

PASADENA Commerce

January-February, 2015

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

VOL. 10, NO. 1

President's Message

It is that time of year again, yes Rose Parade and Rose Bowl Game time, but also New Year's Resolution time. We all make promises to ourselves about changes we want to make, improvements we want to see or pounds we want to shed.

This time of year is also when the Pasadena Chamber Board approves the annual Program of Work presented by the Chamber staff. In a sense, that is our resolution to the membership—the blueprint for our work and our focus for the upcoming year.

The Program of Work evolves from the work of our committees and the Strategic Planning Meeting the Board holds each September.

For 2015, there are some additions to the Chamber work plan that may offer opportunities for your business.

In the upcoming year, the Chamber will institute a Technology Committee, under the leadership of Board member Justin Tsui of **TeamLogic IT**. The mission of the committee will be to review and make recommendations about our use of technology. As IT services, websites and mobile apps evolve, we want the Chamber to remain at the forefront in our technology use. It is also planned that the Committee will watch emerging developments and potential issues so the Chamber can more readily inform the membership about new technology, regulatory changes and opportunities.

In the Member Services area, the Chamber is exploring a lunchtime series of workshops on topics of interest. We hope to kick this effort off in the spring and will post topics and a schedule once they are finalized.

The Chamber has been investigating Pasadena's entitlement, permitting, inspection and occupancy processes with a panel of experts and customers. We anticipate issuing a white paper in late spring with our findings and recommendations.

The entire Program of Work will be mailed to you with the annual Business Directory, Visitor and Community Guide.

Chamber Golf Tournament April 3rd at Brookside

Join the Pasadena Chamber for the annual Pasadena Chamber of Commerce Golf Tournament on Friday, April 3, 2015 at **Brookside Golf Club**. Golfers of all abilities are welcome. The Tournament can only accommodate 144 golfers, so register early to ensure a place. The Chamber hosts a raffle, sells mulligan packages and adds a few special nuances to play, making the tournament fun for everyone involved.

The tournament begins at 12 noon with a shotgun start. Individual golf package includes golf, cart, gifts, on-course snacks, contests, a hosted cocktail reception and awards. Sign up as a single, two, three or foursome. Cost for individual golfers is \$150; foursomes are \$600. Those who just want to attend the cocktail reception and award ceremony pay \$50.

Parsons and Pasadena Highlands are a Silver Sponsors of the Tournament. John Symes and **Symes Cadillac** will donate a 2015 Cadillac ATS for any golfer who gets a hole-in-one on the designated hole. Chamber members have also donated raffle prizes and give-away items for participants.

Sponsorship opportunities are 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 available for \$1500. This includes one foursome, the reception, a tee sign and recognition. Tee signs can also be sponsored for \$100 each. Other opportunities are available, as well.

For information or to sign up to play or sponsor the tournament call the Chamber at 626-795-3355 or email leanne@pasadena-chamber.org. Online registration is available at www.pasadena-chamber.org/forms/pasadena-chamber-commerce-spring-golf-tournament.



ACCESS: Opportunity Procurement Forum March 11th at Pasadena City College Creveling Lounge

The Pasadena Chamber of Commerce is hosting a procurement event and discussion for our large and small business members who may want to do business together. *ACCESS: Opportunity* is on March 11th at 3:30 pm at the Pasadena City College Creveling Lounge on the main campus at 1570 East Colorado Boulevard in Pasadena. Representatives of large Chamber member companies will discuss how local small businesses can provide products and services to those large customers.

ACCESS: Opportunity is free to Pasadena Chamber members. Parking is \$2 in the lots at PCC. Please RSVP by emailing info@pasadena-chamber.org or calling 626-795-3355.

In the past, the *ACCESS: Opportunity* Procurement Forum has included panel discussion featuring procurement officers from **The City of Pasadena, Jet Propulsion Laboratory, Caltech, Art Center College of Design,**

Pasadena City College, Huntington Hospital and Parsons. Some large companies will have tables at the event to discuss procurement opportunities one-on-one with potential vendors.

In the past, companies providing plumbing services, information technology, electrical supplies and more have developed relationships with large companies. Many continue to do business together today.



New members (clockwise, from right) introduced at our Luncheon Alliance in November were Armando Meza with the **Meat District Company**, Sister Rita Therese and Sister Pia with **Little Flower Educational Child Care** and Gabby Galvan and Samantha Arnowitz with **Soul Cycle**.



We met (below, from left) Dr. Thomas Scotten with **Americans for Better Health, Inc.**, at our networking breakfast in November. We also introduced new members Cari Lyall and Penny Li with the **California Institute for Advanced Management** and Romben Aquino of the **Immigration Law Office of Romben Aquino**.



(Above, from left) Thomas F. Rosenbaum was installed as the 9th president of Caltech in a ceremony on campus. Mayor Bill Bogaard helped cut a ribbon to celebrate the opening of Ice Cream Lab in Old Pasadena.

New Members for October, 2014

Aflac Pasadena, Dan Ellis, (773) 398-0949
Altadena Recovery Center, (626) 765-6905
Chamber Discoveries, Chris Brough,
 (800) 399-7781

duisitD2 Constance Pasadena,
 Martin Nicholson, (626) 898-7900

Ice Cream Lab, Lauren Song, (310) 880-9297

Little Flower Educational Child Care,
 Sister Rita Therese, OCD, (323) 221-9248

Los Angeles Turnout Productions Inc.,
 Leena Akopian, (626) 765-5649

Pasadena Kitchens, Sarah Sweatmon,
 (626) 590-6779

**Plastic Food Service Packaging Group-
 PFPG**, Mike Levy, (202) 249-6614

Push Pull Cardio, Alan Ashley, (310) 430-3442

Regus-Colorado Boulevard, Vee Nalbandyan,
 (310) 499-6547

Simplicity Bank, Sam Najarian, (888) 524-2274

Skin Rituals Inc., Martha "Chach" Onitveros,
 (626) 441-7900

Zero2Sixty Events, Hannah Amoah,
 (646) 283-1610

New Members for November, 2014

All-Phase Electric Supply, Bob Oppermann,
 (818) 843-4111

Chick-fil-A, Adaobi Gwacham, (626) 793-7636

Hearken Creative Services, Loren Roberts,
 (626) 396-1500

Lucky Baldwins Delirium Pub and Café,

Jaime Brokken (626) 355-1140

Lucky Baldwins Pub, Jaime Brokken, (626) 795-0652

Lucky Baldwins Trappiste Pub and Café,

Jaime Brokken, (626) 844-0447

Meat District Co., Fallon Gomezs, (626) 765-9902

Pasadena Ronald McDonald House, Elizabeth Dever,
 (626) 204-0400

Pitfire Artisan Pizza, Ken Dicross, (626) 367-9005

Rita's Italian Ice, Chris Rodgers, (610) 247-2779

Silverlake Collision Center, Gevork or George
 Chilgevorkyan, (626) 844-0108

Waffles de Liege, Lawrence Tai, (626) 384-1592

Renewing Members for November, 2014

One to Five Years

Citrust Insurance Agency
 Collision Auto Repair Specialist
 Fitzgerald and Green, Attorneys at Law
 Foothill Communications
 Golden Heart Senior Care Pasadena
 Hollywood Piano
 iPic Theaters
 Labor Ready-Colorado Blvd.
 LegalMatch
 Massetti Caffè
 Neighbor Face
 Planet Beach Pasadena
 Slater's 50/50
 Springbay Counseling
 Togo's
 Umami Burger Pasadena

Violin Place, Inc.
 Wayne S. Nakamura, D.D.S., Inc.

Six to Nine Years

HealthCare Partners
 Professional Child Development
 Associates
 South Coast Air Quality Management
 District-SCAQMD
 Ted A. Moreno, Certified Hypnotherapist,
 Success Coach
 UBS Financial Services Inc.

Ten to Fourteen Years

Barbara Rocha and Associates
 Mountain View News
 Pro Fitness Network
 Sushi Roku

Fifteen to Fifty Years

Boys & Girls Club of Pasadena
 City of Hope
 Corcoran Bookkeeping & Tax Services
 Event Specialists
 Flintridge Sacred Heart Academy
 Hillside
 Janas Associates/Janas Consulting
 Nick Boswell Photography
 Pasadena Senior Center
 Rose Bowl Stadium

More Than Fifty Years

Christie, Parker & Hale LLP, 60yrs
 Vroman's Bookstore, 93yrs

Renewing Members for October, 2014

One to Five Years

Achieve S.M.A.R.T. Goals
 ATM Guy, The
 Audio Element
 BJ's Restaurants & Brewhouse
 Bottom Line Utility Solutions Inc.
 Bowhaus Pet Company
 Bridges Academy
 Brown Armstrong Accountancy Corporation
 Castrovilla, Inc. dba Blue Earth EMS
 Century 21 Golden Realty
 Chefelle-Personal Chef & Caterer
 Clearman's Galley, aka The Boat
 Collette Vacations
 Confexion Cupcakes & Cake
 The Counter
 DCG Technical Solutions Inc.
 Dog Haus
 Dog Haus Biergarten
 Dolan & Knight Property Management Inc.
 Door of Hope
 Eagle Star Security
 Edgewood Realty Partners LLC
 Elizabeth House
 Erik's Auto Body
 Eye Heart Art
 Finch Tree, A Division of Bartlett Tree Experts
 Fire Family Foundation
 H & R Block-Raymond Ng
 HealthCare Partners, Glen Oaks
 Healthy Living Medical
 Hillcrest Retirement Community
 Historic Resources Group
 Intelligentsia Coffee & Tea
 Jet Vacations, LLC
 John Moran Auctioneers, Inc.
 Kettle Tyme
 Maid Brigade Pasadena
 Malbec Cuisine
 Massage Envy Spa
 Mayfield Junior School of the Holy Child Jesus
 Mel Cohen Insurance Services
 Modern Art Pictures
 MUSE/iQUE
 Navigage
 Pacific Coast Regional Small Business Development Corporation
 Pasadena Magazine
 Pasadena Massage Company, LLC
 Phillips, Fractor & Company, LLC
 RE/Max Premier Properties
 Right At Home In Home Care
 SALON90
 SALUS Home Care
 Sierra Chrystler, Dodge, Jeep, Ram
 Singpoli Capital Corporation
 Sorell Law Group
 Tao of Wellness-Pasadena

Town & Country Event Rentals
 Ultra Way, LLC
 Urth Caffe
 W J Bradley Mortgage Capital, LLC
 Webmagic, Inc.
 Westcoast Companies Inc.
 ZiLin Restaurant

Six to Nine Years

A-1 Home Care
 Arcadian Retirement Center
 Dr. Juan Francisco Lara
 Episcopal Communities & Services
 Eugene Masuda
 Financial Network Investment Corp.
 J. McCaleb CPA Firm
 Joan's Candles & Home Décor
 Kimberly C. Covey, CPA
 McDermott Consulting Inc.
 Pacific Harps
 Pacific Starr Group, LLC
 The Raymond Restaurant
 Ruth's Chris Steak House
 San Marino Tribune
 Trammell Crow Company
 Trio Apartments
 Vitas Innovative Hospice Care
 WOW! Events Productions

Ten to Fourteen Years

Ahni & Zoe by Creative Memories
 All India Café
 Alliance Francaise de Pasadena
 Bank of Manhattan
 Courtyard by Marriott-Old Pasadena
 Grandview Foundation Inc.
 Guidance Software Inc.
 Habitat for Humanity-San Gabriel Valley
 Maranatha High School
 Now You're Poppin'
 The Oaks of Pasadena
 Old Fashioned Kettle Korn Co.
 Pasadena Educational Foundation
 Regency Park Oak Knoll
 ResultWorx Technology Solutions, Inc.
 Talk About Parenting, Inc.

Fifteen to Fifty Years

AbilityFirst
 Advanced Laser & Anti-Aging Medical Center
 Angels School Supply
 Arroyo Insurance Services
 Arroyo Parkway Self Storage
 Art Rodriguez & Associates
 Budincich Chiropractic Clinic, Inc.
 The Californian-Pasadena
 Clearman's North Woods Inn
 Comfort Inn 'Near Old Town Pasadena' in Eagle Rock CA
 Day One
 Dewey Pest Control, Inc.

Dolphin Rents
 Eagle Associates
 Employment Development Department
 Equity Office Properties-Pasadena
 Fairmont Pharmacy & Compounding Specialists
 Five Acres-The Boys' & Girls' Aid Society
 G.G. & M. Construction Inc.
 Gerrish Swim & Tennis Club
 Gonzalez Goodale Architects
 Impact
 Kiwanis Club of Pasadena
 La Salle High School
 LACERA (L.A. County Employees Retirement Assoc.)
 Lucas, Horsfall, Murphy & Pindroh, LLP
 Mi Piacce
 Minasian & Associates
 Morgan Stanley
 Orswell & Kasman, Inc.
 Pacific Oaks College & Children's School
 Pasadena Conservatory of Music
 Pasadena Fire Fighters, Local 809
 Pasadena Humane Society
 Pasadena Jaycees
 Pasadena Masonic Temple
 Pasadena Outlook Newspaper
 Pasadena Police Officers Association
 Pasadena Tournament of Roses
 Pasadena YMCA
 Pie'N Burger
 The Planetary Society
 Robin's Wood Fire BBQ
 Sauve Riegel Commercial Real Estate
 Sign Solutions
 Union Station Homeless Services
 Vagabond Inn Executive
 Whole Foods Market-Arroyo Parkway
 Women At Work

More Than Fifty

Cabot & Sons, 63yrs
 Jenkins Bowler LLP, 63yrs
 Krost, Baumgarten, Kniss & Guerrero, 58yrs
 Volkswagen Pasadena, 53yrs



Mayor Bill Bogaard helped cut the ribbon to open HealthCare Partners' new urgent care clinic on South Fair Oaks Avenue in Pasadena.



PASADENA CHAMBER OF COMMERCE
844 EAST GREEN STREET,
SUITE 208
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.

Pasadena Commerce is published bi-monthly by the Pasadena Chamber of Commerce & Civic Association. Third class postage paid in Pasadena, CA. Send address changes to the Chamber.
© 2015 by Pasadena Chamber.

OFFICERS

Ben Green, Chair	Thomas Daly, Chair-elect
Paul Little, President & CEO	CL Keedy*, Immediate Past-chair
Patty Waggoner*, Secretary	Ron Carter, Treasurer
Karl Bird Vice-chair	Michael D'Antuono*, Vice-chair
Bob Baderian, Vice-chair	Joan De Souza, Vice-chair
George Falardeau*, Vice-chair	Ishmael Trone, Vice-chair
	Justin Tsui, Vice-chair

BOARD OF DIRECTORS

Wendy Fujihara Anderson	Timothy Lusher
Heidi Bloks	Lauren Marlis
Dennis Buckley*	Margaret Martinez
Jeff Christoffel	Robin McCarthy
Salomon Davila	Bob Oppermann
Kevin Duffy	Valerie Prince
Darryl Dunn**	Brad Ratliff**
Eric Duyshart**	Armando Ramirez
Michael Gallego	Evan Scott
Blake Longo	Gail Schaper-Gordon

STAFF

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

Luncheon Alliance

The George Group and Kevin George sponsor our networking Luncheon Alliance on Wednesday, February 4th at 11:45am.

Please note: Beginning in 2015, we are moving the Luncheon Alliance to Brookside Golf Club at 1133 N. Rosemont Avenue in Pasadena.

There is no Luncheon Alliance in January.

Breakfast Connection

On Thursday, January 8th at 7am, Higher Up sponsors our Connection Breakfast at The Courtyard by Marriott at 180 N. Fair Oaks Avenue.

On Thursday, February 12th, attorney firm Leech, Tishman, Fuscald and Lampl sponsors our networking Connection Breakfast.

Due to increased costs, price for the lunch and breakfast are now \$25 for members and \$30 for non-members. Those reserving after the Monday deadline pay \$5 more.

Chamber After Hours Social and Mixer

Enjoy New Year Networking when California Pizza Kitchen hosts our Chamber After Hours Social and Mixer. Join us at 99 North Los Robles Ave. on Thursday, January 15th from 5pm-7pm.

On Thursday, February 19th, you are invited to enjoy Burgers, Beers and Buddies as Rounds Premium Burgers at 46 North Lake Avenue hosts from 5pm to 7pm.

Admission is free for Pasadena Chamber members, \$10 for all others.

Speed Networking February 16th at Women's City Club

The Pasadena Chamber is partnering with the Women's City Club to present a Speed Networking event. Join us at the Women's City Club on Monday, February 16th at 6pm to try speed networking to promote your business, find collaborators and expand your referral network.

In today's business world, networking is key. There are two main ways networking can enhance your business. By creating relationships where people become a referral source you may expand your customer base. When you increase your business' visibility, you can attract more customers. Conventional wisdom says one business card can be worth \$30 of marketing.

Speed networking is a series of micro-meetings that take place simultaneously. Each participant has the chance to meet with half of those in the room, face-to-face, for a few minutes. Long enough to learn how you can work together and support each other's business. Bring plenty of business cards because there is a mixer afterwards where you can meet others in attendance as you enjoy cheese and crackers and a cash bar.

Join us as we pilot this Speed Networking evening at the Women's City Club at 160 North Oakland Avenue in Pasadena. FREE parking is available behind the building, with access from Madison Avenue.

This is also a great opportunity to learn about the benefits of membership at both The Women's City Club of Pasadena and the Pasadena Chamber of Commerce.

Cost is \$15 per person for members of either organization and \$20 for those who are not members. RSVP by February 12th to 626-796-0560.

Take the Cheeseburger Challenge as Cheeseburger Week returns to Pasadena January 11th

Take the Cheeseburger Challenge and vote for your favorite cheeseburger at www.pasadenarestaurantweek.com/cheeseburger-challenge during Pasadena Cheeseburger Week. Voting opens on Sunday, January 11th and ends on Monday, January 19th. Cheeseburger Challenge categories include Favorite Burger Restaurant, Favorite Lunch Counter Burger, Favorite Sit-Down/White Table Cloth Burger, Favorite New Burger Restaurant, Favorite Beer and Burger, Favorite Sliders and many other categories.

Everyone is invited to celebrate the birth of the cheeseburger in the home of the Cheeseburger: Pasadena, California, from January 11-16, 2015, during Cheeseburger Week.

Presented by the Pasadena Chamber of Commerce, Cheeseburger Week commemorates teen-aged Lionel Sternberger's culinary experiment in the early 1920s at his father's restaurant, The Rite Spot on West Colorado Boulevard. Legend has it that young Lionel Sternberger burned a hamburger and, to cover his error, added a slice of cheese to the burger then served it to a delighted customer. The Rite Spot's Aristocratic Burger was a favorite with customers for decades and was priced at 15¢ for twenty years.

Green Street Restaurant, Slater's 50/50, Kings Row Gastropub, Dupar's and La Grande Orange join Cameron's Seafood, Pie 'n Burger, a/k/a Bistro, Trattoria Neapolis, Whole Foods, El Portal, Meat District Company, Dog Haus many others in offering a cheeseburger or cheeseburger alternative during the week of January 11 to January 16, 2015. Try them all and vote for your favorite in our Cheeseburger Challenge.

Special menus, deals and discoveries can be found online at <http://www.pasadenarestaurantweek.com>.

Pasadena Cheeseburger Week is presented by the Pasadena Chamber of Commerce with support from the City of Pasadena and Trusted Choice Agents of Burbank, Glendale and Pasadena and is a California Restaurant Month event.

