

PASADENA Commerce

July-August, 2014

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

VOL. 9, NO. 4

President's Message

As difficult as the decision has been, the Pasadena Chamber of Commerce must increase our member investment (dues) schedule.

The Chamber is a small business, too. As such we have to balance budgets, allocate resources and motivate staff. We do our best to mitigate costs, but have little control over the price of supplies and services necessary to the successful performance of our mission.

Like you, we have faced rent increases (ours at 3% per year). Services, equipment contracts, insurance costs and more have risen steadily over the past six years, and continue to increase. We also do our best to pay Chamber staff members a fair wage and provide basic benefits for the hard work we expect.

Even with the increase in membership investment in the Pasadena Chamber, our rates will remain significantly below those of our peers in Southern California. The Pasadena Chamber's base rate for a small business will be \$265 per year beginning September 1st. As a comparison, most chambers our size, serving communities like ours, charge at least \$300 per year for their basic small business membership, and some begin at \$500, though we offer a much more aggressive schedule of events and member support activities. The Pasadena Chamber Board was intent on keeping our dues increase modest and only raised costs to meet our financial obligations and maintain our solid financial foundation.

Over the past three years, we have nearly doubled the number of significant events and activities offered to engage and support our member companies. These events require an additional investment of staff and resources.

As an example, the Chamber has hosted two procurement forums designed to engage our large businesses with small businesses members. Those events give small members direct access and information about how to work with companies such as **Parsons, Huntington Hospital, JPL** and **Art Center**. At each event, small businesses expanded their client base and our large companies found local businesses to work with.

Have questions? Please call us at 626-795-3355.

Pasadena Chamber to Recognize Pasadena Federal Credit Union, Thorson Motor Center and William Opel at Inaugural Gala July 11th at the Westin

Thorson Motor Center and **Pasadena Federal Credit Union** will be recognized as *Corporate Citizen of the Year* for 2014 at the *Pasadena Chamber of Commerce Inaugural Gala* on Friday, July 11th. **William Opel of Huntington Medical Research Institute** is being recognized with the Directors Award for his community involvement and special contribution to Pasadena. The hosted cocktail reception and silent auction begins at 6:00 p.m. at the Westin Pasadena.



Kidspace Museum was small Corporate Citizen for 2013.



Kaiser Permanente was large Corporate Citizen for 2013.



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 a scholarship award to a graduating **Pasadena City College** student and emancipated

foster youth who will continue their education at a four-year college or university.

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

Corporate tables cost \$1750. Individual tickets to the Inaugural Gala cost \$175. Anyone wanting information can call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org to purchase tickets online.

Membership Investment Schedule Increases September 1st

In the spring of 2008, the Pasadena Chamber Board determined that our membership investment schedule needed to be adjusted to meet Chamber expenses and adjust for inflation. Prior to that, the investment schedule had not been increased for at least ten years. In 2008, the Board decided to institute a 25% increase, implemented over three years. The first year's increase was implemented in July, 2008. With the economic collapse that November, the additional 15% was suspended indefinitely.

Recently, our Member Services Committee and the Chamber Board determined that, if the Pasadena Chamber is going to continue to grow and expand our offerings to serve the members, we need to increase our revenues. The Committee and the Board noted that the Chamber has added significantly to the workload of the staff without adding staff support. For example, the Chamber now presents three restaurant-related events each year along with the *Taste of Pasadena* in September. We also organize the annual Economic and Business Forum and the ACCESS: *Opportunity Procurement Forum* that links large corporate members with small businesses. This past year, we also sponsored the first mega marketing event at **Pasadena City College**.

Recognizing the need for additional staff support, the Committee and the Board voted to reinstate the additional 15% increase approved six years ago, beginning September 1, 2014. The increase only applies to the base dues rates so that no Chamber member will see an increase of more than \$90 per year. For most Chamber members the increase will be between \$35 and \$45 per year. This rate will remain in effect until at least 2019.

New members (clockwise, from right) introduced at our Luncheon Alliance in May we met Michael Farah of **Which Wich Superior Sandwiches**. We also met Johnny Beano of **Ignite payments Merchant Champions** and Miriam Justice of the **Northwest Education Center**. Jill Bush and Dave Caldwell (USMC Reserve) of **Major Dave's Chicken** were also introduced at May's networking lunch.



(Clockwise, from right) At our June Luncheon Alliance networking event we met S M Farasat Ulla with **Bismillah Imports / Oil Shop Store**. We also met Suky De Bellis with the new **Los Angeles Register** newspaper. Dawn Paduganan with **Momentum Therapeutic Massage** was also introduced as a new member. Wende Lee of **The Print Spot** was welcomed along with Sharon Griffin of **SDG Financial Services, LLC**. We also introduced Otoño Luján with **Strategic Marketing Partners**.



(From top right) At the networking breakfast in May, we met Swati Puri with **Comforcare Senior Services**. At the Breakfast Connection in June, we introduced Steve Sciarba with the **Kensington Sierra Madre**.

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

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.

Cost to attend is \$25 each for Pasadena Chamber members and \$30 for non-members. New members are invited to attend either a breakfast or lunch as a guest of the Pasadena Chamber.

Chamber Member Openings and Celebrations



PizzaRev opened in East Pasadena's Foothill Hastings area.



Chamber Board members, Ambassadors and staff welcomed new members at a reception at the Chamber offices.



Chamber members Merlin Froyd and Joan De Souza presented a workshop at May's mega marketing event at PCC.



Terriyaki Madness opened on Hill Street with a ribbon cutting.



New Members for April, 2014

- Avon Products Inc.**, Kyle Carone, (626)578-8228
- Birdi & Associates Inc.**, Les Martin, (213)550-4250
- Comforcare Senior Services**, Swati Puri, (626)636-0226
- Genesis Financial & Insurance Services**, Dede Kennedy-Simington, (818)988-9880
- Ignite Payments Merchant Champions**, Johnny Beano, (323)303-7204
- HM Warm Spa**, Celina Meng, (626)589-9690
- John Wells Golf Shops Inc.-Brookside GC**, Timothy Terwilliger, (626)796-8151
- Joie**, Kathryn Harris, (626) 243-5704
- Law Office of Keith D. Greene**, Keith D. Greene, (800) 676-3529
- PizzaRev**, Jeff Zuckerman, (805)418-5208
- ZipCar**, Scott Marszalek, (323) 866-4505

New Members for May, 2014

- Arte Flemenco Dance Theatre Inc.**, Clarita Corona, (626)652-3613
- Assessment, Consultation & Treatment (ACT)**, Dr. Paula Santos, (626)824-0982
- Buffalo Wild Wings**, Matthew Sprecher, (626)993-6400
- Contemporary Crafts Market**, Roy Helms, (808)422-7362
- Dustyn Benedict's Farmers Insurance**, Dustyn Benedict, (626)590-9826
- International Livery Services Inc.**, Ali Mohammedi, (310)390-2224
- Kingdom Culture Worship Centre**, Sherman Dumas, (909)486-1751
- L.A. Fitness**, Robby Solomon, (626)264-9138
- Law Offices of Raul M. Montes, A Professional Corporation**, Laurie Montes, (626)515-7011
- Los Angeles Register**, Lelani Kroeker, (714)796-3530
- SDG Financial Services LLC**, Sharon Griffin, (213)223-2207
- Strategic Marketing Partners**, Otoño Luján, (310)488-3076
- TextMarks**, Melani Deyto, (800)696-1393
- The Print Spot**, Wende Lee, (323)269-4218



David N. Schultz celebrated 50 years in business.

Vroman's Joel Sheldon and Mayor Bill Bogaard at the opening of Crown City Jubilee at the Museum of History.

Renewing Members for April, 2014

One to Five Years

ANROMA Group - SocializeLA.com
 Armed Exterminators
 Budget Rent A Car
 Colombo's Italian Steakhouse
 & Jazz Club
 Contemporary Services Corporation
 Fauci Companies/Construction Services
 Holmes Powersports
 Insperity
 Kids Dental Kare
 Legends Premium Sales/IMG
 Metro Gold Line Foothill Extension Construction Authority
 Pasadena Laundry
 Pete Whan & Associates, Inc.
 - Keller Williams Realty

Rodeway Inn & Suites
 Small Business Center
 Specialty Taxes
 TeamLogic IT of Pasadena
 Twohey's
 YWCA Pasadena-Foothill Valley

Six to Nine Years

Baskin Robbins-Hastings Ranch
 Huntington-Hill Breast Center
 Pacific Harps
 Pasadena Home Health Care
 Retirement Benefits Consulting

Ten to Fourteen Years

Brookside Golf Club
 Smart & Final/Fair Oaks

Fifteen to Fifty Years

Altadena Town & Country Club
 Angels School Supply
 Carousel Custom Floors
 Gerrish Swim & Tennis Club
 Orswell & Kasman, Inc.
 Pasadena Enterprise Center
 Pasadena Weekly
 Saint Francis High School
 Temo A. Arjani & Co., LLP
 USC Pacific Asia Museum
 Women At Work

More Than Fifty Years

California Institute of Technology, 67yrs
 George L. Throop Company, 91yrs
 Symes Cadillac, 65yrs

Renewing Members for May, 2014

One to Five Years

Adult Sports Management
 All Saints Church
 AmericanWest Bank
 Arroyo Vista Inn
 Carnelian Salon LLC
 Chuck Birkett Tsoong
 Encore-FFS
 Greg Sylvis General Contractor
 Hello! Home Care
 In Wine, Inc./Old Oak Cellars
 Larson & Gaston LLP
 Lee Perfect Inscripting Incorporated
 Luther Burbank Savings
 Maginnis Knechtel & McIntyre, LLP
 -Linda Ballesteros
 Mimi et Cie, LLC-Private Jewelers
 MobilityWorks-Adaptive Vehicles
 Nail Lounge
 Pasadena City College-Community Business Center
 Pasadena Gateway Villas
 Pita Jungle
 Primerica Inc.-John Leano
 Real Food Daily
 Robert Hall & Associates
 Sierra Autocars, Inc.
 Tender Greens

True Blue Maids
 TTG Engineers
 Tyler Gonzalez Architects, Inc.

Six to Nine Years

Beacon Media News
 City Cab
 Club Champion Gymnastics
 North West Education Center
 Reid Allen
 State Farm Insurance-John Diehl
 WrapAds

Ten to Fourteen Years

Amalgamated Bank
 Beth Julian-Wang, M.D.
 Century Rooter Service and Plumbing
 Pasadena Service Federal Credit Union
 Peet's Coffee & Tea-South Lake
 Trumark Real Estate Management

Fifteen to Fifty Years

Barney's Beanery
 BCSP Pasadena Towers Prop, LLC
 Bowlmor Lanes Pasadena
 Dewey Pest Control, Inc.
 Dolphin Rents
 Douglas Auto Body & Paint
 Flintridge Sacred Heart Academy
 Il Fornaio

Kangen Water-Independent Distributor
 Kids Klub Pasadena
 Lee Hecht Harrison, Inc.
 Linden Optometry, P.C.
 May Consulting Group, Inc.
 Parsons Corporation
 Pasadena Foothills Association of Realtors
 Pasadena Heritage
 Pasadena Highlands
 Pasadena Symphony and POPS
 Rose Bowl Aquatics Center
 Salvation Army
 Thorson Motor Center
 Tokio Marine Management, Inc.
 Unified Valet Parking, Inc.
 The UPS Store #3268
 Warren Printing & Mailing
 Western Asset Management Co.

More Than Fifty Years

Bickely Printing, 66 yrs.
 Bryan's Cleaners
 & Laundry, Inc., 75 yrs.
 Citizens Business Bank, 94 yrs.
 The Gas Company, 94 yrs.
 Licher Printing & Mailing, 66 yrs.
 Palermo, Barbaro, Chinen
 & Pitzer LLP, 66 yrs.

Chamber Member Openings and Celebrations





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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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Luncheon Alliance

Phlunte Riddle Leadership Consultants sponsors our networking Luncheon Alliance on Wednesday, July 2nd at 11:45am. *July's Luncheon Alliance will be at Brookside Golf Club at 1133 Rosemont Avenue (next to the Rose Bowl).*

Nicola Borland Photography sponsors the networking lunch on Wednesday, August 6th at 11:45am at **Altadena Town & Country Club** at 2290 Country Club Drive in Altadena.

Breakfast Connection

Thursday, July 10th at 7am, intellectual property law firm **Sheldon, Mak & Anderson** sponsors our *Connection Breakfast* at **Courtyard by Marriott** at 180 N. Fair Oaks Ave.

On Thursday, August 14th, Michael Mockbee and **MX3 Insurance Agency** sponsors our networking *Connection Breakfast*.

Price for the lunch and breakfast are \$25 for members and \$30 for non-members. Those reserving after the Monday deadline pay \$5 more.

Chamber After Hours Social and Mixer

A Noise Within invites you to *Summertime Sips and Snacks* our *Chamber After Hours Social and Mixer* at 3352 E. Foothill in Pasadena on Thursday, July 17th from 5pm-7pm.

On Thursday, August 21st, enjoy *Cocktails and Conversation* at **California Pizza Kitchen** at 99 N. Los Robles Ave. in Pasadena.

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

SIP-tember returns August 15th to September 25th

Patrons get to decide which cocktail is Pasadena's favorite during *SIP-tember: a Celebration of the Cocktail* in Pasadena. From August 15th through September 25th, local restaurants will serve cocktails that will be paired against each other in a competition. 64 cocktails, ranging from drinks specially concocted for the competition to margaritas and sangria, will begin the competition that will last six weeks and culminate in a live taste-off of the four drinks that win their bracket.

Which drinks will be paired against each other in competition? Will last year's favorites stand up to this year's competitors? Complete participant information, including the 64 cocktails competing, will be available for viewing at the Pasadena Restaurant Week website at www.pasadenarestaurantweek.com on Friday, August 1st. Voting in the cocktail bracket challenge goes live on Friday, August 15th.



The first challenge will take place over two weeks and pit 32 pairs of cocktails against each other. Each week following the winners will be paired head-to-head with another winning cocktail until, on September 25th, the four finalists will be matched in a live tasting during the annual *Taste of Pasadena* hosted at the Rose Bowl by the Pasadena Chamber of Commerce on Thursday, September 25th from 6pm to 9pm. *SIP-tember* kicks off with a citywide Julia Child Cocktail Party on August 15th in restaurants all over Pasadena. Patrons will be encouraged to dress for a 1950s, 1960s or 1970s era cocktail party.

SIP-tember: a Celebration of the Cocktail is a **Pasadena Restaurant Week** event presented by the Pasadena Chamber of Commerce. **The City of Pasadena and Trusted Choice Agents of Burbank, Glendale and Pasadena** are generously sponsoring the event.



Travel With the Chamber to Germany and Austria for Oktoberfest or Peru and Machu Picchu this fall

There is still time to 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, motor coach 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 much more.



Looking for a different experience? Sign up for the Pasadena Chamber-sponsored trip to Peru and Machu Picchu in November. Depart November 3rd for nine days visiting Lima, The Sacred Valley, Machu Picchu and Cuzco. The \$3,999 price includes airfare, first class hotels, 16 meals, motor coach transportation, tour guides, admissions, fuel surcharges and more.

Our member **Chamber Explorations** hosts these two fall trips. For information and a brochure on these trips, 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. In fall, 2015, the Pasadena Chamber travel program will offer a very special luxury Blue Danube River Cruise. All are offered at special pricing from our partners **Jet Vacations and Collette**.

