

PASADENA Commerce

September-October, 2016

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

VOL. 11, NO. 5

President's Message

The Pasadena Chamber focuses our efforts in five major areas. Those are Economic and Business Development, Legislative and Government Affairs, Member Services, Technology and Workforce Development. Subcommittees made up of Board and Chamber members inform our activities in these emphasis areas.

This year each of these committees is focusing attention on how the Chamber can facilitate a more robust economy and employment base.

Following the annual strategic planning meeting, we anticipate continuing our aggressive efforts to assist with work-based learning opportunities in our local public schools. We are expanding our *Sixth Grade cents* financial literacy program to include 7th graders and will continue intern and job shadow placements to help ready students for life beyond school.

Our Economic and Business Development Committee will focus on the local regulatory environment and seek ways to speed up the timetable to open a new business, expand an existing business or relocate in the area.

Our Member Services Committee will concentrate on finding ways the Chamber can support our small business members in their prosperity, in hopes enhancing profitability can lead to increased employment opportunities and a stronger local economy.

Our Legislative and Government Affairs Committee monitors government activity to alert members to potentially destructive regulations or encourage support for beneficial changes.

Our new Technology Committee is looking for ways to alert the Chamber and our members to the latest trends in information technology, internet and mobile technologies. The committee is formulating protocols to assist members in accessing the latest technology and being aware of changes in software, hardware and applications that can assist members with profitability.

If you are interested in serving on any of these committees, please email leanne@pasadena-chamber.org or call the office at 626-795-3355.

Chamber and City Present Economic and Business Summit October 25th at University Club

The Pasadena Chamber of Commerce invites leaders of business and industry to a forum on the local economy, local industries and the future of business in Pasadena at the fourth *Pasadena Business and Economic Summit* on Tuesday, October 25, 2016, at 11:30am at The University Club at 175 North Oakland Avenue in Pasadena. Cost to attend the Pasadena Business and Economic Summit is \$50 and includes the program and lunch. A corporate table of eight, including signage and recognition on the program, costs \$400. Parking is included in the ticket price. Last year 180 attended.

The **City of Pasadena** and the Pasadena Chamber of Commerce annually join forces to present the discussion of the economic health and the future of business and the economy in Pasadena. **Wells Fargo** generously sponsors the event.

Tracy Hernandez, Founding President of the **Los Angeles County Business Federation (BizFed)** will give an economic overview, with particular attention the San Gabriel Valley and Pasadena.

The Pasadena Business and Economic Summit will focus on innovation and the future, with panelists discussing the evolving workplace, the transportation future of Los Angeles County and what the future workforce may look like. Invited to take part as featured panelists are Brittany Dodd, senior associate for Advisory and Transaction Services and Workplace Strategy at **CBRE**, Pauletta Tonilas, Chief Communications Officer with Los Angeles County METRO and Mark Wilbur, CEO of Employers Group.

Pasadena Mayor Terry Tornek will provide a welcome and update on City priorities. Pasadena Economic Development Manager Eric Duyshart will give an update on economic development initiatives in the city.

This year, the format will again include a moderated panel discussion among the participants. Karl Bird, Acquisition Department Manager at **Jet Propulsion Laboratory** and chair of our Economic and Business Development Committee will facilitate.

Invitations will be mailed in mid-September. If you would like to be added to the invite list, please email Leanne@pasadena-chamber.org. You can sign up and pay online at the Pasadena Chamber website at www.pasadena-chamber.org (follow the link to Events and the Business and Economic Summit). For information call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org to purchase tickets online.



Chamber Hosts Taste of Pasadena at the Rose Bowl

The Pasadena Chamber hosts the *Taste of Pasadena and SIP-tember Finale* at the **Rose Bowl** on September 21st from 6pm to 9pm. Guests can enjoy food and drink tastings from many of Pasadena's finest restaurants. More than two dozen restaurants and lounges will be giving out food samples at the *Taste of Pasadena*.

The four SIP-tember finalist cocktails will be served in a live competition from 6:00 pm to 8:30pm. Those in attendance vote to determine Pasadena's Cocktail of the Year for 2016. Pasadena's Favorite Cocktail 2016 will be named at 8:45PM.

Tickets are \$30 in advance and \$50 at the door. To purchase tickets call the Chamber at 626-795-3355 or visit the website at www.pasadena-chamber.org and click on Events. Only 500 tickets will be sold, so reserve your place soon.

SIP-tember: a Celebration of the Cocktail and the *Taste of Pasadena* are presented by the Pasadena Chamber. Sponsors are the **City of Pasadena**, **Wells Fargo** and the **Rose Bowl** and **Rose Bowl Legacy Connections**. **Dance Syndicate** is providing entertainment.



New members (clockwise, from right) introduced at our Luncheon Alliance were Sean Gates with **Charis Lex, P.C.**, Richard Horton and Bill Shuttic with **Help for Strokes**, Rebecca Little of **Rebecca Little Photography** and Hailing Yu of **HL Webwerks**.



(Below, from left) At our August Connection Breakfast networking event we met Michelle Troy of **AFLAC Pasadena**. We also introduced Abbey Keusch of **Abbey Claire Professional Organizing** and Cynthia Hackler Flynn of **Hackler Flynn & Associates**, a delightfully innovative law firm.



(Below, from left) At our August Luncheon Alliance we met Monica Dallalzadeh of **First Foundation** and Maziar Yaramahdi with **Quick Movers, Inc., dba Pack and Ship Solutions**.



The Pasadena Chamber hosts a networking lunch and breakfast each month (except January lunch). The Luncheon Alliance and Connection Breakfast provide each attendee an opportunity to advertise, make meaningful connections, find collaborators and solicit referrals. If you are interested in attending any of our networking events, please email Kelly@pasadena-chamber.org.

New Members for June, 2016

- 1 Stop Registration Services**, Eric Darakchyan, (626) 765-6234
- Charis Lex, P.C.**, Sean Gates, (626) 508-1717
- DatumSec**, Michael Schell, (858) 997-8512
- Fantastic Sams on Lake**, Diana Burks-Goodman, (626) 818-0680
- HLWebwerks Website/Graphic Designer**, Hailing Yu, (626) 689-5611
- Saladfarm**, Mattin Akbari, (626) 219-6405
- Travel Gallery-Panda North America**, Frank Fish, (626) 577-9717

New Members for July, 2016

- Abbey Claire Professional Organizing**, Abbey Keusch, (323)243-3569
- California State Summer School Arts Foundation**, Heidi Kershaw, (571) 277-7482
- Cozy Stylish Chic**, Jeanne Chung, (626)7 14-7040
- Dawson & Company, A Hair Salon**, Cynthia Dawson, (626)714-7147
- Exceptional Quality Professional Development**, Casswell Goodman, (786) 488-8295
- Grasons Co. of Pasadena-Foothills**, Robert Pugh, (714) 576-7300
- Hackler Flynn & Associates**, Cynthia Hackler Flynn, (323) 247-7030
- Help For Strokes**, Richard Horton, (949) 264-4828
- Kinsel Forensic Accounting, LLP**, Stacy Kinsel, (818)265-9714
- Lyd & Mo Photography**, Lydia Tam, (626) 652-8302
- Missionwell, LLC**, Anna Friend, (626) 578-0001
- Pasadena HomeSharing Network**, Liane Enkelis, (626) 399-1816
- PDC North America, Inc.**, Chris Yamamoto, (626)396-4900
- Quick Movers, Inc., dba Pack and Ship Solutions**, Maziar Yarahmadi, (213) 494-1374
- Residence Inn Old Town Pasadena**, Melissa Olson, (626) 204-9220
- S & V Consulting, LLC**, Curtis Smith, (626) 365-0365
- SEO Firepower**, Devin Schumacher, (626) 720-4812

Chamber Member Openings, Celebrations and More



Fantastic Sams opened on South Lake Avenue with a ribbon cutting ceremony.



New Pasadena City Manager Steve Mermell helped cut the ribbon to open the Marriott Residence Inn in Old Pasadena.



Urban Plates opened on South Lake Avenue.

Renewing Members for June, 2016

One to Five Years

a/k/a Bistro
 Alexander's Steakhouse
 Bistro 45
 Boy Scouts of America
 Brooke Law Group
 Dave & Buster's
 Healthcare Partners
 Hello! Home Care
 Jet Vacations LLC
 L.A. Zoo/GLAZA
 Larson & Gaston, LLP
 Los Angeles Times
 Madeline Garden Bistro & Venue
 Optimal Health & Wellness Pasadena,
 Dr. Clement Lee, NMD
 Primerica Inc. – John Leano
 Romero Law, APC
 Sierra Madre Animal Hospital
 Speakeasy
 TITLE Boxing Club
 True Blue Maids
 Ultra Way, LLC
 Western Supreme Rooter, Inc.
 White Horse Bar Lounge

Six to Nine Years

Go Green Solutions
 Hollywood Piano
 The First Tee of Greater Pasadena
 University of Redlands School
 of Business
 Women's City Club of Pasadena

Ten to Fourteen Years

J. McCaleb CPA Firm
 National Construction Alliance

Fifteen to Fifty Years

Aurora Las Encinas Hospital
 Dolphin Rents
 Honda of Pasadena
 May Consulting Group, Inc.
 ThyssenKrupp Safway, Inc.
 West Coast Trophy Center

More Than Fifty Years

Citizens Business Bank, 96yrs
 Fedde Furniture Co., 51yrs
 Krost, Baumgarten, Kniss
 & Guerrero, 60yrs
 Pasadena Urological Medical
 Group, 68yrs
 Typecraft Wood & Jones, 83yrs

Renewing Members for July, 2016

One to Five Years

Arpeggio Apartments
 Assessment, Consultation
 & Treatment (ACT)
 Casa de las Amigas
 First Quadrant
 Fix Auto Pasadena
 Fox Junk Removal
 Gale's Restaurant
 Green Street Restaurant
 Kings Row Gastropub
 National Hispanic Media Coalition
 Nutrition & Education International
 Project Scientist
 San Gabriel Valley Lawyer Referral
 Service
 Sierra Chrysler, Dodge, Jeep, Ram
 Specialty Taxes
 Vacation Living, LLC

Six to Nine Years

Cancer Support Community-Pasadena
 Lewis Brisbois Bisgaard & Smith, LLP
 Merry/San Marino Plumbing
 Pasadena Hastings Ranch Center
 PM Realty Group
 Right At Home in Home Care Assistance
 Soup to Nuts Enterprises, Inc.
 VITAS HealthCare

Ten to Fourteen Years

F&M Business Center
 Kimberly C. Covey, CPA
 Menage
 Pacific Lift & Equipment Co., Inc.
 Saint Andrew Catholic School
 Young & Healthy

Fifteen to Fifty Years

Arroyo Car Wash Corp.
 Beven & Brock Property
 Management Co. Inc.
 Bob Hope Airport
 Community Bible Community
 Development Corp.
 Diversified Securities, Inc.
 Fisher Benefits Resource Group
 FVO Solutions, Inc.
 Gonzalez Goodale Architects
 Hunt Ortmann Palffy Nieves Darling
 & Mah, Inc.
 Malmberg & Associates
 Pasadena Humane Society & SPCA
 Planned Parenthood Pasadena
 & San Gabriel Valley, Inc.
 Sauve Riegel Commercial Real Estate
 Shuster Financial Group, LLC
 Sushi Roku
 Temple City Dental Care
 Unified Valet Parking, Inc.
 Walden School
 The Westin Pasadena
 Whole Foods Market-Arroyo Parkway



Mayor Terry Tornek welcomed student interns, family, friends and host companies at a celebration of our interns and the companies that hosted them for 2016.



Monica Go from Blair High School Health Careers Academy interned at a local pharmacy this summer.



The Chamber and Pasadena City College co-hosted a candidate forum with the league of Women Voters for those running in the 5th District supervisorial primary.



The Pasadena Chamber, PCC and the League will co-host forums in September and October for the runoff elections for 5th District Supervisor and State Senate.

Candidate Forums
September 15, 2016, at 7pm
5th District Supervisor
Kathryn Barger
Darryl Park
October 11, 2016, at 7pm
State Senate, District 25
Michael Antonovich
Anthony Portantino
Pasadena City College
Creveling Lounge
1570 East Colorado Boulevard
Pasadena, CA



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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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OFFICERS

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Paul Little, President & CEO	Tom Daly*, Immediate Past-chair
Valerie Prince, Secretary	Victor Griego, Treasurer
Karl Bird, Vice-chair	Michael D'Antuono*, Vice-chair
Salomon Davila, Vice-chair	Joan De Souza, Vice-chair
Justin Tsui, Vice-chair	

BOARD OF DIRECTORS

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

Luncheon Alliance

Brenda B. Smith of Pasadena Breast Wellness Center sponsors our networking Luncheon Alliance on September 7th.

Ronald McDonald House sponsors the networking lunch on October 5th.

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

Breakfast Connection

On September 8th at 7am, George Woods of **5 Mile Media** sponsors our networking *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, October 13th, **PeopleReady a Trueblue company** sponsors the breakfast.

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

Chamber After Hours Social and Mixer

Join us in the Courtyard of the **Pasadena Playhouse** for our *Chamber After Hours Social and Mixer* at 33 South El Molino Avenue in Pasadena on Thursday, September 15th, 5pm-7pm.

On Thursday, October 20th at 5pm, mix and mingle as **Residence Inn Marriott** hosts a Friendly Fall Festivities at 21 W. Walnut Street.

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

SIP-tember: A Celebration of the Cocktail Continues

More than 2000 votes have been tallied so far in the *SIP-tember Cocktail Bracket Challenge*, part of *SIP-tember: A Celebration of the Cocktail* taking place at lounges and restaurants throughout the greater Pasadena area. Once again, *SIP-tember: A Celebration of the Cocktail* culminates in a grand taste-off at the **Rose Bowl** in Pasadena. Everyone (21 years of age or older) attending the *Taste of Pasadena* that evening will be able to taste the four finalist cocktails and vote for your favorite.



The SIP-tember cocktail bracket challenge is a six week long competition among Pasadena Chamber member restaurants and lounges. Competitors serve drinks that are paired against each other in competition.

Venues offering cocktails for the *2016 SIP-tember Cocktail Bracket Challenge* are:

- ♦a/k/a Bistro
- ♦Alondra Hot Wings
- ♦Bar 1886 at the Raymond
- ♦Bistro 45
- ♦California Pizza Kitchen
- ♦Central Park Cafe
- ♦Clearman's Galley (The Boat)
- ♦El Cholo
- ♦Madeline Garden Bistro
- ♦Ruth's Chris Steak House
- ♦Perry's bluRoom at the Hotel Constance
- ♦Pitfire Pizza
- ♦POP Champagne and Dessert Bar
- ♦The Speakeasy
- ♦The Tap Room at the Langham
- ♦White Horse Lounge

Gold Sponsors of SIP-tember and the Taste of Pasadena are **The City of Pasadena** and **Wells Fargo**. The **Rose Bowl Stadium** generously hosts the *Taste of Pasadena* on September 21st in the Court of Champions under the iconic Rose Bowl sign. SIP-tember is a Pasadena Restaurant Week event presented by the Pasadena Chamber and our restaurant and lounge members.

Advance tickets to the *Taste of Pasadena* are available for \$30 each at www.pasadena-chamber.org (click on the Events tab). Tickets are \$50 at the door. Only 500 tickets will be sold for the *Taste of Pasadena*.

200 Celebrate Inauguration of Ishmael Trone at Gala

200 guests joined the Chamber Board and community leaders in congratulating Ishmael Trone of **F&M Business Center**, **Ideal Youth** and **Unique Financial Realty** on the occasion of his inauguration as Chair of the Board of Directors of the Pasadena Chamber.



Congresswoman Judy Chu with Wells Fargo's Raphael Henderson.



Mayor Terry Tornek and Maria Tornek with Ishmael Trone.

Guests were treated to a hosted cocktail reception and dinner of prawns and filet at the Langham Huntington Hotel Pasadena.

In addition to recognizing Chamber leaders and new Board members, **Bolton & Company** and the **Pasadena Tournament of Roses** were recognized as Corporate Citizens for 2016. Mayor Terry Tornek was on hand to welcome guests. The Chamber and member **Lewis Roca Rothgerber Christie, LLP**, presented scholarships to two deserving students.



Music by Art Deco Entertainment.

Chamber Board member John Leano of **Bryan's Cleaners and Laundry** was recognized for recruiting the most new members during Fiscal Year 2016. **Art Deco Entertainment** provided music and **Nicola Borland Photography** photographed the Gala.