A YEAR IN REVIEW
FISCAL YEAR 2019-2020
A Sampling of Hayward Chamber of Commerce Accomplishments

www.hayward.org
1895 year Hayward businesses organized

15 countries the chamber travel program has toured

11 years of the Hayward Mariachi Festival

130 presenters in FY 2019-2020

23,000 attendees at annual chamber summer downtown street parties

40 business workshops in 40 months (many with SBDC and the City of Hayward)

40 in 40

50+ countries we’ve sent export certificates

Over 100 nonprofits are chamber members

33,000 employees at chamber members

6 members with over 1,000 employees

60 members with 1 employee

10 years the chamber’s Hayward Nonprofit Alliance has met

16 years the Latino Business Roundtable has met

5,000 HCC Facebook followers

76 years of the annual chamber awards gala
CREATING a strong local economy

- Recruited some of the region’s top businesses as new Hayward Chamber of Commerce members
- Our work-based learning program created relationships with schools and colleges to expose students to careers in high growth technology industries
- Expanded a high school internship model for engineering, multimedia, and bioscience, with Hayward businesses and organizations, Hayward Unified School District, and Eden Area ROP
- Hosted and arranged ribbon-cuttings, ground-breakings, and grand opening ceremonies for businesses
- Issued more than 100 certificates of origin for members engaged in international trade
- Referred countless business prospects to members and the City of Hayward’s Economic Development Office
- Maintained a partnership with the Eden Area One-Stop Center and Alameda County Workforce Development Board to channel job-seekers to Hayward employers
- Broadened formal linkages between the chamber and the East Bay Economic Development Alliance, the Biomedical Manufacturing Network, and the Biocom bioscience trade organization

PROMOTING our community

- Brought health-related businesses to the Hayward Health Fair, co-hosted by St. Rose Hospital and Kaiser Permanente
- Presented the 9th Hayward International Trade Luncheon, featuring the consul general and trade organization of Mexico, with the College of Business and Economics, California State University, East Bay, and Golden Peacock Banquet Hall
- Helped bring 400 students and teachers to support National Manufacturing Day in Hayward, with HUSD, Chabot College, City of Hayward, and Eden Area ROP
- Provided maps and the Hayward Business Directory magazine to businesses, organizations and residents
- Hosted the 76th Annual Hayward Chamber Awards Gala, honoring the business person, educator, firefighter and police officer of the year
- Hosted the 19th annual Downtown Hayward Summer Street Party and Car Show Series
- Hosted the 10th annual Hayward Mariachi Festival
- Co-hosted the 9th Annual Light Up The Season celebration in Downtown Hayward, with the City of Hayward and the Downtown Hayward Improvement Association

CHAMBER STAFF
Kim Huggett, President & CEO
kimh@hayward.org
Susan Ojeda-Cobos, Office Manager
susanoc@hayward.org
Caroline Sandoval, Membership Director
caroline@hayward.org
Diane Laine, Travel Coordinator & Events
diane@hayward.org
Penny Hodges-Bonny, Graphic Designer & Events
penny@hayward.org
Abraham Mendoza, Work Based Learning Director
amendoza@edenrop.org

SOCIAL MEDIA
@haywardchamber

www.hayward.org
FOSTERING PARTNERSHIPS

by being the voice for business

- Advocated for business-friendly candidates and issues through our Government Relations Council and political action committee, Good Government Now!

- Acted in cooperation with colleagues by our membership in the US Chamber of Commerce, California Chamber of Commerce, and the Western Association of Chamber Executives

- Regularly attended meetings of the Hayward City Council, Planning Commission, City Council Economic Development Committee, and other organizations to support members and business-friendly issues and projects

- Joined with the Downtown Hayward Improvement Association to promote Downtown Hayward, with the City of Hayward

RESPONSIBILITIES

of Hayward Chamber of Commerce Organizations

**POLICY & GOVERNANCE**

Hayward Chamber Board of Directors

Establishes and sets policies for the Hayward Chamber of Commerce. Authorizes and empowers committees and other working groups and may appoint or approve members. Per the by-laws, empowers the Government Relations Council to meet with and hold accountable existing elected and appointed officials, and authorizes Good Government Now! to take positions to support or oppose issues and candidates on behalf of the Hayward Chamber of Commerce.

**RELATIONSHIPS & ACCOUNTABILITY**

Government Relations Council (GRC)

Maintains relationships with currently elected and appointed officials of the City of Hayward, County of Alameda, and regional agencies serving those jurisdictions; and hold those officials accountable for their actions related to the Hayward Chamber of Commerce board policies and the best interests of the Hayward community. Advocates positions on issues and regulatory matters affecting Hayward business and on actions and projects affecting the Hayward community. Coordinates and shares information with Good Government Now! particularly as it relates to the performance of existing elected and appointed officials.

**POLITICAL STRATEGY & ACTION**

Good Government Now! (GGN!)

Consistent with Hayward Chamber of Commerce board policy, takes political action on candidates and issues in preparation for and during elections. This includes endorsing candidates and taking positions on measures on the ballot before the Hayward voters; understanding and developing a position on issues that have a high probability of reaching a voter ballot; and exploring and/or developing potential candidates at any time. Coordinates and shares information with GRC, particularly as it relates to developing issues and emerging candidates.

**AFFILIATE GROUPS**

Chamber affiliate groups include the Latino Business Roundtable, the Hayward Nonprofit Alliance, the Chamber Ambassadors Committee, and working groups that address issues on international trade, food manufacturing, biotechnology, and work-based learning.
WHO’S ‘OPEN FOR BUSINESS?’
a sampling of our efforts during the COVID-19 crisis in our community

This fiscal year annual report was put together during the COVID-19 crisis that caused the Hayward Chamber of Commerce, and the worldwide business community, to take a hard look at their business models and mission. As “essential” to the continued economic development of Hayward, the chamber pressed ahead in service to our business community, implementing extraordinary safety measures to protect staff and members while we stepped up our efforts in service. A sampling of those efforts is below and by the positive feedback the chamber has received, they have had a significant effect. In fact, in the first three months of the Alameda County shelter-in-place order that included devastating business closures, the chamber had more than 100 businesses renew their membership. The chamber and our board of directors is profoundly grateful for this support and encouragement and pledges to continue its strongest efforts to support our businesses and organizations in need and help them thrive in the economic recovery.

WHO’S ‘ESSENTIAL?’
The chamber worked with businesses, organizations, and government agencies to assure that if a local business could assure operations that were safe and met the criteria, they could remain open.

WHO IS ‘OPEN FOR BUSINESS’
The chamber teamed up with Minuteman Press, which donated hundreds of color “Hayward Open for Business” posters available free to local businesses and where we went for “photo ops” to publicize their availability. AAA Label provided free stickers for businesses to post to enforce social distancing and mask-wearing.

LOTS OF ZOOMING
Without the ability to meet in person, the chamber continued its important community outreach “virtually.”

CHAMBER COMMITTEES. Six committees of the chamber continued to meet, including the board of directors, Ambassadors Committee, Latino Business Roundtable, Hayward Nonprofit Alliance, Government Relations Council, and the Good Government Now political action committee.

CHAMBER WEBINARS. The chamber hosted, co-sponsored, or put on dozens of webinars to help businesses and organizations continue professional development, learn coping strategies, and find resources. Some of our co-sponsors were the US Postal Service, Centro Community Partners, and The Ross Collective consultancy.

RESTAURANTS
The chamber developed a Google docs link that listed 119 Hayward restaurants and cafes that remained open for takeout and delivery. Many did so without expectations of extraordinary revenue, but to keep staff employed.

WHAT’S GOING ON? COMMUNICATIONS
In the absence of a daily Hayward media outlet, the chamber issued more than 50 near-daily e-mail updates after the shelter-in-place order with news about the crisis that was critical to local business including how to apply for loans and grants, which businesses are “essential,” notices to reprint and adapt for posting, and access to dozens of webinars to help in the crisis and recovery.

BUSINESS CHECK-INS
The chamber Ambassadors Committee continued to meet and broadened its outreach, with participation by chamber staff, to develop a unique form its members used in contacting members to ask about concerns during the crisis and how the chamber can help.

BUSINESS SURVEY
The chamber, in cooperation with the City of Hayward’s Economic Development Division, was one of the first Bay Area business organizations to survey its members on the impact of the COVID-19 crisis. The results were requested by the East Bay Economic Development Alliance and the Alameda County Workforce Development Board to use in their work.

COMMUNITY EVENTS?
With sponsorship assistance diminished and community gatherings discouraged for an undetermined period, the chamber is having to take a wait-and-see approach as it looks at a 2020-21 fiscal year that may, or may not, include Hayward’s trademark events such as the downtown summer street parties, Mariachi Festival, Light Up The Season, and State of the City luncheon. Chamber staff is standing by and if funding and safety can be assured, some of these celebrations may yet happen.
Coordinated the 30th year of Leadership Hayward, whose 25 participants pushed total alumni past 355, with St. Rose Hospital and California State University, East Bay

Presented a Biomedical Workshop for bioscience companies, with the City of Hayward, Biomedical Manufacturing Network, Biocom, RefleXion Medical, Lonza Biologics, Illumina, and Baxter International

Partnered with the Alameda County Small Business Development Center and the City of Hayward as promotional teammate for free workshops

Taught high-schoolers about STEM careers through our work-based learning program, with Cal State East Bay, Eden Area ROP, and the Hayward Unified School District

Hosted mixers to promote networking and business relationships

Coordinated monthly meetings of the Hayward Nonprofit Alliance, serving 100 nonprofit chamber member organizations, with St. Rose Hospital

Coordinated monthly meetings of the Latino Business Roundtable, addressing business life in a multicultural community, with St. Rose Hospital

Identified the needs of chamber member businesses and organizations through visits and interviews by the chamber Ambassadors Committee

Communicated to members with e-newsletters, e-fliers, workshops, mixers, special events, and social media platforms such as Facebook, Twitter, Linked In and Instagram. And we had lots of Zoom meetings.

A delegation from Turkey joined the chamber on a tour of RefleXion Medical.

**PRESENTERS**

at Chamber Workshops, Events, Tours, and Committees in 2019-2020 · Partial list

- Allan Zaremberg, President & CEO, CalChamber
- Phong La, Alameda County Assessor
- Mark Williams, AC Transit Board of Directors
- Diane Shaw, AC Transit Board of Directors
- Barbara Halliday, Mayor, City of Hayward
- Remedios Gomez Arnau, Consul General of Mexico
- George Low, Dean of the College of Business and Economics, California State University, East Bay
- Matt Wayne, Superintendent, Hayward Unified School District

**EDUCATION**

Industry Engagement Speakers & Work Based Learning in 2019-2020 · Partial list

With our chamber-member business partners, the Eden Area ROP and Hayward Unified School District, coordinated by Work Based Learning Director Abraham Mendoza. Additional speakers and programs were cancelled after shelter-in-place orders by the Alameda Health Department ended in-person presentations beginning in March.

**ARTS, MEDIA & ENTERTAINMENT**

- Eric Kupers, CSUEB Theater & Dance
- Amelia Adams, Cal Shakes
- James Rockefeller, Executive Producer, VJTVNetwork
- Zach Ebadi, City of Hayward
- Tim Evitt, The Animation School
- Francisco Zermeno, City of Hayward
- LaToya Tooles, YR Media
- Russell Foote, Russell Foote Photography
- Frankie Fegurgur, United Educators Financial Assn
- Rosa Perez, Ruby’s Place
- Jose Carlos Montesinos, Eden Youth & Family Center
- Nike Fu, Youbilee Arts & Designs

**ENGINEERING & ARCHITECTURE**

- Trevor Powell, RMS
- June Sugiyama, Vodafone Americas
- Fadi Castronovo, CSUEB School of Engineering
- David Donovan, City of Hayward Water Pollution Control
- Alvin Jeong, Baxter International
HEALTH SCIENCE & MEDICAL TECHNOLOGY
Mary Marquez, Hayward Police Department
Benjamin Lerman, Highland Hospital
Peter Quiambao Jr., Sutter Health
Nailah Davis, Illumina
Henry Bendel, Illumina
Heather Pulford, Hayward Police Department
Nicole Kielkowicz, Life Chiropractic College West
Jodie Gibson, Life Chiropractic College West
Cheri Calcagno, Chabot College
Sherie Gilmore-Cleveland, Mills College
Grace Kavanaugh, CSU Stanislaus & UCSF Genetic Counseling Dept.
Suzanna Tai, CSU Stanislaus/UCSF Genetic Counseling Dept.
Don Nichelson, Hayward Fire Department
Emma Ham, Sumin Contemporary Ballet
Rob Spitzel, Hayward Public Library
Lesli M. Dahl, Kaiser Permanente
Jennifer Tung, Baxter International
Wahida Fakiri, Baxter International

MARKETING, SALES & SERVICES
Donald Carroll, 64 Positions
Edward Mora, Office of Congressman Eric Swalwell
Fatema Udaipurwala, New York Life
Tiffany Yau, Ful Phil
Steve Haraguci, Stanford University
Adam Helweh, Secret Sushi
Monika Hudson, University of San Francisco
Ashanti Branch, Ever Forward Club
Marvell Allen, Millennium Career Advantage
Brent Freeman, Stealth Venture Labs
Jonathan Flores, Tiburcio Vasquez Health Center
Jennifer Lock, NFTE
Brandy Vernado, NFTE

ADDITIONAL ADVISERS
Shara Baxter, Director, Downtown Streets Team
Monica Davis, Community Services Manager, City of Hayward
Richard Patenaude, Executive Director, Leadership Hayward
Jonathan Martin, GM, Hampton Inn, Hayward
Sajid Dadabhoai, GM, La Quinta Inn & Suites
Jose Mendoza, Manager, Bank of America, Hesperian Branch
Lydia Beltran, US Census Bureau
Lisa Brunner, US Census Bureau
Samantha Caygill, Public Affairs, League of California Cities
Margaret Jackson, Director, Small Business Development Center
Indu Jayakumar, Founder, LocalBizNetwork LLC
Trev Reid, East Bay Public Affairs, PG&E
Emily Chow, Coordinator of Partnerships, Cal State East Bay
Deepa Chordiya, Outreach Manager at LIFE ElderCare
Alfredo Matthew III, Principal, Working World LLC
Xian Ballesteros, East Bay Economic Development Alliance
Maricelle Cardenas, StopWaste
Bob Komoto, SBDC Business Advisor
Carolina Miranda, California Green Business Network
Jennifer Ellis, Dir. of Strategic Partnerships, La Familia
Mark A. Flores, Chief of Police, Cal State East Bay
Alyssa Duran, GM, HD Supply, Hayward
Nancy Bernys, Office Depot Group Discounts
Emily Chow, Coordinator of Partnerships, Cal State East Bay
Wendy Gutshall, Safeway Foundation
Wil Lacro, Tiburcio Vasquez Health Centers
Pam Russo, Hayward Area Recreation and Park District Foundation
Renee Rubin Ross, The Ross Collective
Jason Geller, Labor Law, Fisher and Phillips
Deepa Chordiya, Outreach Manager, LIFE ElderCare
Jennifer Ellis, Director of Development and Strategic Partnerships, La Familia / Family Emergency Shelter Coalition

INTERNSHIPS
Scott Miller, Office of Congressman Eric Swalwell
Steve Currie, East Bay MUD
JoseCarlos Montecinos, Eden Youth and Family Center

ADVANCED MANUFACTURING DAY
Alvin Jeonq, Baxter International
David Donovan, City of Hayward Water Pollution Control
Phil Quinton, Therm-X
Adrienne van Haeften, C3Nano
Elisabeth Carey, ConXtech

Nancy McDonald, FIDM
Zachary Jensen, Carry the Love
Quinten Mclane, Oakland Athletics
Sofia Poni, Farmers Insurance
Brian Ovals, The Orange Market
Sean Brennan, Pan America Insurance
Irina Velichko, The Shift Chiropractic
Derrell Blackburn, Connection Cafe: A Chiropractic Center

La Familia / Family Emergency Shelter Coalition

ADVANCED MANUFACTURING DAY
Alvin Jeonq, Baxter International
David Donovan, City of Hayward Water Pollution Control
Phil Quinton, Therm-X

ADDITIONAL ADVISERS
Mike Cobb, St. Rose Hospital
Paul Nguyen, City of Hayward
Linda Renteria, Casa Sanchez Foods
Kim Huggett, Hayward Chamber of Commerce
The healthcare crisis cost the Hayward Chamber of Commerce and our city a great friend with the passing of Marshall Mitzman. He was a 2008 participant in Leadership Hayward and served on the chamber Ambassadors Committee. Representing both his business and Chabot College he participated in countless chamber and city events and organizations. His example remains an inspiration to all of Hayward.