

President's Message

Many benefits of membership in the Pasadena Chamber involve ways you can promote your business through no- and low-cost opportunities to increase awareness of your business, product or service.

The Pasadena Chamber invites members to submit information and news for the weekly Member News section of our e-Bulletin. Submit a brief paragraph or two of unformatted text, with contact information, to paul@pasadena-chamber.org. The listing is free for members.

Chamber members can also place flyers in our Pasadena Commerce newsletter at a modest cost of \$150 for a basic insert. That is mailed to 800 members and e-mailed to another 2400 members, business and community leaders. Email leanne@pasadena-chamber.org for information.

In 2013, we will begin selling banner advertising on our Pasadena Chamber of Commerce website. For \$75 per month your banner ad can run on the Chamber website and be visible to the 12,000+ who visit the site each week. (Subscription discounts will apply, as well.)

Sponsorship of Pasadena Chamber events is an opportunity to showcase your commitment to the Chamber, our community and your fellow members. You can support our Inaugural Gala, President's Breakfast, Golf Tournament or Taste of Pasadena/SIP-tember Grand Finale. For sponsor information email leanne@pasadena-chamber.org.

Our networking Luncheon Alliance and Connection Breakfast are an opportunity to meet business people and potential collaborators, and promote your business. You can enhance that opportunity by spending \$200 to sponsor one. For information on sponsorship of the breakfast or lunch, email kelly@pasadena-chamber.org.

The Pasadena Chamber has many ways we can help you prosper. Call our office at 626-795-3355 to find out how we can help your business in 2103.

Pasadena Chamber Golf Tournament Tees Off at Brookside on Friday, April 12th

Join Pasadena Chamber of Commerce members, business and community leaders for the annual *Pasadena Chamber of Commerce Golf Tournament* on Friday, April 12, 2013, at **Brookside Golf Club**. Shotgun start is at 12noon following the putting contest. Registration begins that morning at 10:30am.

Anyone wishing information or who wants to sign up to play or sponsor the tournament can call the Chamber at 626-795-3355 or email leanne@pasadena-chamber.org.



Information and sign up forms are posted at www.pasadena-chamber.org.

Golfers of all abilities are welcome. The Tournament can only accommodate 144 golfers, so register early. The Chamber holds a raffle, sells mulligan packages, hosts putting, longest drive and closest to the pin contests and adds a few special nuances to play, making the tournament fun for everyone. **Volkswagen Pasadena** is donating a 2013 VW Jetta as the hole-in-one prize. Pasadena

Chamber members are invited to donate a raffle prize to promote their business.

All golfers get golf, a cart, gifts, on-course snacks and a hosted cocktail reception and awards ceremony. You can sign up as a single, two, three or foursome. Cost for golfers is \$150 each or foursomes for \$600. The cocktail reception costs \$50 for those who want to attend but don't golf.

Sponsorships are also available. For \$2500, Gold Sponsors receive signage recognition, two foursomes, the cocktail reception, two tee signs, a 'thank you' award and recognition in event publicity and materials. Silver Sponsorships are \$1500 and include one foursome, the reception, a tee sign and publicity recognition. Advertising tee signs are \$100 each. The awards reception and bar can be sponsored for \$3000.

Our spring golf tournament is a very popular event. Golfers get an afternoon of fun that raises money to support events and activities that benefit the Pasadena Chamber membership.

Cheeseburger Week Returns January 13th to 18th

Cheeseburger Week celebrates the invention of America's favorite food in its birthplace: Pasadena. From January 13 to 18, 2013, Pasadena salutes Lionel Sternberger for his mastery, insight, innovation and daring in placing a piece of cheese atop a hamburger for the first time in culinary history at the Rite Spot in Pasadena in 1924.



Restaurants, burger stands, bars and lounges will celebrate Cheeseburger Week with special offerings, creative interpretations of the cheeseburger and cheeseburger alternatives. Ever wonder how a sushi restaurant would interpret the cheeseburger? Are you curious to taste a Latvian-inspired crepe version of a cheeseburger? From lunch counters to white table cloth restaurants, the cheeseburger rules in Pasadena from January 13th to 18th.

Come to Pasadena for a Cheeseburger Crawl, take the Cheeseburger Challenge and celebrate Pasadena's culinary legacy in the city where the cheeseburger was invented. For more information visit www.pasadenarestaurantweek.com.

New members (Clockwise from right) at our Luncheon Alliance in October, were **Fair Trade Pasadena's** Diana Percival and Maya Sharp. In November, we met new member Adeniz Villar with **Therapy** (women's clothier in Old Pasadena).



Jason Lane with **Dorsey Wright Money Management** was also introduced. We also met Tarek Shawky of the **Law Office of Tarek Shawky**. New member Marianne Emma Jeff of **Women's Business Momentum Center** was recognized. **Parallel Me's** Christopher Girdwood was also recognized. We met Aja Guy of **Eye Heart Art** at December's lunch. **Steven Unruh Licensed Psychotherapist** was also introduced. We also met Yolanda Jenkins and Parviz Payghamy of **Aahoo Art Gallery**. Laynie Eiler and Marty Davich of **Bodega** were also introduced at the lunch.



(Clockwise from right) At our Connection Breakfast in November we introduced Adriana Bianchi with **Bones, a Family Chiropractic Wellness Center**, Victor Orozco with **Box Stream TV** and **Maria Vargas, Licensed Marriage and Family Therapist**. Tanya Jones with **Legal Shield** was recognized as a new member along with Gina DeCiccio, Cameron Boyle and Jose Lopez with **Chase's** newest Pasadena Branch. Kevin Nakanishi with **Pasadena Patch** was introduced, as well. In December, we met new member **Laura Flores**, a realtor with **Coldwell Banker** and Deanie Nyman with the **Storrier Stearns Japanese Garden**.

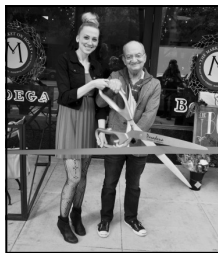


Chamber Member Openings and Celebrations

(Clockwise, from right) Laynie Eiler and Marty Davich cut a ribbon to celebrate the opening of **Bodega** in Old Pasadena. Next door, **Therapy** opened with a ribbon cutting. **BJ's Restaurant and Brewhouse** opened its Pasadena location with a celebration and ribbon cutting.

Amara Chocolate and Coffee

celebrated joining the Chamber with a ribbon cutting. Renna Rhea opened **Healing Lotus Acupuncture** with a ribbon cutting. Mayor Bill Bogaard joined Parviz Payghamy to help opened **Aahoo Art Gallery**.



New Members for October, 2012

Aahoo Art Gallery, Parviz Payghamy (626) 789-0424
 Alliance Auto Body, Anna Holubowski (626) 585-9909
 BJ's Restaurant & Brewhouse,
 Shumaila Panhwar (714) 500-2451
 Bottom Line Solutions, Inc., David Sonke
 (949) 707-1311
 Chase-Fair Oaks Ave., Gina DeCicco (626) 440-7083
 Clearman's Gallery, aka The Boat
 Drew Hopkins, (626) 286-3075
 Cynthia Brooks Distinctive Catering, Inc.
 Cynthia Porter, (626) 793-4420
 Dream Law-Immigration, Bankruptcy & Divorce
 Sanjay A. Paul, (888) 373-2602
 Erik's Auto Body Shop, Amir Eftekhari (626) 795-4001
 Finch Tree, Daniel Goyette (626) 286-2716
 IT SystemHouse, Inc., Kevin Lee (626) 626-7170
 J & J Roofing Company,
 Sandra de la Tejera (310) 706-1896
 Law Office of Tarek Shawky, Tarek Shawky
 (323) 393-3301
 Opportunity International,
 Dan Bodwell (626) 818-1222
 Sauce LA, Shawna Dawson (626) 229-9661
 Slater's 50/50, Brooke Schommer (626) 765-9700
 Stone Brewing Company-Pasadena,
 Erin Squillace (626) 440-7243
 The ATM Guy, Scott Becker (858) 717-9996
 YogaWorks, Regan Doyle (626) 381-9785

New Members for November, 2012

Americana at Brand, Sofia Padilla, (818) 637-8900
 Bones, A Family Chiropractic Wellness Center
 Dr. John Bianchi, (626) 795-3456
 CEOSpace, Donald "Donnie" Knips (310) 709-3413
 Clara Abedian, Keller Williams Realty (818) 414-2115
 Dog Haus Biergarten,
 Razmig Mahrouk (626) 683-0808
 Dog Haus, Shant Mahrouk (626) 577-4287
 Donna Louise Seron Interiors,
 Donna Louise Seron (626) 399-2323
 Dorsey, Wright Wealth Management,
 Jason Lane (626) 535-0630
 Executive Automotive,
 Steve Sarkissian (626) 791-0123
 Eye Heart Art, Aja Guy (424) 543-4446
 Fairytale Beginnings, Tawana Carter (626) 487-0066
 Fine Tune Teen Strengths,
 Arthea Larson (626) 486-9940
 Healing Lotus Acupuncture,
 Renna Rhea L.Ac, RN (310) 836-8858
 Law Offices of R. Ross Jacinto,
 R. Ross Jacinto (626) 304-7766
 LD Consultants, Lilian Smith (310) 600-9157
 Legal Shield, Tanya Jones (626) 831-3066
 Maria Vargas, Licensed Marriage & Family
 Therapist, Maria Vargas (213) 819-6404
 Meg Middleman-Dilbeck Real Estate (626) 441-3449
 Memory Lane Cuisine,
 Marguerite Duncan (626) 676-5619
 Pasadena Patch, Kevin Nakanishi (626) 318-2896
 Pure Barra Pasadena, Alexis Hovden (626) 765-9400
 RedWhite+Bluezz, Andre Vener (626) 792-4441
 Therapy, Adeniz Villar (626) 568-9905
 Women's Business Momentum Center,
 Marianne Emma Jeff (323) 222-7950
 ZO Skin Health, Sandra Obagi (626) 795-0067

Renewing Members for October, 2012

One to Five Years

1810 (Eighteen Ten)
 CCSR Commercial Capital
 Century 21 Golden Realty
 Classic Collision Center
 Dr. Juan Francisco Lara
 Eric Olberz, CPA
 Flintridge Center
 Historic Resources Group
 John Moran Auctioneers, Inc.
 Kolook, LLC
 Lucky Car Wash
 Malbec Cuisine
 MARS Appliance Repair Service
 Mercado Insurance Services
 Ruth's Chris Steak House
 Satori Design Group, Inc.
 Shepard HR Solutions
 Sofa Company
 Waste Less Living, Inc.

Wayne S. Nakamura, D.D.S., Inc.
 WebMagic, Inc.
 Wells Fargo Bank

Six to Nine Years

Club Champion Gymnastics
 Eugene Masuda
 Huntington Marketing
 & Public Relations
 Japon Bistro
 Pacific Harps
 PartyLite

Ten to Fourteen Years

CALSTART
 Kiwanis Club of Pasadena
 Now You're Poppin'

Fifteen to Fifty Years

A J Longo & Associates
 AbilityFirst

Boys & Girls Clubs of Pasadena
 Californian-Pasadena, The
 Clearman's North Woods Inn
 Comfort Inn "Near Old Town Pasadena"
 Located in Eagle Rock
 Fisher Benefits Resource Group
 Gerrish Swim & Tennis Club
 Hathaway-Sycamores Child & Family
 Services
 Hillsides
 La Salle High School
 Mohawk Management Corporation
 Morgan Stanley Smith Barney
 Pasadena YMCA
 Planetary Society, The

More Than Fifty Years

Cabot & Sons, 61 yrs.
 Christie, Parker & Hale LLP, 58 yrs.
 New York Life Insurance, 64 yrs.
 Volkswagen Pasadena, 51 yrs.

Renewing Members for November, 2012

One to Five Years

ArcLight Cinemas
 Brown Armstrong Accountancy
 Corporation
 Carr Workplaces
 Consolidated Electrical
 Distributors (CED)
 Elizabeth House
 Fitzgerald & Green, Attorneys at Law
 Ganahl Lumber
 Girl Scouts of Greater Los Angeles
 H & R Block
 Harrington Group, LLC
 Hillcrest Retirement Community
 iPic Theaters
 Keller Williams Realty, Ken Parsons
 La Fiesta Grande Mexican Restaurant
 & Cantina
 Labor Ready
 Mayfield Junior School of the
 Holy Child Jesus
 Mothers' Club Family Learning Center
 Pasadena Outlook Newspaper
 Pasadena Quarterbacks Club
 Pasadena Tour Company

Raw Inspiration, Inc.
 Right At Home
 Sorell Law Group
 Town & Country Event Rentals
 W.J. Bradley Mortgage Capital, LLC

Six to Nine Years

Barbara Rocha & Associates
 Benedict & Benedict Plumbing Co.
 Guidance Software, Inc.
 Habitat for Humanity-San
 Gabriel Valley
 HealthCare Partners
 KBD Construction
 South Coast Air Quality Management
 tw Telecom
 Violet's Cakes

Ten to Fourteen Years

Eagle Associates
 IAAP Pasadena Chapter
 Kilroy's Sandwich Factory
 LACERA (Los Angeles County
 Employees Retirement Association)
 Old Fashioned Kettle Korn Co.
 Sign Solutions

Fifteen to Fifty Years

AnKara Designs
 Budincich Chiropractic Clinic, Inc.
 Business Park of Pasadena, The
 Consolidated Disposal Services
 Corcoran Bookkeeping & Tax Service
 Dewey Pest Control, Inc.
 Dolphin Rents
 Fairmont Pharmacy
 Flintridge Sacred Heart Academy
 G. G. & M. Construction, Inc.
 Green Hotel Apartments
 Holly Street Village Apartments
 Holmes Body Shop
 Jane S. Caughey
 Lucas, Horsfall, Murphy & Pindroh, LLP
 Mi Piac
 Pasadena Jaycees
 Pasadena Tournament of Roses
 Paseo Colorado
 Podley Properties
 Richard W. Jackson, CPA
 Rosemary Children's Services
 UCLA Athletic Department

More Than Fifty Years

Vroman's Bookstore, 91yrs.

Chamber Member Openings and Celebrations

(Below, from Left) **Stone Brewing** opened in Pasadena with a beer tasting reception. **In Wine, Inc.** (bottling as Old Oak Winery) opened in Pasadena with a ribbon cutting and wine tasting. **Massetti Caffé Mobilé** opened with a ribbon cutting. **Pasadena Massage Company** christened new offices with a ribbon cutting. **Real Food Daily** celebrated its Pasadena location with a ribbon cutting and Young Professionals of Pasadena reception.



PASADENA CHAMBER OF COMMERCE MISSION STATEMENT: WE ARE AN EFFECTIVE ECONOMIC AND POLITICAL FORCE FOR OUR MEMBERSHIP.

**PASADENA CHAMBER OF COMMERCE
844 EAST GREEN STREET, SUITE 208
PASADENA, CA 91101**

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Luncheon Alliance

There is no Luncheon Alliance in January.

Punchcard sponsors our networking Luncheon Alliance on Wednesday, February 6th at 11:45am. The *Luncheon Alliance* starts promptly at 11:45am at **Altadena Town & Country Club** at 2290 Country Club Drive in Altadena.

Breakfast Connection

Thursday, January 10th at 7am, **Socialize LA** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 North Fair Oaks Avenue.

On Thursday, February 14th, **Sheldon, Mak and Anderson** sponsors the monthly *Breakfast Connection* networking event.

Please reserve by noon on the Monday prior online or by calling (626) 795-3355.

Pasadena Chamber After Hours Social and Mixer

Join us for *New Year Networking* in January as **Central Park Cafe** hosts the *Chamber After Hours Social and Mixer* at 219 South Fair Oaks Avenue in Pasadena on Thursday, January 17th from 5pm to 7pm.

On February 21st, enjoy *Brews with Friends* at **Haven Gastropub + Brewery** at 42 South DeLacey Avenue from 5pm to 7pm.

200 Celebrate at President's Breakfast

The Chamber's annual President's Breakfast honoring 2013 Tournament of Roses President Sally Bixby attracted 200 guests to the **Sheraton Pasadena**. Honored guest President Bixby was accompanied by her husband Harlan. The Rose Court, Madison Teodo, Sonia Shenoi, Kathryn Benuska, Nicole Nelam, Tracy Cresta and Victoria McGregor, and Rose Queen Vanessa Manjarrez were also in attendance along with eight past presidents of the Tournament.

Pasadena Mayor Bill Bogaard, City Manager Michael Beck, Police Chief Philip Sanchez and his wife Deborah, Assistant City Managers Steve Mermell and Julie Gutierrez were joined by **Tournament of Roses** General Manager Bill Flinn. Also at the breakfast were **Pasadena City College** President Mark Rocha and Ezat Parnia, president of **Pacific Oaks College** along with Chamber Board Chair Patty Waggoner and members of the Board, including former Board Chairs Michael D'Antuono, Ray Serafin, Rich Roche, Bob Hunt, Jeanne Brewer, George Falardeau and Dennis Buckley.

The President's Breakfast was generously sponsored by **California Bank and Trust, Corporate Center Pasadena, Kaiser Permanente, Singpoli Capital Corporation** and **Wells Fargo**. Our Chamber Ambassadors Joan De Souza, John Barrett, Victor Buell and Rod Salazar assisted with the event.

Chamber Members Best in Pasadena Weekly Voting

Many Pasadena Chamber members were selected as Best of and Readers' Choice during the annual **Pasadena Weekly** readers' poll. Here are the Shopping and Dining winners (others were published previously):

- Antiques: Novotny's
- Auto Dealer: Rusnak Group, Honda Pasadena, Toyota of Pasadena
- Costume Shop: Starmakers
- Farmers' Market: Pasadena Certified Farmers' Market
- Flea Market: Rose Bowl, PCC
- Movie Theater: Arclight, iPic
- Flower Shop: Jacob Maarse
- Furniture: Fedde
- Gift Boutique: Lula Mae
- Jewelry: Tiffany and Co.
- Bookstore: Vroman's
- Outdoor Furniture: Pasadena Patio
- Specialty Food: Beyond the Olive
- Stationery: Vroman's, Lula Mae
- Thrift Store: ACTS, Goodwill
- Wine Shop: Everson Royce
- Bar: Magnolia Lounge
- Beer/Live Music: KingsRow
- Cocktails: Magnolia, Roy's
- Comedy Club: Ice House
- Happy Hour: Kabuki, Roy's Hawaiian, Ruth's Chris Steak House
- Live Theatre: Pasadena Playhouse, A Noise Within
- Place to Dance: Ix-Tapa Cantina
- Place for First Date: Huntington Library, Vertical Wine Bistro
- Place to Watch the Big Game: Barney's Beanery
- Pub Grub: Haven, Kings Row
- Radio Station: KPCC
- Theater Production: Art at Pasadena Playhouse
- Banquet Hall: Noor, Castle Green
- Wine Selection: Vertical Wine Bistro; redwhite & bluezz
- Best Restaurant/Live Music: redwhite & bluezz
- New Restaurant: Real Food Daily
- Outdoor Dining: Café Santorini
- Special Occasion Dining: Dining Room/Langham, Melting Pot
- Sunday Brunch: Terrace/Langham, Green Street, Mijares
- BBQ: Robin's, Bonnie B's
- Buffet: Souplantation
- Burger/Hot Dog/Cheap: Dog Haus
- Business Lunch: Green Street
- California Cuisine: Green Street, California Pizza Kitchen
- Caribbean: Kingston Café
- Cupcakes: Violet's Cakes
- Deli: New York Deli
- Dessert: POP Champagne
- Family Restaurant: Kabuki, Mamma's Brick Oven Pizza
- French Food: Café Bizou
- Health Food: Tender Greens, Real Food Daily
- Ice Cream: Cherry on Top
- Indian Food: All India Café
- Italian: Celestino's, Gale's
- Japanese: Kabuki, Sushi Roku
- Brewery: Haven Gastropub
- Pizza: Mamma's Brick Oven
- Mediterranean: Café Santorini, Pita Jungle
- Mexican/Margarita: Mijares, El Cholo, El Portal
- Seafood: McCormick & Schmick, Roy's Hawaiian
- Soul Food/Best Staff: Bonnie B's
- South American: Malbec, 1810 Argentinean, Choza Mama
- Spanish: Bar Celona
- Steakhouse: Ruth's Chris
- Taco/Late Night Snack: King Taco
- Tea Room: Huntington Library
- Thai Food: President Thai
- Vegetarian: Real Food Daily