

PASADENA Commerce

November, 2010

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

VOL. 5, NO. 11

President's Message

The Pasadena Chamber is an independent organization. While we have many partnerships and associations, we do not belong to or financially support either the California Chamber of Commerce or the United States Chamber of Commerce. There is good reason for that.

On occasion the positions taken by the CalChamber and U.S. Chamber are in direct conflict with the interests of our members. That can have a negative impact on the Pasadena Chamber. Further, each of our organizations represent the business community, though at very different levels. Our focus is on our members and the local business community and economy. Unlike either of the larger organizations, the Pasadena Chamber does not support or endorse candidates for office.

Your Chamber has to work closely with those who are elected. To do that, we need to maintain positive relationships with officeholders who can impact our members or our ability to serve our members.

We do not pay dues to, or hold membership in, organizations that might use our dues for advocacy on behalf of candidates or causes. We prefer to make our own choices.

Our membership is very diverse. Your opinions and political beliefs are as varied. You can also be passionate. The Chamber's Legislative and Government Affairs Committee members, and our Board of Directors, also hold very divergent political views. When the committee and Board review legislation it is with the understanding that they reflecting the views of our entire membership and need to consider how the entire membership may be effected.

When we report positions taken, we are clear that it is the Board of the Chamber that has taken a position, and that individual members may have divergent views. In representing the Chamber membership, it is important for us to focus on what is best in our unique circumstance.

Chamber President's Breakfast Honors Jeff Throop

The Pasadena Chamber of Commerce will honor **Tournament of Roses Association** President Jeffrey L. Throop at our annual Breakfast at the **Westin Pasadena** on Thursday, December 2, 2010. Breakfast begins at 7:30 a.m. followed by a festive celebratory program.

You can help celebrate *Building Dreams, Friendships and Memories* the theme for the 2011 Tournament of Roses with our honored special guests the Rose Queen and the Royal Court, as well as Tournament presidents past, present and future.

A highlight of the morning's breakfast is a chance to hear from Jeff Throop, President of the Tournament of Roses for the 2011 Rose Parade and Rose Bowl Game share his experiences representing the Tournament as President.

Jeff Throop's family business, The George L. Throop Company, has been an important Chamber member since 1923.

Tickets to the Tournament Breakfast are \$65 each. Corporate tables of ten are \$600 and sponsorships are \$750. Those sponsoring the event receive a table with recognition and will enjoy breakfast

with the Rose Queen or a member of the Royal Court as their guest. Self parking is included in the cost of breakfast and sponsorship. Invitations will be in the mail soon. If you have not received your invitation by October 30th or would like more information please call the Chamber office at (626) 795-3355.



Pasadena Center Wins LEED Gold Certification

The **Pasadena Center** was honored by the U.S. Green Building Council with LEED Gold certification for the recent renovation and construction of the new exhibition hall. LEED (Leadership in Energy and Environmental Design) certification recognizes projects that incorporate energy efficiency, water conservation, recycling of construction waste and reduced impacts on the environment. Pasadena Center is one of only three U.S. convention centers to earn the gold designation.

QLess Named Best Company at American Business Awards

QLess was honored as Best Overall Company of the Year-100 Employees or Less at the 2010 American Business Awards ceremony at the Marriott Marquis Hotel in New York's Times Square. "We are honored to be recognized alongside global leaders like Apple, Ford and Salesforce.com," QLess founder Alex Backer said in an email. "I would like to thank our customers for their support and willingness to make or vision of a world without lines a reality for well over half a million Americans and growing."

QLess designed and markets a software and mobile phone application that makes waiting in line obsolete. Customers can make appointments and reservations through their mobile phones and track whether their appointment is on schedule. Currently, QLess has contracts with community colleges, the Kansas Department of Motor Vehicles and several restaurant and retail chains.

New Members, September, 2010

ArcLight Cinemas, Jessica Kelly
(626) 568-9651

Audio Production & Design Service,
LLC, Fredrick W. Boot, Jr.
(626) 345-0044

Consumer Capital Group, Kate Guo
(626)802-7536

Dependable Computer Guys, Inc,
Brent Whitfield (818) 541-9195

Edward Jones Investments – Marengo
Avenue, Arnetta Tolley (626) 744-2740

Law Offices of Vanessa Terzian,
Vanessa Terzian (818) 864-6174

MonteCedro, Peggy Buchanan
(626) 396-7126

Mothers' Club Family Learning Center,
Susan Kujawa (626) 792-2687

Premier World Discovery, Afrodite
Pastroumas (562) 612-4521

Progressive Management Resources, Inc.
Heidi-Jane Olguin (213) 430-5200

Roses Road, Inc., Deborah Laux
(626) 398-1175

ServPro of Arcadia & Pasadena North,
Gabrielle Burr (626) 447-4111

Sign A Rama, Prentice Johnson
(626) 792-1694

SoozEvents!, Sue Cook (626) 253-1323

Ten Thousand Villages of Pasadena,
Sam Bills (626) 229-9892

Member News

The Pasadena Police Activities League's Annual Fund Drive supports programs for hundreds of at-risk youth in the Pasadena area. If you are interested in supporting these efforts, send an email to kerryslater@me.com or call (626) 536-1307. PAL will honor Mike and Sally Horner of **Tom Sawyer Camps** at their annual Golden Badge Awards in March, 2011.

John Moran Auctioneers offers free monthly walk-in valuation days for fine art, antiques, jewelry, silver, clocks, watches and more. Moran Auctioneers' experts will provide free verbal valuations on Wednesday, November 10th from 9:00 a.m. to 1:00 p.m. at their offices at 735 West Woodbury Road in Altadena.

Foothill Unity Center is looking for help during the holiday season. If you can host a food drive, decorate holiday angels, donate time to sort and distribute to needy families or help with fundraising events, call (626) 358-3486 or email rweaver@foothillunitycenter.com.

Kaiser Permanente's ALL/PHASE initiatives were honored by the Care Continuum Alliance with the Quality Impact Award at the Forum 10 conference in Washington, D.C. ALL/PHASE are programs designed to reduce incidents of heart attack and stroke among patients who are particularly at risk.

Prospect Park Books releases *Helen of Pasadena*, a romantic comedy set in the Crown City of the Valley, on November 1st. The 2010 edition of *EAT: Los Angeles* is currently on the shelves of our member bookstores, **Vroman's** and **Borders**.

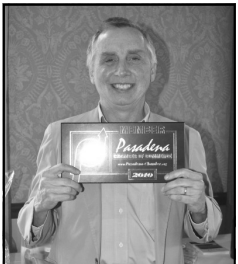
Parson's Nose Productions presents *Everyman* a free lunchtime classic on Friday, November 26th at noon. Call (626) 403-7667 for more information.

Gold Class Cinemas is the ultimate venue for a corporate event or private party. Experience the comfort, service and selection that only Gold Class can offer. For information call (626) 639-2265.

Lance Davis of **Parson's Nose Productions** was presented with his new member plaque at the October Luncheon Alliance networking event. Deborah Laux of **Roses Road, Inc.** and Vanessa Terzian of the **Law Office of Vanessa Terzian** were recognized as new members along with Jack Gao and Kate Guo of **Consumer Capital Group**.

All new members at the monthly Luncheon Alliance and Breakfast Connection are introduced. Everyone in attendance at the networking lunch or breakfast has a chance to briefly describe their business to everyone in attendance. There is also time for informal networking before and after the lunch. New members all receive a coupon good for attendance at either the monthly breakfast or lunch. Everyone at lunch or breakfast can promote their business to all who attend.

Sue Cook of **SoozEvents!** and Robert Young and Celine Chao of the **Asian Chamber of Commerce, Las Vegas** were welcomed as new members at the Breakfast Connection in October. Carilyn and Mark Higa with **Modern Art Pictures** were also recognized as new members at the event.



Renewing Members, September, 2010

One to Five Years

Character Works!
Cushman & Wakefield
Dr. Juan Francisco Lara
Heritage Square Museum
Inland Community Bank, N.A.
J Beverly Hills Salon
Neurofeedback & Neurorehab
Institute, Inc (NNRI)
Oak Knoll Kinderhaus Montessori
Pacific Harps
Pankow
Pasadena Outlook Newspaper
Pie 'N Burger
Raymond Restaurant
Redstone Commercial Real Estate
Rose City Lavanderia
Silverado Senior Services
Spark Systems
Steven Sorell, Attorney at Law
W.J. Bradley Mortgage
Westcoast Companies, Inc
WOW! Events Productions
YWCA Pasadena-Foothill Valley

Six to Nine Years

Alliance Francaise de Pasadena
Community Health Alliance
Pasadena
IAAP Pasadena Chapter
Image Quest Plus, LLC
Rose Bowl Tennis
Terraces at Paseo Colorado
Westside Rental Connection

Ten to Fourteen Years

Arroyo Parkway Self Storage
Carroll & Co.
City of Hope
HEAR Center
LACERA (L.A. County Employees
Retirement Association)
Verdugo Hills Showtime Chorus

Fifteen to Fifty Years

A. J. Longo & Associates
Angels School Supply
Binney, Chase & Van Horne, Inc.
Charter Business
Clearman's North Woods Inn

Ernesto's Fine Jewelry

Hillsides
Kaiser Permanente – Walnut Center
Marlinda Imperial Convalescent
Hospital
Mi Piace
Minasian & Associates
Morgan Stanley Smith Barney
Vagabond Inn Executive

More than Fifty Years

Bryan's Cleaners, 71 yrs.
Christie, Parker & Hale, LLP, 56 yrs.
Fuller Theological Seminary, 65 yrs.
Jenkins Bowler LLP, 59 yrs.

Contact information for all Chamber members is posted to our online directory at www.pasadena-chamber.org. Please patronize fellow Chamber members. Often they provide discounts to other members and can be counted on to be among the best at what they do.

Chamber Member Milestones



Chamber staff helped new member **Consumer Capital Group** hold a ribbon cutting at their Los Angeles office.

Trademark Development opened their newest mixed use development project, *Brigden-Allen Classics*, with a reception, tour and ribbon cutting. Council members Margaret McAustin and Chris Holden were on hand for the celebration along with Pasadena City Manager Michael Beck and Director of Housing Bill Huang. Mayor Bogaard made opening remarks before Chamber Board member Joel Bryant cut the ribbon on his latest development.

Pasadena Language Center opened this past summer with a grand ribbon cutting. Pasadena Language Center has classes in dozens of languages for all proficiency levels.

Community Health Alliance of Pasadena opened a new urgent care clinic in east Pasadena with a grand opening and 'ace bandage' cutting. The newly refurbished space houses an urgent care clinic and other related services. Along with

the **City of Pasadena**, partners in the project include **Huntington Hospital** and **Kaiser Permanente**.



Get it Organized hosted a reception at the Chamber offices where we staged a ribbon cutting to celebrate the business joining the Chamber. **Bella's Gourmet Pizza** provided delicious food for the event.

New member **The Counter** hosted our September After Hours social and mixer. To celebrate the new restaurant in Pasadena's Shopper's Lane, the Chamber held a grand ribbon cutting.





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Pasadena Chamber of Commerce Mission Statement

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

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OFFICERS

Dennis Buckley, Chair	George Falardeau, Chair-elect
Paul Little, President & CEO	Ray Serafin*, Immediate Past-chair
Joe Flores, Secretary	Patty Waggoner, Treasurer
Wendy Anderson, Vice-chair	Bob Baderian, Vice-chair
Michael D'Antuono*, Vice-chair	CL Keedy, Vice-chair

BOARD OF DIRECTORS

Joseph Anthony	David Saeta
Heidi Bloks	Robin Salzer
Joel Bryant	Sylvia Samuelson
Ron Carter	Evan Scott
Willis Chapman*	Tony Tartaglia
Thomas Daly	Christopher Williams
Joe Flores	Darryl Dunn**
Ben Green	EricDuyshart**
Blake Longo	Mike Ross**
Guy Mehula	Sally Bixby**
Steve Rodgers	*past chair **ex-officio

STAFF

Kelly Shearer, Office & Member Services Manager
Leanne Goff, Events & External Services Manager
Linda Whaley, Staff Support Services

Save the Date

Luncheon Alliance

The Luncheon Alliance will be held on Wednesday, November 3rd at **Altadena Town and Country Club**, 11:45 a.m. **PartyLite** sponsors the lunch.

Breakfast Connection

Thursday, November 11th at **The University Club** at 175 N. Oakland Avenue in Pasadena at 7 a.m.

Breakfast Connection is sponsored by **Intimate Opera Company**.

Please reserve by 5:00 p.m. on the Monday prior to the event to avoid paying extra.

Please review the enclosed flyers for information about upcoming activities, our calendar of events and special offers and information from fellow Chamber members.

To receive the Chamber Newsletter electronically, email kelly@pasadena-chamber.org.

ResultWorx and Chamber Host Free Technology Tuesday Seminars at University Club

Jim Locke of **ResultWorx Technology Group** and the Chamber partner to present a monthly series of seminars on technology on the third Tuesday of each month at 9:00 a.m. at **The University Club**.

Join us for Technology Tuesday on November 16th at 9:00 a.m. at the University Club for *Mobile Solutions*. RSVP to (626) 795-3355.

Advertise in Our Chamber Newsletter

The Chamber offers a very inexpensive way to advertise with fellow members. Put a flyer in the newsletter. We mail to 800 members and email to another 1750. For a modest insertion fee, you can let the Chamber stretch your advertising dollars. For more information, please contact Leanne at the Chamber.

Pasadena Weekly Knows: Pasadena Chamber Members Are the Best!

Pasadena Weekly announced their *Best of Pasadena* winners in October. As always, Pasadena Chamber members led in most categories. In addition to Board member and *Best Citizen* Robin Salzer, recognitions included more than 100 Chamber members:

Annual Event: Tournament of Roses (Rose Parade)	Italian: Il Fornaio, Celestino Ristorante
Gallery: Huntington Library, Art Collections and Botanical Gardens	Japanese: Kabuki, Sushi Roku
Citizen: Robin Salzer (Robin's)	Mexican: El Portal, Mijares
Cultural Festival: Make Music Pasadena (Old Pasadena)	Seafood: McCormick and Schmick's
Institute of Higher Learning: Caltech, Pasadena City College	South American: Choza Mama
Kids/Family Spot: Kidspace, Bing Children's Garden at Huntington Library, Art Collections and Botanical Gardens	Spanish: Bar Celona
Charity: Five Acres, Union Station, Pasadena Humane Society	Thai: President Thai
Museum: Kidspace	Live Music: Bar Celona
Outdoor Recreation: Brookside Park (City of Pasadena)	Live Music Venue: LA Arboretum
Place of Worship: All Saints Church	LiveTheater: Pasadena Playhouse, Theatre @ Boston Court
Place to Work: Caltech, Kaiser Permanente	Margaritas: Mijares, El Portal
Preschool: Lake Avenue Preschool	Movie Theater: Arclight, Gold Class
Public Employee: Joel Murphy, Edward Dallas (City of Pasadena)	Bar: Magnolia Lounge, Neomeze
Public Official: Mayor Bill Bogaard, Councilman Chris Holden (City of Pasadena)	Beer Selection: Barney's Beanery
Public Schools: Don Benito, Pasadena High (PUSD)	Cocktails: Neomeze, Magnolia Lounge
Teacher: Tina Renzullo, Suzanne York (Pasadena Unified School District)	Comedy Club: The Ice House
Mortgage Broker: Brett Stumm, Kennedy Capital	Concert: U2 at the Rose Bowl
Restaurant: Kabuki	Happy Hour: Magnolia Lounge
New Restaurant: Bonnie B's Smokin' BBQ Heaven	First Date: Huntington Library, Old Pasadena
Cheap Eats: In 'n Out, King Taco	Place to Watch the Game: Barney's Beanery, Ix-Tapa Cantina
Outdoor Dining: La Grande Orange Cafe	Radio Station: KPCC
Restaurant Staff: Bonnie B's, La Grande Orange	Wine Selection: Vertical Wine Bar
Family Restaurant: Kabuki, Robin's Woodfire BBQ	Attorney: R. Scott Jenkins (Hahn & Hahn)
Special Occasion Dining: Raymond Restaurant	Auto Repair: Douglas Auto Body
Late Night Snack: King Taco	Chiropractor: Dr. Seth Mittleman (Chiropractic Health Center)
Sunday Brunch: The Langham Huntington	Dance Studio: Arthur Murray
Take out: In 'n Out	Dentistry: Dr. Michael S.Yung, DDS
Barbecue: Robin's	Dry Cleaner Bryan's Cleaners, Pasadena Laundry
Buffet: Souplantation	Fitness/Weight Loss Program: Breakthru Fitness
Burger: In 'n Out, The Counter	Golf Course: Brookside, Altadena, Eaton Canyon
Caribbean: Kingston Cafe	Hospital: Huntington Hospital, Methodist Hospital
Chinese: Panda Inn	Hotel: Langham Huntington, Westin Pasadena
Dessert: Dots Cupcakes	House Cleaners: Magic Cleaners
Ice Cream: Cherry on Top	Party Rentals: Dolphin Party Rentals
Indian Food: All India Cafe	Senior/Assisted Living: Fair Oaks by Regency Park, The Oaks of Pasadena

Night Time Networking at Villa Sorriso

Villa Sorriso hosts our November Chamber After Hours social and mixer on Thursday, November 18th at 5:00 p.m. at 168 West Colorado in Old Pasadena. Enjoy food, drink, fun and networking with Chamber friends. 90 minutes of FREE parking is available in the city garage on DeLacey. **Chamber members get in free.**