



March the **Blue Pages** 2010
The IBA Newsletter

The Irvington Business Association
Dedicated to Improving the Irvington District.
www.irvingtonbusiness.com



FEF Gala

The FEF Gala "Under the Sea" on February 26 at the Marriott Hotel was indeed a whale of a time! Having never been to one, I wasn't sure what to expect. Games, Costumes Prizes..Honorees and Innovative Education Grants. Sounds pretty exciting, doesn't it?

I was really impressed, and a number of other first timers. I spoke with felt the same way. The crowd was huge and the Who's Who of Fremont was in attendance. The costumes were incredible: King Fish (Jesse), Angel Fish (Sandra), Rock Fish (George), NA + NA (guess who, and what kind of fish), a shark, assorted amazing jelly fish, sushi chefs, and a lovely mermaid (Nina), to name a few. Dale Hardware took "Best Presentation of Theme" with their elaborate "Daunting Underwater Adventure" which included an elevated, live mermaid overseeing numerous casino tables. The real winner at the tables was FEF as Dale donated cash to the organization as people racked up points at blackjack. The MSJ and WS business groups also provided fun with their games, but IBA's "Fish Out" game took First Place

Besides being the Fremont Education Foundation's fundraiser for its Innovative Education Grant Program to FUSD school teachers, the organization honors outstanding District and Community individuals at the Gala. LIZ ELLIOTT was honored for her service to the community for many reasons, not the least of which is her Happy Fish Run 4 Education. The first annual event started in 2005 with the goals to promote family fitness and raise funds (over \$70,000 so far) for the FEF Guy Emanuele Sports fund for extracurricular athletics in all of the FUSD schools. Be sure to show your appreciation to Liz Elliott by participating in the fifth annual Run 4 Education on 10/10/10 at Central Park.

Thank you to the IBA members and local merchants who contributed to our raffle prize, the Treasure Chest (sincere apologies if you contributed but your name is not listed).

- Nancy Knight, Financial Advisor - Edward Jones Bay Salon
- Town Planner Calendar – Sandra Madonna La Casita
- Salsbury & Associates Insurance Services
- Broadway West Theatre
- GolfWithRen.com
- Kate's Caring Gifts
- McKenna Marketing Group
- Schaa's Lawnmower Sales & Service
- Cartridge World
- Chevy's Restaurant
- iBRAG

As seen through eyes of
Kim Mathis of Salsbury & Associates
See her ad on page 4.

Pictures on insert page

IBA in the Community:

Please join us at one of these Upcoming Events!

- March 18 Coffee with the Cops, Bay Street Coffee, 8:30-9:30am
- April 25 Kimbookai Children's Museum event
- May 10 Union City 50th Anniversary Parade
- July 4 Fourth of July Parade in Mission San Jose
- September 26 Monument Festival
- November 27 Niles Festival of Lights Parade
- December 12 Miracle on Bay Street

Please let us know if you have a community event .
Where the IBA will or can be involved.

Welcome New Members!

During the fourth quarter of 2009.

- Mission Peak Business Products, Inc.
- Mr. Tim's Limo Company
- Sunrise Chiropratic
- ACS-Automated Comfort Systems
- Daniel-DJ Refrigeration
- Frank James
- Automated Comfort Systems
- ABC Magic Moments Preschool
- JaFra

Meet the 2010 New Board Members

- President Jesse Schaa (510) 656-5375 Schaa's Lawnmowers
- 1st Vice President Liz Elliot (510) 226-7946 Happy Fish Swim School
- Treasurer Danna Bergstrom (510) 552-4848 Bergstrom Financial Services
- Director Bruce Davis (510) 943-6200 Davis Computing Solution
- Director Gregory S Green (510) 366-8130 iBRAG
- Director Mark Hirsch (510) 659-8884 New Tech Law Group
- Director John Juarez (510) 673-0686 Windermere Properties of the East Bay
- Director Sandra Madonna (510) 910-2681 East Bay Town Planner
- Director Bill Pease (510) 651-1813 Custom Kitchen & Bath
- Director Albert J. Rios (510) 299-4229 DEL - Equipment Leasing

Looking forward to a great year for the IBA!

Who Are You and What Do You Do?

Update Your IBA Member Listing!

Many members have not utilized the full use of the IBA web site at www.irvingtonbusiness.com. You can access an area exclusively made for members only. The web site is designed with members in mind.

To Logon to the IBA web site, at www.irvingtonbusiness.com, click on the "Login" on the left hand side menu.

If you already know your logon information, enter it now. Your login name is your email address. If you have never logged in before and do not know, or have forgotten your password, just enter your current email address in the grey box and click on the "Send Password" button. You should receive an email right away to your registered email with your password.

If you do not receive an email, your email may be incorrect, click on the Contact IBA Administrator link and fill out the form with your correct email address. You will receive an email when it has been updated.

Once you Logon, you can change your company and personal data directly. You can hide information from the public such as email, phone numbers, and address information. Fill in your business description so member and non members know what your business does. You can also see exclusive member information and events.

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Abode Services

Local Program Helps Provide Workers to Jobs, and Jobs with Workers

Abode Services PWEX program benefits local business owners to get their business's up and running while keeping cost down. Abode and Alameda County have teamed up to assist Calworks Participants gain valuable work experience while providing local business owners with additional help at no cost.

The Work Experience Program can benefit local business owners by providing them with additional help while saving them time and money, while also helping out the community. This is a free program that all business can and should take advantage of during these times.

The program is completely funded by stimulus dollars through Alameda County, all costs are covered by the County such a workers comp, etc.

Please call Dolores Petersen at 510-979-2003 X 204 to learn more this program.



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DJ Refrigeration Services

DJ Refrigeration Services provide
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freezers, air conditioning and heating.