted the importance of public-private partnerships in generating job growth in California. For more information about Solaria, visit www.solaria.com.

AC Transit Cuts Lighting Use in Half with Lighting Retrofits

AC Transit will soon be using 50% less electricity to light five of its parking areas, thanks to advanced LED lighting and control technologies. The technologies will be installed as part of a retrofit project supported by the Energy Technology Assistance Program (ETAP) and a \$120,000 grant provided by California's State Transportation Improvement Program (STIP).

AC Transit's lighting retrofit will replace 105 old, inefficient lighting fixtures in parking areas at facilities in Emeryville, Hayward, and Oakland. The new LED fixtures and bi-level lighting will be in place by June, reducing the energy use of all the fixtures by

50% annually. The LED lighting is longer lasting, requires less maintenance, yields better quality light, and has better color rendition than the previous fixtures.

In addition to the reduction in energy use with the new LED fixtures, the bi-level controls and sensors will automatically dim the lights when surrounding areas are unoccupied for even greater energy conservation. In total, AC Transit expects to save about 83,000 kilowatt hours of electricity annually and reduce peak demand by 4.2 kilowatts.

AC Transit's lighting retrofit is part of a continuing commitment to reduce costs, energy use and airborne pollutants. Other efforts include:

- adoption of a Climate Action Plan to reduce vehicle greenhouse emissions by 15%
- participation in the California Climate Action Registry to monitor greenhouse gas emissions
- installation of solar systems at two facilities
- installation of exhaust-after-treatment traps in older buses to cut particulate pollution and reduce emissions

Additional information can be found at www.actransit.org.

Race to Nowhere: Business Community Invited to Join the Discussion on May 21

"Race to Nowhere" is a documentary that challenges our assumptions about how best to prepare our youth for their future careers and roles as contributing and motivated employees and citizens. Community leaders and organizations across the country are hosting screenings to raise awareness of what is happening in our schools and to encourage dialog about what needs to change.

The Fremont Unified District Teachers Association, the City of Fremont's Human Relations Commission and the Fremont Education Foundation have arranged for two screenings of the film on Saturday May 21st and invite members of the Fremont business community to attend.

The film will be shown at both 4 p.m. and 7 p.m. on May 21st at the Washington Hospital Anderson Auditorium. An audience discussion will follow the 4 p.m. showing and there will be a panel discussion following the 7 p.m. showing.

Tickets are available online. For more details, please visit: www.racetonowhere.com.

Tri-City Health Center Awarded Sobrato and San Francisco Foundation Grants

The Sobrato Family Foundation has awarded Tri-City Health Center (TCHC) a 2:1 matching challenge grant potentially totaling \$92,250, over a period spanning February 2011 through August 2012. The

first year's unconditional grant of \$45,000 represents flexible funding supporting TCHC's general operating costs. TCHC is expected to raise matching funds totaling \$45,000 from new or increased cash donations by December 2011 in order to receive the second year's conditional funding totaling \$47,250.

"This is a great opportunity to leverage monetary donations from this point forward to double the impact," said Jim Hudson, TCHC's associate development director. "Every dollar pledged to TCHC will turn into two dollars." This grant and the donations received as part of the 2:1 challenge will help TCHC improve clinical sites and services, resulting in overall improvements to quality health care for our community. TCHC invites the community to join in meeting this grant challenge by pledging one-time and recurring donations at www.tri-cityhealth.org.

Additionally, Tri-City Health Center was awarded a 12-month grant from the San Francisco Foundation (TSFF) in the amount of \$40,000 to expand its chronic care service to low-income, uninsured Hispanic immigrants who suffer from diabetes and hypertension and do not qualify for public insurance programs.

Tri-City Health Center is a nonprofit, federally qualified health center that serves nearly 20,000 low-income, uninsured and homeless residents living in Alameda County. Based in Fremont, TCHC offers high-quality primary medical, dental and behavioral health care services for the entire family. For more information, visit www.tri-cityhealth.org

Mission Valley ROP, Ohlone College, and Irvington High School Recognized for Career Pathway Partnership

WhyITNow.org has recognized the Information and Communication Technology career pathway established as a partnership between Ohlone College, Irvington High School, and Mission Valley ROP as the first of its kind in California. At a recent event, the career pathway was awarded the IT Innovation Leadership Award by WhyITNow.org.

This pathway is designed to fluidly propel students from secondary to post-secondary education by teaching this specific program of study for interested students while attending high school. Partnering companies, such as Cisco Systems and Lam Research, have provided critical support of this career pathway, establishing a successful partnership between education and business, an integral component of all Mission Valley ROP technical education courses.

Mission Valley ROP is the regional occupational program for

the tri-city area. Through a partnership with the Fremont, Newark, and New Haven School Districts, career technical education is provided to nearly 5,000 students (high school and adult) each year.

For more information, visit www.mvrop.org.

Ohlone College Benefit Luncheon honors Rotary Clubs of the Tri-Cities

Since 1987, the Ohlone College Foundation has presented the Citizen of the Year Award at its Annual Benefit Luncheon to honor individuals or organizations that have made an exceptional contribution to the community. This year's Luncheon, scheduled for Saturday June 4th, will honor Rotary Clubs of the Tri-Cities.

The luncheon will be held at the Ohlone College Newark Center for Health Sciences and Technology (39399 Cherry Street, Newark) and will begin at 11 a.m. with a reception followed by a champagne luncheon and presentation from noon – 2 p.m. Tickets are \$75 per person. Proceeds benefit scholarships for deserving Ohlone College students, and the luncheon will also celebrate the Spring 2011 scholarship recipients. To order your tickets, visit coy.ohlone.edu or call (510) 659-6020.

Tri-City Rotary Clubs Sponsor 20th Annual Chili Cookoff on June 5th

On Sunday June 5, between 11 a.m. and 5 p.m., come on down to the Saddle Rack (42011 Boscell Road) for the 20th Annual Great Rotary Fremont Chili Cookoff! The Rotary Clubs of the Tri-Cities are your host for a fantastic afternoon of food, music, competitions and raffle prizes. There will be over 30 different chili recipes to sample, along with food from Kinders BBQ, beer, wine and margaritas, live music, and demonstrations by local firefighters.

Tickets are \$8 per person in advance; \$10 at the gate. Ages 6 and under are free. Proceeds benefit the Tri-City Rotary Clinic; Washington on Wheels (WOW) Mobile Health Clinic; Abode Services; and the Alisa Ann Ruch Burn Foundation. For more information or to purchase tickets online, visit www.fremontchilicookoff.org.

Members: Got News?

The Fremont Business Review publishes newsworthy items from our members every month in Member News. Add us to your press releases. email Nina Moore at nmoore@fremontbusiness.com

Washington Hospital Healthcare System Awarded Annual Chairman's Award

Retiring Chairman of the Board, Joe Joly, presented the Fremont Chamber's Annual Chairman's Award to Washington Hospital at the State of the City luncheon on March 30, 2011.

In doing so, Joly praised Washington Hospital for its actions as an integral member and a dedicated supporter of the tricity community. Led by CEO Nancy Farber, the Washington Hospital Healthcare System (WHHS) stands as a leader in the healthcare industry for its innovation in creating programs that reflect and meet the needs of a multifaceted and ever-changing community.

Of particular note is Washington Hospital's culture of supporting personal and community growth through its employees' active participation in a wide variety of non-profit and community organizations. WHHS is quick to provide financial support when the need is there, but just as quick to share expertise and resources with neighbors. On many occasions, community organizations,

including the Chamber, have benefitted from the guidance and leadership of the hospital's staff.

Washington Hospital's commitment to the development of community leaders is found in their long-time support of the Chamber's Leadership Fremont program. Many hospital staff members have attended the program as part of their professional development and have returned as speakers, steering committee members, and committee or board members. Their contributions have been numerous and far-reaching and have served to build and strengthen our community.

The Chairman's Award is the highest award given by the Chamber and is awarded to a company, an organization or individual that has shown support and contributed to the Chamber and the business community. The recipient is recognized because their support has been unwavering and their contribution critical to the success of the Chamber.

Recycling e-waste—

from page 1

E-Waste to Resources," the amount of e-waste being produced - including mobile phones and computers - could rise by as much as 500 percent over the next decade in some countries.

What substances are in electronics?

Electrical waste contains hazardous but valuable and reusable materials. Up to 60 elements can be found in complex electronics. Substances found in large quantities include epoxy resins, fiberglass, PCBs, PVC (polyvinyl Chlorides), thermosetting plastics, lead, tin, copper, silicon, beryllium, carbon, iron and aluminum. Almost all electronics contain lead, tin and copper. Many of the electronics we use today such as television sets and monitors contain lead. A typical 15-inch cathode ray tube may contain 1.5 pounds of lead, but other CRTs have been estimated as having up to 8 pounds of lead.

What types of material can be recycled from electronics?

Most electronics contain

material that can be recycled. Look, for example, at a typical computer: Tin is used for coatings. Copper is used for printed circuit board tracks, component leads, and wire. Aluminum is used for heatsinks. Iron is used for the steel chassis, cases, and fixings. Zinc is used for steel parts. Gold is used for connector plating. All of these elements are non-hazardous and can be recycled.

What are ways you can recycle your e-waste?

There are many ways you can recycle your electronic waste. Some computer components can be reused in assembling new computer products. If you do not want to deal with refurbishing your old computer and donating it, you can take your electronic waste to your local recycling company that can handle the recycling part of it properly and with care.

Benefits of Recycling

Most electronic devices contain a variety of materials, including metals that can be recovered for

future uses. By dismantling and supporting reuse, intact natural resources are conserved and air and water pollution caused by hazardous disposal is avoided. It simply makes good sense and it is important to do our part to keep the environment green.

Louis Sarkis is a partner owner of Blue Star Electronics located at 23196 Foley Street in Hayward. He can be reached at (510) 259-1879 or via email at louis.s@bluestarco.com. Blue Star Electronics is a full service asset management, reclamation and recycling company; providing resale, recycling and end of life programs for electronic equipment and components. Free drop-off and pickup from local businesses is provided. Blue Star Electronics adheres to a zero-landfill policy, recycling 100% of your electronic material because it is the responsible thing to do. For more information, visit www.bluestarco.com.

Job Growth—

from page 1

But why manufacture in California? Neighboring states are aggressively courting green manufacturing - such as Oregon's Business Energy Tax Credit that provides a handsome 50% tax credit for green manufacturing facilities. And of course, off-shoring has been a constant drain on domestic manufacturing for the past decade. But as the emerging green tech manufacturers such as Solyndra are determining where to place their manufacturing facility, many choose to remain in California. The primary reason is that California's assertive leadership in environmental stewardship creates a market for green products. In the United States, the market for green and sustainable technology, goods, and services is far greater in California than any other state. The efforts of California lawmakers to implement strict air quality standards and mitigate the effects of global warming by reducing the carbon footprint of businesses and residents have created a robust demand for green innovation and commercialization - fueling a renaissance in manufacturing in the state.

In addition to Green Tech manufacturers' desire to be close to the California market, the importance of proximity to Silicon Valley's innovation eco-system

cannot be overlooked. As the industry grows and expands, the mix of first-class research universities and laboratories coupled with the preponderance of venture capitalists in the area creates an environment where the answers to questions about how to solve the problem of climate change will emerge.

California must continue to lead the nation in addressing the problems that environmental degradation can have on our collective quality of life. Silicon Valley, with the center of gravity now shifted toward Fremont's green belt, will continue to help solve these vexing issues, creating jobs and economic prosperity at the same time. Californians are early adapters of technology and sustainability, which will lead to the continued growth of the green tech economy that employs scientists and engineers, as well as manufacturing technicians and quality control experts - leading to a strong local, state and national economy.

Leslie Bar-Ness is the Director of Government Affairs for State and Local Governments in California and the Western United States at Solyndra LLC. Solyndra LLC, headquartered in Fremont, designs and manufactures solar photovoltaic systems for the commercial rooftop market.

Rethinking the Commute: Reduce Your Carbon Footprint and Gain Productivity

by LaShawn Martin
511 Rideshare

Transportation accounts for about 40 percent of California's greenhouse gas emissions. In the Bay Area, an estimated 50 percent of all greenhouse gases come from personal vehicles. Driving to work alone is one of the top greenhouse gas-emitting activities - more than twice that from local industry.

Multiple Bay Area employers are closely examining their influence on the environment with the assistance of Transportation Demand Management (TDM) experts. A TDM professional can help any size employer, business park, or corporate campus reduce its carbon footprint and simultaneously increase employee morale by offering options to a high-polluting solo commute.

The value gained by offering transportation choices - such as transit, carpool, or bicycling - as an alternative to driving solo, frequently results in more on-time arrivals as well as calmer and more productive employees. Together TDM professionals and workplace managers will assess transportation possibilities and offer suggestions on how to start, update, or expand a transportation plan at the worksite.

As a free public service, a 511 TDM consultant can offer customized worksite assistance and

tools based on geographical location. An employee density map showing where employees begin and end their commutes presents a visual summary of travel patterns in and out of a worksite. Combined with employee transportation surveys, the analysis will help management learn about its employees' commute preferences and suitable options. Based on survey results, various options can be explored, all of which are designed to help motivate people to start or join a carpool or vanpool, try transit, or ride a bike to work.

However, the services from a TDM professional continue beyond the initial setup of an alternative commute program. Employer-hosted events such as environmental festivals, health and wellness fairs, open enrollment meetings or benefits fairs, are all great opportunities to invite a TDM professional back on site to speak with employees and offer them personal and practical solutions to reduce their commute costs as well as their impact on the environment.

In a survey of the 511 RideMatch database, 59 percent of respondents said saving money on gas was one of the main advantages of carpooling and vanpooling. Forty-four percent cited the ability to use carpool lanes was also an advantage, as well as reducing their impact on the environment (43

percent). Assistance finding a carpool or vanpool partner was selected by more than 80 percent of survey respondents as an incentive for ridesharing. Forty-six percent selected financial subsidies as an incentive, and 42 percent selected a guaranteed ride home in an emergency.

511 Rideshare maintains an expanding database exceeding 30,000 San Francisco Bay Area commuters. The 511 RideMatch Service helps Bay Area residents find carpools and vanpools, and provides online tools for commuters to earn incentives while tracking their travel patterns and reducing their CO2 emissions. 511 Rideshare provides free assistance to Bay Area companies in planning and developing customized commute programs. Its mission is to reduce traffic congestion, clean the air, and reduce greenhouse gas emissions.

If you would like an opportunity to speak with a 511 Rideshare TDM professional or have them attend your next open enrollment meeting or benefits fair, please contact LaShawn Martin, Employer Service Representative for Alameda County. LaShawn can be reached at (510) 273-3610 or via email at martin@rideshare511.org. For more information, visit the Rideshare page at 511.org.

California Advances to a Clean Energy Future

CA Energy Policy keeps Energy Dollars and Investment in State

by David Hochschild
Solaria

In April, Governor Brown signed the 33% renewable portfolio standard (RPS) into law in California, marking an important milestone in the effort to promote clean energy and reduce our dependence on polluting fossil fuels. This law requires all utilities in California to procure 33% of their electricity from renewable energy sources by 2020 and, in doing so, it lays the groundwork for companies like ours - that manufacture solar panels and create jobs here in California - to begin to scale up.

One of the things that has undermined the growth of clean energy in the past is the stop-start nature of public policies intended to support its growth. In 2008, Spain became the largest solar market in the world because of a poorly planned policy that collapsed the next year. Having long-term certainty and predictability is essential for renewable energy businesses to plan and grow effectively and that's what

California has just accomplished with the 33% renewable portfolio standard.

The good news is that solar costs are coming down. Every time the demand for solar power has doubled, the costs have gone down about 20%. This trend has held steady over the last 30 years and every indication is that it will continue. The solar industry is now the fastest growing energy industry in the world, averaging 60% growth over the last decade. The real question is what role California and the United States will play in the global solar market. Will we be a leader or a follower? With bold policies like the RPS in California helping to drive investment and innovation, California is well-positioned to help the United States retake the lead.

That's why it's important not to rest on our laurels. Rather, California should continue in the tradition of Silicon Valley innovation by pushing the envelope further. California should set itself on the path to becoming the first state in the U.S. to get the majority of its energy from renewable energy

sources. With solar and other renewable energy and storage technologies continuing to grow rapidly and cut costs, this is an achievable, affordable goal that will be a boon to our economy and help keep our energy dollars in the state. Today, natural gas is the largest fuel source for electricity in California but 87% of the natural gas we consume here is imported from out of state. This means that every time we turn on a light switch, we are sending money out of the state economy. Solar and other renewable energy sources offer us the chance to change that.

So, let's keep the momentum going and help California use one of its greatest resources - sunlight - to meet our energy needs.

David Hochschild is Vice President for External Relations at Solaria, a solar panel manufacturer headquartered at 6200 Paseo Padre Parkway in Fremont. Read the item about their Earth Day headquarters and factory dedication under Member News. David can be reached at (510) 270-2531 or via email at dhochschild@solaria.com.

Green Teams on the Rise among Fremont Businesses

by Rachel Balsley
StopWaste Business Partnership

Last month's Earth Day sparked green events and celebrations in Bay Area schools, communities—and many businesses. Among them was Washington Hospital Healthcare System (WHHS) in Fremont. Their "Lets go green together" Earth Day event drew hundreds of employees and Fremont residents, who came to learn about everyday eco-friendly practices, drop off expired medications and several other problem waste items, and join in fun educational games and other activities. The WHHS Green Team planned the effort and was key to the event's success. "Everybody on the team worked extremely hard to pull it all together," says Paul Kelley, Director of Biomedical Engineering and Green Initiative at WHHS who chairs the Green Team committee. "This was our second community event of this kind, and even larger than the first one in 2010."

Involve members from all departments

Since its start in August of 2008, the WHHS Green Team has made huge strides. "Back then we were a small group of staff working on a

few projects, like recycling basic materials and phasing out plastic foam food service ware in the cafeteria," remembers Kelley. Today the team has about 25 members, representing virtually every area of the hospital, from Finance, Facilities, Patient Care and IT to Environmental Services and others. Besides organizing events like the Earth Day Fair, the Green Team has helped WHHS set up a facility-wide compostables collection program and replaced disposable plastic containers for used syringes and other medical sharps with reusable ones, among numerous other initiatives. To implement the programs, the Green Team relies on the collaboration of all employees and departments at the hospital. "The team's role is to be the catalyst for change," says Kelley.

Keep the workload manageable

In spite of the many environmental programs they coordinate, Green Team members are mindful that their day-to-day responsibilities remain their top priority. "Health care is a very busy environment where the main focus is on the patient," asserts Kelley. "We recently established subcommittees so each Green Team

member can focus on specific initiatives." To keep everybody in the loop, the team sends out meeting agendas and minutes, and regularly updates the WHHS intranet webpage for employees.

Each Green Team is different

Just a few miles from WHHS, a company that manufactures concrete panels has recently also formed a Green Team. With 50 employees working in the office, the plant, and in the field, their team is smaller than WHHS' and differently organized, but thrives on the same ingredients: employees who want to make a difference and supportive management. "Our Green Team officially formed in January of this year but some of our green practices started a lot earlier," says employee Anna Robbins, who founded the Green Team together with colleague Bryan Campbell. Anna started buying environmentally preferable office supplies in 2008, but soon saw other simple changes staff could make to lighten their environmental footprint: replace paper cups with reusable mugs; recycle bottles, cans, paper and cardboard; collect batteries and printer cartridges for recycling; and turn off computers at the end of the day.

Bay Area Prepares for Emerging Green Technologies

by Ajeet Singh, Ph.D.
DeVry University

235,000 new manufacturing and maintenance jobs.

In this era of dwindling fossil fuels, obtaining energy from renewable resources (green energy obtained from solar, wind, etc.) is rapidly becoming more than a desirable idea; it is becoming an absolute necessity. Three factors that are driving the move to green energy are:

1. The amount of oil is finite and its rate of consumption is rising. "Cheap" oil (that is oil which can be extracted with relative ease and therefore costs less) is projected to end in the next few decades. (Of course when buying gasoline these days, the word "cheap" is already obsolete.)

2. The world and particularly the BRIC countries (Brazil, Russia, India and China) are industrializing rapidly and consuming ever more energy as they industrialize and as their standards of living rise.

3. The environmental impact of burning fossil fuel is increasing pollution in the form of air quality degradation leading to health concerns (rise of cancer-causing material in air and water), carbon dioxide release leading to global warming, etc.)

These causes have made the development of green energy a pressing issue which simply cannot be ignored. Furthermore, development of such energy has enormous economic impact and is expected to be a driver of tremendous job growth, particularly in the high tech hubs such as the Bay Area.

In a study done by Peter Asmus of the Center of Energy Efficiency and Renewable Technologies, (www.cleanpower.org), it has been projected that by meeting 33% of our energy needs using renewable resources we will:

1. Pump nearly \$60 billion into the California economy.
2. Create between 100,000 to

Nationally, of course the figures will reach into trillions of dollars of increase in the GDP. These factors combine together to make the development of green energy irresistible and inevitable. Many countries - even such small countries as Denmark - are now investing heavily in this area. Denmark has reached such a level of development that it is exporting its old used equipment (wind turbines) to the U.S. for refurbishment and use, while Denmark switches over to state-of-the-art renewable technology. If the U.S. is to achieve and maintain a leading position in this field it must invest in:

1. R & D in the field of green energy
2. Development of infrastructure (power transmission lines) and manufacturing plants for harvesting green energy (photovoltaic cells, wind turbines, etc.)
3. Developing a well trained workforce for manufacturing, installing and maintaining the green energy infrastructure.

DeVry University is playing its part in this development by offering an educational program in Renewable Energy Engineering Technology, in addition to three undergraduate programs and one MBA program in Sustainability through DeVry University's Keller Graduate School of Management. Such programs prepare graduates to seek employment opportunities in the green energy field, while furthering the worthy cause of renewable energy development.

Together, our community can work to ensure that our businesses, employers, and employees are ready to meet the challenges of this emerging technology.

Ajeet Singh, Ph.D. is a professor at the College of Engineering and Information Sciences at DeVry University in Fremont. For more information, visit www.devry.edu.

Get everybody on board

"The hard part wasn't setting up the recycling program but getting everybody to participate," recalls Anna. To accomplish this task, the Green Team created an oversized "Green Pledge" poster for the lunchroom and asked their fellow employees to publicly commit to the basic green activities listed by signing their names. The team announced and explained the Green Pledge in their first monthly e-newsletter to all staff. "It was a great success - 65% of our office employees have signed the pledge," reports Anna. "There is a lot of excitement about the program."

For Earth Day, the Green Team organized an office barbeque, hosted an e-waste drive and rewarded employees' support of the

company's environmental practices with commemorative green gifts.

Share your success with others

Does your company have a Green Team success story to share? Email Stop Waste at Partnership@StopWaste.Org or call (510) 891-6500 and ask for the StopWaste Business Partnership team.

Rachel Balsley is a Program Manager for StopWaste.Org and can be reached at rbalsley@stopwaste.org or at (510) 891-6500. For more information, visit www.stopwaste.org.