

# PASADENA Commerce

September-October, 2014

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

VOL. 9, NO. 5

## President's Message

The Pasadena Chamber wants to be supportive of our local public school and, with our Workforce Development Committee explores many avenues for support and input to the **Pasadena Unified School District**. Representatives of the Chamber have served on budget and oversight committees and advisories for the many College and Career Academies. We even provide donations to support Pasadena High School from the proceeds of our New Year food vending fundraiser.

This past spring, the Chamber, following direction from our board, piloted a new program at Eliot Middle School in PUSD. Working with our member **Ideal Youth** and our Workforce Development Committee, we devised a series of workshops on financial literacy, work readiness and computer safety for 6th graders at the school.

Called **\$ixth Grade ¢ents**, the program featured **Wells Fargo** local bank staff members' excellent introduction to basics of budgeting and saving for the future, how banks work and how to safeguard your earnings. **YWCA Pasadena-Foothills** helped students understand how internet and mobile phone applications can lead to unsafe situations, and how to avoid trouble online. They also discussed how to report behavior that is uncomfortable or potentially dangerous.

One of the highlights of the spring program was the appearance of **2014 Tournament of Roses Princess Kayla** who talked to the young people about appropriate dress and behavior and making a good impression on others. **Ideal Youth** also led the students in a stock market exercise and explained how investing early can pay big dividends in the future.

We are very pleased with the program and the reception from students and teachers. **\$ixth Grade ¢ents** is still in the pilot stage. We are returning to Eliot this fall to fine-tune the program before we offer **\$ixth Grade ¢ents** to other PUSD middle schools.

## City of Pasadena and Pasadena Chamber Host 2nd Economic and Business Summit October 23rd

The Economic and Business Development Committee of the Pasadena Chamber of Commerce invites leaders of business and industry in Pasadena discuss our local economy, local industries and the future of business in Pasadena at the second *Pasadena Business and Economic Summit* on Thursday, October 23, 2014, at 11:30am at Brookside Golf Club at 1133 Rosemont Avenue in Pasadena.



Mayor Bill Bogaard opened the first Economic and Business Summit in October, 2013.

Cost to attend the second *Pasadena Business and Economic Summit* is \$45 and includes the program and lunch. A corporate table of eight, which includes signage and recognition on the program, costs \$400. Parking is free in the Rose Bowl lots.

**The City of Pasadena** and the Pasadena Chamber of Commerce join forces to present the discussion of the economic health and the future of business and the economy in Pasadena. Last year's inaugural event drew a capacity crowd so reserve early.

Invited to give an overview of the economy at the *Economic and Business Summit* is Bill Allen, President and CEO of **Los Angeles County Economic Development Corporation**. The keynote will discuss the current state of the local and regional economy and highlight trends, issues and concerns to monitor into the future.

The Pasadena Business and Economic Summit will also include presentations by leaders of our local healthcare, commercial and residential real estate and hospitality industries. Invited to take part as featured panelists are William Caswell, Senior Vice president at **Kaiser Permanente**, Mike Ross, CEO of the **Pasadena Center Operating Company** and **Pasadena Convention and Visitors Bureau**, and Leslie Appleton-Young, Chief Economist with the **California Association of Realtors**. Pasadena Mayor Bill Bogaard will provide a brief update on City finances and priorities.

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

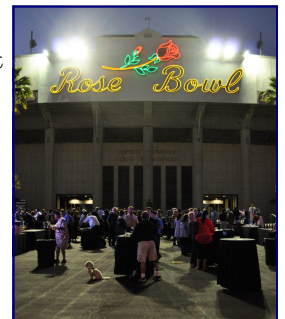
## Taste of Pasadena Returns to Rose Bowl September 25th

The Pasadena Chamber of Commerce hosts the third *Taste of Pasadena and SIP-tember Finale* on Thursday, September 25th from 6PM to 9PM at the Rose Bowl. Enjoy food and drink tastings from many of Pasadena's finest restaurants.

Over the course of six weeks, 64 cocktails will have faced off to determine which four finalists compete during the live taste-off at the Rose Bowl. Guests will vote for their favorite which will be announced at 8:45PM, based on results of voting at the event.

Taste of Pasadena participants for 2013 included **Slater's 50/50**, **La Grande Orange** and **The Luggage Room**, **Green Street Restaurant**, **BJ's Restaurant & Brewhouse**, **Panda Catering**, **Trattoria Neapolis**, **Celestino's** and **The Raymond**. We anticipate having two dozen restaurants sampling food and drink for a maximum of 500 guests at the event.

Tickets to the *Taste of Pasadena and SIP-tember Finale* are \$30 in advance and \$40 at the door. To purchase tickets visit the Chamber website at <http://www.pasadena-chamber.org/forms/sip-tember-finale-september-25-2014> or call the Chamber at 626-795-3355. Sponsors are the **City of Pasadena** and **Trusted Choice Agents of Glendale, Burbank and Pasadena**.





New members (below, from left) introduced at our Luncheon Alliance in July were Dustyn Benedict of **Dustyn Benedict's Insurance Agency**. We also met Sandy Jin of **The Foundation for Wellness Professionals** and Stacey Kelly of **How Spectacular is Photography**. At July's Connection Breakfast we met Paula O'Sullivan of **Glen Park Monrovia** and **Glen Park 24-7 Home Care** and Nick Giordano of **The LA Register**.



(Below, from left, from right) At the August Luncheon Alliance networking event we met Gabrielle Gliniak with **Inside the Frame**. We also introduced Robin Smith with the **Pasadena Pacers Running Club**. Wendy Wang with **RAC Development, Inc.** was recognized as a new member. We also met Tina Paul with the **Vibrant Living Wellness Center**.



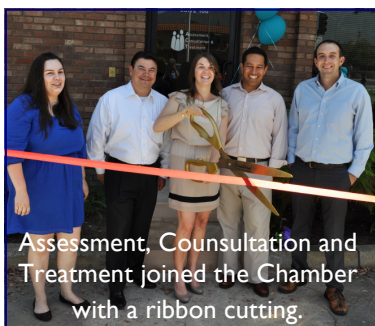
(Below, from left) New members introduced at August breakfast included Clarita Corona of **Arte Flamenco Dance Theatre, Inc.** and Sandra Collier of **Escape Salon & Spa**. We also met Jeri Resor of **Grand Canyon University**. Laurette Y. Clash of **PIE Accounting Management Services** was recognized as a new member along with Shel Capeloto of the **San Gabriel Valley Lawyer Referral Service**.



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.

The Pasadena Chamber networking lunch and breakfast are designed to provide opportunities advertise your business, make meaningful connections and generate referrals and leads. Our networking events are an excellent way to meet potential business collaborators and clients.

## Chamber Member Openings and Celebrations



Assessment, Consultation and Treatment joined the Chamber with a ribbon cutting.



The Rose Bowl celebrated the unveiling of the new entryway and field improvements.



Ben Green was installed as Chair of the Board at our Inaugural Gala.



ProTravel Int'l was recognized for 25 years as a Chamber member.



Fountain Glen received a certificate in recognition of 10 years of Chamber membership.

## New Members for June, 2014

- AHP & Associates Inc.**, Charles G. Jarai, (888) 632-5883  
**Anderson's Painting**, Doug Anderson, (626) 529-8347  
**Bottega Salon & Spa**, Liz Yekani, (626) 765-3505  
**Carmel Partners**, Laren Madden, (415) 273-2900  
**CHIRP Kids Karaoke Café**, Jennifer Gunn, (626) 356-9100  
**Escape Salon & Spa**, Sandra Collier, (626) 441-9633  
**Glen Park 24-7 Home Care**, Paula O'Sullivan, (818) 296-4097  
**Glen Park at Monrovia**, Michael Mendoza, (800) 845-3890  
**Lavender & Honey Espresso Bar**, Melanie Porter, (310) 528-0745  
**Law Offices of Randy W. Medina**, Randy W. Medina, (626) 432-1975  
**MX3 Insurance Agency**, Michael Mockbee, (909) 333-4041  
**OCA Electrical**, Nayeri Mikailian, (323) 259-0299  
**Pasadena Pacers Running Club**, Steve Smith, (626) 792-1221  
**RAC Development Inc.**, Wendy Wang, (626) 821-0655  
**Sierra Madre Animal Hospital**, Walter Cailleateau, DVM, (626) 351-8863  
**SoulCycle**, Samantha Arnowitz, (626) 408-3000  
**Syntax Builders**, Janet Keyte, (818) 957-4077  
**The Kensington Sierra Madre**, Steve Sciorba,  
**Total HR**, Sarah Campbell, (818) 248-0049

## New Members for July, 2014

- Advanced Urgent Care of Pasadena**, Teresa Shomer, (626) 304-0404  
**Big Mama's Rib Shack**, Darron McWhorter, (626) 797-1792  
**CurbStand**, Jeremy Frigo, (215) 284-5442  
**Financial Focus Counseling**, Howard Ursettie, (626) 396-0405  
**Foundation For Wellness Professionals**, Sandy Jin, L.Ac., O.M.D., (626) 588-2678  
**The Goldhill Group**, Jonathan Goldhill, (818) 716-8826  
**GoPago**, Kevin McDonnell, (626) 390-2249  
**HealthCare Partners Urgent Care Center**, Deziree Berumen, (626) 795-2244  
**Inside The Frame**, Gabrielle Gliniak, (626) 355-8211  
**Perfect Impressions**, Vicki Langan, (626) 792-9526  
**San Gabriel Valley Lawyer Referral Service**, Jan Penix, (626) 966-5530  
**St. Philip the Apostle Church**, Casey Jurecki, (626) 793-0693  
**Swan Day Spa**, Harry Wei, (626) 589-0321  
**Vibrant Living Wellness Center**, Tina Paul, (626)470-7711



## Renewing Members for June, 2014

### One to Five Years

Black Car LA & SuperShuttle  
 Blue Chip FoodSystems Inc.  
 CIBA Property Management, Inc.  
 eClasses.org  
 The First Tee of Pasadena  
 JB Wholesale Roofing & Building Supplies  
 National Hispanic Media Coalition  
 Romero Law, APC  
 Sierra Java Inc.  
 Simply Cupcakes of Pasadena  
 Tri-City Transportation Systems, Inc.  
 Wang Plastic Surgery & Med Spa  
 Western Supreme Rooter, Inc.  
 Yogurtland Pasadena

### Six to Nine Years

Discount Tires

F & M Business Center  
 PM Realty Group  
 Saint Andrew Catholic School  
 South Coast Air Quality Management District  
 Southern California Edison (SCE)  
 Tetra Tech

### Ten to Fourteen Years

Bolton and Company  
 City Place  
 Exchange Club of Pasadena  
 c/o Affinity Associates  
 Leadership Pasadena

### Fifteen to Fifty Years

Arroyo Car Wash Corp.  
 Chevron Car Wash  
 Community Bible Community Development Corp.

Fedde Furniture Co.  
 Hathaway-Sycamores Child & Family Services  
 Maginnis, Knechtel & McIntyre LLP -James Balbin  
 Malmberg & Associates  
 McCormick & Schmick's  
 Monte Vista Grove Homes  
 Pasadena Federal Credit Union  
 Pasadena Meadows  
 Plati German Cars Service & Repair (BMW & Mercedes Only)  
 Prototypes I-Can  
 Souplantation  
 West Coast Trophy Center

### More Than Fifty Years

Pasadena Urological Medical Group, 66yrs.

## Renewing Members for July, 2014

### One to Five Years

Caring Gentle Touch  
 Champion River International  
 EV-Consultech  
 Foothill Transit  
 Fox Junk Removal  
 Freight Right Global Logistics  
 Freshly Squeezed Juice Bar  
 Gale's Restaurant  
 Green Street Restaurant  
 High Point Academy  
 Kings Row Gastropub  
 Law Office of Stephen R. Golden  
 Lewis Brisbois Bisgaard & Smith, LLP  
 MacVaugh & Co.  
 Merry/San Marino Plumbing  
 Modern Parking Inc.  
 Pasadena Hastings Center

SoozEvents!  
 Tom Bowers-Podley Properties  
 United States Congress-Judy Chu  
 West Coast Urgent Care  
 Westmoreland Academy/Institute for the Redesign of Learning

### Six to Nine Years

Go Green Solutions  
 Millennium Pension Services Inc.  
 National Construction Alliance

### Ten to Fourteen Years

Aurora Las Encinas Hospital  
 Pacific Lift & Equipment Co., Inc.

### Fifteen to Fifty Years

Ashcraft Company  
 Avison Young  
 Foothill Family Service  
 FVO Solutions, Inc.  
 Honda of Pasadena  
 LACERA Gateway Property, Inc.  
 Lexus of Glandale  
 McCurdy Body Works  
 Shuster Financial Group, LLC  
 Villa Gardens  
 Walden School  
 Woodbury University

### More Than Fifty Years

Pasadena Star-News(San Gabriel Valley Newspaper Group), 94 yrs.  
 Typecraft Wood & Jones, 81 yrs.



Mayor Bill Bogaard helped celebrate the anniversary of Pacific Oaks College's new campus.



Dr. Walter Cailleteau, DVM, cut the ribbon to open Sierra Madre Animal Hospital.



Mayor Bogaard and Council Member Margaret McAustin helped cut the ribbon for Lavender and Honey.



The LA Register celebrated circulation in Pasadena with a ribbon cutting.



Title Boxing Club opened in Old Pasadena with a ribbon cutting, assisted by Mayor Bogaard.



Villa Gardens staff and volunteers cut the ribbon to unveil their Little Free Library. Neighbors are invited to borrow and leave books.



Mayor Bogaard was on hand to help open Bottega Salon and Spa on East Green Street in Pasadena.



**PASADENA CHAMBER OF COMMERCE**  
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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

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	Justin Tsui, 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

**Women's Business Momentum Center** sponsors our networking Luncheon Alliance on Wednesday, September 3rd at 11:45am.

**StarMakers Costumes and Parties** sponsors the networking lunch on October 1st.

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

### Breakfast Connection

Thursday, September 11th at 7am, Bob Oppermann of **CED** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, October 9th Peggy Kelley of **Timeless Celebrations** 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 *Delightful Drinks and Dialog* at **ZiLin Restaurant** for our *Chamber After Hours Social and Mixer* at 34 S. Raymond Avenue in Pasadena on Thursday, September 18th from 5pm-7pm.

On Thursday, October 16th, enjoy *Sips, Salsa and Socializing* at **El Portal Restaurant** at 695 East Green Street in Pasadena.

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

## Pasadena Chamber Membership Investment Increases 15%

In 2008, the Chamber Board decided to institute a 25% increase in the membership investment schedule, to be implemented over three years. Prior to that, Chamber dues had not been increased for at least ten years. The first year's increase was implemented in July, 2008. With the economic collapse that November, the additional 15% was suspended indefinitely.

At the recommendation of the CEO, 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.

Over the past three years, we have nearly doubled the number of significant events and activities offered to engage and support our member companies. The Chamber now presents three restaurant-related events each year along with the *Taste of Pasadena* in September. We organize the annual *Economic and Business Summit* and the *ACCESS: Opportunity Procurement Forum* that links large corporate members with small businesses. This year, we also sponsored the first mega marketing event at PCC.

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 is expected to remain in effect until 2019.

As difficult as the decision has been, the Chamber is a small business, too. We have to balance budgets, allocate resources and motivate staff. Like you, we have faced increases in rent, services, equipment, insurance and more. We also do our best to pay Chamber staff 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. AND, 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.

If you have questions or concerns, please call us at 626-795-3355.

## Travel With the Chamber

Visit Tuscany with the Pasadena Chamber. Book now and save \$250 off the regular double rate of \$3,399. See the best of Italy for only \$3,149 per person. Cost includes round trip airfare from Los Angeles, bus travel between destinations and to and from attractions, English-speaking guides, admission to venues and activities, eight breakfasts and five dinners. This is a great deal!

The trip departs from Los Angeles on March 12, 2015, returning March 21st.

Experience the history and sights of Rome as you stay in first class accommodations at the Crowne Plaza St. Peter's and enjoy great local cuisine and spend a day touring the sites of this ancient city.

Then travel to Montecatini Terme for the six nights at the Hotel Ercolini and Savi. From here visit Assisi and Florence (the cradle of the Renaissance). See fabulous architecture and masterpieces by Michelangelo and da Vinci (and others). Then return to Rome for one final day before your return to Los Angeles.

