

# BUSINESS REVIEW

## Year in Review

A message from CEO Cindy Bonior  
page 2

## Mobile Marketing

David Afana on why you should go mobile  
page 5

## New Website

Features are key to member success  
page 8

Volume 15  
Number 4

## Q1 Issue: New Year Health

Quarter 1  
2015

### INSIDE:

<b>CEO Message</b>	<b>2</b>
<b>Connection Clubs</b>	<b>2</b>
<b>Mark Your Calendars</b>	<b>3</b>
<b>Advance Directive</b>	<b>3</b>
<b>Member News</b>	<b>4</b>
<b>Dental Fillings</b>	<b>4</b>
<b>Zumba</b>	<b>4</b>
<b>Mobile Marketing</b>	<b>5</b>
<b>Recycling</b>	<b>5</b>
<b>New Members</b>	<b>6</b>
<b>Anniversaries</b>	<b>7</b>
<b>New Website</b>	<b>8</b>

## 10 moves to stay fit in the office



By Nelson Toriano  
Mission Peak Fitness

Ergonomics 101 is the same in most office settings. Sit upright. Take breaks. Keep your screen at eye level. But what if that's not

enough? What if you still feel fatigued? What if lower back pain persists?

It isn't enough. As technology evolves, there's no escaping the typical office setting. However, the good news is, by incorporating small movements throughout your day, there will be a noticeable impact on productivity and morale in 2015. Moreover, the great news is – they're easy to do.

**1. Reach for the sky** – As you look up and away from your computer, extend and lengthen your arms above your head. You increase blood flow through the arms and chest anytime your arms are above your heart.

**2. Bounce around** – Keep an inflatable exercise ball near your desk. Sit on it for a few minutes throughout the day. It'll force you to engage your core muscles to maintain proper posture. Over time, your core (which includes your lower back) will become stronger. Bouncing up and down is also a good stress reliever.

**3. Show someone how much you love them** – That would require you to extend both arms to the sides really wide and say "This much!" Stretching the arms, bringing the shoulder blades back and lifting the chest increases the blood flow through your entire upper body.

**4. Look over** – Place both hands on your right armrest and twist. You'll feel the stretch in your abs and lower back. Then do the same to the left. This controlled twisting motion stretches the muscles in your sides and lower back.

**5. Kick your butt** – With one heel at a time, kick yourself in the butt. As you sit, the weight of your body on the chair prevents blood circulation in the muscles of your butt and the back of your legs. Circulation returns when those muscles start moving again.

–Stay fit  
page 2

## Healthcare in 2015: The Role of Medical Urgent Care Centers

By Dr. John Giddens  
Fremont Urgent Care Center

Have you noticed the increase in medical urgent care facilities either near your home or your workplace? Some experts say this is a result of the Affordable Care Act. Others suggest it is the natural evolution of the medical industry responding to the needs of a mobile society wanting greater flexibility and more options when it comes to meeting their healthcare needs.

Both are likely correct. We can all agree the era of the local family doctor who cared for all of the health needs of a patient and

their family is long gone, replaced by an array of medical providers including medical urgent care centers. The scope of services provided by an urgent care center will range between those services provided by a primary care doctor's office and those provided by the local emergency room. While some urgent care centers are run by hospitals or large medical corporations, most are operated by local doctors seeing patients in a new setting designed to provide quick and efficient medical treatment.

Your local urgent care center can be an asset to businesses by providing comprehensive

occupational medical services such as pre-employment physicals, commercial driver medical exams, OSHA required medical surveillance exams, hazardous material exposure exams, blood tests, immunizations, drug screenings, worker's compensation assessment as well as treatment for routine injuries and illnesses.

The advantage for a business or a patient in choosing an urgent care center over a primary care physician visit is extended office hours, including nights and weekends, drop-in or same day appointments, minimal wait time and expanded on-

–Urgent Care  
page 5

## Maintain, Don't Gain Over the Holidays

*Now is a good time for a workplace weight maintenance challenge*



By Juliette Carney  
Kaiser Permanente

Americans gain, on average, one pound each holiday season. While this may not seem like much, the cumulative weight gain over decades can become significant health issue.

Overweight individuals tend to gain even more. High exposure to palatable and high caloric foods along with a cultural acceptance of overeating make holiday weight maintenance even more challenging than usual. Cold weather, shorter daylight hours and social gatherings

–Don't Gain  
page 3

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

PRSR STD  
U.S. POSTAGE  
**PAID**  
FREMONT, CA  
Permit No. 8

Business News?  
Call (510) 795-2244, or e-mail  
fmtcc@fremontbusiness.com  
Visit www.fremontbusiness.com

To subscribe,  
Call (510) 795-2244

**Chairman of the Board**

Sean Whiskeman.....Catellus Corporation

**Chair-Elect**

Richard Li.....East West Bank

**Vice Chairs**

Ken Ariathurai.....Aria Printing  
 Danna Bergstrom.....Bergstrom Financial Services  
 Vince Hall.....Mission Peak Fitness  
 Nicholas Kozachenko.....Gonsalves & Kozachenko  
 Dirk Lorenz.....Fremont Flowers  
 Victoria O'Gorman.....Kaiser Permanente

**Directors**

Carol Arata.....Abode Services  
 Frank Bettag.....Business Computer Associates  
 Walt Birkedahl.....Ohlone College  
 Tom Handley.....Union Sanitary District  
 Laurence Hansen.....Friend & Champion  
 Joseph Joly.....Joly Chiropractic  
 Terri Landon.....BJ Travel Center  
 David Lowman.....New England Financial  
 Cyndy Mozzetti.....Mozzetti Trucking, Inc.  
 Mark Robson.....Robson Homes  
 Dan Smith.....Berge-Pappas-Smith  
 Jan Vincent.....JVA Marketing

**Staff**

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

Aaron Goldsmith, Dir. Gov't & Comm Affairs,  
 510-795-2244, ext. 107,  
 agoldsmith@fremontbusiness.com

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

Alice Piper-Morris, Membership Account Executive,  
 510-795-2244, ext. 104  
 apiper-morris@fremontbusiness.com

Napoleon Batalao, Dir. Digital Communications,  
 510-795-2244, ext. 102,  
 nbatalao@fremontbusiness.com

**Fremont Business Review**

Published quarterly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: [www.fremontbusiness.com](http://www.fremontbusiness.com). email: [fmtcc@fremontbusiness.com](mailto:fmtcc@fremontbusiness.com)

**Printed using soy ink**

**Chairman's Circle**

Chairman's Circle sponsorship is a comprehensive approach to Chamber participation that combines membership with sponsorship opportunities and benefits. It is truly the best approach to make the most of your Chamber investment.



**Message from Chamber CEO Cindy Bonior**

Dear Members:

What a busy year it has been!

Always at the top of our priority list is the goal of adding value to your Chamber membership. Much of our efforts this past year have been focused on this goal and I am pleased that we have made significant progress.

We started the year introducing Industry Councils. These industry focused member groups allow us to drill down and really address the issues concerning a particular industry group. The Non-Profit Industry Council quickly gained traction and has held a number of workshops and roundtables that have been valuable to our non-profit members. The second Non-Profit Industry Council workshop series will kick-off in January 2015. The Women in Business Industry Council, our second industry council, was also formed and has hosted a workshop. There are currently discussions taking place to host additional workshops in the future.

In 2014, we also hosted our first b2B Procurement Fair. This important event introduced large corporations to small business contractors, created opportunities for our members to establish strategic partnerships and provided critical knowledge to help member pursue government contracts. We expect to build on this event and offer additional opportunities for members in the New Year.

Perhaps the most anticipated project was our new web site.

We spent considerable time choosing and planning the right site in order to make it a site that offered features and tools to help our members become more engaged and connected. See the *Fremontbusiness.com New Features* side bar. We were also mindful to include a number of marketing tools for members to implement and help grow their business. Our members can access their profile in the member only section putting them in complete control of their Chamber online presence. Although the soft launch was implemented in late November, we continue to add to the web site and will celebrate its launch at our web site launch party expected to take place in January 2015.

Several other important changes and projects were started and we look forward to sharing these with you as they unfold. We have much to do moving forward and we will continue to work hard to increase the value of your chamber membership and improve Fremont's business environment.

We are honored that you have put your trust in us and allowed us to be a part of your success. We truly appreciate all your support and the opportunity to work for you and with you –continuing to share experiences and successes in the New Year.

Our best wishes for a happy, healthy and safe holiday season and start to 2015.

**Stay fit—**

*from page 1*

**6. Roll around** – Much tension can be relieved by taking a joint and slowly moving its adjacent body parts in circles. Do this for the neck (rotate the head), the ankle (rotate the foot), the hip (rotate the leg) and the shoulders (rotate the arm).

**7. Swing** – Balance on your right leg and swing the left leg across the front of the body and then out to the left. Keep doing so as you feel the release of tension in your hip. Then switch legs.

**8. Say "I dunno"** – The posture employees assume while typing is rounded and slightly elevated shoulders. To notice your own position, shrug really high as if saying "I dunno" and then lower the shoulders all the way down. Do those exaggerated motions several times to release tension in the muscles that connect your shoulders to your neck.

**9. Reach behind** – Interlace your fingertips behind your lower back. Pull down and away from the body. Lift the chin. This will open the chest, neck and shoulders – all of which remain contracted while you're typing.

**10. Reach up and over** – Take your right hand up above your head and reach to the left side. Then switch. This will lengthen your sides all the way from your upper back down through the hip. This move will loosen the spine too.

For every move, make sure to maintain a slow, controlled breath. Not only will this assist the oxygen flow through the muscles, but this will also assist with you maintaining a slow, controlled tempo so you don't overstretch.





These small movements throughout the day will improve your well-being. The key is to keep moving – even while you're sitting.

*Nelson Toriano serves as the Marketing Manager at Mission Peak Fitness. He is a certified personal training and group exercise instructor. He currently teaches classes at the fitness centers in major companies in Silicon Valley, including Google, Yahoo!, Cisco and LinkedIn.*



**Connection Clubs**

Four groups meet on 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.

M	T	W	Th	F
				
				

**ThursdayAM**

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

**Connect 2 Succeed**

2nd & 4th Thursdays at 11:45a.m. @ El Patio  
 Co-Chair: Brandon Sass  
 (510) 996-3073  
 Co-Chair Elise Balgley  
 (510) 791-1888

**FridayAM**

Every Friday at 7:15a.m. @ The Original Pancake House  
 Chair: Dan Kisner (510) 791-5790  
 Vice-Chair: Melissa Fields  
 (510) 796-8300

**Friday Noon**

Every Friday at noon @ Round Table Pizza  
 Chair: Karen Harry (510) 552-1499  
 Vice-Chair: Jean Ingrassia (510) 368-3372



# Mark Your Calendars: Q1, 2015

For additional information, visit our Events page at [www.fremontbusiness.com](http://www.fremontbusiness.com) or call (510) 795-2244.

## January

- Jan 14** – Fremont Chamber Mixer hosted by Mission Peak Fitness
- Jan 21** – Fremont Chamber's Non-Profit Industry Council presents "All About Relationships!"
- Jan 26** – Legal and Business Issues Seminar at the Fremont Main Library hosted by the Fremont Chamber and City of Fremont
- Jan 28** – Membership BootCamp at the Fremont Chamber of Commerce
- Jan 28** – Fremont Chamber Mixer and Website Launch at Fremont Chamber office
- Jan 30** – Career Fair and Community Resource Fair at the Fremont Adult School

## February

- Feb 11** – Fremont Chamber Mixer hosted by Greenstein, Rogoff, Olsen & Co
- Feb 18** – Website Development for Small Business at the Fremont Main Library hosted by the Fremont Chamber and City of Fremont
- Feb 21** – Bowl-A-Thon supporting Dollars for Scholars at Cloverleaf Family Bowl

## March

- Mar 4** – Advanced Social Media Strategies at the Fremont Main Library hosted by the Fremont Chamber and City of Fremont
- Mar 11** – Fremont Chamber Mixer hosted by Niles Electric
- Mar 27** – State of the City Luncheon featuring Mayor Bill Harrison at the Marriott Silicon Valley

## Maintain, Don't Gain—

from page 1

may disrupt individuals' exercise routines.

Given these seasonal obstacles, the holiday months are a beneficial time to hold a workplace weight maintenance challenge. For the past five years, Kaiser Permanente in southern Alameda County has offered "Maintain Don't Gain," a voluntary employee program intended to prevent holiday weight gain.

Companies can implement their own program by hosting a voluntary weigh-in kickoff event in October during which employees' weights are confidentially recorded and weight management resources are provided. This is followed by a second weigh-in in January. Throughout October through December, a wellness coordinator can organize fitness activities such as a lunchtime walking club, training for a community walk/run or on-site fitness classes such as yoga. A lunch-hour lecture series featuring cooking, fitness or nutrition experts along with a healthy catered meal are well-received by employees seeking extra motivation.

Colleagues working together to maintain weight bring fewer high-calorie treats into the workplace and may encourage each other to use breaks for physical activity. Larger firms can hold inter-departmental competitions; the team losing the greatest percentage of weight receives a group prize. Weekly emails with cooking tips, recipes and strategies for handling emotional eating require minimal

resources as do department salad-bar-style potlucks.

Walks/runs in the community are listed at: [www.active.com/running](http://www.active.com/running). Free tools and information on weight, fitness and nutrition, including a calorie calculator can be found at [kp.org/weight](http://kp.org/weight).

Company resources determine the educational tools and incentives offered, yet most employees already know which behaviors they need to work on – a successful program excites and motivates employees by creating a workplace culture that supports healthy

At the January weigh-in, employees who lose or maintain weight are rewarded with prizes such as a gym bag or fitness gear and are entered into a grand-prize drawing for an iPad. Incentives for those who maintain or lose weight can be a useful promotional strategy yet participants frequently say they are most happy about having maintained their weight and that the incentive reward is a secondary benefit.

*Juliette Carney, M.S., is Project Manager in the Department of Health Education at Kaiser Permanente in Union City, Hayward, San Leandro and Fremont and specializes in employee and physician wellness. Ms. Carney holds a Master of Science degree in Counseling and has worked in patient education at Kaiser Permanente since 2000, teaching both groups and individuals in the area of health behavior change.*

## New Year Resolution: Advanced Directive

By Washington Hospital

If a devastating illness or accident left you incapacitated and unable to make your own health care decisions, would your family and friends know what sort of medical treatments and procedures you would wish to have? A study conducted by the Pew Research Center shows that 71 percent of Americans have considered their end-of-life health care preferences. Up to 95 percent have heard of a "living will" – a type of advance health care directive that lets your loved ones know exactly what your wishes are. Yet only 29 percent of Americans have one.

"Some people mistakenly believe that an advance directive is just a 'do not resuscitate' order that some chronically or critically ill patients may have on file," says Washington Hospital's Spiritual Care Coordinator Michelle Hedding, MA, RN, CHPN (certified hospice and palliative care nurse). "Advance directives are comprehensive documents that let you decide not only what kinds of treatments you would want if you became incapacitated, but also who you would want to make those critical decisions for you."

An advance health care directive generally goes into effect only if your physician determines that you are unable to make your own health care decisions. The advance directive can specify your wishes and designates an "agent" – and possibly alternate agents – to make medical decisions for you and



provides instructions for what treatments you would or would not want.

"The most important thing in creating an advance directive is to name the person you want to serve as your agent to speak on your behalf," Hedding notes.

California requires that advance directives be witnessed by two people who know the individual making the advance directive. One of those witnesses cannot be related by blood, marriage or adoption, and neither witness can be designated as the agent. Alternatively, the advanced directive can be notarized.

You can revoke or revise your advance directive at any time.

Hedding notes that the most common reasons for updating an advance directive are referred to as the five D's:

- When you reach a new decade in your life.
- If your agent or another person named in the advance directive dies.
- If you divorce.

- When you receive a new medical diagnosis that changes your priorities.

- If your medical condition declines.

If you don't already have an advance health care directive – or if you want to update your current advance directive – this coming holiday season could be a good time to have that conversation with your family and friends. Then you can start the New Year with a "resolution" that will give you and your loved ones peace of mind.

### Learn More

Washington Hospital offers assistance to people who wish to create an advance health care directive. Call (510) 494-7005 for more information or to schedule an appointment to help with your advance health care directive. For more information and links to advance health care directive forms, visit [www.whhs.com/advance-directives](http://www.whhs.com/advance-directives)



# Member News

## It's time to invest in life coaching at TIRO!

Jackie Welch is President and Business Owner of TIRO Life Coaching (Time Is Running Out). After a successful 28 year career in corporate America, she is a Certified Co-Active Coach and also a member of the International Coaching Federation (ICF).

Join Coach Jackie on January 31, allowing you to jump start your New Year by attending this special seminar in partnership with Sagacy Coaching from 9 AM to 12:30 PM. This Saturday seminar will cover financial planning, goal setting in 2015 and what's next in your career.

To register, visit <http://itsyourtimetolive.eventbrite.com>. Email [info@tirolifecoaching.com](mailto:info@tirolifecoaching.com) or call 510.825.2841.

## Get your 2015 ASEB Calendar

Alzheimer's Services of the East Bay (ASEB) is the only organization in Alameda County providing dementia-specific Adult Day Health Care.

The ASEB calendar was designed using artwork and paintings created by the participants of the ASEB facilities who are diagnosed with Alzheimer's, dementia or other related memory loss.

Proceeds from the sales of the calendar directly support the

families attending ASEB's three adult day care programs, in Berkeley, Fremont and Hayward. A donation of \$20 can get you an ASEB calendar.

To view or order your calendars, please visit [aseb.org](http://aseb.org). All donations are tax deductible.

## The Fine Arts and Eats Card makes a great holiday gift

The Fine Arts and Eats Card discount card and performing arts fundraising tool has raised over \$3500 since 2010. Local organizations Mission San Jose Universal Performers, Fremont Opera and Fremont Christian Concert Choir can now receive \$10 per card sold when mentioned at checkout. The

card also supports local businesses by providing free of charge to them a venue to advertise their business by providing a discount saving precious advertising dollars. It's a win-win-win!

Buy your Fine Arts and Eats Card today, support the arts, and save! Visit [www.fineartsandeats.com](http://www.fineartsandeats.com).

## Get a #MAACOVER for your car in 2015!

Win a Holiday #MAACOVER from Maaco Collision Repair & Auto Painting. Like them on Facebook, send them a photo and story about the vehicle you want made over and submit before midnight on 12/23/14.

Winner will be chosen on January 1, 2015.

Maaco on Grimmer Blvd. in Fremont has serviced over 7,000 units in less than seven years! Our shop continues to be different than most body shops as we perform insurance work, fleet work and we have several paint lines to fit all budgets. Our service is dedicated to meet our customer's objectives for auto body paint work no matter what kind of vehicle or damage sustained.

Questions? Call (510) 656-8600

**Members: Got News? Send it to [agoldsmith@fremontbusiness.com](mailto:agoldsmith@fremontbusiness.com)**

## Dental Filling Facts



By Dr. Colin Yoshida, DDS

According to a recent Zogby poll, most Americans – almost 60% - don't know that mercury is the main component of so-called "silver" amalgam fillings.

Only about 1 in 10 say their dentist has ever told them as much. Two-thirds say their dentist has NOT given them enough information about alternatives to make an informed decision.

Biocompatibility and patient education are crucial. You deserve to have the facts and all the information you need in order to make good decisions about you and your family's health.

### Here are just a few of the facts when it comes to mercury:

Fact: Mercury is one of the most potent neurotoxins in existence.

Fact: Mercury does not stay locked within amalgam fillings but is consistently outgassed into the body where it can and does become methylated, which can be even more dangerous.

Fact: Some people are more susceptible to mercury poisoning than others. (Only with proper testing can it be determined whether

they may be contributing to health problems.)

Fact: Just getting mercury fillings safely removed is not enough. Proper, thorough, supervised detox is required as your body rids itself of the mercury it has stored.

Fact: Composite ("white") fillings can be just as strong and durable as amalgams. They also don't require removal of as much natural tooth structure.

Fact: Mercury amalgam fillings are cheaper ONLY when you exclude their cost to health and the environment.

Fact: The US was the first nation to sign the Minamata Convention on Mercury – a global treaty to reduce mercury pollution which requires action toward a phase-out of dental mercury.

Remember to keep these facts in mind in the New Year if you are considering a dental filing procedure. Long term health effects are almost always more serious and costly than short term cost benefits.

*Dr. Colin Yoshida is a long time practicing dental provider in Fremont. Dr. Yoshida is valedictorian of his class from University of the Pacific School of Dentistry and a proud member of the Fremont Chamber of Commerce, the International Academy of Biological Dentistry and Medicine, the Holistic Dental Association and numerous other professional organizations. He has a great passion for educating the public about a natural approach to dental hygiene and is constantly educating himself on best holistic practices to your overall oral health.*

## Zumba: Fun is the Secret to this Latin Dance Workout



By Louise Williamson  
ClubSport of Fremont

Latin rhythms pulse from one of fitness studio's at ClubSport, where Louise Williamson, leads a Zumba class packed with the glistening bodies of nearly 50 people seeking to swivel, pivot, and shake their way to fitness.

Louise coaches her students to feel the music, "I cue the moves without a lot of talk, I want them to be inspired by the music." she says.

Zumba, an aerobic dance class set to South American beats, is hot in health clubs and exercise studios from New York to San Francisco.

"Latin music just tends to make you feel happy and good," says Louise. "I can have the bluest day, be depressed, whatever, and get in front of that class, turn on the music and I recharge my life, my soul," says Williamson.

That's exactly what creators were aiming for when they released Zumba.

"We say ditch the workout; join the party," says Zumba co-founder and CEO, Alberto Perlman of Hollywood, Fla.

### The Growth of Zumba

Zumba was born from an accident. Colombia-born Alberto "Beto" Perez was teaching an

aerobics class in his native Cali in 1986 and discovered he had forgotten his usual music. So he dug through his bag of tapes and grabbed a mix of salsa and meringue music he personally liked to dance to.

Zumba's success has grown steadily. Today, there are an estimated 4 million Zumba enthusiasts and 25,000 instructors in 40 countries.

### No Complex Choreography

Barring any doctor's limitations, Zumba is safe for a people of all ages and fitness levels because the steps can be modified so that it's very low-impact. All you need are a good pair of dance shoes or cross-trainers.

Part of Zumba's appeal is its simplicity. There is no complicated choreography, there are usually four for five steps in one give song and they are simply repeated.

### Benefits of Zumba Exercise

Zumba lovers credit the dance craze with freer inhibitions, sharper minds and tighter abs. Dancing is a great cardiovascular workout that strengthens your core, legs, and arms. The benefits of Zumba can

include calorie burn, increased aerobic threshold, increased bone density, improved balance, less body fat and lower blood pressure.

Experts agree that the key to sticking with any exercise program is to find something that is enjoyable to you. Zumba seems to fit the bill for many Fremont residents. ClubSport offers several Zumba classes weekly and invites guest to come in and give it a try. For more information, visit [www.clubsport.com/fremont](http://www.clubsport.com/fremont).

*Louise Williamson is Regional Corporate Sales Director for Leisure Sports Inc. and a Group Fitness Instructor at ClubSport Fremont. At the age of 22, Louise decided to run a 5K race, and was shocked at how out of shape she for her age. From then on, she committed to fitness. She is certified for Cycle, Kickbox, and Zumba. Her current passion is Zumba Fitness, and she feels she teaches because by doing so she gets more than she gives to others! Come shake, rattle, and roll with Louise!*





# Urgent Care Centers—

from page 1



Dr. John Giddens and the Fremont Urgent Care Center helps small businesses by providing pre-employment physicals, blood tests, immunizations, worker's comp assessments and more.

site services. The advantage in choosing an urgent care center over a hospital emergency room visit is reduced wait time and lower cost.

True emergencies belong in an emergency room. However, thirty percent of emergency room patients don't require emergency room care. Urgent care clinics provide affordable immediate medical care for all non-life-threatening medical needs.

Urgent care centers have the ability to provide same day care of a more aggressive nature than that of the typical family practice doctor, such as on-site X-ray, laboratory work, EKG and physical

therapy. From pre-employment physicals and blood tests to treatment for on-the-job and "weekend warrior" injuries, an urgent care center is frequently the quickest, most convenient and least expensive place to get the medical care regular folks need.

*The Fremont Urgent Care Center has been providing medical care and occupational medicine services to the Tri-City area since 1984. Dr. John Giddens joined Fremont Urgent Care Center in 1985 after completing his residency in Internal Medicine at Highland General Hospital in Oakland CA.*

# Mobile marketing solutions - 4 Reasons to advertise your business on mobile in 2015

By David Afana  
Afana Enterprises

2015 is fast approaching and this the time of year for business owners to consider a few ways to improve in the New Year. Adding mobile marketing solutions to the business strategy is a clear winner. Mobile marketing is taking a stronger position in the marketplace today. Here are four reasons why it's a good time to go mobile.

## The Greater Scope

Market research shows that 93% of Americans alone possess at least one smart phone. Most of these phones are kept within reach 24/7 to receive incoming messages and calls to stay connected. Potential customers are waiting for you and you can reach them through their mobile devices.

## Professional Advertising

Companies entering into the field often try to do it themselves. Sending out too many text messages to the customer may not be well received, unless the message is relevant to the recipient. Messages that are too long are difficult to read as there is a limit to

the number of characters allowed in a text message on a mobile device. Consumers are not happy with truncated messages and may turn off or delete future messages from the same company. Luckily, many solutions exist for you as a business owner to craft a professional marketing campaign to reach your potential customers.

## Identifying Niche Markets

Mobile marketing creates new means to target your audience. Instead of wasting money on ads that are overlooked by non-customers, mobile offers a variety of targeting options.

It is impossible to reach every consumer in the market; hence, wise business managers evaluate and select those who can boost their business sales and profits without incurring too much cost, time and effort. Niche markets can bring enough sales to the company to generate a healthy profit and brand image quickly to allow the business to steer its marketing campaign in the right direction.

## Exclusive Incentives and Rewards

Modern consumers must be

wooed through a well-planned marketing campaign. It is necessary to entice targeted customers to come on board the business platform with incentives and reward schemes.

From discount vouchers to redemption gifts with expiration dates, free gifts can be offered to those who buy over a certain volume or introduce new members to the company. This is one way in which companies can grow their customer database without incurring extra cost for such important data.

*David Afana is the owner of Afana Enterprises – Mobile Marketing Solutions (Apps, SMS/Texting, QR Codes, Video and Websites). Our Mission: Providing small to medium size business owners the ability to leverage the power of Mobile Marketing Solutions to assist in their fostering professional solution-based relationships with new and existing customers. You can contact David Afana by phone (510) 862-2130, email david@afanaenterprises.com or on his business website www.afanaenterprises.com.*

# Mandatory Recycling Now Enforced for All Fremont Businesses and Multi-Family Homes

By Stopwaste.org

Beginning January 1, 2015, enforcement will begin for Phase 2 of the Alameda County Waste Management Authority (ACWMA) Mandatory Recycling Ordinance 2012-01, which requires all businesses and multi-family properties in Fremont to recycle.

The ordinance was implemented in two Phases, with Phase 1 beginning July 1, 2012 and applying only to recycling in multi-family properties with 5 or more units as well as businesses with 4 or more cubic yards of garbage service per week. Phase 2 expands the same recycling requirements to all businesses in Fremont regardless of garbage service level. Now all businesses must provide adequate on site recycling collection service and recycle these materials: cardboard, newspaper, mixed recyclable paper, recyclable glass food and beverage containers, aluminum and metal food and beverage containers, PET (#1) and HDPE (#2) plastic bottles. Additionally, garbage may not be disposed of in recycling containers.

Beginning January 1, 2015, the ACWMA enforcement team will

actively enforce the Ordinance requirements through on-site inspections at all businesses, not just those with four or more cubic yards of weekly garbage service. Businesses found to be out of compliance will be given an official notice of the requirement to comply.

Brian Mathews, ACWMA Enforcement Officer, points out that compliance has been very high—more than 80 percent of all inspected businesses are meeting the Ordinance requirements. "The most frequent violation is failure to provide recycling collection service. Once that is corrected, we see fewer violations for throwing away recyclable materials."

Avoiding a fine is simple: keep recyclables out of the garbage and keep garbage out of the recycling.

Free assistance and resources are available to help with compliance. To access free online resources such as downloadable posters and sample employee and tenant letters, visit the "Support Materials" page at [www.RecyclingRulesAC.org](http://www.RecyclingRulesAC.org). To request a free site visit to identify specific opportunities to reduce waste, comply with the law and often save money on solid waste

bills, complete the online form at [www.RecyclingRulesAC.org/request-assistance](http://www.RecyclingRulesAC.org/request-assistance).

Ordinance requirements differ by jurisdiction. Requirements to collect food scraps and compostable paper separately from garbage will become effective July 1, 2017 in Fremont. To help businesses get ahead of these new requirements, ACWMA is offering free indoor food scrap bins. Up to \$500 is available per approved business with a variety of containers and lids to choose from. Apply online at [www.RecyclingRulesAC.org](http://www.RecyclingRulesAC.org).

For more information about the recycling rules in Fremont, click on the "Rules by City" tab at [www.RecyclingRulesAC.org](http://www.RecyclingRulesAC.org) or call the Ordinance Help Line at (510) 891-6575.

The purpose of the ordinance, which first took effect in July of 2012, is to reduce Alameda County's waste stream and to help reach long-term waste reduction goals – specifically to ensure that less than 10 percent of the waste sent to landfills by 2020 is easily recyclable and compostable material.



ATTENTION

EFFECTIVE JULY 1, 2014

**NOW, EVEN MORE BUSINESSES  
AND MULTI-FAMILY HOMES MUST  
SORT THEIR RECYCLABLES.**

LEARN THE RULES FOR YOUR CITY

[RecyclingRulesAC.org](http://RecyclingRulesAC.org)

510-891-6575

ALAMEDA COUNTY  
WASTE MANAGEMENT AUTHORITY

ACWMA ORDINANCE 2012-01

VISIT US ONLINE: [FREMONTBUSINESS.COM](http://FREMONTBUSINESS.COM)



## *Apparel- Women's*

### **DressBarn**

Tami Ruiz  
43816 Pacific Commons  
Fremont, CA 94538  
(510) 979-9372  
www.dressbarn.com  
In 1962, Roslyn Jaffe, mother of three, opened the first Dressbarn store in Stamford, CT. At a time when women were wholly underrepresented in the workplace, Roslyn dared not only to work, but also to launch a new era in women's fashion. Designer label wool pencil skirts, sheer blouses, flares, furs, and leather coats were all the rage. And Roslyn offered her customers the very latest in women's designer styles. A year later the second Dressbarn store was opened. Now, with over 800 stores, across the country, Dressbarn strives to maintain its distinctive position in the marketplace by providing its own private labels and contemporary fashions at great value in an environment that is friendly and trustworthy.

## *Banquet Facilities*

### **Royal Palace Banquet Hall**

Jamaluddin Siddiqi  
6058 Stevenson Blvd.  
Fremont, CA 94539  
(510) 258-4637  
jamalsid@sbcglobal.net  
Whether you're planning a wedding, birthday or any event, Royal Palace can help make your event the talk of the town. From intimate dining rooms to lounges and bars seating areas, they can help design the perfect space for your event. No event is too big or too small. Contact us today to get started designing your dream eatery.

## *Beauty Salons & Day Spas*

### **Fremont Day Spa**

Amanda Liu  
39374 Fremont Blvd.  
Fremont, CA 94538  
(510) 790-3288  
fremontdayspa3288@gmail.com  
www.fremontdayspa.com  
Fremont Day Spa provides a variety of natural healing services in a comfortable, upscale, and serene environment. They have licensed acupuncturists, a roster of licensed massage therapists, and aestheticians. Offering nutritional and herbal treatments, soothing aromatherapies and rejuvenating facials. They carry the Obagi line of beauty products and are committed to natural therapies that will ease your mind, body and soul. At Fremont Day Spa, you can leave your stress behind and relax. Depend on us to take care of you.

## *Business Brokerage & Financing*

### **ABI Group**

Johnny Su  
3160 Crow Canyon Pl., Ste. 145  
San Ramon, CA 94583  
(925) 399-1190  
jsu@ubizbroker.com  
www.abi-ma.com/johnny-su  
ABI is a leader in serving the M&A needs of small to mid-market companies. They have assisted hundreds of owners in the sale of their businesses since 1984. Using their extensive experience and expertise, they work closely with their clients to help them achieve the maximum post-tax proceeds in a timely manner. Because each client is unique, they provide the personal attention and custom approach of a local firm. Yet, their ability to deliver advantages to each client is strengthened by our knowledge of & access to global markets.

### **AN Financial**

Avinish Nickkawde  
5178 Mowry Ave.  
Fremont, CA 94538  
(510) 791-3030  
nickkawde@gmail.com

## *Caterers*

### **Papa Lee's Southern BBQ Catering**

Walter Lewis  
P.O. Box 1162  
Newark, CA 94560  
(510) 938-5314  
rsvp@papaleebbq.com  
www.papaleesbbq.com  
Founded in 2003, Papa Lee's BBQ Catering was created as a result of a long-time passion for making Southern BBQ that they soon discovered people love to eat!!! Papa Lee's trademark is BBQ that is tender, spicy, sweet and tasty - Southern style. Papa Lee's menu includes several items based on family recipes handed down from one generation to the next. It's real, it's good, and it's good old-fashioned comfort food. Once you taste it you'll know it's real, too. We cater for groups of all sizes, big or small, we are happy to cater for y'all.

## *Dentists*

### **Premier Orthodontics**

Dr. Sheetal Patil  
39572 Stevenson Pl., Ste. 222  
Fremont, CA 94539  
(510) 697-6453  
info@510mysmile.com  
www.510mysmile.com  
Getting braces isn't what it used to be. Today's options range from colorfully cool, to nearly invisible. The choice is yours and you don't have to come up with the answers alone. Premier

Orthodontics is an expert in helping you find your perfect match. So set up a time to talk about your options.

## *Insurance*

### **State Farm Insurance**

Vickie A. Stephens  
3100 Capitol Ave.  
Fremont, CA 94538  
(510) 796-8164  
vickie.stephensl6tk@statefarm.com  
www.statefarm.com  
State Farm, well known for being a "good neighbor" by "being there" for our customers, was founded in 1922 by retired farmer and insurance salesman George Jacob "G.J." Mecherle. We now insure more cars and homes than any other insurer in the U.S., and we are one of the leading insurers in Canada. State Farm is currently ranked number 44 on the Fortune 500 list of largest companies.

## *Financial Planners & Services*

### **Innochamp Advsiors**

Suzanna Lam  
2033 Gateway Pl., Ste. 500  
San Jose, CA 95110  
(408) 674-2219  
suzannalam@innochamp.com  
www.innochamp.com  
Innochamp Advisors possesses a comprehensive team of experts that excel in wealth management, real estate investment analysis, mortgages, and tax-efficient strategies. This team collaborates extensively in order to make sure your assets work together in harmony for you and your family now, and way out in the future as well. Your personal advisor will be hard at work with the rest of the advisory team in order to help you structure your personal balance sheet with the optimum balance of assets, taking liquidity, risk, generation, and longevity of income all into consideration. At one time you can see all the phases of your financial history!

### **Transamerica**

Fabio Carrillo  
41829 Albrae, St., Ste. 211  
Fremont, CA 94538  
(408) 509-8690  
Fabio\_sv@hotmail.com  
www.tfacomnect.com  
At Transamerica Financial Advisors, Inc., Transamerica Financial Group Division (TFG) they are committed to providing quality, professional service to our clients. These everyday people are at the center of our business, and they have a responsibility to serve them with the financial knowledge, expertise and guidance that they need and expect.

## *Janitorial Service*

### **ProClean**

Ricardo Castellanos  
4200 Bay St., #224  
Fremont, CA 94538  
(510) 401-4420  
thecleaningcompanygreen@gmail.com

## *Medical Clinics*

### **Temazcal Family Clinic**

Dr. Lilita Tomona  
39277 Liberty St, Bldg D.  
Fremont, CA 94538  
(510) 935-8111  
drilita@clinicatemazcal.com  
www.clinicatemazcal.com  
Temazcal Family Clinic was created to meet the needs of the community and fill a gap in our current medical system. They offer high quality health care that is driven by a competent, professional and cordial staff. They take pride in serving our patients in a manner that understands their culture and language preferences. Temazcal Family Clinic will make a difference by providing the community with an environment that feels like home. Their staff genuinely cares about your health and well-being. Their core values are compassion, humanity, trustworthiness, and responsibility.

## *Medical Marijuana*

### **Golden State Medical Evaluations**

Sue Lambert  
37263 Fremont Blvd.  
Fremont, CA 94536  
(510) 494-8881  
service@golden420.com  
www.golden420.com  
Golden State Medical Evaluations founded in 2013, offers alternative healthcare consultations for medical marijuana evaluations. They are able to meet with patients and help them to be able to legally obtain and use medical cannabis for their pre-existing medical conditions. Golden State Medical Evaluations' goal is to provide the highest level of care and attention to each of the patients that pass through our doors. Each of their clinic physicians are highly trained experienced professionals to provide you compassionate care. Their facility follows all guidelines and regulations in accordance to the Compassionate Use Act passed by the state of California in 1996 outlined in Proposition 215.

## *Non-Profit Organization*

### **La Familia Counseling Service**

Juan Romero  
2681 Mocine Ave.  
Hayward, CA 94544

(510) 293-8595  
jromero@lafamiliacounseling.org  
www.lafamiliacounseling.org  
La Familia Counseling Service is non-profit, community-based organization located in Hayward, California. As a community mental health clinic in Hayward, they have a very diverse client population, which includes: adults with serious mental illness, children aged 0 to 18 with full-scope Medi-Cal (EPSDT), Short term emergency services, as well as Medication support for Adults . Most clients fall under the following: recent immigrants, large families, victims of crime, clients with domestic violence concerns, parents requesting help for children with various types of behavioral concerns, and more.

## **LeTip of Fremont**

Sam Ocegüera  
39210 State St., Ste. 120  
Fremont, CA 94538  
(510) 796-7000  
info@letipoffremont.com  
LeTip is a professional organization of men and women dedicated to the highest standards of competence and service. Their purpose is the exchange of business tips. Members will, at all times, maintain the highest professional integrity. Their membership reflects a diverse group featuring white and blue collar business people and employees alike.

## **The Salvation Army, Tri-Cities Corp**

Lt. David Kim  
36700 Newark Blvd.  
Newark, CA 94560  
(510) 793-6319  
David.js.Kim@usw.salvationarmy.org  
www.gosalarmy.org/deloro/tricitie  
s  
The Salvation Army is dedicated to caring for the poor, feeding the hungry, clothing the naked, loving the unlovable, and befriending the friendless. This dedication has produced an international network of helpful ministries. Whether responding to a large natural disaster, or a more personal crisis, wherever there is need, they endeavor to be there. Last year, the Del Oro Division provided over 830,000 meals, assisted over 190,000 people with shelter—and in total, served more than 436,000 people.

## **South Asian American Voices for Impact (SAAVI)**

Prasanna Vengadam  
3911 Finch  
Troy, MI 48084  
(248) 330-5269  
prasanna.vengadam@gmail.com

## —New Members

*next page*

December 2014



## New Members

from page 6

www.saa-vi.org

SAAVI is a non-profit, non-partisan community organization to serve specific issues of South Asian Americans through advocacy, education, and outreach efforts. The South Asian American community includes people originally from Bangladesh, India, Nepal, Pakistan, and Sri Lanka. In addition, SAAVI will also work in coalition with several grassroots advocacy groups, places of worship and cultural organizations in addition to city, county, and state agencies.

### Payroll Services Heartland Ovation Payroll

Juliet Barwick  
7901 Stoneridge Dr., Ste. 499  
Pleasanton, CA 94588  
(925) 719-3125  
juliet.barwick@e-hps.com  
www.ovationpayroll.com  
Heartland Ovation Payroll is the sixth-largest payments processor in the United States. Its service areas include credit/debit/prepaid card processing, loyalty marketing services, payroll services and services to schools and colleges

### Real Estate – Developer

#### SiliconSage Builders

David Amaral  
3255-2 Scott Blvd., Ste. 101  
Santa Clara, CA 95054  
(408) 916-3205  
david@siliconsage.com  
www.siliconsagebuilders.com  
SiliconSage® Builders is proud to bring high density urban in-fill townhomes and condominiums for sale in Silicon Valley cities including Sunnyvale, Menlo Park, Mountain View, San Jose, Santa Clara and Fremont. SiliconSage® has a unique design-build team with in-house Acquisition, Design, Construction and Sales team. The team at SiliconSage® Builders measures its success with the Results of every project it creates. Results mean a happy and proud homeowner, a house that has become a home, and that adds value to the community and immediate environment.

### Real Estate – Loans

#### Bay Equity Homes Loans

Vik Randhawa  
35111 F Newark Blvd.  
Newark, CA 94560  
(510) 358-6656  
vrandhawa@bayeq.com  
www.bayequityhomeloans.com/vik-randhawa  
Bay Equity opened in the midst of the recession, as many other mortgage lenders were closing

their doors. A group of mortgage professionals, recognized the need for a new type of mortgage lender and to embrace the highest standards, provide exceptional customer service and be committed to lasting relationships. Bay Equity opened in San Francisco in April of 2008 and funded its first loan one month later. In its short history, Bay Equity has expanded and is now lending in eleven western states and growing. Bay Equity has hired accomplished mortgage and financial professionals at all levels and has proudly assembled a highly experienced staff of corporate executives and operations professionals.

### Stearns Lending, LLC

Sonia Walia  
39420 Liberty St.  
Fremont, CA 94538  
(415) 933-7472  
swalia@stearns.com  
www.soniawalia.com  
Whether you're buying, selling, refinancing, or building your dream home, you need to make sure you're dealing with a top professional who is able to give you quick and accurate financial advice. As an experienced loan officer I have the knowledge and expertise you need to explore the many financing options available. I look forward to working with you.

### Real Estate – Residential

#### Better Homes & Garden Mason- McDuffie

Eliane Selwan  
43430 Mission Blvd., Ste. 100  
Fremont, CA 94539  
(510) 657-8222  
eliane.selwan@bhghome.com  
www.bhghome.com  
Better Homes and Gardens Mason-McDuffie Real Estate is widely recognized as one of the most innovative real estate companies in the nation. They introduced the industry's first fully integrated, web-based technology platform, enabling our sales associates to provide consumers with real-time information from anywhere in the world. Their resource-rich environment ensures our sales associates are more productive and delivers greater service to our clients.

### Restaurants

#### Chick-fil-A at Mowry

Dan Kosin  
5245 Mowry Ave.  
Fremont, CA 94538  
(510) 608-5771  
03397@chick-fil-a.com  
www.cfamowry.com  
Since 1967, Chick-fil-A has steadily grown to become the largest quick-service chicken restaurant chain in the United States, based on domestic

# November 2014 to January 2015

## Anniversaries

### 40+ Years

Amsbaugh, Don  
Best Western Plus Garden Court Inn  
Cloverleaf Family Bowl  
Murco Development

### 20+ Years

Alameda County Transportation Commission  
Allegro Music  
Cal Self Storage  
Club Sport of Fremont  
Fremont Adult School  
Fremont Express Courier Service  
Fremont Symphony Orchestra  
Fremont Unified School District  
Gonsalves & Kozachenko  
Healthguard I.P.A. Medical Assoc., Inc.  
Kidango  
Lum, Karl G., Jr., DDS  
Our Lady of Guadalupe Referral Network, Inc. -  
Madeline Holmes  
Republic Services of Alameda County  
Sweet Tomatoes  
Tri-Cities League of Volunteers (LOV)  
Union Sanitary District

### 15+ Years

American Cancer Society  
Country Drive Care Center  
Elephant Bar Restaurant  
Heritage Bank of Commerce  
Holiday Inn Express & Suites  
La Quinta Inn & Suites  
Fremont  
Marquee Pest Management, Inc.  
MassMutual Financial Group -  
Brandon Au  
Prudential California Realty -  
John Juarez  
Robert H. Avon, CPA  
Troy Van Sloten CPA &  
Associates, PC

### 10+ Years

4C's of Alameda County  
Alameda County Fairgrounds  
Countrywood Apartments

(Leasing Office)

Dutra Enterprises, Inc.  
Fremont Education Foundation  
Fremont Football League  
Fremont Foreign Auto  
Fremont Toyota  
Hyatt Place  
Joanne Louie Facility Management  
Keller-Williams Realty - Steve Pierce  
One Child  
Peet's Coffee & Tea  
Silver & Black Telecom  
Stage 1 Community Theatre  
State Farm Insurance - Gene Daniels  
Total Business Care, LLC

### 5+ Year

511 Rideshare Program  
BLOX Racing  
Boehringer Ingelheim  
Carl H. Bocchini  
Comerica Bank  
Fremont Family & Sports  
Chiropractic  
Les Schwab Tire Center  
Mission San Jose Chamber of Commerce  
NorCal Chapter National Electrical Contractors  
Prince of Peace Lutheran School  
Raymond Young, CPA  
Sign A Rama  
St. Christina Orthodox Church  
Vintage Catering

### 2+ Years

Afana Enterprises  
Altamont Commuter Express (ACE)  
Assemblymember Bill Quirk, AD 20  
Courtyard by Marriott  
Fremont- Silicon Valley  
Davita Fremont Dialysis-  
Stevenson Blvd.  
East Bay Innovations  
Edward Jones - Nadia Eldib  
EMBTel, Inc  
Energy Transformation Systems, Inc.  
Financial Planner- Robert

Brunton, CFP  
Foster Interstate Media, Inc.  
Itineris Financial Advisors-  
William Pollak  
LAM Research Corporation  
Micron Technology  
Ontara  
Picnic Sandwich Bistro  
Premier Nissan/Kia of Fremont  
Pro-Star Auto Service & Towing  
San Francisco Chronicle  
Schutze & Associates Inc.,  
Staples - Pacific Commons  
StarStruck Theatre  
Stellar Academy for Dyslexics  
SuperAgent  
The Ivy Group  
Thermo Fisher Scientific  
WestGate Ventures

### 1+ Year

All Bay Contractors  
Alom Technologies Corporation  
Aramark Uniform Services  
Calinoi  
Caltronics Business Systems  
Critosphere, LLC  
Delta Products Corporation  
Ethercom Corporation  
Express Employment Professionals  
Firehouse Subs  
Glover & Son  
Go Chaatz  
ING Financial Partners-  
Ripple Leung  
Integral Communities  
Intero Real Estate - Toni Amant  
Life Chiropractic College West  
Midas  
PC Retail Properties, LLC  
Peak Efficiency Professionals  
PlanetMagpie  
Prosper Financials -  
Sangeeta Shreshtha  
Robert Half International  
Sleep Number  
Stella Chang Insurance & Financial Services  
Sugarloaf Cottages Resort  
T-Mobile - Pacific Commons

annual sales with over 1,850 locations in 41 states and Washington, D.C. In 2013, annual sales were over \$5 billion. Chick-fil-A is still privately held and family owned. With 46 consecutive years of positive sales growth, Chick-fil-A has set itself apart by pioneering innovations and delicious products—including the ever-popular Chick-fil-A® Chicken Sandwich.

### Telecommunications

#### 4G Wireless

Mustafa Moalikiyar

39050 Argonaut Way  
Fremont, CA 94538  
(510) 790-9045  
sf10q@4gwireless.com  
www.4gwireless.com  
At 4G Wireless stores, customers can speak with highly trained sales and service representatives who are committed to providing shoppers with industry-leading customer service. Their store provide customers a one-stop-shop to see, touch and learn about Verizon Wireless products and

services. All 4G Wireless store employees receive extensive and ongoing training about new products and services. 4G Wireless and Verizon Wireless executives regularly visit our stores to ensure the highest quality customer service is being delivered. Customer service representatives at all 4G Wireless stores have been trained specifically on how to provide easy number porting for customers switching to Verizon Wireless.

Programs & Services | Advocacy | Events & News | Education | Sustainability | Business Resources | Chamber Information

Home | Members Only | Join Us | Contact Us

**FREMONT CHAMBER OF COMMERCE**

FIND A BUSINESS | EVENTS | VISIT FREMONT, CA | LIVE & WORK | COMMUNITY | FREMONT FESTIVAL OF THE ARTS



**Business Computer Associates LLC**  
510-870-0511  
IT Support for businesses that want to focus on growing their business, not computer support.

**Welcome - Fremont Chamber Of Commerce, CA**  
Committed to supporting and enhancing a positive business environment, the Fremont Chamber of Commerce is an association of nearly 1,000 businesses who employ over 40,000 people. Businesses that join the Chamber of Commerce discover they're making one of their smartest marketing, advertising and training investments while promoting their interests and gaining access to a wide array of benefits for their business and employees. They also can take pride in knowing that their investment has a direct impact on the quality of life in Fremont because the Chamber collaborates with government, education, private industry and a host of other agencies and organizations in the quest for constant community betterment.

**UPCOMING EVENTS**

**JAN 28** Fremont Chamber of Commerce Mix and Website Launch Party  
5:00 PM - 7:00 PM Jan 28, 2015

**JAN 28** Membership Bootcamp  
11:30 AM - 1:00 PM Jan 28, 2015 - Jan 21, 2015

**LATEST NEWS**

California Labor Posters will be available soon at the Fremont Chamber of Commerce  
Oct 22, 2014

Fremont Chamber of Commerce - 2014 State Legislative Tracking  
Dec 15, 2014

**JOIN THE CHAMBER**

**OPEN Business**

Chamber members: Post your own coupons and member events by logging in! Email Napoleon Batalao to learn more.  
nbatalao@fremontbusiness.com

**TESTIMONIALS**

"The chamber has done it again! Besides producing the Festival of the Arts, they have found another way to be involved with the community. Fremont Street Eats is a FUN event. It brings the community out every Friday and I just cannot say it enough it's a great fun evening for the whole family. The best part, is that everyone has a huge choice of delicious foods. It's so much fun!"  
Harriet Whitney, Harriet's Hands

**FREMONT VIDEOS**

PLAYLIST 1 / 31 Leadership 20

**Chairman's Circle Sponsors**

Robson 25 YEARS HOMES  
Experience the difference

Copyright Fremont Chamber of Commerce. All rights reserved.  
39488 Stevenson Place, Suite 100, Fremont, California 94539  
Phone: 510/795.2244 | Fax: 510/795.2240 | fmc@fremontbusiness.com

WebLink

## Redesigned Fremont Chamber Website is optimized for members

### FREMONTBUSINESS.COM NEW FEATURES

**Member Directory** – user friendly and searchable by keyword, category and business name. Advanced search offers even more options for searching.

**Enhanced Profile Options** – allows members to enhance their profile listing giving them greater exposure.

**Greater Engagement** – more opportunities to stay connected and engaged through news postings, Alerts, reminders and contact features.

**Better Control** – members can take charge of their profile by having the power to make changes and updates when it's convenient for them.

**Marketing Opportunities** – more opportunities for members to showcase and promote their businesses by adding coupons, posting news, employment opportunities, announcements and events.

#### Members can...

- Update profile information
- Submit member news
- Readily access forms
- Register for events
- Submit calendar events
- Add member to member coupons
- Access your web site referral report
- Renew membership online
- Take a survey
- Upload media content to your enhanced profile

# fremontbusiness.com website launch party 1/28/15

Join us on Wednesday, Jan 28 from 5 to 7 p.m. as we officially launch our new website!

Enjoy food and beverages as you mingle with Chamber members, learn about the site's new features and register for exclusive member access to the site!

Join us at our office – 39488 Stevenson Place. #100

Members, Get your login credentials and start using the website now. If you didn't receive an email from Napoleon Batalao with your login credentials, just follow these steps:

- Go to [www.fremontbusiness.com](http://www.fremontbusiness.com)
- Click the "Members Only" link above the Fremont Chamber logo.
- This will bring you to the login page. Click the link that says "Click here for personal login information."
- Enter your email address and click the button to have your Members Only login credentials sent to you.

**Follow us on Facebook, Twitter, and Instagram: FremontBusiness**