

PASADENA Commerce

March-April, 2014

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

VOL. 9, NO. 2

President's Message

Membership in the Pasadena Chamber can be most beneficial when you take full advantage of our programs, activities, promotional opportunities and events. We certainly appreciate participation in the events that help raise revenue to support our activities and operations, such as our upcoming Golf Tournament. We also encourage regular participation in networking opportunities such as our monthly breakfast, lunch and mixers. These events can raise your profile among our 1400 member companies and expand your referral network.

We realize that not every member can get to all our Chamber events, but there are ways to maximize your benefits without, or in addition to, attendance. Here are a few:

- The Chamber online directory gets 6000 visits per week, 62% of whom are first time users. Make the most of your listing by providing a brief paragraph about your business and a logo or photo. Be sure you are listed in any applicable category so your business is easy to find.
- We give free referrals to member businesses. It helps if our staff knows what differentiates you from your competitors. We only refer to our member companies.
- Our monthly Young Professionals of Pasadena happy hour is a chance for working people between the age of 21 and 40 to meet, mingle and network in a social setting at various Chamber member restaurants.
- Attend our annual Access: Opportunity procurement forum to learn how to do business with large member companies.
- By offering a discount to fellow Chamber members (or the public through our community discount program) you can get the attention of fellow business people and drive customers to your door.
- The Chamber co-sponsors free monthly small business seminars and presents occasional informational workshops and seminars for members. These are free learning and networking opportunities.

The Chamber is here to support your prosperity. Tell us how we can help.

Pasadena Chamber Golf Tournament

Join Pasadena Chamber members, business and community leaders for an afternoon at the annual *Pasadena Chamber of Commerce Golf Tournament* on Friday, April 4, 2014, at **Brookside Golf Club**. Shotgun start is at 12noon after the putting contest. Registration begins 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. Join us for a great day of fun.

Golfers of all abilities are welcome to join the fun. The Tournament can only accommodate 144 golfers, so register early to ensure a place. All golfers get golf, a cart, gifts, on-course snacks and a hosted cocktail reception and awards ceremony. Cost is \$150 for each player or foursomes for \$600. The cocktail reception costs \$50.

We hold a raffle, sells mulligan packages, hosts putting, longest drive and closest to the pin contests and adds some fun nuances to play. **Honda of Pasadena** is donating a 2014 car as the hole-in-one prize. Chamber members can donate raffle prizes to promote your business.

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 \$2500.

Corporate Center Pasadena and **Trusted Choice Agents of Burbank, Glendale and Pasadena** are Gold Sponsors. **Citizen's Business Bank, International Union of Operating Engineers-Local 12, Parsons Corporation, Pasadena Highlands** and **Rose Bowl Premium Seating** are Silver Sponsors.



Join Pasadena Chamber members and friends for a day of golf April 4th.

ACCESS: OPPORTUNITY Procurement Forum Matches Small Business with Large Companies

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. During *ACCESS: OPPORTUNITY* on March 13th at 3:30 pm at the Pasadena City College Community Education Center at 3035 East Foothill Boulevard in Pasadena representatives of **Pasadena City College, Huntington Hospital** and **Art Center College of Design** will give presentations about how small Chamber members can do business with them. Huntington Hospital, PCC and Art Center will do presentations on the products and services they look for in local procurement, as well as the procedures and protocols small businesses must follow to be vendors. In addition, many large Chamber member companies will have representatives available to talk with potential small business vendors one-on-one. **Parsons, Jet Propulsion Laboratory, Caltech, the City of Pasadena** and others will meet with small businesses and talk one-on-one about how small Chamber member companies can become vendors with them.

ACCESS: OPPORTUNITY is free to Pasadena Chamber of Commerce members. All others pay \$10 for admission in advance. Parking is \$2 in the lots at the PCC Community Education Center. Please RSVP to info@pasadena-chamber.org or by calling 626-795-3355.

The new **Pasadena City College Small Business Development Center** will have a table where attendees can learn about services and support available at the PCC-SBDC. The Procurement Forum is presented by the Pasadena Chamber of Commerce. The event is being hosted by **Pasadena City College, the Community Education Center** and the **PCC-SBDC**.



New members (below, from left) introduced at our Connection breakfast in January are Art Gandilyan with telecom experts **Schooley Mitchell**, Rick Caputo with **Dynamic Advantage** fitness and training and Ray Marquez and Dennis Hueman with **Pennymac Loan Services**.



(Below, from left) At our February Connection Breakfast we met Heidi Bitterman an attorney with **The Law Offices of Donald P. Schweitzer**, Michel Euliss of **Let's Celebrate Distinctive Catering and Event Planning** and Kylene Robinson with **OneUnited Bank**. We also met Dr. Joshua Jacobi with **Healthy Living Medical** and Danielle Baum of **We Rock the Spectrum Kids Gym**.



(Clockwise, from right) At the networking lunch in February, we introduced Liz Villatoro and Melissa Smith with **Costco**, Emma Petievich with **Estate Catering at the Huntington** and Peter Montgomery with **Montgomery Resources**. We also met **Architect Rodney Wray**, Elizabeth Eichhorn with **Mary Lee Catering** and Melinda Sanchez with **Planet Beach Pasadena**.



Chamber Member Openings and Celebrations

(From below left) **Pasadena City College** celebrated the opening of its new Center for the Arts with a ribbon cutting. On hand were PCC President Mark Rocha, PCC trustees and Pasadena Mayor Bill Bogaard. Board President Dr. Anthony Fellow and Congresswoman Judy Chu did the ribbon cutting honors. **Blissery Frozen Yogurt** opened on Washington Boulevard with a ribbon cutting. **Which Wich?** opened on Lake Avenue with a ribbon cutting ceremony. **Kaiser Permanente** leadership celebrated the opening of their new urgent care center in Pasadena. Board Chair Edward Ellison, M.D., President Benjamin Chu, M.D. and LA Health Center Executive Director Mark Costa were among those attending.



New Members for December, 2013

Arcade Lane Compounding Pharmacy,
Dr. Gayane Besnelian, (626)577-7979
Cameron's Seafood, Pete Gallanis, (626)793-3474
Citrust Insurance Agency, Jonathan Edwards,
(626)676-3466
Clear Channel Airports, Lucas Yezik,
(610)674-6128
Cochren Insurance Agency, Tim Cochren,
(626)327-2944
NovaCutis Inc., Alen Aghajanian, (818)535-4067
Pasadena Foursquare Church, Georgia Sanders,
(626)221-7881
Planet Beach Pasadena, Melinda Sanchez,
(626)844-7352
Teriyaki Madness, Russ Thyret, (626)744-1500
Which Wich Superior Sandwiches,
Michael Farah, (626)795-2000
ZiLin Restaurant, Ivy Lin Wei, (626)535-9700

New Members for January, 2014

Autism Speaks, Matthew Asner, (323)297-4720
Big Daddy's Fire Grill, California Blvd.,
Amer Hanna, (626)356-4900
Big Daddy's Fire Grill, Foothill Blvd.,
Amer Hanna, (626)796-1266
Costco #412, Azusa, Melissa Smith, (626)812-7932
Dance Conservatory of Pasadena,
Leena Akopian, (626)396-1744
Economou Law Group Inc.,
Eli R. Economou, (626)765-9607
Enhance Business Potential,
Kara Altice-Montes, (323)610-8117
Estate Catering at the Huntington,
Emma Petievich, (626)405-2248
Friends in Deed, Donna Byrns, (626)797-2492
Housing Financial Corp., Omar Abich,
(626)712-7651
Logix Federal Credit Union, Jason Lee,
(818)565-2710
Major Dave's Chicken, David Caldwell,
(626)394-9495
OneUnited Bank, Kylene Robinson, (626)794-2380
PennyMac Loan Services LLC, Ray Marquez,
(626)660-8435
PFS Investments, Joe Soto, (626)759-7489
Robertson Commercial, Chris Robertson,
(626)345-1725
Rodney Wray Architect, Rodney Wray,
(818)708-9395
Rounds Premium Burgers, Charbel Ghaby,
(818)395-8920
Schooley Mitchell, Art Gandilyan, (626)394-0987

Renewing Members for December, 2013

One to Five Years

ADA Compliance Professionals, Inc.
 Architecture for Education
 Cannon Wood Scheidemantle LLP
 Ganahl Lumber
 Gooden Center
 Foothill Communications
 Harrington Group, LLC
 Harvest Rock Church
 Kunau & Cline Inc.
 Labor Ready-Colorado Blvd.
 LegalShield-Yvette McDowell
 Mamma's Brick Oven Pizza & Pasta
 MassMutual Financial Group Greater
 Los Angeles Chapter
 Mattress City-S. Lake Ave.
 Menchies Frozen Yogurt
 Romero Law, APC
 SALON90
 Storrier Stearns Japanese Garden
 Therapy
 Trattoria Neapolis
 Waste Less Living

Six to Nine Years

A Noise Within
 Barbara Rocha & Associates
 Carr Workplaces

Express Employment Professionals
 HealthCare Partners
 Keller Williams Realty-Ken Parsons
 Protravel International
 Wells Fargo Bank

Ten to Fourteen Years

Attention To Detail
 Calamigos at L.A. Equestrian Center
 Easy Parking Service LLC
 El Cholo Restaurant
 Jos. A. Bank #461
 Terraces at Paseo Colorado

Fifteen to Fifty Years

Comfort Inn-Pasadena
 Crown Coffee Services, Inc.
 Fedde Furniture Co.
 Flintridge Sacred Heart Academy
 Holiday Inn Express Hotel & Suites
 Huntington Library, Art Collections
 & Botanical Gardens
 Ice House
 Malmberg & Associates
 McCormick and Schmick's
 Pacific Clinics
 Pasadena City College
 Pasadena Jaycees

Podley Properties
 Rusnak/Pasadena
 Stanislawski & Company Inc.-
 A Certified Public Accountant
 UCLA Athletic Department
 Villa Esperanza Services
More Than Fifty Years

Anderson Business Technology, 95 yrs.
 Crowell, Weedon & Co., 61 yrs.



Pasadena's New Year festivities included the Tournament of Roses events and the Chamber's annual president's breakfast. CL and Adrienne Keedy welcomed the Rose Court.

Renewing Members for January, 2014

One to Five Years

Buzios Frozen Yogurt Café
 CertaPro Painters of Pasadena
 Chamber Marketing Partners, Inc.
 Diverse Strategies for Organizing, Inc.
 Dog Haus Biergarten
 Domino's Pizza
 Fairplex-Home of the L.A. County Fair
 Finch Tree, A Division of Bartlett
 Tree Experts
 Fitzgerald and Green, Attorneys at Law
 Health Advantage, Health
 & Wellness Center
 Insignia PMG
 John Blanchard Company Inc.
 & JBC Protective Services
 Law Offices of R. Ross Jacinto Inc.
 Local Marketing Boost
 Maria Vargas, Licensed Marriage
 & Family Therapist
 Mark McD Design
 Mercado Insurance Services
 Missing Persons Investigation Agency
 MUSE/iQUE
 Novotny's Antiques and
 Estate Sale Services
 Pasadena Business Park
 Pasadena Language Center
 Studio 33 Design
 Vandeventer Black, LLP
 The Walnut Plaza LTD
 WebMagic, Inc.

Six to Nine Years

Acura of Glendale
 Lindamood-Bell Learning Processes
 Salon Sessions
 San Gabriel Valley LeTip
 South Coast Air Quality Management
 District-SCAQMD

Ten to Fourteen Years

Kabuki Japanese Restaurant
 RCB Consultants

Fifteen to Fifty Years

Allen Avenue Self Storage
 Budincich Chiropractic Clinic Inc.
 Business Networking Alliance/BizNet
 Café Santorini (Rococo Room/
 Pandora on Green)
 City of Pasadena
 Courtyard by Marriott-
 Monrovia/Pasadena
 El Portal Restaurant
 First Lutheran Church
 Hilton Pasadena
 ICM, Inc.
 J L Moseley Company Inc.
 J. Robin & Associates Graphic Design
 Kathleen's Restaurant
 Kidspace Children's Museum
 Kinometrics, Inc.
 Ossman Project Mgt. Consulting
 Paseo Colorado

Republic Services (Consolidated
 Disposal Services)
 Richard W. Jackson, CPA
 The Rule Group, an Integro Company
 Santa Anita Park (L.A. Turf Club)
 Tom Sawyer Camps

More Than Fifty Years

Hahn & Hahn LLP, 90 yrs.
 Huntington Memorial Hospital, 87 yrs.



Pasadena Mayor Bill Bogaard joined Don and Maria Schweitzer and law partner Kayla Horacek to cut the ribbon to celebrate the expanded **Law Offices of Donald P. Schweitzer**.



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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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Michael D'Antuono*, Vice-chair	Karl Bird Vice-chair

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STAFF

Kelly Shearer, Office & Member Services Manager
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 Linda Whaley, Staff Support Services

Luncheon Alliance

Rosemary Children's Services sponsors our networking Luncheon Alliance on Wednesday, March 5th at 11:45am.

Kevin George of the **Kevin George Group** sponsors the networking lunch on April 2nd.

The *Luncheon Alliance* starts promptly at 11:45am at **Altadena Town & Country Club** at 2290 Country Club Drive in Altadena.

Breakfast Connection

Thursday, March 13th at 7am, **The Women's Business Momentum Center** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, April 10th, Dave Lawrence of **Labor Ready** sponsors our monthly 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 *Margaritas, Munchies and Mixing at Mijares* for our *Chamber After Hours Social and Mixer* at 145 Palmetto in Pasadena on Thursday, March 20th from 5pm-7pm. **Eagle Star Security** sponsors.

On Thursday, April 20th, enjoy *Springtime Sips and Socializing at El Cholo* at 260 East Colorado (in Paseo Colorado). Admission is free for Pasadena Chamber members, \$10 for others.

Pasadena Chamber Hosts Covered California Enrollment Fair March 11th at Pasadena City College

The Pasadena Chamber is partnering with the Los Angeles Area Health Underwriters to present a Covered California Enrollment Fair for anyone needing assistance to enroll before the March 31, deadline. The **Pasadena City College Small Business Development Center** is hosting the event on March 11th from 1pm to 6pm at the Community Education Center at 3035 East Foothill Boulevard in Pasadena. The event is free. Parking is \$2 in the lots adjacent to the PCC-CEC.

There is no need to RSVP, drop-ins are welcome. This event is open to the public, as well as Pasadena Chamber members and their employees. Workers, business owners, students and anyone needing to sign up for Covered California health insurance before the March 31 Affordable Care Act deadline is encouraged to take advantage of this unique opportunity for free advice and on-the-spot enrollment.

You can find more information on the Chamber website at www.pasadena-chamber.org.

Pasadena Chamber and Pasadena Bar Association Partner to Present Joint Poker Tournament April 17th

The Pasadena Chamber and the Pasadena Bar Association are joining forces for the spring poker tournament. You can play in this inaugural joint effort for a buy-in of only \$100. You can come meet and mingle with members of both the Chamber and the Pasadena Bar as you watch the tournament and enjoy food and drink for only \$50.

The exciting venue for this year's tournament is a closely guarded secret at this time. We can confidently say there will be poker, there will be food and drink and there will be fun. Play is limited to the first 75 people to sign up, so don't miss out.

Pasadena Restaurant Week Returns April 27th

Redefine how you dine during the 4th Pasadena Restaurant Week, April 27th through May 2nd. Pasadena's finest restaurants showcase their best cuisine with two-course lunch menus priced at \$15, \$20 or \$25 and three-course dinners priced at \$26, \$33 or \$44. (Some prices may vary, some restaurants also offer special discounts on existing menu items.)



During Cheeseburger Week, Haven Gastropub, New York Deli, Trattoria Neapolis and Dog Haus appeared on KTLA0-TV to help promote Pasadena's cheeseburger legacy.

Ruth's Chris Steak House, a/k/a Bistro, 168 (onesixeight), El Portal, Bistro 45, Sorriso/Bar Celona, Robin's and El Cholo are joined by **Lobsters @ Live Mixx, Rounds Burgers, Dona Rosa and Jake's of Pasadena** (and many other local favorites).

For information on venues and menus (and more) as it

becomes available, visit pasadenarestaurantweek.com.

Chamber Member Openings and Celebrations

(Below, from left) **Women at Work** dedicated their new offices with a ribbon cutting. Pasadena Council Member Gene Masuda cut the ribbon. Ivy Lin Wei cut the ribbon to dedicate her new Asian bistro restaurant, **ZiLin**, on South Raymond in Old Pasadena.

