

President's Message

The Board of Directors of the Pasadena Chamber has three main responsibilities. They approve and oversee the annual budget, ensuring the Chamber maintains a stable financial enterprise. They hire and evaluate the performance of the CEO. Perhaps most importantly for the membership, the Board sets the goals and objectives of the organization for each year. This informs our work plan for the next year and provides a five-year vision for the Chamber.

Every five years, the Board takes a close look at our long-term goals and objectives. This year the Chamber Board examined our vision statements and the mission of each of our subcommittees and areas of emphasis.

The Board focused very closely on the services the Chamber provides for our members. We will continue to focus on service to the membership. It is critical for our success and the ongoing prosperity of our members that the Chamber be flexible and able to adjust to the changing needs of our entire membership. With that in mind, the Board and our Member Services Committee will continue to invest in technology and expand our support to members through activities, programs, events and more.

The Board also focused on the Chamber's role in building and supporting a healthy economy in the greater Pasadena area. We will renew our efforts to support recruitment of companies to our area and work to ensure our economy can grow. The Chamber will continue to build an economy that can provide opportunity for the broad diversity of our members. As we work to entice new businesses to Pasadena (and the Chamber), we will focus on ensuring the ongoing success of our existing members.

Even as we invest in new technologies, we will not diminish the traditional, core activities that make membership in the Chamber valuable. We will offer enhanced opportunities for members to interact and find ways to do business together. We will continue to refer only to Pasadena Chamber members and encourage you to interact, collaborate and do business with each other.

The Pasadena Chamber will also touch base with you to see how we're doing and where we can improve.

Pasadena Chamber Golf Tournament

Join Pasadena Chamber members, business and community leaders for the annual *Pasadena Chamber of Commerce Golf Tournament* on Friday, April 4, 2014, at **Brookside Golf Club**. Shotgun start is at 12noon following the putting contest. Registration begins that morning at 10:30am.

Anyone wishing information or who wants to sign up to play or sponsor the tournament can call the Chamber at 626-795-3355 or email leanne@pasadena-chamber.org. Information and sign up forms are posted at www.pasadena-chamber.org.

Golfers of all abilities are welcome to join the fun. The Tournament can only accommodate 144 golfers, so register early to ensure a place. The Chamber holds a raffle, sells mulligan packages, hosts putting, longest drive and closest to the pin contests and adds a few special nuances to play, making the tournament fun for everyone. **Honda of Pasadena** is donating a 2014 car as the hole-in-one prize. Pasadena Chamber members are invited to donate a raffle prize to promote their business.

All golfers get golf, a cart, gifts, on-course snacks and a hosted cocktail reception and awards ceremony. You can sign up as a single, two, three or foursome. Cost for golfers is \$150 each or foursomes for \$600. The cocktail reception costs \$50.

Our spring golf tournament is a very popular event. Golfers get an afternoon of fun that raises money to support events and activities that benefit our membership. You really just can't find a better time to be on the golf course in Southern California than early April.

Sponsorships are also available. For \$2000, Gold Sponsors receive signage recognition, two foursomes, the cocktail reception, two tee signs, a 'thank you' award and recognition in event publicity and materials. Silver Sponsorships are \$1000 and include one foursome, the reception, a tee sign and publicity recognition. Advertising tee signs are \$100 each. The awards reception and bar can be sponsored for \$2500.

As of this date, **Parsons Corporation** is a Silver Sponsor of the 2014 Pasadena Chamber of Commerce Golf Tournament.



Enjoy a beautiful day of golf at the Chamber tournament in April.

Travel to Peru and Machu Picchu

Join fellow Pasadena Chamber members, and travelers from other chambers on a once-in-a-lifetime adventure to Peru and Machu Picchu. For the low price of \$3,999 you can visit three UNESCO World Heritage Sites with tours and transportation to Machu Picchu, Cuzco and Lima. You also enjoy a local "Casa" hosted dinner, see the Awanakancha Breeding Center and Ollantaytambo Fortress, Sacsayhuaman Ruins, Qengo and enjoy an Andean folklore show.

The trip departs on April 7th for nine days. The \$3,999 price includes round-trip airfare from Los Angeles (LAX), all air and fuel surcharges, and departure taxes and fees.



Visit Machu Picchu in April.

First class accommodations, 16 meals (seven breakfasts, four lunches and five dinners), motor coach transportation, admissions and baggage handling are included. You will explore Peru with the help of a professional tour guide are included.

The Chamber is promoting the trip with our member **Chamber Explorations**, who make all the arrangements for travel, hotels, meals and guides. For information on the trip please call the Chamber at 626-795-3355 or email Leanne@pasadena-chamber.org.

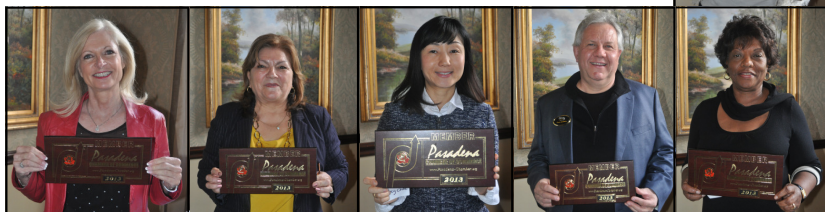


Explore historic Lima.

New members (clockwise from right) introduced at our Luncheon Alliance in November were Val Skylar Robinson of **Bikram Yoga**, Jacqueline Fox and Leah Rodemich of **Casa de las Amigas**, Ronald Labran with **Golden Heart Senior Care** and James Jacobs with the **Jacobs Deliverance Foundation**. We also met Anthony Quach of **Twelve55 Creative** and Steven Chan of **Yogurtland Pasadena**.



At the networking lunch in December, we introduced Dr. Elda Mehrabayan with **AccessorEyes Optometry**. Mary Eubanks of **Children of America Dolls, Inc.**, Realtor **Chris Griffiths** with **Century 21 Golden Realty** and **Sun Jin (Nancy) Choe** Marriage and Family Therapist. We also met Carmen Ramirez with **Carmen Décor and Design**. We also met Peggy Kelley with **Timeless Celebrations**.



(Below, from left) At our November Connection Breakfast we introduced Lauren Lewis of **Lauren Lewis Public Relations**, Topher Hopkins of **Neighbor Face** and Kim Gauthier of **Red Shoes Marketing** and **Five Sisters Designs**. At December's networking breakfast we met Frank Paduganan of **Momentum Therapeutic Massage** and Melinda Sanchez with **Planet Beach**.



Chamber Member Openings and Celebrations

(From below left) **Bikram Yoga** celebrated its anniversary and membership in the Pasadena Chamber with a ribbon cutting ceremony. **Collective Voices Foundation** kicked off its first walk-a-thon with a ribbon cutting. Michael Shanklin cut the ribbon to celebrate the opening of **Kidspace Museum's** new Imagination Workshop. Melody Schoenfeld cut the ribbon to celebrate the opening of **Flawless Fitness** on East Washington Boulevard. Meschell Sohl celebrated the first anniversary of **Mimi et Cie Private Jewelers** by cutting a ribbon at her Arcade Lane Store.



New Members for October, 2013

Babylon Mediterranean Restaurant, Sarkis Terzian, (626)395-7772
Blisserry Frozen Yogurt, Garen Feroyan, (626)786-5596
Collette Vacations, Tyler Reardon, (866)422-7183
Five Sisters Designs, Kim Gauthier, (626)628-5208
Grist & Toll, Nan Kohler, (818)634-4488
Jacobs Deliverance Foundation, James Jacobs, (626)676-8353
Jericho Road Pasadena, Melanie Goodyear, (626)319-6466
Jet Vacations, LLC, Funda Askin-Bonino, (212)986-3800
Los Angeles Premier Sports, Barry Ritson, (626)318-7835
Mac Renewal, Mohammed Saeed, (626)229-9650
Oasis Café, Eric Chang, (626)535-9700
Pasadena Gardening & Tree Service, Armen Boyagian, (626)755-9631
RED SHOES Marketing Consultants, Kim Gauthier, (626)628-5208
Valley Alarm, Cristina Medina, (818)285-1500

New Members for November, 2013

A R Wilson & Associates, Annabelle Wilson, (626)792-1664
AccessorEyes Optometry, Dr. Elda Mehrabayan, (626)577-8881
Audio Element, Brian Berdan, (626)793-7229
CCN Sunrise, Tami DeVine, (626)344-8314
Century 21 Golden Realty, Chris Griffiths, (626)354-8000
Children of America Dolls, Inc., Mary Eubanks, (626) 797-6182
Collision Auto Repair Specialist, Ray Akramian, (626) 796-3634
CoStudio Pasadena, Loren Tripp, (530)794-8868
Door of Hope, Adam Benjamin, (626)304-9130
Healthy Living Medical, Joshua Jacobi, (626)716-9206
LegalShield, Erin Mackey, (310)730-3601
Medallion Telecom, Gary Khechoom, (818)795-5564
Neighbor Face, Topher Hopkins, (323)629-3204
Strategic Support Investigations, Peter McHugh, (626)709-4251
Sun Jin "Nancy" Choe Marriage & Family Therapist, Sun Jin "Nancy" Choe, (626)737-1727
Timeless Celebrations, Peggy Kelley, (626)222-1808

Renewing Members for October, 2013

One to Five Years

1810 (Eighteen Ten)
 BJ's Restaurant & Brewhouse
 Century 21 Golden Realty
 College Launch, Inc.
 Contemporary Services Corporation
 Dog Haus & Dog Haus Biergarten
 Elizabeth House
 Eric Olberz, CPA
 Forever Active
 Hillcrest Retirement Community
 Historic Resource Group
 John Moran Auctioneers, Inc.
 Law Office of Tarek Shawky
 William Leitch
 Malbec New Argentinean Cuisine
 Massage Envy Spa
 Massages by Avo
 Mayfield Junior School
 of the Holy Child Jesus
 Pasadena Tour Company
 Redstone Commercial Real Estate
 Right At Home
 Ruth's Chris Steak House

Safe n' Ready
 Slater's 50/50
 Sofa Company
 Stone Brewing Company-Pasadena
 Town & Country Event Rentals
 Western Justice Center

Six to Nine Years

Arcadian Retirement Center
 Eugene Masuda
 US Bank

Ten to Fourteen Years

Chiropractic Health Center
 Grandview Foundation, Inc.
 Guidance Software, Inc.
 Habitat for Humanity-San Gabriel Valley
 Impact
 Japon Bistro
 Maranatha High School
 Now You're Poppin'
 Old Fashioned Kettle Korn Co.
 Sign Solutions

Fifteen to Fifty Years

Californian-Pasadena, The
 CALSTART
 Chevron Car Wash
 City of Pasadena
 Dolphin Rents
 Eagle Associates
 Ellen's Silkscreening, Embroidery & Promotional
 Employment Development Department
 Fairmont Pharmacy
 Five Acres-The Boys' & Girls' Aid Society
 G.G. & M. Construction, Inc.
 Morgan Stanley Smith Barney
 Pasadena Tournament of Roses
 Union Station Homeless Services

Fifty Years or More

Cabot & Sons, 62 yrs.
 Jet Propulsion Laboratory, 52 yrs.
 Volkswagen Pasadena, 52 yrs.
 Vroman's Bookstore, 92 yrs.

Renewing Members for November, 2013

One to Five Years

Arthur Murray Dance Studio
 Atelier Femme
 Bank of America Home Loans
 Beyond the Olive
 Brown Armstrong Accountancy Corporation
 Consolidated Electrical Distributors (CED)
 Eagle Star Security
 Flintridge Center
 Ganahl Lumber
 H & R Block
 Haven Gastropub
 Healing Lotus Acupuncture
 HealthCare Partners, Glen Oaks
 iPic Theaters
 Kyocera Direct Operations
 La Fiesta Grande Mexican Restaurant & Cantina
 M Local Mediterranean Grill

Meg Middleman-Century 21 Masters
 Pasadena Quarterbacks Club
 Phillips, Fractor & Company, LLC
 Roy's Restaurant
 Storrier Stearns Japanese Garden
 Togo's
 Violin Place Inc.
 Wayne S. Nakamura, D.D.S. Inc

Six to Nine Years

Jake's Billiards
 Joan's Candles & Home Décor
 KBD Construction
 Keller Williams Realty
 Mountain Views News
 Pacific Harps
 Pro Fitness Network

Ten to Fourteen Years

Kilroy's Sandwich Factory
 tw Telecom

Fifteen to Fifty Years

American Red Cross-San Gabriel Pomona Valley
 AnKara Designs
 The Business Park of Pasadena
 Comfort Inn "Near Old Town Pasadena" in Eagle Rock
 Corcoran Bookkeeping & Tax Services
 Courtyard by Marriott-Monrovia/Pasadena
 Green Hotel Apartments
 Holly Street Village Apartments
 Holmes Body Shop
 Konoske Consulting
 Oak Tree Inn
 Pasadena Fire Fighters Local 809
 Pasadena Meadows
 The Planetary Society
 Rosemary Children's Services
 Space Bank Mini Storage
 SuperShuttle

Chamber Member Openings and Celebrations

(Counterclockwise, from left) **Premier Wellness Chiropractic** dedicated new offices with a ribbon cutting. **R. Ross Jacinto** cut the ribbon to open his new law office in Pasadena. Mayor Bill Bogaard opened **Brandywine Homes'** model with a ribbon cutting. The mayor also helped open **Monaco Audio Video** on Lake Avenue. **Tao of Wellness** opened with a ribbon cutting. **BowHaus** celebrated its anniversary with a party and ribbon cutting. **PE Deans Consignment Home Furnishings** opened its new East Colorado Boulevard location with a ribbon cutting.





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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

There is no Luncheon Alliance in January due to the New Year holiday. Intellectual property law firm **Sheldon, Mak and Anderson** sponsors our networking Luncheon Alliance on Wednesday, February 5th 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, January 9th at 7am, Ashley Cole of **New York Life** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, February 13th, **The Law Office of Donald P. Schweitzer** sponsors our monthly networking *Breakfast Connection*.

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 *New Year Networking* at **BJ's Restaurant & Brewhouse** for our *Chamber After Hours Social and Mixer* at 234 E. Colorado in Pasadena on Thursday, January 16th from 5pm-7pm. Parking is available in the Paseo Colorado.

On Thursday, February 20th, **Wells Fargo** invites you to meet *Fresh Friendly Faces* at 3701 E. Foothill in Pasadena. Food and drink are hosted by Wells Fargo.

Pasadena Chamber and City of Pasadena Host First Economic and Business Summit

The City of Pasadena sponsored our first Economic and Business Summit at the **University Club** in late October. Presented by the Pasadena Chamber, the event featured a keynote address on the national, state, regional and local economy by Bill Allen, President and CEO of the Los Angeles County Economic Development Corporation (LAEDC). A panel of local business leaders discussed their industry, its place in Pasadena and their business outlook. Panelists were Andy Ogden, dean of the Graduate School of Industrial Design at **Art Center**, Mike Giardello of **Materia** and **Innovate Pasadena**, Kin Hui of **Singpoli Group** and Zareh Astourian, CEO of engineering firm **TTG**.

Mr. Allen's presentation was cautiously optimistic about economic growth in the nation, state and region. The LAEDC anticipates modest growth for 2014 and 2015 as our city and the San Gabriel Valley slowly recover from the losses of the recent recession. While California is number two in job growth for 2012-13, and "California also has the fifth best GDP growth rate in the U.S.," Mr. Allen said. "But it will probably be the end of 2015 or early 2016 before we replace all of the jobs we lost during the recession."

Mr. Allen noted that the San Gabriel Valley lost 53,000 jobs in the economic downturn and has grown back only 13,000. Mr. Allen noted that key industries driving the Valley's business and employment growth are health care services, higher education, international trade, food manufacturing and processing, biomedical and medical device manufacturing, and retail and restaurants.

Panelists appreciated being headquartered in Pasadena, noting the support they receive from City staff. Zareh Astourian, president and CEO of TTG, said he likes being headquartered in Pasadena. "I would like to invite you all to my office," he said. "I have a view of the San Gabriel Mountains. Pasadena is a uniquely beautiful city and home to some of the top engineering companies in the world."



Board Strategic Planning Session Sets Pasadena Chamber of Commerce Program of Work for 2014

The Pasadena Chamber Board met in September for the annual Strategic Planning Meeting. During the meeting, led by Board Chair CL Keedy of **UBS Financial Services**, the Board examined the goals and objectives of the organization. They looked at our mission and vision statements and analyzed our effectiveness at meeting the needs of members, supporting the local economy and enhancing the quality of life in the greater Pasadena area.

The Board of Directors proposed the following new endeavors, which are included in the Pasadena Chamber work plan for 2014:

- The Chamber will explore, with our Member Services Committee, presenting a half-day workshop for members focusing on how to optimize marketing, utilize social media, websites and mobile technology to improve your bottom line.
- The Member Services Committee will also examine our dues structure and consider implementing membership levels that include sponsorships of events and advertising opportunities.
- We will also look at creating a series of monthly workshops for members on enhancing business, cutting costs, marketing, promotions and more.
- The Chamber will convene a working group to examine Pasadena's entitlement, permitting and inspection processes and propose recommendations to lessen the time and costs associated with opening or expanding businesses in Pasadena
- The Chamber will work with PUSD and our members to create a workshop for 6th graders in local schools focusing on financial literacy, workplace expectations and personal internet safety.
- The Chamber will do a better job of communicating with members about legislative initiatives and how elected officials respond to our positions.

The Pasadena Chamber will continue to expand our efforts to support our member companies. We will also present a second Procurement Forum in March for our small business members can interact and learn how to do business with large company members. We will also partner with the City of Pasadena to present the second Economic and Business Summit in October.