

# PASADENA Commerce

March-April, 2013

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

VOL. 8, NO. 2

## President's Message

On March 9, 1888, a public meeting was held at Williams Hall in Pasadena. At that meeting, it was decided that Pasadena would form a Board of Trade to act as an advocate for the growing local business community and to promote Pasadena to potential investors. Their names adorn the streets, alleys and neighborhoods of present-day Pasadena.

At a time when Pasadena's population hovered around 3000 persons, these men (yes, at that time they were all men) had a vision for a robust and thriving city based around agriculture and commerce.

After adopting by-laws and electing a Board of Directors, one of their first orders of business was to align themselves with the nascent national chamber of commerce movement. The Board of Trade was also one of the founding members of the Los Angeles Area Chamber of Commerce.

The Board of Trade, which officially became the Pasadena Chamber of Commerce in 1918, advocated for civic improvements within the City of Pasadena, including street beautification, road improvements and building schools. In the early days, the Board of Trade advocated for a dedicated public water company to serve Pasadena, and ensure a reliable supply of water for our orange groves. They also promoted the formation of Pasadena's first citizen advisory commission and raised money to build public schools.

Today, the Pasadena Chamber of Commerce carries on the legacy of the original founders of the Pasadena Board of Trade. We advocate for adequate and reliable public infrastructure, an excellent quality of life for all and a vibrant economy. We also provide effective service to our members.

On May 30th, we will celebrate our 125 years history with a cocktail reception and party. Look for an invitation with more details and plan to join us as we celebrate the 125th anniversary of the founding of the Pasadena Chamber of Commerce.

## Join Business, Community Leaders at Brookside Golf Club for Pasadena Chamber Golf Tournament Friday, April 12th

Join Pasadena Chamber of Commerce members, business and community leaders for the annual *Pasadena Chamber of Commerce Golf Tournament* on Friday, April 12, 2013, 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](mailto:leanne@pasadena-chamber.org). Information and sign up forms are posted at [www.pasadena-chamber.org](http://www.pasadena-chamber.org).



Golfers of all abilities are welcome. The Tournament can only accommodate 144 golfers, so register early. 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. **Volkswagen Pasadena** is donating a 2013 VW Jetta 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 for those who want to attend but don't golf.

Sponsorships are still available. For \$2500, 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 \$1500 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 \$3000.

**Bank of Manhattan, Corporate Center Pasadena and Trusted Choice Agents of Burbank, Glendale and Pasadena** are Gold Sponsors of our 2013 Chamber Golf Tournament. **Citizens Business Bank, International Union of Operating Engineers Local 12 and Parsons** are Silver Sponsors.

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 the Pasadena Chamber membership.

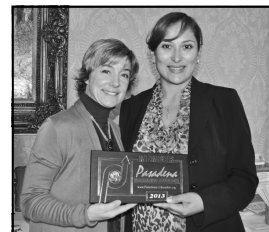
## Pasadena Chamber Sponsors Procurement Forum To Connect Small and Large Member Businesses

For the first time, the Pasadena Chamber of Commerce is hosting a procurement event and discussion for our large and small business members who may want to do business together. On March 20th at 3:30 pm at the **Pasadena City College Community Education Center** at 3035 East Foothill Boulevard in Pasadena. The Procurement Forum will include a panel discussion featuring procurement officers from The City of Pasadena, Jet Propulsion Laboratory/Caltech and Parsons. Some large companies will have tables at the event to discuss procurement opportunities, including Pasadena City College, Art Center College of Design and others.

The forum is free to Pasadena Chamber member businesses. If you do plan to attend, please RSVP to [info@pasadena-chamber.org](mailto:info@pasadena-chamber.org) or call 626-795-3355 to ensure you and your company have a place at the inaugural Pasadena Chamber of Commerce Procurement Forum.

The Procurement Forum is presented by the Pasadena Chamber of Commerce and sponsored by The Foothill Workforce Investment Board. The event is being hosted by **Pasadena City College, the Community Education Center and the Pasadena Small Business Development Center.**

New members (clockwise from right) introduced at our Luncheon Alliance in December were Deanie Nyman and Connie Haddad of the **Storrier Stearns Japanese Garden**. Nicola Borland of **Nicola Borland Photography** and **Meg Middleman**, realtor with **Century 21 Masters**, were introduced as new members at January's networking lunch. Matteo Bitetti and Steven Lenchner of **Matteo Designs** was recognized as a new member. **Atelier Femme's** Sandy Potter and Juliana Postlewaite was introduced along with Nicholas Poshek with **Mass Mutual Life Insurance Company**. Sibylle Westbrook of **CABI Independent Fashion Consultant** and Jerry Camarillo with



**FotoAztec Studio Photography** were recognized at the event. We also met new member Kwang-Hee Park of **Spring Acupuncture and Spiritual Direction** and Patricia Jennings and Geraldine Diaz of **Great American Deals**.



At our Connection Breakfast in January, we met (clockwise from right) Yvette McDowell of **Legal Shield** and Jeremy Mulvihill and Matthew Giba with **Polid, Inc.** We also met Steven Unruh, M.DIV, MFT, of **Springbay Counseling** and Lisa Bartkowski of the **San Gabriel Valley Consortium on Homelessness**.



At the breakfast networking event in February we introduced realtor **John Sheptock** with **Keller Williams Realty** along with Lorena Duran of **Guaranteed Green-LA**. We also met Dale and Clifton Rodgers of **Armed Exterminators**. Bob Harrison of **Green Street Restaurant** was also introduced at the networking breakfast.



## New Members for December, 2012

- ADA Compliance Professionals, Inc.,** Mark Tudor (818) 952-3452
- Atelier Femme,** Sandy Potter (213) 926-6292
- B. Luu, Inc.,** Bachmai Luu (818) 859-5068
- FotoAztec Studio Photography,** Jerry Camarillo (626) 375-6684
- Giraffe-ism,** Brie Jameson (909) 450-9046
- Legal Shield,** Yvette McDowell (626) 483-4151
- MassMutual Financial Group Greater Los Angeles,** Nicholas Poshek, (626) 253-1204
- Phillips, Fractor & Company, LLC,** Ross Selvidge (626) 744-3540
- Springbay Counseling,** Steven Unruh, MDiv., MFT, (818) 523-5723
- StayHome Safe, Inc.,** Thomas Johnston (626) 792-0010
- Storrier Stearns Japanese Garden,** Deanie Nyman (626) 399-1721
- The Maxwell House,** Camille Couture-Carter (626) 584-7494
- Tokyo Shabu Shabu,** Darren Ooi, (626) 497-1161
- Trattoria Neapolis,** Perry Vidalakis (626) 792-3000

## New Members for January 2013

- Fresh Produce,** Jen Lozano (626) 795-5760
- Guaranteed Green L.A.,** Lorena Duran (626) 608-8350
- LegalMatch,** Justin Woodley (866) 686-5342
- MacVaugh & Co.,** Cathy MacVaugh (626) 583-8400
- Melt It! A Grilled Cheese Co.,** Tim Dikran Tabakian (626) 755-4387
- Polid, Inc.,** Jeremy Mulvihill (626) 304-0898
- Spring Acupuncture & Spiritual Direction,** Kwang-Hee Park (626) 539-3586
- Transamerica Financial Advisors,** Johana Hidalgo (626) 394-4549

## SAVE THE DATE

*New Beginnings for Old Traditions*

**Thursday, May 30, 2013 at 6:00pm**

**Celebrate the 125th Anniversary of the founding of the Pasadena Chamber of Commerce at a hosted cocktail party.**

**Details and invitations will be available soon.**

## Chamber Member Openings and Celebrations

(From left) **Transamerica Financial** opened their office at 600 North Rosemead in Pasadena with a ribbon cutting. **Congresswoman Judy Chu** was on hand as **Options** rededicated their offices with an open house and ribbon cutting. **Westmoreland Academy** dedicated their newly renovated and soon to be opened school for autistic children with a ribbon cutting celebration. Sierra Auto hosted a multi-chamber ribbon cutting at their remodeled showroom in Monrovia. Mayor Bill Bogaard and Council Member Victor Gordo joined Pasadena Transportation Director Fred Dock and staff members Rich Dilluvio and Mark Yamarone to dedicate Pasadena's first Bike Boulevard along North Marengo Avenue.





## Renewing Members for December, 2012

### One to Five Years

Connon Wood Scheidemantle LLP  
Eagle Star Security  
Enhanced Marketing Performance LLC  
Fairplex-Home of the L.A. County Fair  
Franklin Loan Center  
Halftime Cuts  
Harvest Rock Church  
Mamma's Brick Oven Pizza & Pasta  
Massage Envy Spa  
Premier World Discovery  
Redstone Commercial Real Estate  
Robert Hall and Associates  
Romero Law, APC  
Violin Place, Inc.

### Six to Nine Years

A Noise Within  
Calamigos at L.A. Equestrian Center

California Credit Union  
Equinox Fitness Club  
Forest Lawn Memorial Park  
Jos. A. Bank #461  
Lula Mae  
Maranatha High School  
San Gabriel Valley LeTip  
Silverado Senior Services  
UBS Financial Services, Inc.  
WrapAds

### Ten to Fourteen Years

El Cholo Restaurant  
Impact  
Janas Associates/Janas Consulting  
Pasadena Museum of History

### Fifteen to Fifty Years

City of Pasadena  
Comfort Inn-Pasadena

Crown Coffee Services, Inc.  
Fedde Furniture Co.  
Holiday Inn Express Hotel & Suites  
Ice House  
Malmberg & Associates  
Oak Tree Inn  
Pasadena City College  
Pasadena Fire Fighters Local 809  
Rule Company, Inc., The  
Rusnak/Pasadena  
Security Design Systems  
Space Bank Mini Storage  
Villa Esperanza Services

### More than 50 Years

Anderson Business Technology, 94yrs.  
Crowell, Weedon & Co., 60yrs.  
Hahn & Hahn LLP, 88yrs.  
Huntington Memorial Hospital, 85yrs.

## Renewing Members for January, 2013

### One to Five Years

Alpha Acupuncture & Herbs, Inc.  
Architecture for Education, Inc.  
Best Western Pasadena Royale  
Buzios Frozen Yogurt Café  
Chefs Center of California  
CIBA Property Management, Inc.  
Fair Oaks Laundry  
Foothill Communications  
Gooden Center  
Ground Level Consulting  
Health Advantage, Health  
& Wellness Center  
Identify-It  
Insignia PMG  
International Career College, Inc.  
John Blanchard Company, Inc.  
& JBC Protective Services  
Lindamood-Bell Learning Processes  
Mark McD design  
Massages by Avo  
Nail Lounge  
Novotnys Antiques and Estate  
Pasadena Business Park  
Pasadena Language Center

Point C, LLC  
Ryan Law Firm  
Sale Services  
Salon Sessions  
StarMakers Costumes & Parties  
Studio 33 Design  
United Site Services  
Vandeventer Black LLP  
Walnut Plaza LTD

### Six to Nine Years

Hastings Ranch Dental Group  
Health Insurance Brokers, LLC  
James McCaleb & Company (USA)  
Kabuki Japanese Restaurant  
Secure Transportation

### Ten to Fourteen Years

Allen Avenue Self Storage  
Attention to Detail  
Diversified Securities, Inc.  
Easy Parking Service, LLC  
KAP Promotions  
RCB Consultants  
Shakespeare League & Club

### Fifteen to Fifty Years

Animal Medical Hospital  
Business Networking Alliance/BizNet  
California Pizza Kitchen  
Castle Catering  
El Portal Restaurant  
First Lutheran Church  
Five Acres-The Boys' & Girls' Aid Society  
Getaways Travel  
Goodwill Southern California-  
Altadena Drive  
Hilton Pasadena  
J L Moseley Company, Inc.  
J. Robin & Associates Graphic Design  
Kangen Water Independent Distributor  
Kathleen's Restaurant  
Kinometrics, Inc.  
Markham & Boling Auto Body  
Ossman Project Mgt. Consulting  
Santa Anita Park (L.A. Turf Club)  
Sheraton Pasadena Hotel  
Tom Sawyer Camps, Inc.  
University Club of Pasadena  
Walden School

### More Than Fifty Years

Jet Propulsion Laboratory, 52yrs.

## Chamber Member Openings and Celebrations

(Below, from Left) **Fair Trade Pasadena** celebrated the designation of Pasadena as a *Fair Trade City* with a ribbon cutting celebration on the steps of Pasadena City Hall. Mayor Bill Bogaard and Council Member Jacque Robinson were on hand to help Fair Trade Pasadena cut the ribbon. Old Pasadena clothier/boutique **Fresh Produce** opened their new Old Pasadena location with a grand opening weekend celebration and a ribbon cutting.



The Pasadena Chamber of Commerce is happy to celebrate our member milestones with a ribbon cutting ceremony.

If you are opening a business, celebrating an anniversary or relocating (or celebrating your membership in the Chamber), please call Kelly Shearer at (626) 795-3355 to schedule a ribbon cutting ceremony.

We want to Go Green. Email [kelly@pasadena-chamber.org](mailto:kelly@pasadena-chamber.org) or call (626) 795-3355 to receive your Chamber newsletter electronically.

**PASADENA CHAMBER OF COMMERCE MISSION STATEMENT: WE ARE AN EFFECTIVE ECONOMIC AND POLITICAL FORCE FOR OUR MEMBERSHIP.**

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

**Luncheon Alliance**

On Wednesday, March 6th at 11:45am, **Ideal Youth** sponsors our networking Luncheon Alliance.

**Hillsides** sponsors our networking Luncheon Alliance on Wednesday, April 3rd 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, March 14th at 7am, **Hillsides** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 North Fair Oaks Avenue.

On Thursday, April 11th, **Craig Valine and Enhanced Marketing Performance** sponsors the monthly *Breakfast Connection* networking event at 7am.

**Pasadena Chamber After Hours Social and Mixer**

Join us for a *Springtime Soiree* in March as **The Storrier Stearns Japanese Garden** hosts the *Chamber After Hours Social and Mixer* at 270 Arlington Drive in Pasadena on Thursday, March 21st from 5pm to 7pm.

On April 18th **Real Food Daily** offers *Refreshing Revelry* at 899 E. Del Mar (at Lake) from 5pm to 7pm. Come enjoy delicious food and much more.

**Pasadena Restaurant Week Returns April 21st to 26th**

Pasadena's restaurant community opens its doors for the third **Pasadena Restaurant Week** Sunday, April 21st through Friday, April 26th. The public is invited to visit many of Pasadena's finest, favorite and most unique dining establishments for special menus, deals and more. Participating restaurants and menus are updated daily at [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com).

Pasadena Restaurant Week is a citywide event featuring the cuisine of many of Pasadena's top dining establishments. Participating restaurants will offer at least three fixed price dinner and/or lunch menu items for visitors. Dinners will be three-course meals while lunches will be two course meals. Depending on the venue and menu offered, meals will be priced at \$15, \$20 or \$25 for lunch or \$26, \$35 or \$44 for dinner. (Some prices may vary. Alcoholic beverages, gratuity and tax are not included in the price.) Restaurants participating in Restaurant Week 2013 include some of Pasadena's finest eating destinations, among them



**1810 (eighteen ten) Argentinean Restaurant, a/k/a An American Bistro, Arroyo Chop House, Bistro 45, Café 140 South, Cheval Blanc Bistro, El Cholo, El Portal, Green Street Restaurant, Haven Gastropub + Brewery, Japon Bistro, Malbec New Argentinean Cuisine, Market on Holly, Noir Food and Wine, Parkway Grill, POP Champagne and Dessert Bar, Royce Steak House at the Langham, Ruth's Chris Steak House, Slater's 50/50, Smitty's Grill, Stonefire Grill and The Terrace at the Langham.** In all, more than 30 local dining establishments are expected to take part in Pasadena Restaurant Week



from April 21st to 26th.

Sponsors of Pasadena Restaurant Week include Platinum Sponsor **The Pasadena Chamber of Commerce**, Gold Sponsor **Trusted Choice Agents of Burbank, Glendale and Pasadena, Southern California Gas Company Advanced Meter Project** and Silver Sponsors the **City of Pasadena** and the **Pasadena Convention and Visitors Bureau**. For more information visit [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com).

**Pasadena, Burbank, Glendale Collaborate on Tri-City Mixer May 2nd at Alex Theatre**

The annual **Tri-City Mixer** is being hosted for 2013 by the Glendale Chamber of Commerce. Members of the Pasadena, Burbank and Glendale chambers will meet for drinks and appetizers at the Alex Theatre on May 2nd from 5:30 to 7:30. Cost is \$15 per person and includes one drink and appetizers. The Alex Theatre is located at 216 North Brand Boulevard in Glendale. Public parking is available on the street or in the parking lots behind the theatre. There is no need to RSVP, everyone will pay at the door.



The Pasadena Chamber of Commerce has five display tables available for our members. Cost of each table is \$150. If you are interested in having a display table at the event, please contact Leanne Waggoner at the Pasadena Chamber at 626-795-3355, or email [Leanne@pasadena-chamber.org](mailto:Leanne@pasadena-chamber.org).

The Tri-City Mixer is a collaboration between the Pasadena, Burbank and Glendale Chambers of Commerce. The event is a great opportunity to meet members of our neighboring business communities. The event is conceived as a fun forum to give those in attendance plenty of opportunities to meet potential customers and collaborators and learn about the business community in their neighboring cities.

Last year, more than 200 business people from Glendale, Burbank and Pasadena met, mingled and networked at the Tri-City Mixer.