

PASADENA Commerce

February, 2009

News and Events of the Pasadena Chamber of Commerce & Civic Association

VOL. 4, NO. 2

President's Message

Today is a historic day. As I write this, poet Elizabeth Alexander is finishing up her recitation following President Barack Obama's inaugural address. We have a new president, with new ideas and renewed energy to address our country's, and the world's, problems.

Much has been made about Obama's being the first African-American president, and that is monumental. Equally important, I think, is the generational change Obama brings to our nation's leadership. He is the first president to understand and make effective use of the internet during his campaign and the first to use it to maintain the energy and commitment of his core supporters nationwide. He is the first to recognize the phalanx of new tools available to engage and solve our nation's problems.

In taking up the reins of our country, Obama called upon all of us to recognize the dire situation our nation faces, and asked us to remember that America's strength lies in its people. In his words, "Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, America - they will be met."

The President also asked each of us to contribute to solve our problems and address our challenges. In saying, "Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America," the President asked us all to take a hand in our recovery. Waiting for some other agency, company, person or initiative to deliver us will not be effective. We need to have a strong hand in our recovery and our return to prosperity.

But, what can we really do, here in the Pasadena area? We can do what we have always done. We can get about our business, work hard, use our ingenuity, and perseverance. We can rely on each other for help, advice, referrals and support. Every company, large and small, local or multi-national, is feeling the impacts of our faltering economy. We need to support each other and our fellow Chamber members. It will help.

"Let it be said by our children's children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations."

Business Survey Results Show Concern, Optimism

In October, the Chamber and the City of Pasadena sent a survey to our local business community. We asked about present conditions, expectations for the upcoming year and long-term profit projections. In partnership with USC's Marshall School of Business, we sought to determine business operator's opinions about present conditions, and hoped to gain an understanding of the needs and challenges facing local businesses, and discover what resources could help enable a thriving business environment.

Respondents represented healthcare, food services, advertising, research, architecture and engineering, real estate, design, non-profits, law and other businesses. Half had been in business for at least ten years. Half also employ five or fewer workers. Nearly 90% said Pasadena is their first choice of location, and half of business operators live in the city. More than half cited proximity to customers, local environment and freeway access as reasons for locating their business in Pasadena. Most are pleased with the availability of skilled workers, access to transportation, utilities and levels of service available in Pasadena, though parking concerns were raised.

Between conceiving the survey and sending it out, our economy collapsed. As a result, concerns about the state of our economy dominated the responses to our survey. There were some surprising results, however. While most companies anticipate stagnant profits for 2008-09, few planned layoffs and many anticipated adding employees and expanding in the near future. Most were more confident about local business conditions than the state and regional economies.

Healthcare providers anticipate maintaining profitability despite the economic downturn. Creative and design businesses are seeing additional business opportunities and anticipate expanding to meet increased market demands. Architects and engineers are feeling the impacts of the collapsing housing markets and reduced demand for their services. Retailers, on the other hand, are very concerned about current economic conditions as consumer confidence and spending deteriorate. They also rate parking and traffic conditions as a challenge. Similarly, restaurant operators are seeing reduced profits in a challenging economy. They also expressed concerns about parking and traffic, which can impact customers' ability to access their businesses. They also cite high rents, utility and labor costs and taxes as having significant impacts on their profitability.

For a Powerpoint version of the complete results, visit the Chamber blog at www.pasadenachamber.wordpress.com.

Golf with the Chamber at Spring Tournament

The Chamber Golf Tournament tees off at noon on Friday April 10th at **Brookside Golf Club**. Information, registration and sponsorship materials are available now. Plan to join us to support the Chamber at this fun event. We are very pleased that **American Golf** and **Brookside Golf Club** have joined in helping sponsor the event that raises significant funds to support the programs and operations of the Chamber.

For information, registration or to become a sponsor, please contact Leanne Goff at leanne@pasadenachamber.org or call the Chamber office at (626) 795-3355.

DINE LA In Pasadena

Once again, Pasadena restaurants join other area eateries for *Dine LA* during the weeks of January 25th to 30th and February 1st to 6th. *Dine LA* gives patrons the opportunity to sample participating restaurants which offer special prix fixe menus at substantial discounts at all price ranges. From haute cuisine to burgers, sushi to tamales, a menu to suit every palate is available. Each meal includes an appetizer, main course and dessert.

Chamber members participating include the award winning Dining Room and Terrace Café at the **Langham Huntington Hotel and Spa**, **Ruth's Chris Steak House**, **Cafe Santorini**, **Sushi Roku** and **Vertical Wine Bistro**.

Taste the best Pasadena and LA have to offer. For information, visit www.dinela.com.

State Farm Insurance opened a new office at 192 South Rosemead Boulevard in Pasadena. Nadine Shokoufi and staff welcomed customers, visitors and dignitaries to the celebration.



New members Mine Dalgic of **Halikarnasus European Gift Boutique** and Yasmin



Sitaram of **Days Inn** were recognized at the Connection Breakfast at **Brookside Golf Club** in January.

Also welcomed as new members were Raymond Wilson and Herbert and Simone Morris of **Primerica Financial Services**.

Chamber members, dignitaries, guests and customers joined **Whole Foods Market** at 465 South Arroyo Parkway in Pasadena for a social and mixer. Welcoming celebrants to the Whole New Year festivities was Ashley Gibbons of Whole Foods, with Michael Gallego of **Alex & Friends Salon**. Also in attendance were Chamber Board member CL Keedy of **UBS Financial Services** and Ron Berry of **Pasadena Federal Credit Union**. The fun event was very well received by all in attendance.



Member News

Green Technology presents the third annual Green California Summit at the Sacramento Convention Center March 16-18. For more information, please visit www.green-technology.org.

Stormy Weather, the musical stage biography of Lena Horne opens at the **Pasadena Playhouse** on January 30th. Leslie Uggams stars in the show billed as the "always extraordinary journey of an American icon." For information, visit the playhouse website at www.pasadenaplayhouse.org.

Tournament of Roses Queen Courtney Lee and the Rose Court visited patients at **City of Hope** in December.

Folk music's **Kingston Trio** entertains on Saturday, February 7th at **Caltech's** Beckman Auditorium. Carolina Chocolate Drops perform on Friday, February 20th at 8:00 p.m. For tickets and information, please call (626) 395-4652 or visit www.events.caltech.edu.

Pasadena Civic Auditorium welcomes CNN journalist Anderson Cooper on Thursday, February 17th as part of the Distinguished Speaker Series. Information and tickets are available at www.speakersla.com or by calling (310) 546-6222.

Heritage Square Museum in Highland Park is looking for volunteers to help refurbish the grounds and gardens on Saturday, February 7th. That evening, heritage Square welcomes the Yale Cabaret for a live and lively reading inside the Perry Mansion. Reservations are required as space is limited. Call (323) 225-2700 for information.

Villa Esperanza Services was awarded \$50,000 from the S. Mark Taper Foundation to help with the purchase of a 12 passenger handicap accessible van for use by Villa clients. Villa serves children, adults and seniors with special needs that include autism, cerebral palsy, Down syndrome and more.

New Members. Dec. '08

Days Inn, Yasmin Sitaram
(626) 449-4743

DPR Construction Inc.,
Melissa Bargman (626) 463-1265
Harvest Rock Church,
Pastor Angie DeForrest
(626) 794-1199

Lasik Today, Harout Khanjian
(626) 641-0448

Lindamood – Bell Learning Center,
Barbara Mills (626) 396-0865

NATHA (Neighbor Acting Together
Helping All) Celestine McFearn
Walker (626) 794-5889

New Tang Dynasty Television
(NTDTV), Vivian Duan
(626) 376-8778

Rising Sun & Co.,
Karol Ann Bergman
(626) 793-3479

Wine Detective, Yulia Melster
(626) 676-7227

Zilk Inc., Taunya Zilkie
(310) 801-0320

Art Center Offers Chamber Members' Discount to Mobility Summit

Art Center College of Design is offering the first ten Chamber members to register for *Expanding the Vision of Sustainable Mobility*, a professional summit being held at the **Pasadena Convention Center** on February 17th to 19th. The summit brings together leading thinkers, theorists and practitioners to consider and discuss was in which environmentally friendly transportation modes can be built, designed, and popularized.

Speakers and presenters scheduled to attend include **Don Abraham**: Futurist; Director of Development, Social Technologies, **John DeCicco**: Environmental Defense Fund, **Cecilia Estolano**: CEO, LA Community Redevelopment Agency, **Suzanne Hunt**: Founder and Principal Hunt Green, LLC, **R. Preston McAfee**: Vice President and Research Fellow, Yahoo! Research and **Mary D. Nichols**: Chair, California Air Resources Board

In order to receive a \$250 discount Chamber members should use the code PAS303 in the "Full Summit Discount Code" field. For more information or to register, please visit www.artcenter.edu/summit.

Renewing Members, Dec. '08

ONE TO FIVE YEARS

A Noise Within
 Andrew Gore, O.D., Optometrist
 Assist Management Consulting, LLC
 Calamigos at L.A. Equestrian Center
 Dave & Buster's
 Express Employment Professionals
 Haines Acupuncture
 Kabuki Japanese Restaurant
 Liberty Tax Service
 McGraphics Design
 Protravel International
 The UPS Store #4359
 US Bank

SIX TO NINE YEARS

Independence for Families, A Non-Profit Corporation
 Odyssey Charter School

TEN TO FOURTEEN YEARS

Arga Controls
 Business Networking Alliance/
 BizNet
 El Portal Restaurant
 Historic First Lutheran Church
 Holiday Inn Express Hotel and Suites

FIFTEEN TO FIFTY YEARS

Allied Waste Services
 Comfort Inn – Pasadena
 Crown Coffee Services, Inc
 Donald J. Gaspard, M.D.
 Embassy Suites Hotel
 Fedde Furniture Co.
 Gilbert G. McCoy
 Malmberg & Associates
 Read Communications
 The Rule Company, Inc.
 UCLA Athletic Department
 Villa Esperanza Services
 Westway Inn

MORE THAN FIFTY YEARS

Anderson Business Technology, 90 yrs.
 Crowell, Weedon & Co, 56 yrs.
 George L. Throop Company, 85 yrs
 Hahn & Hahn, LLP, 84 yrs.

Star-News, Business Life Offer Members Ad Discounts

The Pasadena Star-News is generously offering members of the Pasadena Chamber of Commerce a 25% discount on display advertising. To take advantage of this timely opportunity to promote your business in the local daily newspaper, please call Maria Standefor at (626) 578-6300, extension 4504.

Business Life magazine publisher John Krikorian is offering new Chamber members an advertising discount of 25% for print ads in the monthly magazine. This offer may include free online display advertising or discounted rates for online banner ads. For further information on this offer, please visit the new redesigned Business Life website at www.businesslife.com.

In Our Lifetimes... Celebrates Black History Month in Pasadena

The City of Pasadena, The San Gabriel Valley Black Business Association and other community groups are celebrating Black History Month with events throughout February. A gala lunch, the Red, Black and Green Honors Luncheon, will honor Community Grand Marshall Lena Kennedy at Brookside Golf Club on Saturday, February 7th at 3:00 p.m. Cost is \$50.

Friendship Baptist Church in Pasadena hosts a free gospel concert on Sunday, February 15th at 3:00 p.m.

On Saturday, February 21st the Black History Parade kicks off from Charles White Park in Altadena at 10:00 a.m. The parade travels down Fair Oaks Avenue before ending at Robinson Park in Pasadena. Celebrities, local dignitaries, musical groups and community leaders will take part in the parade. Following the parade, a community celebration takes place in Robinson park. The free event features info booths, food and entertainment.



Member News

The Armory Center For the Arts received support from the U.S. Department of Education for its Artist Teacher Collaborative program with the Pasadena Unified School District. *The Brewery Project, 1993 to 2007: the Finale* continues in the Armory's Caldwell Gallery through March 1st.

On Sunday, January 11th, the Historic First Lutheran Church of Pasadena hosted the Reverend Dr. Larry Stoterau, Bishop / District President of the Pacific Southwest District of the Lutheran Church - Missouri Synod. Dr. Stoterau's visit included a worship service and sermon. For information on the Historic First Lutheran Church visit historicfirstlutheran.org.

Kidspace Museum hosts *Free Family Night* on the first Tuesday of each month from 4:00 p.m. to 8:00 p.m. For more information, visit the Kidspace website at www.kidspacemuseum.org.

Santa Anita Park hosts the 2009 Breeders' Cup meet on November 6th and 7th. Visit the Great Race Place and enjoy thoroughbred racing at its best as the top horses in the world compete. Visit www.santaanita.com for more information.

Touché Salon and Spa on South Lake Ave is lending its support to Rosemary Children's Services. On Friday, January 30, 2009, 5% of all service sales were donated to Rosemary Children's Services. Services offered at Touche Salon include: Hair Services, Tanning Services, Scalp Treatments, Massages, Manicures, Pedicures, Facials, and More. Touché is located at 584 South Lake Avenue in Pasadena. For more information or to schedule an appointment, please call (626) 795-8888.

Pasadena Senior Center and the Old Pasadena Management host their annual golf tournament on Monday, March 23rd at La Canada Flintridge Country Club. Cost to play is \$250 per player. For more information, call (626) 795-4331.

The Pasadena Arts Council has initiated a Business 100 program that seeks to partner the area's arts community with supportive Local Businesses. For more information on the program, visit the Arts Council website at www.pasadenaartscouncil.org.

The Pasadena Public Library offers programs and activities for all ages. For information on homework help, activities, services and programs, please visit www.cityofpasadena.net/library.



PASADENA CHAMBER OF COMMERCE
 865 EAST DEL MAR BOULEVARD
 PASADENA, CA 91101
 (626) 795-3355
 (626) 795-5603 FAX
 WEBSITE: WWW.PASADENA-CHAMBER.ORG

**Pasadena Chamber of Commerce
 Mission Statement**

**"We are an effective economic and political force
 for our membership."**

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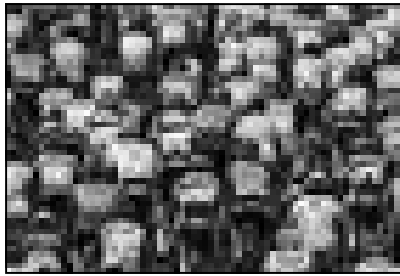
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**Amgen Tour Returns
 to Pasadena**

The **Pasadena Center Operating Company** is proud to host, for a second year, America's most prestigious cycling race, the *Amgen Tour of California*. The event will take place on February 21, 2009 at the Rose Bowl. Included is a *Lifestyle Festival, Kid Zone, Free Kids Bike Race & Educational Programs for Local Schools*. All are great opportunities for businesses to support the community! For more information, please call Janet Zaldua at (626) 793-2122, extension 203 or visit www.visitpasadena.com/ATOC.



Inspire Pasadena, a new arts-based, transformational youth development program for at-risk students, sponsored by the 2009 class of **Leadership Pasadena**, is seeking partners to help inspire kids. *Inspire Pasadena* will use the arts as an inspirational tool and a platform for personal development and to build life skills. Over an 8-week period, the program will allow the students to explore, expand and experience themselves and the world around them in a life-changing way, and place them on a path to personal, academic, and career success. For additional information, please email Chris Williams at chris.williams@huntingtonhospital.com.

**Special Offer for Chamber
 Members: Save \$30 on Los
 Angeles Business Journal
 Subscription!**

The nationally award winning Los Angeles Business Journal and the Pasadena Chamber of Commerce have teamed up to offer chamber members a specially discounted one year subscription! For only \$69.95 (a \$30 savings off the regular rate) you'll receive 52 weekly issues, the 2010 Book of Lists (published at the end of 2009) and access to 10 years of archived stories at labusinessjournal.com. Benefit by receiving the best business intelligence about LA County. Please call the circulation department today at (323) 549-5225 and mention code T9PASCH.

Save the Date

Luncheon Alliance

Wednesday, February 4th
 Altadena Town and Country Club, 11:45 a.m.

Breakfast Connection

Thursday, February 12th
 Brookside Golf Club
 1133 N. Rosemont, 7 a.m.

Please review the enclosed flyers for important information about upcoming events, a calendar of Chamber events and special offers and information from other Chamber members.

If you would like to advertise by putting a flyer in the Pasadena Commerce newsletter, please contact Leanne at (626) 795-3355 or email leanne@pasadena-chamber.org for information. Flyers in the newsletter are a very inexpensive way to reach out to Chamber members.

Grow Your Business Exponentially - Free Seminar February 3rd

Marketing expert Craig Valine of the **Glazer-Kennedy Insider's Circle** presents strategies to use marketing to grow your profitability. In this workshop you will learn: the three ways to grow any business; a working definition of what marketing REALLY is; the secret of the marketing parthenon; why you may be a marketing lemming; message, markets and media - and how to use all these to create outstanding results with all your marketing efforts, and much more.

Join us at the Rose Bowl Press Box (1001 Rose Bowl Drive, enter through Gate F) from 8:00 a.m. to 10:00 a.m. for this **free** informational seminar. **A free continental breakfast will be provided.**

The FREE seminar is sponsored by the City of Pasadena, the Foothill Workforce Investment Board and the Pasadena Chamber. For more information or to register please call (626) 744-4660 or visit www.cityofpasadena.net/asbs.

**Chamber, Playhouse District Sponsor
 Workshop on Anti-Smoking Ordinance**

Chamber member **El Portal** generously hosts a seminar on the City of Pasadena's revisions to the anti-smoking ordinance on Thursday, February 5th at 2:00 p.m. The workshop is free to anyone wishing to attend. Sponsored by the **Playhouse District Association** and the Chamber, the workshop features Statice Whitmore of the **City of Pasadena Health Department**. Ms. Whitmore will explain the revisions, discuss impacts on businesses and review enforcement procedures.

The workshop is specifically designed for those whose business may be directly impacted by the new regulations, especially restaurants, entertainment venues and shopping centers.

There is no cost to attend the workshop, and pre-registration is not required. El Portal is located in Arcade Lane at 695 East Green Street in Pasadena.

Save a Tree and a Stamp

If you would prefer to receive the Chamber Newsletter via email in electronic form, please email your request to kelly@pasadena-chamber.org.