

PASADENA Commerce

May-June, 2014

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

VOL. 9, NO. 3

President's Message

The Pasadena Chamber runs a very lean organization on a tight, but not constrained, budget. A little less than half our income is derived from your membership investment. The remainder of our income comes from events and activities and other fundraising. While we run a tight budget, we do maintain appropriate restricted reserves, a rainy day fund.

We host a number of events that bring income to the Chamber. Our Inaugural Gala and Silent Auction, President's Breakfast, New Year events and activities and golf tournament, as well as our monthly networking events all contribute to the financial viability of the Chamber.

Your Chamber maintains a strong partnership with the City of Pasadena. They support some of our events and activities, but we are not city subsidized.

So how does our income translate into benefits for the Chamber membership? 20% of our expenditures support our fundraising activities. Materials, rentals and more. 20% of our money is for administrative expenses, rent and so on. 8% of our income goes to the cost of sales while more than 50% is spent on members services, from seminars to advocacy on your behalf.

While there are costs to attend many of our activities, we are able to provide a number of free events for the membership. Our *ACCESS: Opportunity* procurement forum, for one, is presented at no charge to Chamber members. Admittance to our mixers is now free, as well.

We provide a robust website and mobile application where member listings are easily accessed by the public. It is also where information to support our members can be found. We have to invest in upgrading and updating the site.

We are a member service organization, but we do have rent to pay, supplies to acquire and phone bills, too.

Like everyone, we have worker's comp insurance and other liabilities to guard against, and our biggest single line item in the budget is personnel (salaries, insurance, retirement and benefits).

We are a business, and are prudent with our finances. We need to be able to return your investment in us with our support for your prosperity.

Pasadena Chamber Inaugural Gala July 11th at the Westin

Pasadena Chamber of Commerce members, community leaders and guests honor outgoing Chamber Chair CL Keedy and welcome new Board Chair Ben Green at the annual Pasadena Chamber of Commerce Inaugural Gala on Friday, July 11th. The hosted cocktail reception and silent auction begins at 6:00 p.m. at the Westin Pasadena. Dinner and the festive program begins at 7:30pm.



This year, the Chamber celebrates the installation of Ben Green, CEO of the **San Gabriel and Pomona Valley Chapter of the American Red Cross** as Chair of the Board for 2014-15. We also install new officers and Board members for the year.



The evening will feature the presentation of scholarships to local students. One scholarship will be awarded to a local high school student and others will be given to a graduating Pasadena City College student who will continue their education at a four-year college. The Pasadena Chamber will recognize a small member business and a large member business as Corporate Citizen of the Year.



Chamber members contribute thousands of dollars worth of valuable and unique services, products and treats for the silent auction. This year, items include travel packages, golf outings, event and sports tickets, dinners, opportunities to explore local attractions and VIP treatment at local wonders. Proceeds support Chamber activities.

Corporate tables cost \$1750. Individual tickets to the Inaugural Gala cost \$175. Sponsorship opportunities are available at the \$5,000 and \$2,500 levels. Each includes recognitions, advertising placement and

more. Anyone wanting information can call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org to purchase tickets online.

Tri-City Mixer Returns to Pasadena May 1st at Noor

Join friends from our local business community and meet business people from our neighboring cities as the Pasadena Chamber hosts the 5th annual *Tri-City Mixer* with our fellow Chambers in the Glendale and Burbank areas. The 2014 Tri-City Mixer will take place on Wednesday, May 1st in the Sofia Ballroom at **Noor** in **Paseo Colorado** at



280 East Colorado Boulevard in downtown Pasadena. Last year's event attracted more than 300 people from the business communities in Pasadena, Burbank and Glendale.

Cost to attend the Tri-City Mixer is \$15 at the door. The price includes admission, food, one drink ticket and a door prize drawing entry. 90 minutes of validated parking at Paseo Colorado is available.

Food and your first drink will be provided by Pasadena Chamber members **El Cholo** and **Noor Restaurant and Ballroom**. Additional drinks will be available at Happy Hour prices. For more information call (626) 795-3355.

The Tri-City Mixer is a collaboration between the Pasadena, Burbank and Glendale Chambers of Commerce. The event is a great opportunity to meet members of our neighboring business communities. The event is conceived as a fun forum to give those in attendance plenty of opportunities to meet potential customers and collaborators and learn about the business community in their neighboring cities.

New members (clockwise, from right) introduced at our Connection Breakfast in March were Steven Roy with **Steven J. Roy Management**. We also met Elizabeth Eichhorn with **Mary Lee Catering**. Levon Kevorkian with the **Law Office of Levon Kevorkian** was recognized along with new member Gail Portrey of **GP Strategies**. We also met Russ Thyret of **Teriyaki Madness** and architect **Rodney Wray**.



(Clockwise, from right) At the April Luncheon Alliance networking event we met Kylie and Joseph Hough of **Hough and Associates**. At our April Connection Breakfast we met Donna Byrns of **Friends in Deed**. We also introduced Kara Altice-Montes of **Enhance Business Potential** and Jonathon Edwards of **Citrust Insurance Agency**. Celina Meng and Leslie Costello of **HM Warm Spa** were also recognized as new members.

The Pasadena Chamber hosts a networking lunch and breakfast are designed to provide opportunities for attendees to advertise their business, make meaningful connections and find collaborators and referrals.



(Clockwise, from right) At the networking lunch in March, we met attorney Nick Andrea with the **NR Andrea Law Firm** and Ray Akramian with **Collision Auto Repair Specialist**. We met L.J. Stevens of the **Los Angeles Zoo/GLAZA** and Daniel Cotman and Rasheed McWilliams of the **Cotman IP Law Group, PLC** and Rick Doub and Ron Seredian with **Falcon Electric, Inc.** Brandon Burroughs with **FM Financial Services, Inc.** and **Logix Federal Credit Union's** Liliana Palma were recognized. We also met new members photographer **Walter Lockwood** and Joe Soto of **PFS Investments**.

We introduce all new members at our monthly networking events. If you are a new Pasadena Chamber member, you receive a certificate to attend either the Luncheon Alliance or Breakfast Connection free of charge. Our networking events are an excellent chance to meet potential business collaborators and clients.



New Members for February, 2014

City Ventures, LLC, David Kao, (626)583-4730
Clear Stream Media Group, Charles Chiara, (626)398-6642

Falcon Electric, Inc., Ron Seredian, (661)877-6312

FM Financial Services, Inc., Brandon Burroughs, (626)577-4444

Hough & Associates, Joseph D. Hough, (626)463-7367

Innovate Pasadena, Tom Buel, (626)584-8400

Kent S. Kinzley, M.A., MFT-Sole Proprietor of Embodiment, Kent Kinzley, (626)440-7322

L.A. Virtual Tours, Xavier Ramirez, (424)259-1003

L.A. Zoo/GLAZA, L.J. Stevens, (323)644-4200

Let's Celebrate Distinctive Catering & Event Planning, Michel Euliss, (310)266-0625

NR Andrea Law Firm, Nick Andrea, (626)445-7202

Pasadena Media, Aaron Wheeler, (626)794-8585

Pasadena Sandwich Company, Megan Fink, (626)578-1616

We Rock The Spectrum Kid's Gym-Pasadena, Danielle Baum, (626)304-2746

Yummy Cupcakes, Ka Man Chan, (626)329-8829

New Members for March, 2014

Center for New Directions,

Mary Scott Carpenter, (626)796-8115

Cotman IP Law Group PLC, Daniel Cotman, (626)405-1413

GP Strategies, Gail Portrey, (818)564-8383

Joint Metro Group, LLC, Lucy Liu, (310)926-6735

Law Offices of Levon Kevorkian,

Levon Kevorkian, (626)227-1176

Steven J. Roy Management, Steven J. Roy, (818)489-4228

The Rodriguez Law Group, Mariano Rodriguez, (626)432-1730

Walter Lockwood Photography,

Walter B. Lockwood, (323)445-7290

Wirrick Productions Inc., James Wirrick, (626)460-8171



With a score of 53, David Wong, Les Echeverria, Robbie Clemente and Ferdie Barbosa were the winning team in the 2014 Pasadena Chamber Golf Tournament.



Renewing Members for February, 2014

One to Five Years

A Car Auto
Alternative Energy Systems Consulting, Inc.
Bernards
Café Bizou
Cheveux Hair & Makeup Salon
Dave & Buster's
David N. Schultz, Inc.
Halftime Cuts
King Taco
Law Office of Richard A. McDonald, of Counsel to Horgan, Rosen, Beckham & Coren, LLP
Law Offices of Lee and Baghoomian, P.C.
Le Monsieur
Morales Holistic Health Center
New York Deli
Nicola Borland Photography
Printing Control

Rose Bowl Vacation Rentals, LLC
Stonefire Grill
Women's Business Momentum Center

Six to Nine Years

D'Veal Family and Youth Services
J. McCaleb CPA Firm
President Thai Restaurant
Sahara Clinic
Secure Transportation

Ten to Fourteen Years

Benedict & Benedict Plumbing Co.
FountainGlen at Pasadena
KPCC/S. California Public Radio
So. Cal. Colorado Boulevard Self Storage
UPS Store #4359
Valley Vista Services
Westside Rental Connection

Fifteen to Fifty Years

American Red Cross-San Gabriel Pomona Valley
E-Central Credit Union
Getaways Travel
Hunt Ortmann Palffy Nieves Darling & Mah, Inc.
Huntington Medical Research Institute
Jim Konoske Consulting
Law Offices of Richard A. Moss
Margarita's
Options/CCIS
Pasadena Museum of History
Pink Transfer Inc.
Union Bank of California
University Club of Pasadena

More Than Fifty Years

Langham Huntington, Pasadena, 94 yrs.
New York Life Insurance-
Chris Kolbeck, 66 yrs.

Renewing Members for March, 2014

One to Five Years

Arcadia Performing Arts Center Foundation
Arpeggio Apartments
Bottom Line Utility Solutions Inc.
Chefs Center of California
Clara Abedian, Keller Williams Realty
Classic Collision Center
Employed Security Service Center
Fair Oaks Laundry
George Group, Affiliation of First Trust Real Estate & Mortgage
GS1group, Inc.
Indigo Sun, LLC
Lindsey Manufacturing Company
Noor
Onyx Architects Inc.
Opus Bank
So Cal Pool Company
StayHome Safe, Inc.
The ATM Guy
Trilogy Financial Services, Inc.
Trusted Choice Agents of Burbank, Glendale, Pasadena

Six to Nine Years

Dona Rosa Bakery & Taqueria
Forest Lawn Memorial Parks & Mortuaries
Ground Level Consulting
Hastings Ranch Dental Group
International Union of Operation Engineers-Local 12
Mijares Mexican Restaurant
SORRISO-Bar Celona
Vertical Wine Bistro

Ten to Fourteen Years

Diversified Securities, Inc.
Foothill Unity Center
Health Insurance Brokers, LLC
Law Office of Felix W. Loya
Pasadena.com
Smart and Final-Colorado

Fifteen to Fifty Years

Bustamante Enterprises Inc.
Jane S. Caughey-Deasy Penner & Partners
California Linen Service

Chancellor Place of Pasadena
CityCenter Co.
Corporate Center Pasadena
Event Specialists
Janas Associates/Janas Consulting
Lucas, Horsfall, Murphy & Pindroh, LLP
ThyssenKrupp Safway, Inc.
Toyota/Scion of Pasadena
The Westin Pasadena
Win-Win Workplace Solutions

More Than Fifty Years

AT&T, 92 yrs.
The Home-Van Vechten Laundry, 84 yrs.
House of Printing, 56 yrs.
Martin Werbelow, LLP, 84 yrs.

Chamber Member Openings and Celebrations



Dr. Joshua Jacoby cut the ribbon to open Healthy Living Medical.



Rounds Premium Burgers celebrated joining the Pasadena Chamber with a ribbon cutting.



We Rock the Spectrum kids' gym opened with a ribbon cutting ceremony.



Mayor Bill Bogaard helped Dance Conservatory of Pasadena cut the ribbon on their new studio.



Congresswoman Judy Chu helped open the door of Hope's Hope Villa housing for homeless women and children.



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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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Paul Little, President & CEO	Patty Waggoner*, Immediate Past-chair
Thomas Daly, Secretary	Ron Carter, Treasurer
Bob Baderian, Vice-chair	Joan De Souza, Vice-chair
Joel Bryant, Vice-chair	George Falardeau*, Vice-chair
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STAFF

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

Luncheon Alliance

Villa Gardens sponsors our networking Luncheon Alliance on Wednesday, May 7th at 11:45am.

Steven Unruh of **Spring Bay Counseling** sponsors the networking lunch on June 4th.

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

Breakfast Connection

Thursday, May 8th at 7am, **Charter Business** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, June 12th, **Merlin Froyd of Thorson Buick & GMC of Pasadena** 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 *Networking at Night* at **Trattoria Neapolis** for our *Chamber After Hours Social and Mixer* at 336 South Lake Avenue in Pasadena on Thursday, May 15th from 5pm-7pm.

On Thursday, June 19th, enjoy *Summertime Socializing at Whole Foods Market* at 465 South Arroyo Parkway in Pasadena.

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

Redefine How You Dine During Pasadena Restaurant Week April 27th to May 2nd

Pasadena's restaurant community opens its doors to guests from throughout Southern California for the fourth *Pasadena Restaurant Week*. The Pasadena Chamber is sponsoring the event which takes place from Sunday, April 27th through Friday, May 2nd. Complete information can be found at www.pasadenarestaurantweek.com.

Find out why *MyLife.com* named Pasadena the best mid-sized city for dining in the United States. Pasadena's favorite, most unique and finest dining destinations offer prix fixe menus, special meals and deals during Pasadena Restaurant Week. Return to an old favorite or try someplace new. Taste the best Pasadena has to offer at unbeatable prices. Pasadena Restaurant Week offers menus and venues to suit every appetite, budget and craving.

Pasadena Restaurant Week is a citywide event featuring the cuisine of many of Pasadena's top dining establishments. Participating restaurants will offer fixed price dinner and/or lunch menu items for visitors. Dinners will be three-course meals while lunches will consist of two-courses. Depending on the venue and menu offered, meals will be priced at either \$26, \$35 or \$44 for dinner or \$15, \$20 or \$25 for lunch. (Some prices may vary.) Alcoholic beverages, gratuity and tax are not included in the price unless specified by the individual restaurants in advance.

Pasadena Restaurant Week is presented by the **Pasadena Chamber of Commerce** and our restaurant members. Gold Sponsors are the **City of Pasadena**, **Southern California Gas Company's Advanced Meter Project** and **Trusted Choice Agents of Burbank, Glendale and Pasadena**. Silver Sponsor is the **Pasadena Convention and Visitors Bureau**.

Media sponsors include **CBS Outdoor**, **Hometown Pasadena**, **Open Table**, **Pasadena Independent**, **Pasadena Star-News**, **Pasadena Weekly** and **Yelp**!

Travel With the Chamber

Join members of the Pasadena Chamber and our friends from Burbank and Glendale as we travel to Austria and Germany for OKTOBERFEST for nine days departing September 29th. The cost of the trip, including airfare from LAX, hotel, motorcoach transportation and entry fees to attractions and events is \$2,999 per person, double occupancy. Experience Oktoberfest in Munich, visit Neuschwanstein Castle and the Imperial Palace (Hofburg) and more. For information and a brochure on the trip, call 626-795-3355 or email Leanne@pasadena-chamber.org.

Upcoming for 2015 are a tour of Tuscany, including Rome, Florence and the Vatican, A South Seas Adventure to Australia and Fiji and a Blue Danube River Cruise.



Chamber Member Openings and Celebrations



AccessorEyes opened at Marengo and Cordova with a ribbon cutting and reception.



Pasadena Mayor Bill Bogaard and Council Member Gene Masuda were on hand for the opening of Pasadena Media.