

# PASADENA Commerce

September-October, 2013

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

VOL. 8, NO. 5

## President's Message

To be successful for our members, the Pasadena Chamber strongly encourages you to do business with each other. Our networking events and procurement forum are designed to facilitate referrals and collaborations among Chamber members.

Here at the Chamber, we only work with companies outside the Chamber if there is not a Chamber member who provides the service. (Which means, we only work with Pasadena Chamber members.) We also only refer business to Chamber member companies. Each year, we provide thousands of referrals to our members, not including the thousands of people each week who use our online directory for referrals.

We know that members of our Chamber are among the best at what you do, and we will get a competitive price for top-shelf goods and services.

That is why our copiers and printers were acquired through **Anderson Business Technology**. Not only do we get very competitive prices, but Anderson backs that up with excellent service. When we wanted a mobile application for Pasadena Restaurant Week, we turned to **Resultworx/BIS Computer Solutions** to provide the service, again at a very competitive price. They also service our technology in the office.

**Office Max** provides supplies for the Chamber. We get very good pricing, and have instituted a program where Chamber members who sign up can get additional discounts on office products and supplies through Office Max. (Call the office for details.)

Personally, I have been very pleased with the work done on my house by **Century Rooter Service and Plumbing, KBD Construction, Greg Sylvis Contractor and Voelker Construction and Painting**. We even got a great deal on a vacuum and a washer/dryer at **Sears!**

If you need a product or service, look in your Business Directory, on our website or call the office. You can't go wrong with a fellow Pasadena Chamber member.

## Taste of Pasadena and SIP-tember Finale at Rose Bowl on September 26th

Join us for the second *Taste of Pasadena and SIP-tember Finale* on Thursday, September 26th from 6PM to 9PM at the **Rose Bowl**. Enjoy food and drink tastings from many of Pasadena's finest restaurants and help decide which SIP-tember cocktail is Pasadena's favorite.



The Arugula Rocket  
at Kal's Bistro

Over the course of six weeks, 64 cocktails faced off to determine which four finalists compete during the live taste-off at the Rose Bowl. *Taste of Pasadena* participants (so far) include **Toro Sushi Bar Lounge, Kings Row Gastro-pub, Kal's Mediterranean Bisto, BJ's Restaurant and Brewhouse, Haven Gastro-**

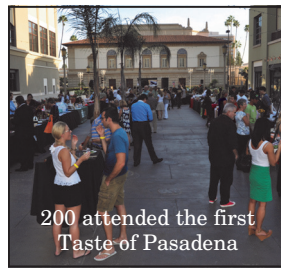


Four talented bartenders squared off  
in the 2012 SIP-tember Finale.

**pub and Trattoria Neapolis**. Along with food and drink samples for *Taste of Pasadena* guests, the four finalist cocktails from the *SIP-tember Cocktail Bracket Challenge* will be available for tasting. Guests vote live to determine Pasadena's favorite cocktail.

Tickets to the *Taste of Pasadena and SIP-tember Finale* are \$25 in advance and \$30 at the door. To purchase tickets call the Chamber at 626-795-3355 or visit [www.pasadena-chamber.org/events/sip-tember](http://www.pasadena-chamber.org/events/sip-tember).

*SIP-tember: a Celebration of the Cocktail* and the *Taste of Pasadena* are presented by the Pasadena Chamber of Commerce. Sponsors are the **City of Pasadena, So Cal Gas Company Advanced Meter and Trusted Choice Agents of Glendale, Burbank and Pasadena. Dance Syndicate** is providing entertainment. There are a few tables available for Chamber members who want to showcase their business at the Taste of Pasadena. Cost of the tables is \$150. If you are interested in this opportunity, please call the Chamber office.



200 attended the first  
Taste of Pasadena

## City of Pasadena, Chamber Collaborate to Present 2013 Pasadena Business and Economic Summit

Leaders of business and industry in Pasadena discuss our local economy, their industries and the future of business in Pasadena at the first Pasadena Business and Economic Summit on Thursday, October 24, 2013, at 11:30am at the University Club. Cost to attend the inaugural Pasadena Business and Economic Summit is \$45 and includes the program, lunch and valet parking.

The City of Pasadena and the Pasadena Chamber of Commerce join forces to present the discussion of the economic health and future of business in Pasadena. Keynote Speaker Bill Allen, President and CEO of Los Angeles County Economic Development Corporation, will discuss the current state of the local and regional economy and highlight trends, issues and concerns to watch in the future.

In addition to the keynote, the Pasadena Business and Economic Summit will include presentations by leaders of our local construction and engineering community, real estate development, the creative economy, technology and research and development and more. Featured panelists include Zareh Astourian of **TTG** and Kin Hui of **Singpoli Capital Corporation**, and **Park Place Commercial, LP**.

Invitations will be mailed in mid-September. If you would like to be added to the invite list, email [Leanne@pasadena-chamber.org](mailto:Leanne@pasadena-chamber.org). You can also sign up and pay online at the Pasadena Chamber website at [www.pasadena-chamber.org/events](http://www.pasadena-chamber.org/events) (then follow the link to the Business and Economic Summit).

New members (clockwise from right) introduced at our Luncheon Alliance in July included George Moufarrej with **M&R Tax Services**. We also met Kimberly Stillwell with the **Awareness Center Yoga, Meditation and Healing Arts** and Mark Kazarian and Tammy Bottita with **Community Construction Group LLC**.

At the August Luncheon Alliance we met Jon Albert with **SoCal Office Technologies, a Xerox Company**. Heather Backstrom of **Heather Backstrom Leadership Consulting** was also introduced. Vahe Atchabadian of **VA Print Media** was introduced as a new member. **Bismillah Imports/Oil Shop Store's** S. M. Farasat Ullah was also recognized at the lunch-time networking event.



(Clockwise, from right) At our August breakfast networking event we met Steve Swinney with **Pasadena Crown City Chorus**.

At our Connection Breakfast in July we introduced new member Phlunte Riddle with **Effective Consultants, LLC**. Grecia Gomez and Melissa Balam of **Paper Owls** stationery store were also introduced as new members. We also met Bruce Fisher of **Graffiti Dr.**

At the June Breakfast Connection Myisha Blackman of **In Good Hands Interpreting** was introduced.



### Chamber Member Openings and Celebrations

(From below right) **Dickey's Barbecue Pit** opened in east Pasadena with a ribbon cutting and BBQ tasting celebration. Co-owner and pastry chef Danielle Keene opened **Bittersweet** by cutting a ribbon. **Arthur Murray Dance Studio** opened under new ownership and celebrated with a ribbon cutting. **Paper Owls** stationery opened their East Pasadena store with a ribbon cutting.



### New Members for June, 2013

- Carrington Mortgage Services LLC**, Andrew Davis, (626) 252-5709
- Community Construction Group, Inc.**, Minas (Mark) Kazarian
- Confexion Cupcakes & Cake**, Vandy Altounian, (626) 486-9977
- Copa Vida**, Steve Chang, (626) 213-3952
- Dickey's Barbecue Pit**, Andrew Lee, (626) 993-2862
- Exterior Solutions**, Todd Leight, (310) 801-5020
- Effective Consultants, LLC**, Phlunte Riddle, (626) 786-5655
- Giggle**, Roy Aponno, (626) 744-0233
- Graffiti Dr.**, Bruce Fisher, (626) 466-6574
- Heather Backstrom Leadership Consulting**, Heather Backstrom, (626) 823-7033
- Impac Mortgage**, Sandra Estrella, (626) 219-7480
- Invicta Fitness Gallery**, Jonathan E. Eubanks, (818) 415-0850
- Lake Payne-Coldwell Banker**, (626) 786-1673
- SALUS Home Care**, LeeAnn Hefner, (626) 796-5800

### New Members for July, 2013

- Achieve S.M.A.R.T. Goals**, Laura Wilcox Hypnotherapist, CHT, MNLP, (626) 344-0046
- Colledge**, Jenny Umhofer, (626) 344-0332
- Freshly Squeezed Juice Bar**, Yvette Hawkins, (626) 577-5001
- Guardian**, Helen Mathis, (800) 913-0945, ext. 109
- M & R Tax Services**, George Moufarrej, (626) 993-6707
- M2B Marketing, Inc.**, Dianne Smith, (855) 326-2777
- Margit Arrobio-Podley Properties**, Margit Arrobio, (626) 664-5546
- PacTrust Bank**, Sandy Holguin, (626) 793-7880
- Paper Owls**, Grecia Gomez, (626) 584-1444
- Pasadena Crown City Chorus**, Jose Ochoa, (626) 233-4697
- Sasha Renee Photography**, Sasha Renee Tracy, (626) 394-4039
- SoCal Office Technologies-A Xerox Company**, Jon Albert, (818) 319-1069
- Tom Bowers-Podley Properties**, Tom Bowers, (626) 390-4202
- Ultra Way LLC**, Peggy Fan, (626) 888-9297
- Urth Caffe**, Fernando Perez, (213) 229-8925
- VA Print Media**, Vahe Atchabadian, (626) 354-5924
- Yogurtland Pasadena**, Ka Man Chan, (626) 329-8829

## Renewing Members for June, 2013

### One to Five Years

American Express Travel  
 Bank of America/Pasadena Main Office  
 Black Car  
 Blue Chip Food Systems, Inc.  
 Caring Gentle Touch  
 Carnelian Salon LLC  
 Cystic Fibrosis Foundation  
 First Financial Security  
 First Tee of Pasadena, The  
 Great American Deals/Pasadena  
 High Point Academy  
 Intelligentsia Coffee & Tea  
 Local Marketing Boost  
 Maginnis Knechtel & McIntyre LLP-  
 Linda Ballesteros  
 Micro Trends, Inc.  
 Modern Parking, Inc.  
 National Hispanic Media Coalition  
 National Kidney Foundation  
 Parson's Nose Productions  
 Pasadena City College/Business Center  
 PM Realty Group  
 Tender Greens

Tri-City Transportation Systems, Inc.  
 Visiting Angels Living Assistance  
 Services  
 Women's City Club of Pasadena

### Six to Nine Years

Benedict & Benedict Plumbing Co.  
 Club Champion Gymnastics  
 Kimberly C. Covey, CPA  
 Menage  
 National Construction Alliance  
 San Marino Tribune  
 Trio Apartments

### Ten to Fourteen Years

Avison Young  
 Bank of Manhattan  
 Chiropractic Health Center  
 City Place  
 Courtyard by Marriott-Old Pasadena  
 Mahlmann Media  
 Pasadena Service Federal Credit Union  
 Pasadena.com  
 Prototypes I-Can

### Fifteen to Fifty Years

Arroyo Car Wash Corp.  
 Ashcraft Company  
 BCSP Pasadena Towers Property LLC  
 CapitalSource Bank  
 Community Bible Community  
 Development Corporation  
 Fedde Furniture Co.  
 Honda of Pasadena  
 Jewish Family Services-Haven House  
 Malmberg & Associates  
 Pasadena Federal Credit Union  
 Pasadena Highlands  
 Pasadena Symphony and Pops  
 Robin's Wood Fire BBQ & Grill  
 Rose Bowl Aquatics Center  
 Union Bank  
 UPS Store #3268, The

### More Than Fifty Years

Fuller Theological Seminary-Office of  
 Admissions, 68yrs  
 George L. Throop Company, 90yrs  
 Typecraft Wood & Jones, 80yrs

## Renewing Members for July, 2013

### One to Five Years

ACTS Thrift Store  
 Beckham Grill  
 EV-Consultech  
 Everson Royce  
 Fire Family Foundation  
 Fox Junk Removal  
 Gale's Restaurant  
 Green Street Restaurant  
 Integrated Resource Solutions Group  
 Kings Row Gastropub  
 Law Office of Stephen R. Golden  
 Law Offices of Michele Holt-Brooke  
 Longo Lexus  
 Merry/San Marino Plumbing  
 Modern Art Pictures  
 Pasadena Hastings Center  
 Pasadena Laundry  
 Pasadena Massage Company  
 Raymond Restaurant  
 Sierra Chrysler, Dodge, Jeep, Ram  
 Singpoli Capital Corporation  
 Sotomayor Law

Trademark Development Co., LLC  
 Trammell Crow Company  
 Umami Burger Pasadena  
 Western Supreme Rooter, Inc.

### Six to Nine Years

F & M Business Center  
 Financial Network Investment  
 Corporation  
 James McCaleb & Company (USA)  
 Millennium Pension Services, Inc.  
 OfficeMax, Inc.

### Ten to Fourteen Years

Carnegie Observatories  
 Milestone Products  
 ResultWorx Technology Solutions Inc.  
 Temple City Dental Care  
 Tetra Tech, Inc.

### Fifteen to Fifty Years

Al Brooks Rose Bowl Tours  
 Buca Di Beppo Pasadena  
 Community Bank

Day One  
 Fisher Benefits Resource Group  
 FVO Solutions, Inc.  
 Hathaway-Sycamores Child & Family  
 Services  
 Kiwanis Club of Pasadena  
 LACERA Gateway Property, Inc.  
 Pacific Oaks College and Children's  
 School  
 Pasadena Convention Center  
 Pasadena Scottish Rite Childhood  
 Language Center  
 Sheraton Pasadena Hotel  
 Shuster Financial Group, LLC  
 Walden School  
 West Coast Trophy Center  
 Whole Foods Market  
 Woodbury University

### More Than Fifty Years

Krost, Baumgarten, Kniss & Guerrero,  
 57yrs  
 Pasadena Star News, 93yrs

Helen Mathis cut the ribbon to open **Guardian** business services. **Waste Less Living Walnut**, the retail store for composting and recycling opened with a ribbon cutting ceremony. **West Coast Urgent Care** at Lake and California cut a ribbon to celebrate joining the Pasadena Chamber. **Copa Vida** celebrated their Old Pasadena opening with a ribbon cutting. Mayor Bill Bogaard cut a ribbon to celebrate the inauguration of the **Rose Bowl Tour** program. **Yogurtland** on South Lake Avenue opened with a tasting and ribbon cutting.





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 844 EAST GREEN STREET,  
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 (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.**

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**OFFICERS**

CL Keedy, Chair	Ben Green, Chair-elect
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
Michael D'Antuono*, Vice-chair	Bob Oppermann, Vice-chair

**BOARD OF DIRECTORS**

Wendy Anderson	Robin McCarthy
Karl Bird	Valerie Prince
Heidi Bloks	Armando Ramirez
Dennis Buckley*	Steve Rodgers
Darryl Dunn**	David Saeta
Eric Duyshart**	Evan Scott
Michael Gallego	Gail Schaper-Gordon
Juan Gutierrez	Ray Serafin*
Robert Holmquist	Ishmael Trone
Julie Lee	Justin Tsui
Blake Longo	*past chair
Lauren Marlis	**ex-officio
Mike Matthiessen**	

**STAFF**

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

**Luncheon Alliance**

On Wednesday, September 4th at 11:45am, **Women's Business Momentum Center** sponsors September's networking Luncheon Alliance.

**StarMakers Costumes and Parties** sponsors our networking Luncheon Alliance on Wednesday, October 2nd at 11:45am.

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

**Breakfast Connection**

Thursday, September 12th at 7am, **Villa Esperanza Services** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, October 10th, **Joan's Candles and Home Décor** sponsors our monthly *Breakfast Connection* networking event.

**Pasadena Chamber After Hours Social and Mixer**

Join us for *Savory Snacks and Sips* as **The Westin Pasadena** hosts the *Chamber After Hours Social and Mixer* at 191 N. Los Robles in Pasadena on Thursday, September 19th, 5pm-7pm.

Thursday, October 16th, **Joan's Candles and Home Decor** and **WOW! Event Productions** hosts an *Enchanting Autumn Affair* in the Romanesque Room at Castle Catering at 50 E. Green.

**Pasadena Chamber Inaugural Gala**

Community, civic and business leaders joined Pasadena Chamber members in celebrating the inauguration of CL Keedy of **UBS Financial** as chair of the Board of Directors in July. 200 people were on hand as we welcomed new Board members, awarded scholarships to deserving students, presented the Corporate Citizen of the Year awards. The Pasadena Chamber also celebrated 125 years of service to our member businesses and the community.



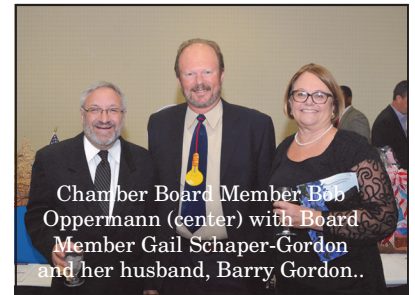
Congresswoman Judy Chu with Chamber Board Chair CL Keedy and Board Member George Falardeau.



Kaiser Permanente was recognized as Corporate Citizen of the Year.



Chamber scholarship recipient Spencer Belke also received a scholarship award from Christie, Parker and Hale.



Chamber Board Member Bob Oppermann (center) with Board Member Gail Schaper-Gordon and her husband, Barry Gordon.



Chair CL Keedy with the new and re-elected Chamber Board members.



Joel Bryant received the Directors Award for Community Service.



Mayor Bill Bogaard and Past Chair Patty Waggoner presented the Corporate Citizen of the Year award to Kidspace.



Board member Heidi Bloks with her husband, Jeff, and Board Member Dennis Buckley with his wife Brenda.



Jonathan Chea was presented with the Gas Company Scholarship.



Patty Waggoner swore in her successor, Board Chair CL Keedy.