

PASADENA Commerce

July-August, 2017

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

VOL. 12, NO. 4

President's Message

The Pasadena Chamber has devoted a significant amount of our energy and resources to building an effective career education and college preparedness program for students in the Pasadena Unified School District. The support we provide for work-based learning curriculum has a strong, positive impact on young people in our community.

To sustain that effort, once our grant funds run out, the Chamber is creating a charitable non-profit, the Pasadena Chamber of Commerce Foundation. As a 501c3 tax exempt corporation, the Foundation will be governed by its own Board of Directors, working with by-laws specific to the Foundation, and undertake its own fundraising efforts. Foundation fundraising will support the Chamber's work-based learning activities.

If we are to sustain our efforts to support work-based learning in our local public schools, and expand our efforts, we cannot rely on money from local school districts. We need to develop independent funding sources. Creating the non-profit will give us the ability to raise money independently through grants and direct donation appeals.

Having the Foundation, however, will allow us to independently pursue grant funding and other opportunities not currently available to the Chamber. Donations to the Foundation will be fully tax-deductible for the donor.

Amy Foell, the Chamber workforce development manager, will lead these efforts as part of her responsibilities.

The Chamber will continue to host our existing events and activities, and fully support our membership, as we have in the past. Even with an added emphasis on work-based learning and support for initiatives such as our *Sixth Grade cents* financial literacy program for middle schoolers, we will continue to serve our members with an aggressive calendar of programs and activities. In fact, the Chamber continues to expand our programming in support of our members.

Pasadena Chamber Inaugural Gala July 7th at Langham Huntington Hotel Pasadena

Pasadena Chamber of Commerce members, community leaders and guests celebrate our business community at the annual Pasadena Chamber of Commerce Inaugural Gala on Friday, July 7, 2017. The hosted cocktail reception and silent auction begins at 6:00



p.m. at the **Langham Huntington Hotel**. Dinner and the festive program begins at 7:30pm.

This year, the Chamber celebrates the installation of Robin McCarthy of **Fire Family Foundation** as Chair of the Board for 2017-18. We also install new officers and Board members for the year.



During the evening the Chamber will present the Bill Bogaard Scholarship to an emancipated foster youth who is matriculating from a local community college to a four-year institution. **Lewis Roca Rothgerber Christie** will also award a scholarship to an emancipated foster youth. The Chamber will also recognize a small member business and a large member business as *Corporate Citizen of the Year*. This year, **A.J. Longo and Associates** will be presented with the small business award and **Villa Gardens** will receive the large business award.

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, visits to local attractions and VIP treatment at local wonders.

Proceeds from the Inaugural Gala support Chamber activities and member services.

Gold Sponsors are **Kaiser Permanente** and **Wells Fargo**. Silver Sponsors are **Hollywood Burbank Airport, Huntington Memorial Hospital, Parsons Corporation, Pacific Oaks College and Children's School, Pasadena Tournament of Roses, Southern California Gas Company** and **U.S. Bank**.

Corporate tables cost \$2000. Individual tickets to the Inaugural Gala cost \$200. Valet parking and a hosted cocktail reception are included. Anyone wanting information can call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org.

SIP-tember: A Celebration of the Cocktail returns August 15th to September 28th

SIP-tember: A Celebration of the Cocktail and the *SIP-tember Cocktail Bracket Challenge* return August 15th. Pasadena's finest and favorite bars, restaurants and lounges put their best drinks forward in the *SIP-tember Cocktail Bracket Challenge*, a head-to-head online cocktail competition.

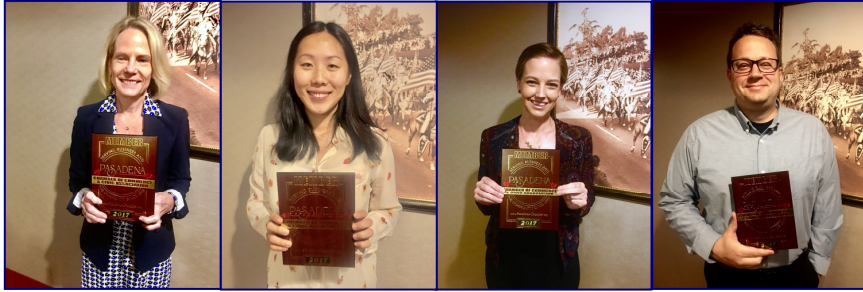
You be the judge as 64 cocktails face off in 32 brackets for a chance to be among the four finalist cocktails in a live competition at the *Taste of Pasadena* in the Court of Champions at the Rose Bowl on September 28th from 6pm to 9pm.

SIP-tember participants include **Sushi Roku, True Food Kitchen, Roy's Pasadena, Vertical Wine Bistro, Clearman's Galley, California Pizza Kitchen, Raymond 1886, Bistro 45, The Taproom at the Langham, Fleming's Prime Steakhouse and Wine Bar** and **Alma de la Rosa**. Two-time champion **Ruth's Chris Steak House** returns to defend their 2016 title, as well.

The SIP-tember Cocktail Bracket Challenge ends with a live taste-off at the *Taste of Pasadena* on September 28th. For information on *SIP-tember* or the *Taste of Pasadena*, visit www.pasadenarestaurantweek.com.



New members (below, from left) introduced at our April networking breakfast, we met Betsy Jones and Qiao Li with the **Institute for Educational Advancement**, Kim Ferreira and T.J. Ferreira with **DigiStack**.



(Bottom, from left) At our April lunch, we met Christina Chen with **Michael's Pharmacy** and James Winstanley with **Integrity Comfort Systems**. At lunch in May, we introduced Romy Teh with **Transworld Business Advisors**, Stuart Pompel with **Pacific Crest Youth Arts Organization** and Nadia Simone with **University of the West**.



(Clockwise, from right) At our May breakfast, we introduced April Hicks of **April Blooms**, Dan Yokich of **Spectrum Reach** and Daniela Sarmina of the **Alzheimer's Association California, Southland Chapter**. We also met Elaine Miller of **AAY! Fitness and Nutrition**, Mike Dostalek with **A1 West Commercial Real Estate** and Michael Toro of **Learning Works Charter School**.



Pasadena Chamber Member Celebrations and More



Home Instead Senior Care celebrated 14 years in Pasadena with a ribbon cutting.



Pasadena Mayor Terry Tornek and Councilman Victor Gordo ventured to Altadena to help commemorate new ownerships at Café Culture.



Printing Office Federal Credit Union opened in Covina.

New Members for April, 2017

- 1202 Salon and Spa**, Sandra Flores, (626) 765-3505
- A1 West Commercial Real Estate**, Mike Dostalek, (626) 768-0788
- Alzheimer's Association California, Southland Chapter**, Daniela Sarmina, (323) 486-6447
- April Blooms Boutique**, Yumiko Whitaker, (626) 248-7816
- Custom Signs, Inc.**, Timothy Schwan, (626) 969-2222
- Descanso Gardens**, Somer Sherwood-White, (818) 952-4391
- Kona Ice Central Pasadena**, Tamar Hill, (626) 269-9449
- People's Care**, MaryRose Napoles, (213) 248-7235
- Ruby's Red Ribbon Inc., dba Sidecca**, Jerry Han, (949) 292-1684
- Transworld Business Advisors**, Romy Teh, (818) 949-8738

New Members for May, 2017

- AAY! Fitness & Nutrition**, Elaine Miller, (323) 989-4229
- Affordable Quality Moving and Storage**, Kelly Kirkman, (661) 254-7823
- Beauty Bee Studio**, Christina Medrano, (626) 344-2405
- Café Culture**, Carla Cunningham, (626) 755-8853
- The Holliston Foundation**, Grace Park, (323) 854-5992
- The Kitchen for Exploring Foods**, Amy Morimoto, (626) 793-7218
- SAWYER Agency**, Chad Sawyer, (626) 460-3248
- SwartAd**, Ellen Considine, (818) 553-1820
- Zoe - A Pilates Studio**, Zoe Hagler, (626) 585-8853



Judson International School celebrated its 25th anniversary.

Renewing Members for April, 2017

One to Five Years

Armed Exterminators
Café Bizou
Del Mar Park, LLC
Gerry Rothschild Band
Green Dot Corporation
Law Offices of Raul M. Montes,
A Professional Corporation
Light Bringer Project
Nothing Bundt Cakes
Pacific Crest Youth Arts Organization
Project Scientist
Twohey's

Six to Nine Years

A Car Auto
Chefs Center of California
David N. Schultz, Inc.
Fauci Companies/Construction Services
Freight Right Global Logistics
GS1group, Inc.
Legends Premium Sales/IMG
Luther Burbank Savings
Onyx Architects, Inc.
Pasadena Magazine

The Print Spot
Reid Allen
Richard A. McDonald, Esq.
Of Counsel, Carlson & Nicholas, LLP
Wells Fargo Bank-Colorado Blvd.

Ten to Fourteen Years

IUOE, Local 12
Robertson's Roasted Almonds
Trumark Real Estate Management

Fifteen to Fifty Years

Brookside Golf Club
Corcoran Bookkeeping & Tax Services
E-Central Credit Union
Eden Garden Bar & Grill
Gerrish Swim & Tennis Club
Law Offices of Richard A. Moss
Lee Hecht Harrison, Inc.
Margarita's
Pink Transfer, Inc.
Plotkin Partners
Quest Financial Services
Sheraton Pasadena Hotel
Warren Printing & Mailing

More Than Fifty Years

The Changstrom Company, 65yrs
D. A. Davidson & Co., 65yrs
The Gas Company
Volkswagen Pasadena, 56yrs



Member Services Manager Kelly Shearer presented the Chamber's Exemplary JROTC Cadet Award to Cadet Sergeant First Class Charlotte Mitchell of Blair High School.

Renewing Members for May, 2017

One to Five Years

Arpeggio Apartments
Art of Smiles
The Bantam Associates, Inc.
Birdi & Associates, Inc.
Brooke Law Group
California Closets
Deborah Morehead-Marriage Family
Therapist & Relationship Coach
Dilbeck Real Estate-Doug Colliflower
Greater Los Angeles Area Council-Boy
Scouts of America
High Street Residential (TCC)
John Wells Golf Shop-Brookside
Lavender & Honey Espresso Bar
Maginnis Knechtel & McIntyre, LLP-
Linda Ballesteros
Optimal Health & Wellness Pasadena-
Dr. Clement Lee, NMD
Pacific Commerce Bank
Pete Whan & Associates Inc.-
Keller Williams Realty
Shriners Hospitals for Children
Los Angeles
South Coast Fibers/American
Reclamation
Strategic Marketing Partners
The Hettema Group
The Kensington Sierra Madre
Vacation Living, LLC

SIX TO NINE YEARS

Alma De La Rosa
Art Deco Entertainment
Bistro 45
Blue Chip FoodSystems, Inc.

Colombo's Italian Steakhouse
& Jazz Club
Hello! Home Care
Lindsey Manufacturing Company
Metro Gold Line Foothill Extension
Construction Authority
Modern Parking, Inc.
Pasadena Gateway Villas
Pasadena Language Center
Right At Home In Home Care Assistance
with RightCare
Sierra Autocars, Inc.
Southern California Edison (SCE)
Tyler Gonzalez Architects, Inc.
Visiting Angels Living Assistance
Services

TEN TO FOURTEEN YEARS

The Hat
Home Instead Senior Care-
CA HCO# 194700130
OneWest Bank-Foothill
Pasadena Home Health Care
State Farm Insurance-John Diehl
Stratz & Company
U.S. Bank

FIFTEEN TO FIFTY YEARS

American Red Cross-San Gabriel
Pomona Valley
Aurora Las Encinas Hospital
Barney's Beanery
Barrister Executive Suites, Inc.
Carousel Custom Floors
Celestino Ristorante & Bar
Century Rooter Service and Plumbing
CityCenter Co.

Dolphin Rents
Douglas Auto Body & Paint
Exchange Club of Pasadena c/o
Affinity Associates
Hunt Ortmann Palffy Nieves Darling
& Mah, Inc.
Huntington Medical Research Inst.
(HMRI)
Jacob Maarse Florist
Jim Konoske Consulting
May Consulting Group, Inc.
Monte Vista Grove Homes
Options For Learning
Parsons Corporation
Pasadena Symphony and Pops
Planned Parenthood Pasadena
& San Gabriel Valley, Inc.
Plaza Bank
Rose Bowl Aquatics Center
Saint Francis High School
Salvation Army-Del Mar Blvd.
SoCal Colorado Boulevard Self Storage
Thorson Buick GMC of Pasadena
Tyent Water Premium Authorized
Dealer
Unified Valet Parking, Inc.
The UPS Store #3268
USC Pacific Asia Museum
The Westin Pasadena
Win-Win Workplace Solutions

MORE THAN FIFTY YEARS

Bickley Printing Company, 69yrs
Bryan's Cleaners & Laundry, Inc., 78yrs
George L. Throop Company, 94yrs
House of Printing, 59yrs
Licher Printing & Mailing, 69yrs



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

Luncheon Alliance

The Pasadena Star-News sponsors the networking Luncheon Alliance on July 5th.

The lunchtime networking event on August 2nd is sponsored by Patsy Morris and **KAP Promotions**.

The *Luncheon Alliance* starts promptly at 11:45am at **Brookside Golf Club** at 1133 North Rosemont Avenue in Pasadena.

Connection Breakfast

On July 13th at 7am, **The Foundation for Living Beauty** sponsors our networking *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, August 10th, Ruth Martinez of **The City of Pasadena** sponsors the breakfast.

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

Chamber After Hours Social and Mixer

Join us at one of Pasadena's favorite dining destinations, **Cabrera's Mexican Cuisine** for our *Chamber After Hours Social and Mixer* on Thursday, July 20th from 5pm to 7pm at 655 North Lake Avenue. Parking is free in the lot or on the street.

On Thursday, August 17th at 5pm, find fun and friendship at **Elizabeth House**, 559 North El Molino in Pasadena. *Admission is free for Pasadena Chamber members. All others pay \$10.*

Pasadena Chamber members top Star-News Readers Choice Awards

As Pasadena Chamber of Commerce members, you are among the best at what you do. That was reinforced by the readers of the **Pasadena Star-News** in the annual Readers Choice Awards supplement. Readers of the Star-News, along with their sister publications in the San Gabriel Valley voted recently on their favorite businesses in several categories.

These Pasadena Chamber members were singled out for recognition:

- Air-Tro, Inc., air conditioning/heating company
- All India Café, Indian cuisine
- Arroyo Car Wash, car wash
- Cabot and Sons, mortuary
- California Institute for Advanced Management, MBA
- Cameron's Seafood, seafood
- Century Rooter Service and Plumbing, plumbers
- Clearman's Northwoods Inn, steak, American cuisine
- Ruth's Chris Steak House, steak
- Dog Haus, hot dog
- Fedde Furniture, furniture store
- Healthcare Partners, medical group
- Jacob Maarse, florist
- Kaiser Permanente, urgent care, medical group
- Kidspace Children's Museum, place to go with kids
- KPCC/Pasadena, radio station
- Langham Huntington Hotel, hotel
- Linden Optometry, Dr. Alan Limfat, optometrist
- Lincoln Nursery, garden center
- Panda Inn, Asian cuisine
- Pasadena Federal Credit Union, credit union
- Pasadena Playhouse, live theater
- Sport Clips, barber
- The Rose, live entertainment/concert venue
- Thorson Motor Center, new truck dealer
- Vroman's Bookstore, book store
- Wells Fargo, bank

Taste of Pasadena and SIP-tember Finale return to Rose Bowl September 28th

Join us for the sixth *Taste of Pasadena* in the Court of Champions at the **Rose Bowl** on Thursday, September 28, 2017, from 6pm to 9pm. Favorite local restaurants offer food samplings alongside some of our newest culinary additions. The four finalist cocktails in the *SIP-tember Cocktail Bracket Challenge* will be available for tasting. Attendees can vote for their favorite and help name the Pasadena Cocktail of the Year 2017. The winner will be announced at 8:30pm.

Tickets for the *Taste of Pasadena* are \$30 in advance and \$50 at the door. Purchase tickets online at www.pasadena-chamber.org/forms/taste-of-pasadena. Only 500 tickets will be sold, so there are no lines or waiting for food and drink. Advance ticket sales end September 26th. The *Taste of Pasadena* is sponsored by the **City of Pasadena, Pasadena Star-News** and **Wells Fargo**.



See the Northern Lights in Iceland in December

Depart December 9, 2017, for the unspoiled beauty of Iceland. Visit Reykjavik, enjoy a Northern Lights Cruise, see Thingvellir National Park, a glacial lagoon, the famous Blue Lagoon and much more. Travel to the "Golden Circle," home to many of Iceland's most renowned natural wonders. See floating icebergs and relax in the warm, mineral-rich water of the natural geothermal Blue Lagoon. Spend your evenings gazing at the night sky in search of the dazzling northern lights.

For trip information call the Chamber office or email Leanne@pasadena-chamber.org

Tour price is \$3,599. Single room upgrade costs \$400 more. The price includes round-trip airfare from Los Angeles (including taxes, transfers, fees and surcharges), ten meals, hotel stays, transfers, admission fees and stunning scenery.

