

BUSINESS REVIEW

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The place to be
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Volume 15
Number 5

Q3: The Festival of the Arts

Quarter 3
2015

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Come One Come All to the Greatest Show in Fremont! Business Marketplace



Smart marketers are always looking for creative marketing opportunities to provide maximum results with minimal cost. Sometimes, those opportunities don't come along very often. In Fremont, however Business Marketplace comes along every year and offers an unprecedented opportunity for creative marketers!

Business Marketplace is the greatest tradeshow in Fremont! It is a venue within the Festival, exclusively reserved for Chamber members. With two-day attendance at the Festival reaching 350,000 – 400,000 every year, Business

Marketplace affords you the opportunity to gain far more leads and business than you can imagine.

There is simply no other marketing venue where you are able to reach a crowd of this size for such a low price. For \$575 for two days, you receive a 10' x 10' booth, table and chairs, and the ability to reach out to the thousands of Festival attendees who stroll through Business Marketplace over the two days. Some come specifically to check out the products, services, promotional offerings, and giveaways while others stop at

—Tradeshow
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Message from the Chairman

“Sometimes good things fall apart so better things can fall together.”

—Marilyn Monroe



Dirk Lorenz
Fremont Festival Chair

As your Festival Chairman, allow me the honor to welcome you to the 32nd annual Fremont Festival of the Arts! As quoted above, better things are indeed “falling together.” As we anticipate Fremont’s new downtown, your festival committee has been hard at work changing the geography of this year’s festival to accommodate the changes that are taking shape downtown. The festival changes will be immediately noticeable...like the use of Walnut Avenue in addition to the extended use of Paseo Padre. Gone for now is use of Capitol Avenue, as that street

is ground zero for the coming downtown developments. As these changes “fall together,” they give the committee an exciting opportunity to include a few new sponsors and to give the festival grounds a fresh look and feel. Look for the Walnut Street Stage, a more intimate entertainment and dining area. The Paseo Stage will still be our headliner stage, as Prime Time entertainment will bring an exciting lineup of tribute and local bands to

—Falling together
page 2

Gourmet Marketplace: Take home deliciousness

For the past eleven years, Gourmet Marketplace vendors have thrilled Festival attendees with a selection of specialty food items and cooking ingredients not found in your local supermarket.

This year, Gourmet Marketplace will be split up into three sampling zones to provide better coverage and more opportunities to taste deliciousness at the Festival.

You will find ingredients and condiments ranging from unique rubs, spice blends, and marinades to designer oils and vinegars to flavorful chutneys and relishes. You will be tempted by handmade pastas and jerkies, varietal honeys, seasoned and candied nuts, and, of course, a wide variety of delectable desserts. There is definitely something to delight every palate!

So give that special zing to your cooking and your parties, impress your host with a thoughtful gift, buy ahead for the holidays, or treat the office to an exotic dessert! Come sample the taste sensations in Gourmet Marketplace —

—Gourmet
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<http://bit.ly/1BSVa7D>

Falling together—

from page 1

delight festival patrons. Watch for the return of the Pirates of Emerson Pirate ship, Kid City, Business Marketplace as well as our unique Gourmet Marketplace. As has become a Festival tradition, you will be able to start your Christmas Shopping early, for the Fremont Festival of the Arts will once again have the finest selection of juried art from craft vendors from all over the western United States. Lemonade anyone? Look for Lemonade Alley near the corner of Paseo Padre and Walnut Ave. And of course, we will have our usual selection of beers and wines along with culinary delights sponsored by our local nonprofits. So once again, good things are falling together at the 32nd annual Fremont Festival of the Arts. I hope to see you all there!

Dirk Lorenz
 Chairman, Fremont Festival of the Arts



The Pirates of Emerson return to the Fremont Festival of the Arts in 2015

Upcoming Events

July

- 15 Membership Bootcamp!
- 17 Fremont Street Eats
- 21 City Council Meeting
- 24 Annual Summer Food Drive deadline
- 24 Fremont Street Eats
- 31 No Fremont Street Eats

August

- 1-2 Fremont Festival of the Arts
- 3-7 Chamber closed
- 5 The Business of Fremont
- 7 Fremont Street Eats
- 12 Mixer – TechCU
- 13 Business Building Seminars
- 14 Fremont Street Eats
- 21 Fremont Street Eats
- 26 Mixer – TBD
- 28 Fremont Street Eats

September

- 1 City Council Meeting
- 3 Business Building Seminars
- 4 Fremont Street Eats
- 7 Labor Day Holiday – Chamber closed
- 8 City Council Meeting
- 9 Non-Profit Industry Councils' Brown Bag Lunch with Donna Wies Consulting, Mixer – Mission San Jose Rotary
- 11 Fremont Street Eats
- 15 City Council Meeting
- 16 Membership Bootcamp!
- 18 Fremont Street Eats
- 23 Mixer – Mobile Mini
- 25 Fremont Street Eats

Visit our online events calendar at www.fremontbusiness.com

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.



Downtown Fremont: The Place to be this Summer and Fall



Fremont Street Eats takes place in downtown Fremont

Submitted by the City of Fremont

Downtown Fremont

Returning for its third season in Downtown Fremont, Fremont Street Eats is open every Friday through October on Capitol Avenue between Liberty and State streets from 4:30 p.m. to 9 p.m. Visit the food trucks and get ready to experience eclectic flavors from a variety of gourmet offerings outside City Hall's doorstep.

Summertime will also be filled with all your Fremont favorites such as the Fremont Festival of the Arts on August 1 and 2 and the Festival of India on August 15 and 16. Heading into fall, be sure to catch our Downtown Date Night on Capitol Avenue and Liberty Street for an outdoor film event on September 18. But the fun doesn't stop there—get your kids decked out in costumes for a spirited Halloween event on October 23 to round out the season.

Downtown Fremont—it's the most happening place to be this summer and fall!

Phase I of Capitol Avenue, Nearing Completion in Fall 2015

Phase I of the Capitol Avenue Extension Project will be nearing completion this fall. The project kicked off last September with the Downtown on the Rise Demolition Celebration, where the community was able to witness the demolition of a three-story office building, allowing for the connection of Capitol Avenue to Fremont Boulevard. This fall, the community



Construction on Capitol Avenue in downtown Fremont

will see a transformed, multi-modal street that will include bike lanes, free public parking, a landscaped median, and 10–15 foot sidewalks with street trees and additional landscaping. The new multi-modal street set to serve as Fremont's "Main Street" involves more than just grading and paving. The new extension includes unique screen walls that will enhance the pedestrian experience. Utilities placed underground will power electric vehicle charging stations. In addition, concrete poured to form wide sidewalks will create a pedestrian friendly vibe and allow for sidewalk cafes. And finally, landscape will provide shade and create an inviting environment for residents and visitors alike.

Phase II of Capitol Avenue improvements will commence after the completion of Phase I, focusing specifically on Capitol Avenue between State Street and Paseo Padre Parkway. Improvements will include installing street furniture such as benches, seat walls, recycling and trash receptacles, streetlights and signs, etc., and enhanced landscaping. This portion of the road will be open to traffic throughout the construction phase and is estimated to be completed in early 2016.

The City is currently planning a grand opening event to occur in the fall to celebrate the work completed in Phase I. Stay tuned to the City of Fremont's social media websites at www.Fremont.gov/SocialMedia for more details!

The Chamber and Downtown Fremont

When formed in the 1950s, the Fremont Chamber of Commerce was envisioned as a unifying city-wide organization. In contrast to other local organizations that serve one specific area of Fremont, the Chamber's concern is the quality of the business environment throughout Fremont. This focus on civic life quality is why we are so active in downtown Fremont.

From weekly Street Eats events to special occasions like the Festival of the Arts and the Burger and Brewfest, the Chamber is committed to working with the City of Fremont and the larger community to activate downtown Fremont into a vibrant district with residents, businesses and happenings occurring on a regular basis.

Fremont Street Eats: Every week, nearly 1,000 residents from Fremont and the surrounding areas stop by Capitol Ave at Liberty St for dinner. Along with the Food Truck Mafia, the Chamber hosts this event to bring life and energy to a quiet street in what will be a bustling downtown district in the near future. At Street Eats this summer, you can see the new Capitol Ave extension coming into focus between State St and Fremont Blvd. From there, new mixed use developments will be built and, eventually, a new civic center. Regular Street Eats attendees will see the incremental changes in our downtown as the summer moves forward.

Fremont Festival of the Arts/Burger and Brewfest: Both the Festival and the Burger and Brewfest draw visitors to downtown Fremont but function in a slightly different way. Instead of a weekly visit, these annual events draw hundreds of thousands of people to Fremont. Many attendees are not regular visitors and come from all over the Bay Area. These events are opportunities for our city to showcase itself.

Below: Artist rendering of downtown Fremont, Capitol Ave at State St.



Need Referrals? Join a Connection Club

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.



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 Ingraffia (510) 368-3372



Safety and Security at the Festival of Arts

Sign up for alerts from the Fremont Police Department. Text your ZIP CODE to 888777 for mobile alerts via Nixle, or register online: <http://local.nixle.com/register/>
 You will receive a single opt in welcome message. Reply 'YES' to continue to receive SMS text messages. You may opt out at any point by sending 'STOP' to 888777. Text 'HELP' to 888777 for information.

Submitted by the Fremont Police Department

It is the Fremont Police Department's mission to provide the safest environment possible for those who wish to enjoy the Festival of Arts. During the two-day event, Fremont police will be on-site providing security for the Fremont Chamber of Commerce. Should you need any assistance during the event, please look for a uniformed police officer or Fremont VIPS volunteer.

We strongly encourage event attendees to pre-plan their transportation to and from the event. A designated Taxi pick up/drop off area will be located at Walnut Avenue and Civic Center Drive. In addition, please be cautious when driving in the area and be on the lookout for pedestrians, as this event is expected to draw approximately 300,000 people throughout the course of the two days.

"If you see something, say something." During the Festival of

Arts, or any other Fremont event, we ask that community members always be aware of their surroundings and report suspicious activity by calling our non-emergency number at 790-6800 and selecting option 3 or dialing 9-1-1. You can also text-a-tip by texting: Tip FremontPD followed by your message to 888777.

On a final note, we would also like to remind attendees that pets (all shapes and sizes) are not allowed at the event.



Report suspicious activity to the police department. Above: found wallets and cell phones should be turned in to Festival HQ or to the Fremont police. However, unattended packages should be reported immediately.



Office DEPOT
Fremont Chamber Program
 FREE exclusively for all members!
Shop online or in store
up to %60 off most commonly purchased supplies
<http://bit.ly/FmtCCDiscount>

Member Benefit: Office Depot Program

The Fremont Chamber always looks for great services to benefit its members. Starting in 2003, the chamber has offered the Office Depot Program that offers members a savings of up to 60% discounts on office supplies. There is no cost to participate in the program and if you order \$50 or more in office supplies through their website, there are also no delivery fees.

Office Depot is pleased to announce that the conversion of

OfficeMax retail store computer systems to Office Depot systems is nearly complete. This means that members will be able to use their Chamber Store purchasing cards in both OfficeMax and Office Depot retail stores. More stores equal more savings!

If you would like to sign up for the free Office Depot program please contact KK Kaneshiro at kkaneshiro@fremontbusiness.com Members only: visit <http://bit.ly/FmtCCDiscount>

Safety tips for any festival

1. Park in the designated parking lots - don't risk getting towed
2. Don't bring valuables to the event or keep them hidden in the trunk
3. Stay hydrated
4. Stay alert, if you see something, say something to a police officer/security guard
5. Don't leave your purchases unattended
6. Familiarize yourself with the event layout, including first aid tents
7. Don't overindulge in alcohol
8. Put the ICE contact in your phone address book (Google it) or an ICE sticker on the back of your locked smartphone
9. Make sure your phone is fully charged
10. Wear sunscreen and/or a hat

Fremont Festival of the Arts



By Cindy Bonior
Festival Director
Fremont Festival of the Arts

Sometime around midnight on July 31 each year, I catch myself wondering what I am doing with my life and why I choose to set up garbage cans on an empty Paseo Padre Blvd. It's Festival time and this time of the year is very busy for Chamber staff, Board members, and volunteers as we prepare for the Fremont

Message from the Festival Director

Festival of the Arts.

New members will sometimes ask this question, too. Why? Why does a Chamber of Commerce put on a festival every year?

The Fremont Festival of the Arts is a multi-faceted, complex endeavor that we undertake every year. It's family-friendly, fun, and a massive undertaking for our small army of full-time workers and volunteers. Despite the immense amount of work needed to make the festival happen, it is absolutely worth it for us.

The Chamber's mission is to promote, support and enhance a positive business environment. The Festival does this by:

- Providing opportunities for our members: Each year, dozens of businesses take part in the Business Marketplace tradeshow at the Festival. It's a unique opportunity, open only to Chamber members, to reach hundreds of thousands of potential customers. Our Festival attendees come from all over the greater Bay Area, but the majority travel less than fifty miles to attend. This local customer base is a great resource for Chamber member businesses. Additionally, we source most of our vendors from the local business community.
- Bringing people and dollars into Fremont: The Festival is the biggest attraction for Fremont on an annual basis – it brings in

people like no other. Attendees come not only ready to spend money and enjoy the Festival, but also to stop and get a bite to eat after or do some shopping at Pacific Commons. The economic impact of the event is immense – the City of Fremont receives \$150,000 in sales tax revenue the weekend of the Festival each year. The Festival is an economic driver for the larger Fremont community.

- Provides an opportunity for local community organizations – Non-profits at the Festival serve ice cream and burgers, clean up garbage, and assist in operations. All of these tasks give organizations a chance to raise funds for their programs. From Little League to Rotary, the Festival is a vehicle for community organizations to raise the money they need to make an impact in the community.

- Helps to keep the Chamber going – The Festival provides revenue for the Chamber as well. As a membership organization, we survive based on dues from our members and revenue from programming. The revenue from the Festival helps us keep dues competitive and allows us to remain an independent organization.

If you are free on or before August 1st and 2nd, come visit us. I will have a volunteer task for you to do and you can serve the Fremont community as well.

"The Fremont Festival of the Arts is a multi-faceted, complex endeavor that we undertake every year. It's family-friendly, fun, and a massive undertaking for our small army of full-time workers and volunteers."

The Fremont Festival of the Arts and You!



By Elise Balgley
Bernard, Balgley, & Bonaccorsi,
LLP

It's time for the Fremont Festival of the Arts. The Festival is many things to many people.

For over 300,000 people, it is an opportunity to enjoy some fun in the sun, do some shopping for great craft items, have some Fair Food, and perhaps enjoy a glass of wine or a beer or a margarita. For some lucky Chamber members, it is

opportunity to publicize their businesses at Business Marketplace. For some non-profit organizations, it is an opportunity to raise funds for their activities by hosting food booths. For some businesses, it is an opportunity to host beer or wine booths.

The Festival is all of those things and more. It is also a great opportunity for you, as an individual, to be involved in your community and to meet new people (that means "network") as a Festival volunteer.

Over the years, I personally have done a large variety of things. At my first Festival back in 1995, I was a wrist band distributor. Since then, I have sold hot dogs, garlic bread, and pizza. I have made Silly Spuds. I have worked in the VIP tent and the Wine Garden. I have assisted in making sure the alcohol rules are followed. I

have poured beer. I have helped provide dinner for the volunteers setting up the Festival on Friday night. What has been your favorite Festival experience?

With the growth and development of the Festival, some of these particular tasks are not available anymore, but there is still lots to do. You, too, can enjoy that fun anticipation of the opening of the Festival. You, too, can experience the great feeling of seeing people enjoy the largest

You too can enjoy that fun feeling of the Festival being about to open

free street festival on the West Coast.

I'll be there again on August 1st and 2nd. How about you?

This year's Festival will be the 20th Festival in which Elise has participated as a volunteer. She can be reached at (510) 791-1888 or ebalglesq@aol.com.

Volunteering is good business

By Carol Drake
Carol's Graphic Arts

friends, family members, and colleagues.

Businesses shouldn't need a list of reasons why volunteering is good for the bottom line. However, here is a short one:

Engaging in activities that support your community can produce rewards for your business.

#1 Build and strengthen interpersonal relationships — Getting involved in a civic endeavor puts you in contact with people you might never meet otherwise. Some of these individuals will have knowledge and experience that may prove helpful to your business. They could even become valuable mentors or advisers.

#2 Create indirect marketing opportunities — The relationships you make as a volunteer can generate business simply through word of mouth. The people volunteering alongside you may need — or know others who need — your product or service. Once they get to know you and your offering, they can also recommend it to their

#3 Strengthen your brand — A business engaged in volunteer work often finds its brand enhanced because of the reputation it gains from doing something beyond making a profit. People tend to remember (and buy) brands associated with community good will. Thus, promote your volunteer contributions through email newsletters, blog posts, and social media, and encourage readers to learn more about the charitable organizations involved.

#4 Expand your knowledge — Volunteer work offers insights into the needs of others while enabling you to grow as an individual. The increased empathy you develop for people in need also broadens your understanding of what your customers want and need.

Carol Drake is a graphic production artist in Fremont. She provides graphic design as well as illustration and fine art services. She can be contacted at carolsgraphicarts@aol.com.

Tradeshow —

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booths that catch their eye as they head to other destinations within the festival. Whatever their reasons, it is your opportunity!

Here are some valuable tips for your successful Business Marketplace experience:

The main ingredient for a successful Business Alley experience is to engage Festival attendees: feature games with small prizes; create interactive computer displays; display pictures of before-and-after successes; do demonstrations; hold a raffle. In short, do something to draw people into your booth.

Some key tips to create an activity for which attendees need to sign up. This is your opportunity to collect leads!

- Raffle a prize or create an activity/game for attendees to participate in.
- Pass out product samples.
- Design demonstrations to showcase the benefits of your services.
- Make appointments for your services.

- Create a discount/special promotion for Festival attendees only.
- Plan for 3,000 of everything you want to distribute: business cards, brochures, and giveaways.
- Staff your booth adequately so that you can take breaks and remain enthusiastic and energetic over the two days!
- Remember – the Festival is the beginning. Follow-up on your leads after the Festival to turn them into customers and clients.

And while experienced Business Marketplace exhibitors have long recognized the extraordinary promotional value, that value has improved a whole lot this year! Business Marketplace has been moved to a new, more prominent location on Paseo Padre Parkway! Exhibitors will be better positioned to capture festival goers' attention.

The one remaining thing to consider: we have space for only 80 businesses! Don't miss out! Register before it's too late.

If you would like to sign up or would like more information about Business Marketplace, please contact Cindy Bonior at cbonior@fremontbusiness.com or KK Kaneshiro at kkaneshiro@fremontbusiness.com. You may also register online at www.fremontfestival.net

There's still time to join these 2015 participants (see below):



Ohlone College will be at the 2015 Business Marketplace

Business Marketplace 2015

Alameda County Transportation Commission

www.alamedactc.org

Alameda County Vector Control

www.acvcscd.org

All Bay Solar

www.allbaysolar.com

Bath Fitter

www.bathfitter.com

Body & Brain Yoga Tai-Chi

www.bodynbrain.com/fremont

Byers Enterprises, Inc.

www.thatsbyers.com

ClickScanShare

www.clickscanshare.com

CutCo

www.mycutcoprep.com/kennycoleman

Drawer & Shelf Solutions

www.drawerandshelvesolutions.net

Duncan Designs

www.duncandesignsllp.com

Edward Jones Investments – Nadia Eldib

www.edwardjones.com

Forest Chiropractic

www.forestchiropractic.com

Fremont Day Spa

www.fremontdayspa.com

Half Price Books

www.hpb.com

Joly Chiropractic

www.drjoly.com

Koa Fitness

www.koafitnesscenter.com

New York Life- Srinual Mogaew

www.newyorklife.com

Ohlone College

www.ohlone.edu

R&S Erection of So. Alameda County

www.rswholesaledoors.com

Renewal by Andersen

www.trustourwindows.com

Rockin Jump Fremont LLC

www.fre.rockinjump.com

Sercle, Inc.

www.sercleapp.com

Solabrite

www.solabrite.com

Solar City

www.solarcity.com

The Solar Company

www.thesolarcompany.com

Technology Credit Union

www.techcu.com

Tri-City Health Center

www.tri-cityhealth.org

Unitek College

www.unitekcollege.com

U.S. Bank

www.usbank.com

Water Wellness

www.waterwellness.club

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(510) 574-1200

Please visit us at our booth in the Business Marketplace

There is still time to reserve space at the Business Marketplace!

- Gain access to nearly 400,000 potential customers.
- Acquire greater visibility within the community.
- Better exposure than a print ad, and at a fraction of the price.
- Reach an audience to which you may not normally have access

**New Festival Site
GREAT LOCATION
High Traffic Area**

Reserve your booth NOW!
Call (510) 795-2244
fremontbusiness.com

Gourmet Marketplace Vendors

Gourmet—

from page 1

we guarantee you won't leave empty-handed.

Applications are still being accepted, but we are pleased to highlight returning and first-time Gourmet Marketplace participants who have registered to date



2 English Ladies
English tea time treats

All Stars Dips
Gourmet mixes for dips, cheese balls, spreads and dressings

Black Tie Caramel
Salted Caramel Candies

Central Valley Gourmet Nut Company
Seasoned gourmet nuts

Crazy Charley
Cajun and Creole products

Dominique Honeybees
Honey and honey products

Drunken Honey
Infused Honey

Extraordinary Blends
Balsamic vinegars and oils

Farm Fresh to You
Fruit and vegetable delivery service

Golden Gate Organics
Organic fruit and vegetable deliveries

I Love Popcorn
Flavored popcorn

Jerky Hut
Gourmet jerky

Jerky Jerks
Jerky varieties, corn puffs

Killer Baking Company
Gourmet brownies

Lucky Dog Hot Sauce
Hot sauce

Mokulele Farms
100% Kona coffee, macadamia nuts

Munch'n'Grub
Jerky and corn nuts

Nan's Gourmet Foods
Balsamic vinegars and oils, hand-made pastas, gourmet specialty items

Nothing Bundt Cakes
Bundt Cakes

Oso Pepper Company
Pickled vegetables and hot sauces

Patrick's Famous Pies
White sweet potato pies, peach cobbler

Primo's Gourmet Food Co.
Gourmet specialty items

R+J's Toffees
Gourmet Toffee

Skylake Ranch
Pomegranate everything!

Terri Sue's Toffee
Toffee treats

Tres Classique
Balsamic vinegars and oils



Top of page: Farm Fresh to You, 2 English Ladies
Left: Oso Pepper Company
Above: R & J Toffees

Member News



Tech CU Debuts Innovative Branch Design in Fremont

Tech CU (Technology Credit Union) opened a new branch on June 1, relocated from its former Hugo Terrace location in Fremont to the heart of the city's Pacific Commons shopping center. The branch is adjacent to Target and near Costco, Century Theaters and other popular stores and restaurants, offering a convenient location with plenty of parking.

Fremont is the first of several branch changes Tech CU has planned for 2015, as part of its strategy to continue providing the highest level of service to its members. The new design and layout will include interactive technology to help members learn about personal finance on their own terms, and a floor plan designed to facilitate one-on-one conversations — everything from consultative discussions to quick exchanges.

Location and hours of operation:
43848 Pacific Commons Boulevard
Fremont, CA 94538
Phone: 510.353.1655

Hours: Monday-Friday, 9:00 a.m.-5:00 p.m.
Saturday, 10:00 a.m.-2:00 p.m.

Ariba Investments is now Fremont's EB-5 Specialist

Ariba now offers direct EB-5 investments via franchises in the United States. Foreign investors who meet the requirements may acquire a Visa allowing their families to live in the USA.

EB-5 investors must keep their funds and ownership stake in the business for 2-5 years. The family visa becomes available in return for the EB-5's creation of jobs in targeted areas.

The United States has one of the most successful and popular EB-5 opportunities currently available. For more about Ariba Investments, visit www.aribainvestments.com.

BART Service between San Francisco and Oakland CLOSED

There will be no transbay BART train service between West Oakland and Embarcadero stations on the weekends of August 1-2 and September 5-7 (Labor Day Weekend) while BART maintenance crews perform vital repairs to improve track safety.

Please avoid taking BART and use alternative routes for transbay trips during these weekends. Dial 511 or visit www.511.org for

alternative transportation.

If BART is your only means to cross the Bay, BART will provide a limited bus bridge at no additional charge. BART will provide normal service in the East Bay, throughout San Francisco and on the Peninsula.

This is part of the transit system's Building a Better BART program. When the work is completed, BART customers will experience a faster, safer and quieter ride.

For more details, visit www.BART.gov.

ACWD breaks ground on new seismically secure storage facilities

On Friday, May 30, the Alameda County Water District (ACWD) took another step to ensure water supply reliability in the event of an earthquake with the groundbreaking of the Appian Tank Seismic Upgrade Project in Union City.

Located just north of Mission Boulevard off Appian Way, the 770,000 gallon capacity water storage tank helps to maintain uniform water pressure and provides water for firefighting and other emergencies in the Union City area. In addition to replacing the tank, the project includes the replacement of several thousand feet of transmission lines, as well as improved monitoring and control



Members in pictures: the Leadership Fremont class of 2015 graduated on May 13 at Washington Hospital West Conrad Anderson Auditorium.

systems. The tank improvements are part of the District's overall Main Replacement and Seismic Upgrade Program — a larger program to seismically upgrade or retrofit water storage facilities and main lines that have been identified to be most seismically vulnerable.

The tank upgrade is scheduled for completion in October 2015.

For additional project information or to learn more about the Main Replacement and Seismic Upgrade Program, please visit www.acwd.org.

New Shoreline Campground in Fremont Coming

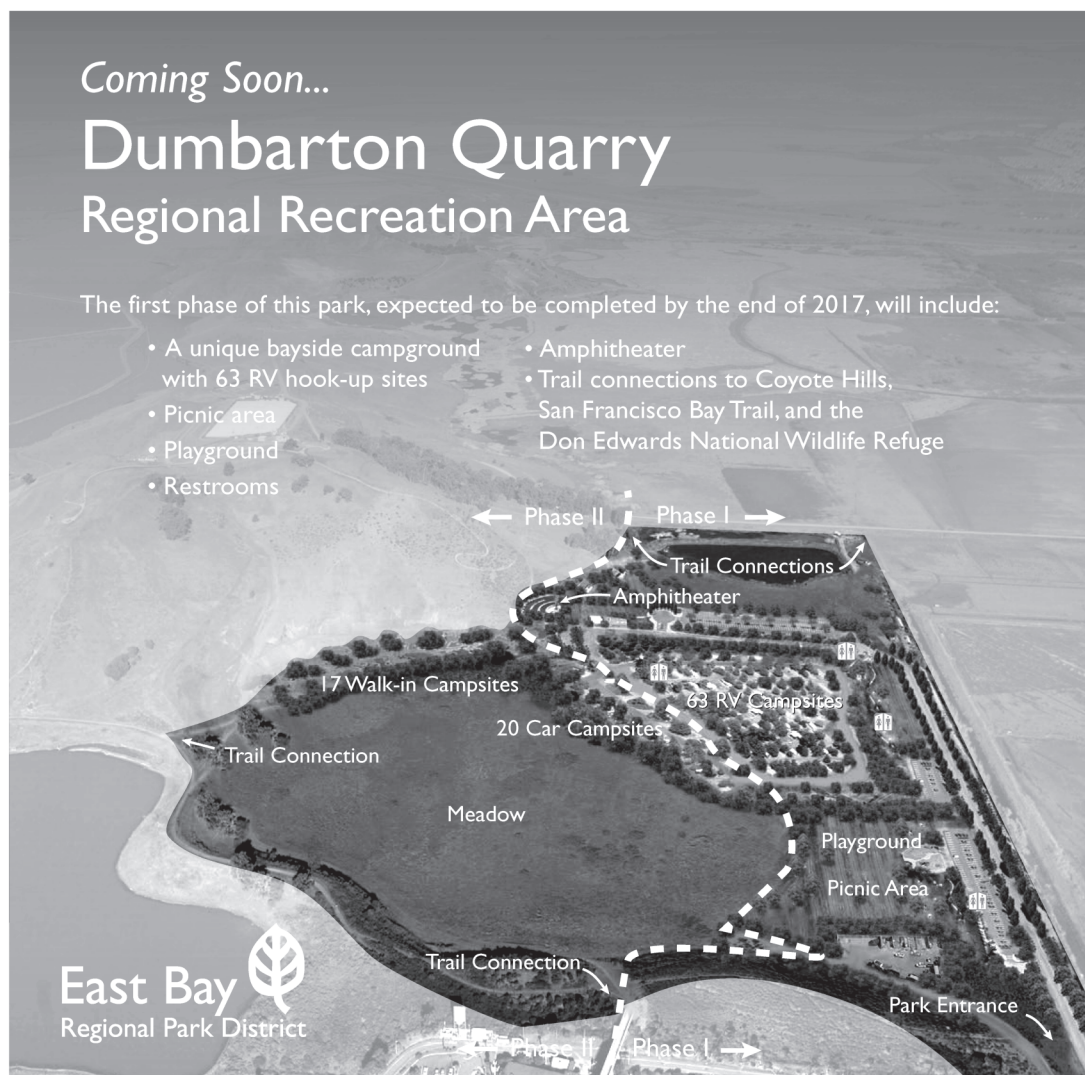
The Dumbarton Quarry will be a 91-acre regional park with more than 100 campsites, an amphitheater, event center,

restrooms and an expansive meadow with views of San Francisco Bay, the East Bay hills and the Peninsula.

The park will connect the 30,000-acre Don Edwards refuge with 980-acre Coyote Hills Regional Park, providing an important link in the San Francisco Bay Trail plus miles of hiking opportunities amid the wetlands and grassy hillsides of the southern East Bay shoreline.

The first phase, slated for completion in 2017, will include 63 RV campsite hook-ups, a picnic area, playground, amphitheater, restrooms and trails. The second phase, expected to be finished in 10 to 12 years, will include 30 car campsites, 17 walk-in campsites, an event center and the meadow.

For more information, visit www.ebparks.org.



Left: A plan of the Dumbarton quarry park. Top image: The Dumbarton quarry's present condition. Above: Artist rendering of the Dumbarton quarry park.

New Members



Bicycles

Mahindra GenZe

Kevin Barnett
2901 Bayview Dr.
Fremont, CA 94538
(855) 464-3693
Kevin.barnett@genze.com
www.genze.com

Mahindra GenZe is dedicated to helping solve the problem of urban mobility. Their approach to transforming urban lifestyles is to wrap their technology with purposeful aesthetic in order to produce highly efficient and fun vehicles. They work by challenging conventional wisdom and creating without limits. They have cast aside traditional assumptions about transportation to develop out-of-the-box solutions that make your life easier. Their starting point was not scooters, cars or public transport—rather, they focused on getting you from A to B in the most efficient manner possible with no hassles. That's why we created the GenZe.

Business Consulting

J.D. Sanders Consulting

J.D. Sanders
39370 Mozart Terrace, 017-300
Fremont, CA 94538
With over 10 years, we are your consultants for all small and large organizations. They have extensive expertise in strategic management, workforce planning, coaching, performance management, employee relations, organizational development, executive coaching, and developing teams. J. D. Sanders is known for its successful ability in assisting organizations with critical business objectives and leadership development. An accomplished professional with refined interpersonal and communication skills, J.D. Sanders is a poised presenter, instructor and facilitator, able to

bring together diverse working groups and project teams – fostering a genuine sense of motivation.

Computer Software & Services

Sercle, Inc.

Sandra Park
39180 Liberty St., Ste. 220D
Fremont, CA 94538
(510) 793-9003
treesimportant@gmail.com
www.sercleapp.com

Contractors

Bay Area Temporary Sanitation

Martha Ochoa
44800 Industrial Dr.
Fremont, CA 94538
(510) 657-2543
mochoa@gobats.net
www.batstrafficsolutions.com
Bay Area Temporary Solutions Inc. (B.A.T.S.) was established in 2008 with the mission of providing the very best in temporary sanitation to our customers. They are strongly committed to the safety of their employees, customers, and the general public.

Graphic Designers

Carols Graphic Arts

Carol Drake
Fremont, CA 94539
(510) 358-2805
carolsgraphicarts@aol.com
www.carolsgraphicarts.com
They specialize in graphic design work for smaller companies with individualized attention without the higher prices. There are a multitude of ways to create your image and that's where they can help and simplify the process. They offer a complete line of customized business collateral to complete your image. And this is just a couple of reasons to call us.

Healthcare - Alternatives

A Questioning Spirit

Rodney Whitehouse
48495 Arkanasa Place
Fremont, CA 94539
(510) 673-8377
aquestioningspirittherapy@gmail.com
www.aquestioningspirit.com
Hypnotherapy, combined with other techniques such as EFT and Shamanic practices, is a powerful tool for healing and transformation. It doesn't matter if you feel overwhelmed with challenges like chronic pain, anxiety, insomnia, or spiritual confusion, or you just want to up your game to improve your performance at work, on the court or as an artist. These techniques have been known to provide relief from many, otherwise intractable, problems.

Insurance-Workman's Compensation

Leavitt Pacific Insurance Brokers

Kerry Tuma
1330 S. Bascom Ave.
San Jose, CA 95128
(408) 364-8141
Kerry-tuma@leavitt.com
www.leavitt.com/leavittpacifc
Leavitt Pacific Insurance is a full service agency offering all lines of property casualty, health and personal lines insurance. Leavitt Pacific's expertise covers the spectrum of all types of business. This knowledge in the market place allows them to offer their customers the comfort in turning over their property casualty needs to an experienced staff dedicated to providing superior service and advice in their insurance planning process.

New York Life- Rupali Desai

Rupali Desai
39650 Liberty St.
Fremont, CA 94539
(510)417-7230
rdesai@ft.newyorklife.com
www.newyorklife.com/agent/rdesai
When it comes to preparing for the future it's important to work with someone who has the foresight and proven experience to help you navigate life's changes successfully. That's where they come in. Whether you're just starting out, growing your family, getting ready for retirement, or looking for a way to protect all that you've worked for, their Agents can help you find the right solutions to make the most of today, tomorrow, and the years to come.



Landscaping

ValleyCrest Landscape Maintenance

Kathleen Archambeau
20551 B Corsair Blvd.
Hayward, CA 94545
(510) 589-9377
karchambeau@valleycrest.com
www.valleycrest.com
As the nation's largest integrated landscape company, they're relied upon to design, build, maintain and enhance unique places of lasting beauty. Their 60 year reputation has made them known for their unparalleled knowledge and technical ability, outstanding customer service, relentless execution and a true understanding of customer needs. They routinely transform the everyday into a one-of-a-kind environment- whether it's a resort, corporate campus, retail center, master planned community or the place you call home.

Movers

Dragon Sea Moving, Inc.

Cindy Li
42400 Boyce Rd.
Fremont, CA 94538
(408) 628-2266
Ycsissi2210@gmail.com
www.dragonseamoving.co
They offer customized moving services to growing families and busy professionals. Their hands on approach is unmatched in supporting your move. With highly trained employees, supervised by a team leader and guaranteed prices they offer full packing & unpacking services + FREE box delivery. Concierge services from start to finish. They are fully licensed and insured.

Non-Profit Organizations

Fremont Assembly of the International Order Of The Rainbow Girls

Megan Liles
159 Acapulco Way
Union City, CA 94587
(510) 378-9204
Mouse.liles@gmail.com
Their order prepares the girls of today to be the leaders of tomorrow. The International Order of the Rainbow for Girls teaches leadership skills and public speaking. It builds self-respect, confidence, poise, patriotism, fidelity, integrity and character, all while providing a fun and safe environment for girls to meet other girls their age and to build friendships that will last a lifetime.

Hope Hospice, Inc.

Victoria Emmons
6377 Clark Ave., Ste. 100
Dublin, CA 94568
(925) 829-8770
victoriae@hopehospice.com
www.hopehospice.com
The caring team of professionals at Hope Hospice provides a comprehensive comfort care program designed to achieve the best quality of life for everyone involved – patients in the last stages of their illness, their families, and their caregivers. Their special kind of healthcare offers a circle of support that focuses on the physical, the emotional, and the spiritual needs of patients enables them to make the most of each day.

New Haven Schools Foundation

Helen Kennedy
P.O. Box 1574
Union City, CA 94587
(510) 909-9263
helen@nhsfoundation.org
www.nhsfoundation.org
The New Haven Schools Foundation is a non-profit 501(c)3 foundation dedicated to

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New Member—

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supporting schools in the New Haven Unified School District. The Foundation's Pathways to Success program awards more than \$70,000 in scholarships each year, and in 2014, they awarded a record-setting \$83,000. The Foundation also sponsors Innovations in Education, a classroom grant program that provides money to teachers for special projects, and Project Enrichment, to support co-curricular and extra-curricular activities.

Real Estate – Commercial & Residential

Michael Kao

Wing Hin Kao
36992 Meadowbrook Common,
#303
Fremont, CA 94536
(510) 326-4686
winghinkao@gmail.com

Storage

Mobile Mini

Leon Evans
44580 Old Warm Springs Blvd.
Fremont, CA 94538
(510) 252-9326
levans@mobilemini.com
www.mobilemini.com

Founded in 1983, Mobile Mini is the world's leading provider of portable storage solutions through their lease fleet of over 213,000 portable storage and portable office units. They offer a wide range of portable storage and office products in varying lengths and widths with an assortment of differentiated features such as our proprietary security systems, multiple door options, and 100 different configuration options. While they do have a national presence, they believe it is important to service our customers at the local level.

Website Graphics & Designs

Mobilewize Global

Sultan McBride
1313 N. Milpitas Blvd.
Milpitas, CA 94035
(510) 791-0717
Sultanmcbride@gmail.com
www.mobilewizeglobal.com
MobileWize Global is a full service mobile solutions company that can help increase your leads, convert more customers, create customer loyalty and increase your revenue using the latest mobile technologies and creative mobile campaigns.

Join today! Call Alice Piper-Morris:
(510) 795-2244



Above: Mobilewize Global presents a business building seminar at the Fremont Chamber of Commerce.

April-July 2015 Anniversaries

40 Years

Berge-Pappas-Smith Chapel of the Angels
Fremont Chapel of the Roses
Fremont Optometric Group - Dr. Deborah Chew
Fremont Optometric Group - Dr. Eugene Tsujimoto
Greenstein, Rogoff, Olsen & Co.

20 Years

Aspen Dental Care/Bright Now!
B J Travel Center
Bernard, Balgley & Bonaccorsi
Catellus Development Corp
Century 21 Banner Realty - J. Ingrassia-DeLosReyes
Check Center
Child Care Links
Coldwell Banker - Will Butler
Dominican Sisters of Mission SJ
Fremont Bank - Warm Springs
Fremont Main Library
Fuji Electric Corp of America
Good-Nite Inn
Horizon Financial Associates
Irvington Memorial Cemetery
Legacy Real Estate & Associates - Bill Aboumrad
Mission Property Management
NewPark Mall, LP
Office Depot
Old Mission San Jose
Prime Time Entertainment, Inc.
Roadrunner Mailing Service
Saf Keep Self Storage
Safe Alternatives to Violent Environments
St. Joseph School
T.G.I.F. Body Shop & Towing
Tri-City Rock, Inc.
Tri-City Volunteers, Inc.
YMCA Fremont-Newark

15 Years

Alameda Co. Super. Scott Haggerty
Brookdale Fremont North
Chew, Benjamin D.D.S
Citibank- Mowry Ave.
Depot Diner
Fremont Bank - Brookvale
Fremont Bank - Hub
Fremont Bank - Mission Valley
Homewood Suites by Hilton - Newark/Fremont
Kiwanis Club of Fremont
Lori's Income Tax Service
Marriott Fremont Silicon Valley
Matt Dickstein, Attorney at Law
Music for Minors II
Overton Security Services, Inc.
Well Chosen Words

10 Years

ABWA- Pathfinder Chapter
Citizens for Better Community
CityServe (Faith Communities United in Jesus)
Collective Discovery, Inc.
Danmer Custom Shutters
Dark Indigo, Inc.
Dr. Joseph Joly, Chiropractor
Electro Imaging Systems
Fitness 19
Forest Upper Cervical Chiro Centers
Fremont Bulletin Newspaper
Fremont Minuteman Press
Harriet's Hands
MasterKey Real Estate Advantage - Nancie Allen
Niles Main Street Association
Saddlerack
Sharks Ice at Fremont
So. East Bay Pediatric Medical Grp.
Stopwaste
The Original Pancake House
Thermoscape
Visiting Angels

5 Years

Acacia Creek Senior Living
Community

Alameda County Vector Control
Appian Insurance Services
Bath Fitter
Bay East Association of Realtors
Better Homes & Garden Real Estate; Mason-McDuffie
Bob's Foam Factory, Inc.
Bridges Intervention Services
Budget Truck & Car Rental
Business Computer Associates
Cal Coast Financial Corp.
Center for Behavioral Safety
Chandni Restaurant
Choi's Martial Arts
Classic Graphics
Clearview Satellite
Cole Financial Solutions
Dawn Breakers Lions Club
Dutra Cerro Graden
Eden I & R, Inc.
Edward Jones Investments - Eunice Scholten
FORM Inc. (Fremont Orthopaedic & Rehabilitative Medicine)
Fremont American Little League
Fremont Chiropractic
Fremont Community Church - Kimber Hills Academy
Fremont Elks Lodge
Friend and Champion
Intero Real Estate Services
Ireland Engineering
Islamic Circle of North America-SF
Jack James Tow, Inc.
Kilohana Outrigger Canoe Club
Knights of Columbus, GEO. A. Council #2692
KOA Fitness
Mission Pass Towing
Mozzetti Trucking
Music At The Mission Concert Series
Neptune Society of Northern CA
Not Just Quiltz
Pacific Dental Spa - Dr. Guy Nazareno, DDS
Pacific Promotional Products
Roland G. Chew, DDS
Save Our Young-SOY
Send Out Cards
Sola-Brite
Tang & Lee, LLP
Tri City Ecology Center

2 Years

Advanced Mobile Software Solutions
Alameda Co. Board of Education
Alameda Co. Super. Richard Valle
Alameda County Water District
Alameda Masonic Lodge #167 F&AM
Amisha V. Patel, DMD
Asian Business Alliance (ABA)
Bijan Persian Cuisine
Bodhi Tree Construction
Bogie's Discount Pet Food
Byers' LeafGuard Gutter Sys
California - Green Tech Center
Calvary Chapel Fremont
City Sports Club
Click Scan Share
CorePoint Media
D&D Designs & Screen Printing
Drawer & Shelf Solutions
Drivers for Survivors
Enterprise 24 Hour Automotive
EXP Pharmaceutical Services
Federation of Indo-Americans of Northern California
Food Truck Mafia
Foundation Repair of CA
Fremont Body & Brain Yoga and Tai-chi center
Fremont Chevy Cadillac Buick GMC
FuntaMedia
FYSC, Inc. (Fmt Youth Soccer Club)
Gentle Dental
Inkies Tatttoo Studio
J.E. Perry Farms
JM Bail Bonds
JP Turner & Company - Steve Zhu
L5 Consulting

Law Offices of Jonathan D. Larose
Maaco Collision Repair & Auto Painting
MAC Design
MassMutual Financial Group - Samuel Ocegquera
Medical Career College
Mission Peak Orthopaedic
Mugwump Enterprises
Nutrametrix
OMEX, The Office Maintenance Experts
Onus Dental Health Plan
Oorja Protonics
Opterra Energy Services - Chairman Circle Member
PrimePay Payroll & Business Services
R&S Erection of So. Alameda
Renewal By Andersen
Rotary Club of Niles (Fremont)
SDMI Financial
Smart & Final
SolarCity
Spring Bay Realty
Staples- Fremont Hub
The Rexford
The Singh Law Firm, P.C.
The Solar Company
TWFG Insurance Services, LLC
VTA BART Silicon Valley
We CARE! Coffee Company
Windward Graphics, Inc.

1 Year

Academy of Chinese Performing Arts
Access Omnicare
Actikare Fremont
Ariba Investments, LLC
AsteelFlash California, Inc.
Bath Fitter - Northern California
Bay Aerials Gymnastics
Bay Area Community Services
Bay Whole House Fan
Baytechnerds
Bean Scene Cafe
Boudin SF
BrightCurrent, Inc.
Brilliant You! Coaching & Consulting
doTerra Essential Oils- JoAnn Hall
El Patio Original
Farmers Insurance - Stacy Lin
Fremont Chiropractic Group
Fremont Opera
Imtiaz Ahmad CPA, Inc
Johal Law, A.P.C
Just Falafel
Lodie Alvarez - Real Estate Consultant
MassMutual- Brian Chong
Nordstrom Rack
Northwestern Mutual Financial Services- Troy Shinn
Omnesta
Orthopedic Spine Surgeon
Pacific Bay Pediatric Dentistry
Pacific Commons - Chairman Circle Member
Paseo Place Apartments
Pieology Pizzeria
Platinum Supply Chain Solutions
RE/MAX Prime Prop. - Anil Sikka
Rutan & Tucker, LLP
Serra Center
SilicaStar Industries, Inc.
State Farm Insurance- Vickie A. Stephens
TelePacific Communications
The Counter
Transamerica - Lakshmi Goriparthi
True Elegance Limousines
United Home Exteriors
Vanila Singh
Weddings & Dreams
Wells Fargo Mortgage

Congratulations to our members who have reached these milestones

Entertainment Schedule

Stage 1 – Walnut Avenue near the Paragon Apartments

Saturday

| | | |
|---------------|------------------------------------|-----------|
| 10:30-11:45am | Steve Carter Group | Jazz |
| 12:15-1:45pm | Michael McNevin | Americana |
| 2:15-3:45pm | Big Cat & The Hipnotics | Blues |
| 4:15-5:45pm | Patron Latin Rhythms | Latin |



Sunday

| | | |
|---------------|--|-------------|
| 10:30-11:45am | Two of Us: Lennon & McCartney Tribute | Tribute |
| 12:15-1:45pm | Kingsborough | Rock |
| 2:15-3:45pm | Elliot Randall | Alt Country |
| 4:15-5:45pm | Stealin Chicago | Tribute |

Above: Big Cat & the Hipnotics
Below: Stealing Chicago



Stage 2 – Paseo Padre near the Superior Court



Above: Mr. December
Below: Mic Gillette



Saturday

| | | |
|--------------|---------------------------|------------------|
| 11:20am-12pm | Across Party Lines | Pop Rock |
| 12:15-1:45pm | Crawdad Republic | Bluegrass |
| 2:15-3:45pm | The Deadlies | Surf Rock |
| 4:15-5:45pm | Mr. December | Funky Blues Rock |

Sunday

| | | |
|---------------|---------------------------|--------------|
| 10:30-11:45am | Crosstown 5 | Classic Rock |
| 12:15-1:45pm | Van Burdon Project | Tribute |
| 2:15-3:45pm | Lumberyard | Pop/Rock |
| 4:15-5:45pm | Mic Gillette | R&B/Soul |