



October the **Blue Pages** 2008  
The IBA Newsletter

The Irvington Business Association  
Dedicated to Improving the Irvington District.  
[www.irvingtonbusiness.com](http://www.irvingtonbusiness.com)

**IBA New Quarterly Publication**

Hello fellow IBA members. As you know local business associations, such as the IBA, are formed to help businesses like yours and mine advertise and promote their services and goods, and in turn increase customers. The IBA is committed to this goal.

This is the first of a quarterly member newsletter to help you, the businesses, our members, be connected to other members, the Irvington District, and Fremont at large. A large part of the The Blues Pages will feature ways the IBA can help you advertise your business. Another goal is to increase communication among IBA members and the Fremont business community. The Blue Pages will be mailed quarterly to IBA members, and other businesses and residents in Fremont.

If you would like to include an item relevant to Fremont business or the Irvington District in the newsletter, please contact Liz Elliott at [writeliz@gmail.com](mailto:writeliz@gmail.com)

**Be a Feature Business in our Newsletter!**

Each quarter the IBA Blue Pages will spotlight an IBA member. If you would like to have an article and pictures of your business in our quarterly publication for FREE, please contact Liz Elliott at [writeliz@gmail.com](mailto:writeliz@gmail.com)



**Miracle on Bay Street, December 13, 2008**  
**Santa's Workshop & Tree Lighting**  
1-7pm on Bay Street, Fremont

Join your fellow members for a great event for the community, that also helps raise money for and advertise the IBA.

Christmas Tree Lighting, Pictures with Santa, Game Booths, inflatable jump house for kids, entertainment, food, and lots of fun for the whole family.

Proceeds benefit the Irvington Free Breakfast program, Scholarships for Irvington High School Seniors, and help subsidize IBA advertising projects such as the Argus newspaper Irvington Newsletter insert.

Watch your email and check out the web site for more information about the event, and how you can be involved.



**IBA in the Community:**

Please join us at one of these Upcoming Events of which the IBA will be an integral part:

- October 4 Olive Festival, presented by the Mission San Jose Chamber of Commerce
- October 12 Happy Fish Run 4 Education
- October 14 Candidates Forum
- November 28 Niles Parade
- December 13 Miracle on Bay Street, presented by the IBA

**The IBA is Here**  
**to Help YOU Advertise Your Business!**

See page 3 for details-

General Meeting  
Upcoming Speakers:



October 28

1. Lisa and Dirk Lorenz, speak on the Altamont Commuter Express.
2. Tom Bryan, Red Wolf Productions.

\*November 18

\*Special date due to holiday.

1. Bruce Cates will speak about his cafe, Niles, and progress on the Niles plaza.
2. Albert J. Rios, IBA Board Member and owner of DEL - Equipment Leasing, will speak about his business.

\*December 9

\*Combined General Meeting and Board of Directors meeting due to holiday, and work session for upcoming Miracle on Bay Street event. No speakers, but come help with last minute details, and learn how to get a booth at low cost at the event. And enter the monthly drawing for great IBA member prizes.

January 2009

1. John Juarez, Prudential Real Estate
2. Dirk Lorenz will speak on the Center Theater for the performing arts, and his business, the Depot Cafe.
3. Open for Non-IBA member

February

1. Bruce Davis of Davis Computing Solutions will speak about backing up your data. Computers are fickle, be prepared.
2. Garrett Yee, of the Ohlone College Board, will speak about his work on the board, and his experiences as a soldier in Iraq.

March

1. Jesse Schaa – Schaa's Lawnmowers, and IBA Vice President. Topic: Have a black thumb? We can help.
2. Open

If you would like to advertise your business or upcoming business event, or just speak about a relevant topic affecting Fremont business and/or the Irvington District, please contact Dirk Lorenz at fremflwr@pacbell.net

Check the web site at [www.irvingtonbusiness.com](http://www.irvingtonbusiness.com) for the most current list of upcoming speakers.

All IBA General Meetings are held on the fourth Tuesday of each month at 7:30am at the Irvington Presbyterian Church, 41020 Chapel Way, Fremont, 94538.  
Monthly drawing for attendees.

MASHUPS



THINK YOU'RE FUNNIER THAN SCOTT ADAMS?

- ▶ Replace Scott's punch line with YOUR OWN
- ▶ Watch as the world ranks/comments on your incredible wit
- ▶ START MASHING NOW

Presented by

<http://www.dilbert.com/>



President Greg  
Wants Your Feedback!

Our IBA president, Greg Green, works tirelessly to provide IBA members with a plethora of opportunities.

Each week, Greg sends email updates to IBA members about events happening in Fremont. What do you think? Are they helpful? Do you read the emails? Do you like them? Do you attend the events featured in the emails? Would you like to be contacted in a different manner, like mail? What more can the IBA do for you?

To give Greg your feedback, contact him at [we3greens@comcast.net](mailto:we3greens@comcast.net), 510-366-8130, or simply reply to one of his many emails. :)



Attend the IBA General Meeting October 28, and be automatically entered to win a free dinner for two at Mirchi's Cafe.

### Top Local Professionals Speak at IBA General Membership Meetings

The IBA works hard to attract interesting, relevant speakers for our General Membership Meetings. General Membership meetings are held the Second Tuesday of each month. Each meeting we try to have at least one member of the community and at least one IBA member speak. This is a wonderful opportunity to find out what's happening in your community, and advertise your business. And there are donuts!

Past speakers include:

Afshin Abtahi, Washington Boulevard/ Paseo Padre Parkway Grade Separation Project Manager,  
 Scott Ruhland, City of Fremont Associate Planner,  
 Elise Tierney, City of Fremont Redevelopment Agency Director,  
 Irene Klebanvska, Fremont Redevelopment Agency,  
 Tripp Borstel, of Bridge Housing, & Jeff Smith, Regis Homes, Irvington Village/Terrace Project,  
 Rene Dalton, City of Fremont Associate Transportation Engineer,  
 Nina Moore, Fremont Chamber of Commerce,  
 Cassandra Blair, Allied Waste Services of Alameda County, as well as many other IBA members.



### Upcoming Speakers on page 2

### The IBA is Here to Help You Advertise Your Business

Here are some advertising opportunities for your business at low or no cost to IBA members:

1. Speak at a General Meeting - If you would like to advertise your business or upcoming business event, or just speak about a relevant topic affecting Fremont business, please contact Dirk Lorenz at fremflwr@pacbell.net.
2. Booth at the Irvington Farmer's Market - Each month IBA members are eligible to have a booth at the Irvington Farmer's market on Bay Street. Perfect opportunity to distribute information about your business. To have a booth at the Irvington Farmer's market contact James Cochran at jamescochran@pcfma.com.
3. Miracle on Bay Street – Have a booth! Only \$100 for IBA members in cash donation or in-kind to the event gets you a space at the hottest ticket in winter. If you would like to sponsor a game booth, have an information/activity booth of your own, or volunteer at the 2008 Miracle on Bay Street, contact Liz Elliott at writeliz@gmail.com.
4. The Argus Newspaper Irvington District insert. Reach 30,000 people in Fremont, Newark and parts of Milpitas with a feature article for free or an ad for 1/3 the cost of a regular Argus ad. See past additions on the IBA web site, [www.irvingtonbusiness.com](http://www.irvingtonbusiness.com).

For dates of upcoming inserts, or to have a feature story in the Argus Irvington District insert, contact Jesse Schaa at [schaaslawnmowers@yahoo.com](mailto:schaaslawnmowers@yahoo.com) or call him at 510-656-5375.

To advertise in the Argus Irvington District insert, contact Lou Messina at [lmessina@bayareanewsgroup.com](mailto:lmessina@bayareanewsgroup.com) or call him at 510-353-7044.

5. The IBA Web Site!!! [www.irvingtonbusiness.com](http://www.irvingtonbusiness.com)  
 Check out the IBA web site for the latest news and events happening in the Irvington District, and how your business can be involved. If you have questions or comments about the IBA web site contact web master, Bruce Davis.



### The IBA Board of Directors

Top Row, left to right: George Matta, Jesse Schaa, Bruce Davis, Al Rios, Liz Elliott, Dirk Lorenz.

Bottom Row: Sandra Madonna, Greg Green, John Juarez.

Not pictured: Bill Pease, Mark Hirsch, and Susi Garcia