

2013

Pasadena Chamber of Commerce

Business Directory, Community and Visitor Guide

Great Places

Dine ☺ Shop ☺ Stay ☺ Attractions
Entertainment ☺ Area Businesses

Community Facts

Government ☺ Who's Who
History ☺ Useful Information

Get to Know Us

Education ☺ Real Estate
Professional Services ☺ Transportation



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www.pasadena-chamber.org

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On the Cover
 Night Scene by Doug Santo depicts the upper colonnade at Pasadena City Hall. Each year the Pasadena Chamber of Commerce hosts a photo contest to determine the image that will adorn the cover of our annual Business Directory, Community and Visitor Guide. For information on the contest visit www.pasadena-chamber.org.

| Calendar of Events | |
|---|----------|
| Monthly | |
| 1st Wednesday | |
| Luncheon Alliance | 11:45 AM |
| 2nd Tuesday | |
| Art of Small Business Survival (September through June) | 8 AM |
| Executive Committee | 4 PM |
| 2nd Thursday | |
| Connection Breakfast | 7 AM |
| 3rd Wednesday | |
| Ambassador Committee | 7:30 AM |
| 4th Wednesday | |
| Wired Wednesday Workshop (January through October) | 3:00PM |
| 3rd Thursday | |
| Chamber After Hours Social & Mixer | 5 PM |
| 4th Tuesday | |
| Board of Directors | 4 PM |
| 4th Thursday | |
| Young Professionals of Pasadena | 6:30 PM |
| 4th Friday | |
| Business Development Committee (Every other month) | 8 AM |
| 2013 Annual Events | |
| January 1-2 | |
| Post Parade & Float Viewing | |
| January 13-18 | |
| Cheeseburger Week | |
| April 12 | |
| Annual Chamber Golf Tournament | |
| April 21-26 | |
| Pasadena Restaurant Week | |
| July 12 | |
| Inaugural Gala and Silent Auction | |
| September 26 | |
| SIP-tember Finale, Taste of Pasadena and Business Expo | |
| November 11 | |
| Veterans Day Ceremony | |
| December 5 | |
| Tournament of Roses President's Breakfast | |
| December 19 | |
| Holiday Celebration / Toy Drive | |
| December 28 - 31 | |
| Tournament of Roses Float Decorating | |

Welcome to Pasadena!



*Bill Bogaard, Mayor,
City of Pasadena*

I am delighted to welcome you to Pasadena, a city that has lots to offer our businesses, residents and visitors. We are very fortunate to have a diversified business community and a strong economic base. Moreover, our cultural life is varied and engaging, our downtown is exciting and alive, and our neighborhoods are beautiful, historic and safe.

Visitors to the “City of Roses” will find world class museums, galleries and performances in styles to suit every taste. Shoppers can choose from trendy boutiques, internationally renowned retailers, traditional stores, national chains, uniquely Pasadena stores and two of the best swap meets in the country. Dining opportunities are available to satisfy every palate and meet every budget. Pasadena also offers a comprehensive range of recreational facilities for those seeking outdoor and indoor opportunities. In addition to the annual Tournament of Roses, Pasadena stages enjoyable activities of all kinds throughout the year.

Pasadena’s architecture represents the best of the 19th, 20th and 21st centuries. Our recently restored City Hall, the Rose Bowl, the Central Library and our Civic Auditorium are excellent examples of 20th century public buildings. Our famed Greene and Greene “ultimate bungalows” and homes designed by Frank Lloyd Wright, Conrad Buff, Paul Williams and Myron Hunt are examples the finest in 20th century homes. Craftsman-era neighborhoods are scattered throughout Pasadena, along with newer buildings by internationally known designers and architects all comprising the unique environment that is Pasadena.

Pasadena is a premier city in California for commercial, office, entertainment, restaurant, and retail endeavors. Despite the recession, our economy continues to grow and diversify. The City’s Economic Development staff stands ready to assist with relocation to Pasadena, expansion within the City, and advice on how to enhance your business.

As Mayor, I am proud of Pasadena and join the Pasadena Chamber of Commerce in inviting everyone – visitors, residents and workers alike – to take advantage of everything our beautiful City has to offer.

— Bill Bogaard, Mayor, City of Pasadena

From the Pasadena Chamber Chair



*Patty Waggoner, Chair of the Board
Pasadena Chamber of Commerce*

Greetings on behalf of the Pasadena Chamber of Commerce and Civic Association.

The Pasadena Chamber focuses resources on providing strong support services for our members. We host regular networking events, provide inexpensive or free promotional and advertising opportunities, host informational presentations and advocate aggressively on behalf of our members.

The Pasadena Chamber of Commerce is a leader in innovation. We have the most up-to-date technological resources at our disposal, including a mobile phone application, interactive website and aggressive online and social media communication efforts. Our advocacy on behalf of business has saved our members money and reduced their regulatory load. The Pasadena Chamber is proud to be an active participant in the civic life of our great city.

The Pasadena Chamber of Commerce thrives as a result of the strong support of our members and our strong partnerships with the City of Pasadena, local institutions, business districts, and commercial enterprises. The Pasadena Chamber collaborates with our fellow Chambers and business advocacy organizations throughout the region, state and nation on a wide range of issues and initiatives. We also maintain very strong relationships with elected officials at the local, state and federal levels.

Involvement with the Pasadena Chamber can also be fun. In addition to our networking events, we host the annual Cheeseburger Week celebration and Cheeseburger Challenge, Pasadena Restaurant Week and our SIP-tember Celebration of the Cocktail. The Pasadena Chamber also collaborates with the Tournament of Roses Association to help make visitors welcome to Pasadena for our Rose Parade and Rose Bowl Game.

Pasadena is a wonderful city – for visitors, businesses and residents alike. Our unique size makes Pasadena a warm and inviting place for visitors who enjoy an urban setting without the worries of the big city. You can easily walk from one of our fine hotels to nearby shopping, cultural or entertainment venues. Those who live and work in Pasadena enjoy shops, restaurants and entertainment close by. With the Gold Line light rail, anyone can easily travel from the east end of Pasadena to our downtown business districts and back, quickly and conveniently for less than it costs to park a car for two hours.

At the Pasadena Chamber of Commerce we work hard to enhance the local economy while ensuring the prosperity of our membership.

Thank you for supporting our efforts.

— Patty Waggoner, Chair of the Board 2012-2013

We're not just a community bank — we're your community bank



We have been serving communities like yours for 160 years. With multiple locations in Pasadena, we're proud of the roots we've put down here, the relationships we've built, and all the families and businesses we've helped to thrive. Let's talk about how we can help you achieve your financial goals.

Visit us at any one of our Pasadena locations to learn about all we offer.

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Hastings Ranch • 3701 E. Foothill Blvd. • 626-351-4960

N. Allen & Washington • 1390 N. Allen Ave. • 626-296-7190

North Pasadena • 1830 E. Washington Blvd. • 626-296-7340

Pasadena-Lake • 82 S. Lake Ave. • 626-449-8611

Vons Fairgrove • 655 N. Fair Oaks Ave. • 626-685-9275

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Together we'll go far



An Organization With a Mission

THE PASADENA CHAMBER of Commerce and Civic Association is a dynamic professional business support and advocacy organization. In the 21st century, the Chamber's primary purpose remains supporting the prosperity of our members and enhancing of the business climate and quality of life in the greater Pasadena, California area.

The Pasadena Chamber of Commerce is an active partner in the prosperity of each of our members. That is accomplished in many ways and through varied and effective programming, events, activities, communication and energetic advocacy.

The Chamber's goals, strategic plan and policies are established by a board of directors composed of 24 director, four immediate past Chairs of the Board and ex-officio members representing important contributors to the economy of Pasadena.

With a sharp focus on providing value to members, the Business Development, Member Services, Workforce Development and Legislative and Government Affairs Committees facilitate communication with members, provide input to staff and ensure Chamber activities provide the support necessary to promote the prosperity of the membership and a vibrant local economy.

The Pasadena Chamber of Com-



The Mission of the Pasadena Chamber of Commerce and Civic Association is to be an effective economic and political force for our membership.

The Pasadena Chamber Board of Directors sets policy and monitors the progress of chamber activities.

merce provides a strong and effective voice to influence change that will ensure a growing local economy and a positive quality of life for the greater Pasadena area. To do that, the Chamber maintains effective relationships with elected representatives and staff at the local, state and federal level ensuring that the interests of business are represented and the voice of business heard.

Pasadena Chamber History

The Pasadena Chamber of Commerce was formed in 1888 as the Board of Trade. It was conceived to promote a positive business climate in Pasadena.

From its inception, the Board of Trade was involved in all facets of Pasadena's civic, cultural and residential life. The Board of Trade first proposed street tree plans for Pasadena's downtown and proposed the city's first citizen commission. The Board of Trade also first proposed Pasadena operate its own water com-

pany. The Board of Trade was an early collaborator with the Valley Hunt Club in Pasadena's New Year events.

The Board of Trade became the Pasadena Chamber of Commerce in 1922. The Chamber shepherded the election for the bond that financed building of the Colorado Street Bridge spanning the Arroyo Seco and spearheaded the election campaign to pass the bond necessary to finance the construction of Pasadena's City Hall, Civic Auditorium and Public Library.

Throughout the remainder of the 20th century, the Chamber worked to ensure Pasadena's position as the commercial and economic center of the western San Gabriel Valley. The Chamber promoted Pasadena as a corporate headquarters and was an active participant in the recruitment of companies to Pasadena, including engineering, finance, bio-technology, Internet and other new technology companies. The Chamber was a staunch supporter of bringing light rail transit to Pasadena, a task that was finally accomplished by the Metro Gold Line Construction Authority in 2003.

In the 21st century, the Chamber of Commerce works to expand the economic foundation of Pasadena by helping companies expand, relocate

see **CHAMBER**, page 8

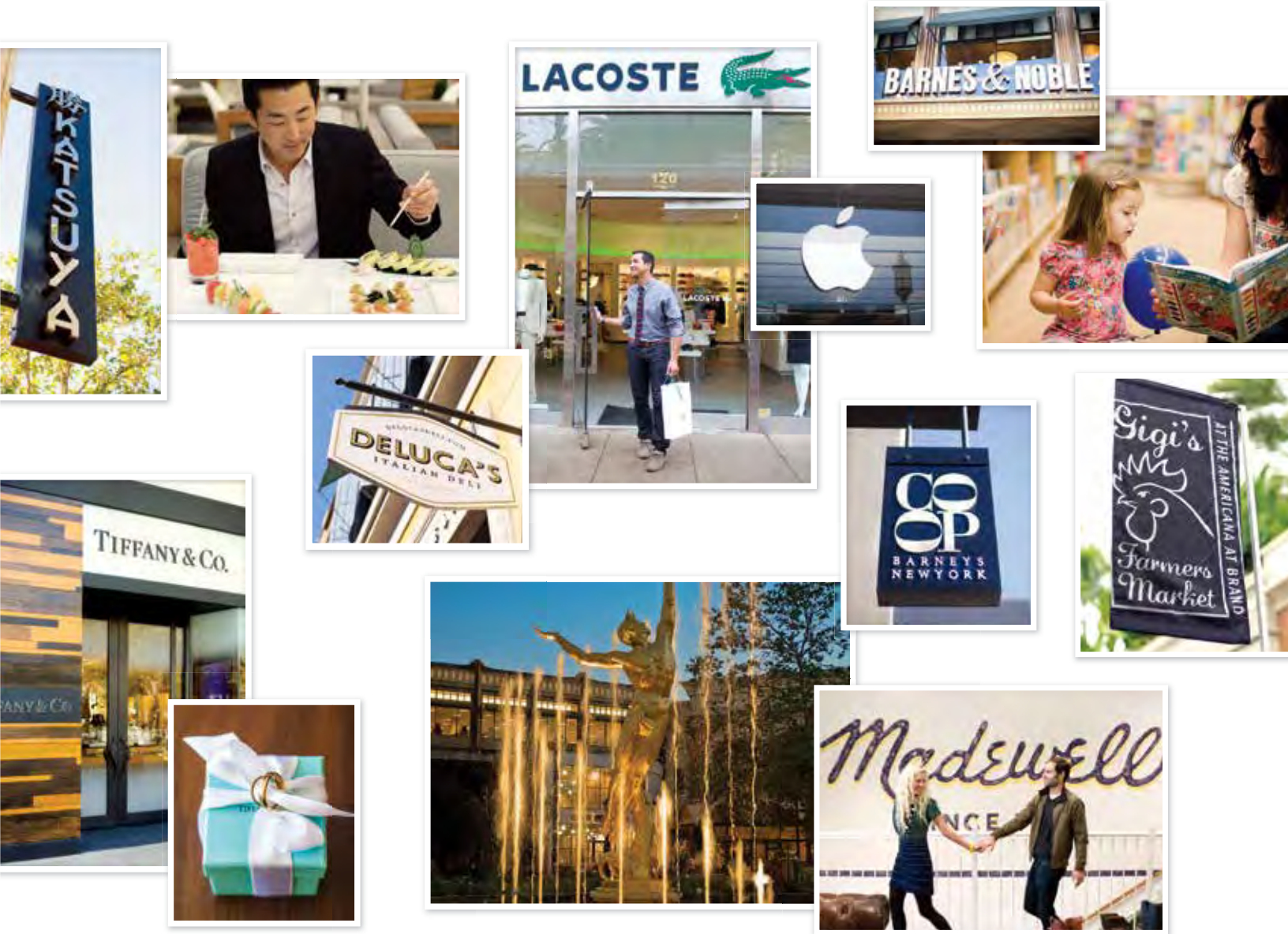


The Chamber celebrates new business openings with a traditional ribbon cutting.

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 Illori

Lacoste
 Sephora
 Sony Style
 Sur La Table
 True Religion
 Urban Outfitters

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 Trattoria Amici
 Granville Café
 Jewel City Diner
 Katsuya
 Deluca's Italian Deli

Crumbs Bake Shop
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 The Cheesecake Factory
 Pinkberry
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CHAMBER, from page 6

and prosper. As the recent recession impacted our local economy, Chamber advocacy has helped businesses reduce the impact of water rate hikes, health inspection fee increases and convinced

The Pasadena Chamber of Commerce is an effective and active partner in the prosperity of each of our members.

the Pasadena City Council not to raise fees and taxes, an effort that means ongoing savings to all Pasadena businesses and residents.

As a representative of greater Pasadena, the Chamber serves as a resource for information, an advocate for business and economic development and a partner in facilitating our members' prosperity.

Pasadena Chamber Membership Profile

The membership of the Pasadena Chamber of Commerce is diverse, dynamic and growing. Multi-national corporations make Pasadena home. Chamber members are leaders in telecommunications, biotechnology, finance and investments, advertising and design. The Pasadena Chamber of Commerce also counts Realtors, auto dealers, cleaners, grocers, plumbers, restaurants, bookstores and all manner of retail, medical and professional service providers among our membership.

More than 1400 businesses are mem-

bers of the Pasadena Chamber of Commerce. Our most senior members are businesses that make up the foundation of our local economy. Anderson Business Technology, Vroman's Bookstore, The Pasadena Star-News, Citizens Business Bank, AT&T, the Langham Huntington Hotel and Spa, Fedde Furniture, George L. Throop Company, Hahn and Hahn, LLP, Huntington Hospital and many others have been members for 100 years or more. One of our members, Jet Propulsion Laboratory recently landed the Curiosity rover on Mars, carrying research equipment designed and built by another member, Honeybee Robotics.

Our Chamber members continue to support our community through

Contact Information

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 Pasadena, CA 91101
 (626) 795-3355
 Fax: (626) 795- 5603
 www.pasadena-chamber.org

civic engagement, involvement with non-profit service organizations, advocacy on behalf of Pasadena and our economy and active participation in all facets of our local community.

Whatever the product or service, you can find a Pasadena Chamber member who provides it. Our membership is among the best at what they do and many have been recognized for excellence. For the best service or product, simply look to the Pasadena Chamber members listed in this Directory.

2012-2013 Chamber Officers

Chair of the Board
 Patty Waggoner, Amalgamated Bank

Chair-elect
 CL Keedy, UBS

President and CEO
 Paul Little,
Pasadena Chamber of Commerce

Immediate Past Chair
 George Falardeau*,
Art Center College of Design

Treasurer
 Joan De Souza,
PartyLite

Secretary
 Ben Green,
American Red Cross

Vice Chair / Events
 Bob Baderian, RCB Consultants

Vice-chair / Business Development
 CL Keedy, UBS

Vice Chair / Legislative & Government Affairs
 Michael D'Antuono*,
National Construction Alliance

Vice-chair / Member Services
 Wendy Anderson,
WOW! Events Productions

Vice-chair, Workforce Development
 Joel Bryant,
Trademark Development Co., LLC

*denotes past chair of the board

2012-13 Board of Directors

Karl Bird Jet Propulsion Laboratory
Heidi Bloks Century 21 Golden Realty
Jeff Brickner Parsons
Dennis Buckley* Health Advantage Health & Wellness Center
Ron Carter The Carter Agency
Thomas Daly Christie, Parker and Hale, LLC
Julie Lee Lucas, Horsfall, Murphy & Pindroh
Blake Longo A.J. Longo Associates
Carlton Maese CB Richard Ellis
Robin McCarthy Women at Work

Bob Oppermann CED (Consolidated Electrical Distributors)
Valerie Prince Bank of Manhattan
Armando Ramirez El Portal Restaurant
Steve Rodgers Volkswagen Pasadena
David Saeta IDS Real Estate Group
Gail Schaper-Gordon Win-Win Workplace Solutions
Evan Scott Seville Group, Inc.
Ray Serafin* Sheraton Pasadena
Tony Tartaglia The Gas Company
Ishmael Trone F&M Business Center

Ex Officio Members

Richard Chinen Tournament of Roses Association
Darryl Dunn Rose Bowl Stadium

Eric Duyshar City of Pasadena,
 Economic Development Department

* Denotes past chairs of the board



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24 reasons to join the Pasadena Chamber of Commerce

The Pasadena Chamber of Commerce is a dynamic professional business association dedicated to the prosperity of our members and a strong economy for the greater Pasadena area. As a member of the Pasadena Chamber of Commerce you get:

1. **THE PASADENA CHAMBER** of Commerce working to help you grow your business and enhance your prosperity. Our cheerful and helpful staff is here to assist member businesses however we can.
2. **ENHANCED CONSUMER CONFIDENCE.** Studies have shown that consumers are 50% more likely to frequent businesses that belong to the local Chamber of Commerce.
3. **SERVICES AND SUPPORT** worth \$1485 per year. (Website listing and searchable Internet presence, business directory listing, referrals, member events, advocacy efforts, member discounts, seminars and informational programs, all would cost at least \$1485 if purchased individually in the marketplace.)
4. **A LISTING ON** the Chamber online directory, the best directory of services and products in the Pasadena area. The Chamber's search engine optimized online directory receives 2800 distinct visitors per week, 68% of whom are first time users.
5. **THE CHAMBER'S WEEKLY** e-Bulletin, our electronic newsletter with bid and business opportunities, news and information by and about Chamber members, event and activity reminders and much more.
6. **OPPORTUNITIES TO PROMOTE** your business in Pasadena Commerce, the Chamber bi-monthly newsletter and monthly member-to-member offers email blast.
7. **LISTING IN THE** Pasadena Chamber of Commerce Annual Business Directory, Community and Visitor Guide and opportunities to advertise in the Directory and Guide as well as the Official City of Pasadena map.
8. **THE BEST CHANCE** to grow your business through free referrals to member businesses. When potential customers call the Chamber, we refer them only to Chamber members who provide those services.
9. **OPPORTUNITIES TO NETWORK** with other business people and promote your business. Our monthly Connection Breakfast and Luncheon Alliance events help attendees promote their business, make meaningful connections with other business people and gain valuable referrals and references.
10. **MONTHLY MIXERS PROVIDE** members the opportunity to mix, mingle and network in a fun, casual environment.
11. **THE CHAMBER'S MONTHLY** Young Professionals of Pasadena happy hour networking get-together is an opportunity for working people between the age of 21 and 40 to meet, mingle and network in a social setting.
12. **INFORMATIONAL PRESENTATIONS AND** seminars for members. The Chamber sponsors free monthly small business seminars. Occasional informational presentations and seminars for members and workshops on business plan writing, human resource management and more.
13. **THE OPPORTUNITY TO** exhibit your business at the annual Pasadena Chamber of Commerce Business Showcase in conjunction with our Taste of Pasadena and SIP-tember Cocktail Challenge Finale.
14. **FUN ACTIVITIES AND** events for members such as the Tri-City Mixer with Burbank and Glendale, Cheeseburger Week and the Cheeseburger Challenge, Pasadena Restaurant Week and the SIP-tember celebration of the cocktail.
15. **AN OPPORTUNITY TO** impact our community. Collaborative efforts, assistance and volunteer efforts positively affect our city and enhance your business' profile in the community.
16. **ACCESS TO EXPERTISE** and advice through collaborations with other Chambers, the U.S. Small Business Administration, SCORE and more.
17. **AGGRESSIVE ADVOCACY ON** behalf of businesses and the local economy before local, regional, state and federal authorities on matters that may impact the ability or cost of doing business. The Chamber won concessions on fee and rate increases that collectively saved members hundreds of thousands of dollars, won rate concessions on water costs and convinced the City of Pasadena to forestall raising inspection fees for restaurants.
18. **OPPORTUNITIES TO MEET** others in your industry, share ideas, learn best practices and network. The Chamber helps organize its members into industry-specific sub-groups that collaborate, discuss trends and business practices and advocate on issues that may impact them.
19. **ABILITY TO ATTEND** Chamber events to meet community and industry leaders. The Chamber's Inaugural Gala, Golf Tournament and Celebration of the Tournament of Roses attract community and political leaders as well as Chamber members.
20. **THE CHANCE TO** meet other business people. Pasadena Chamber members are friendly, welcoming and make good company. Pasadena Chamber events are productive, entertaining and enjoyable.
21. **OPPORTUNITIES TO ENHANCE** your bottom line by reducing costs, expanding markets, accessing expertise and finding new customers.
22. **DISCOUNT TRAVEL OPPORTUNITIES** through Pasadena Chamber member programs and specials.
23. **TO BE COUNTED** among the best. Pasadena is a world-renowned city and Pasadena Chamber members are recognized worldwide. As a Chamber member, you are counted among the elite of businesses.
24. **YOU CAN BE** a part of the most dynamic business organization in the best small city in the world.

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Programs and services that help promote the businesses of Chamber members include:



Monthly After-Hours Chamber Mixers give members a chance to network and socialize.

Business Contacts

- ☞ Chamber After-Hours Mixers
- ☞ Networking Connection Breakfasts
- ☞ Committee Participation
- ☞ Luncheon Alliance Networking Events
- ☞ Young Professionals of Pasadena happy hour get-togethers
- ☞ Issue-related Meetings
- ☞ Events, Seminars and Presentations
- ☞ Industry Forums and Meetings

Personal and Business Development

- ☞ Ambassador Committee
- ☞ Business Development Committee
- ☞ Small Business Survival Seminar Series

- ☞ Wired Wednesday Workshops
- ☞ Industry Specific Forums and Seminars
- ☞ Outreach to major employers
- ☞ Representation for business and industry
- ☞ Legislative Forums

Marketing Opportunities and Industry Support

- ☞ Business Directory, Community and Visitor Guide
- ☞ Website and searchable online member directory
- ☞ Listing on our mobile phone application
- ☞ Weekly email blasts to members



Wired Wednesdays provide workshops on the latest in Internet and Social Media marketing.



Connection Breakfasts each month start the day with an informative atmosphere to network.

- ☞ Member-to-member discount programs
- ☞ Internet-based information
- ☞ Business Showcase exhibits and sponsorships
- ☞ City Map advertising
- ☞ Networking event sponsorships
- ☞ Hosting After-Hours mixers
- ☞ Access to Membership contact information and mailing labels
- ☞ Advertising and news in Pasadena Commerce newsletter
- ☞ Pasadena Restaurant Week
- ☞ Cheeseburger Week and the Cheeseburger Challenge
- ☞ SIP-tember Celebration of the Cocktail

History, Tradition, Innovation

IN THE 19TH century, Pasadena was settled by Midwesterners seeking warm weather, rich soil and economic opportunity. As Pasadena grew, its founders' work ethic and entrepreneurship turned an agrarian town dependent on citrus groves into a strong and diverse economy.

In 1888, business leaders formed the Board of Trade to represent their interests with City Hall and promote a strong economy. About that same time, these proud Pasadenans decided to promote their fledgling city by decorating some carriages with flowers and staging a parade in the dead of winter. That modest effort has grown to become the premiere New Year celebration in the world and a testament to Pasadena's visionaries.

The same entrepreneurial spirit turned Pasadena into a resort destination for vacationing Midwesterners such as Charles Wrigley who found Pasade-



The Midwestern values of its settlers helped mold Pasadena's unique culture

The Colorado Street Bridge is one of the many architectural innovations that call Pasadena home.

na's climate to be ideal. The first public Busch Gardens was created on the fami-

sky in the local mountains perfect for viewing the stars and planets and built

By the early 20th century, Pasadena had become the Crown City of the Valley...

ly's estate in Pasadena's Arroyo Seco.

By the early 20th century, Pasadena had become the Crown City of the Valley, a focal point for commerce and industry. Astronomers found the night


the Mt. Wilson Observatory. Artists and writers discovered the beauty of the San Gabriel Mountains and the Arroyo Seco. Architects, designers and builders found a city that embraced the new, bold and daring.


1920s era civic pride led to the design and construction of an extraordinary civic center anchored by the Public Library, City Hall and Civic Auditorium. In the mid-1940s, Pasadena saw the completion of the Arroyo Seco Parkway (Pasadena Freeway) to downtown Los Angeles, the first in Southern California.

Opened in the 1880s, Throop Polytechnic was renamed the California Institute of Technology in 1921. Following World War II, Caltech began managing the Jet Propulsion Laboratory which continues to lead exploration of our solar system and the farthest reaches of the universe. JPL has been a leader in space exploration for more than half a century.


As Pasadena's population grew to 100,000 people and its economic base expanded, the city became a center of commerce and industry. With easy access via three freeways, Pasadena developed into a shopping destination with full service department stores complementing local and regional retail outlets. In the 1970s, Pasadena grew as headquarters for multi-national corporations such as Parsons.

YOUR CHECK WALLET LIGHT IS ON AGAIN





With gas prices still high, it's officially time to panic. Unless, of course, you ride Foothill Transit, with affordable, environmentally-friendly buses connecting 22 cities throughout the San Gabriel and Pomona valleys. Learn how much money you're wasting – and how to start saving – with our Trip Cost Calculator at foothilltransit.org/calculator.



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Creativity and Leadership



The arcade at Cal Tech on a warm summer's day.

FROM FOOD AND sports to science, art and industry, Pasadena has been a leader in innovation and new technology.

Pasadena's Arroyo Seco was home to the Arts and Crafts movement on the west coast. In addition to Greene and Greene's ultimate bungalows, Pasadena was a showcase for homes designed by Sylvanus Marston, Grable and Austin and Alfred Heineman. Plein Air painters flocked to the Arroyo Seco to capture the beauty of Pasadena. Elmer and Marion Kavanaugh Wachtel, Franz Bischoff, Edgar Payne and Jean Mannheim frequented Pasadena's arroyo artist colony.

In the early 1920s, Lionel Sternberger first served the cheeseburger to a customer while working at the Rite Spot in Pasadena. In 1936, Caltech "rocket boys", Frank Malina, Jack Parsons and Ed Forman launched their self-built rocket in Pasadena's upper Arroyo Seco.

Pasadenan Jackie Robinson was the first Black player in major league baseball. His brother Mack ran second to Jesse Owens at the Berlin Olympics of 1936. Other notable Pasadena athletes include Olympian Inger Miller, and basketball players Michael Cooper, Stacey Augmon and Jacque Vaughn.

Pasadena was also hometown to America's first celebrity chef Julia Child, actress Sophia Bush and rockers Van Halen. The Ice House, the first comedy club in the country, continues to amuse and entertain at its Mentor Avenue location. Free form rock 'n roll radio in Los Angeles was launched from a basement studio in the Pasadena Presbyterian Church in 1967. KROQ-FM, which began broadcasting from a studio in the Hilton Hotel in the 1970s, remains one of the trendsetters in youth-oriented alternative radio.

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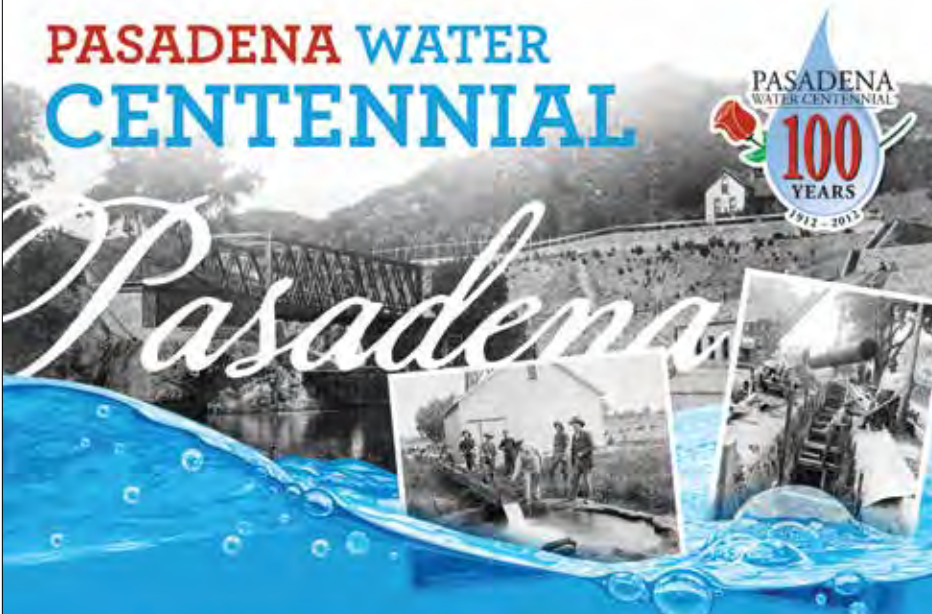
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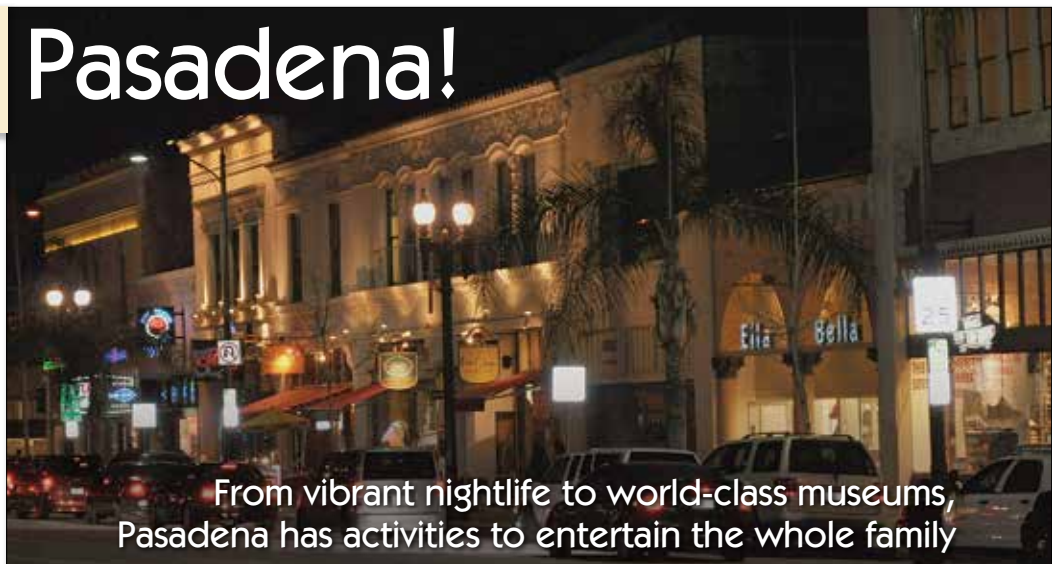
PASADENA Water & Power

Experience Pasadena!

PASADENA IS A city everyone can enjoy. In the shadow of Southern California's majestic San Gabriel Mountains, the finest urban architecture, exquisite dining, extraordinary shopping, varied entertainment and recreational opportunities are available in the best small city in the United States.

In Pasadena, a visitor can experience everything a large city has to offer in a comfortable, safe, engaging and active small city environment. Vibrant shopping and entertainment districts, world-class performing arts venues and museums, rollicking music clubs and a full range of eclectic, cutting edge and traditional restaurants make Pasadena a unique destination for visitors and locals alike.

While best known for New Year activities, the Pasadena area is also home to some of the world's most renowned art and culture institutions. The Huntington Library, Art Collections and Botanical Gardens, the Pacific Asia Museum and the Pasadena Symphony and POPS are among the best in the country. A Noise Within presents entertaining and sophis-



From vibrant nightlife to world-class museums, Pasadena has activities to entertain the whole family

A stroll in Old Pasadena is the perfect way to cap off a day of fun and activities.

ticated repertory theater for all ages in its new East Pasadena home while Parson's Nose Productions features reworked classical theater and Lineage Performing Arts Center hosts contemporary dance performances. The Pasadena Civic Auditorium hosts the Distinguished Speaker Series, classical, jazz and contemporary music and theatrical and ethnic productions in a grand and historic hall.

Nestled in the Arroyo Seco, Kid-space Children's Museum offers families an educational and fun environment for children to experience and play. Kid-space hosts the annual Pumpkin Festival in late October and the colorful Butterfly Festival in the spring.

Visitors can also enjoy the inviting downtown dining, shopping and entertainment areas of Old Pasadena, the Playhouse District and South Lake Avenue.

Pasadena is also home to a wide diversity of outdoor activities and events. From monthly swap meets at the Rose Bowl and Pasadena City College, to the annual Wiggle Waggle Walk and the Rock 'n Roll Half Marathon. Santa Anita Park in nearby Arcadia, one of the premiere horse racing venues in the world, is often featured in films and on television and was the home track of racing legend Seabiscuit.

The Pasadena area boasts participatory events and activity for the entire family. Outdoor oriented visitors can hike, bike or camp in the expansive wilderness of the nearby San Gabriel Mountains, visit easily accessible lakes and beaches or enjoy recreational op-

portunities in local parks. Local recreation and sports venues include historic Brookside Golf Club, the Altadena and Eaton Canyon Golf Courses, Gerrish Swim and Tennis Club, the Civic Center Ice Rink, La Canada Flintridge Country Club, Rose Bowl Tennis and the Arroyo Seco Golf Club, as well as thoroughbred horse racing at magnificent Santa Anita Park. The UCLA Bruins play their home football games in the Rose Bowl.

For those seeking alternatives, the Ice House hosts nationally known stand-up while Vertical Wine Bar, Magnolia on Lake, Bar Celona, Sushi Roku and 300 Pasadena offer unique venues in which to enjoy fine food, drink and fun.

300 Pasadena

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Pasadena Celebrates

MILLIONS OF PEOPLE around the world know Pasadena as the home of the Tournament of Roses® Parade and Rose Bowl® game. Known as the Granddaddy of Them All®, the Rose Bowl® game has been a New Year's tradition for American families for nearly a century. You can find grandstand seating for the Rose Parade from Sharp Seating.



Colorful floral floats take center stage on Colorado Boulevard every New Year's Day.

In December, Kidspace kicks off the New Year events with the Rosebud Parade for children. African American History month is celebrated with a heritage parade and festival while the Latino Heritage Parade celebrates the contributions of people of Hispanic heritage. The annual Doo Dah Parade spoofs our New Year traditions with a haphazard display of satire and outright goofiness.



Every Fourth of July, the Rose Bowl is home to one of the biggest fireworks displays in Southern California.

Pasadena celebrates the contribution our armed forces have made to establishing and protecting our nation with commemorations on Memorial Day and Veteran's Day. Pasadena's Fourth of July celebration and fireworks show offers the largest display of aerial pyrotechnics west of the Mississippi along with a family-oriented festival at the Rose Bowl.

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Planning Your Pasadena Visit

WHETHER YOU ARE coming to Pasadena for an afternoon, a day, a weekend or longer, there is plenty to engage, entertain and amuse you. You can find every sort of accommodation at every price range, as well as restaurants of every caliber, a variety of museums, entertaining activities and more for the whole family.

An afternoon of fun

Enjoy a mid-day meal at **a/k/a an American Bistro** in the heart of Old Pasadena, then take a leisurely stroll toward the Pasadena Civic Center to see our amazing City Hall. Walk through the Plaza las Fuentes to **Pacific Asia Museum** along Los Robles Avenue where you can spend a couple of hours enjoying the finest of the art and culture of Asia and the Pacific Islands in the Historic Grace Nicholson mansion. End your day with a Yucatan flavored dinner at **El Portal Restaurant**, one of Pasadena's dining gems.

An overnight stay

Check in at any one of our fine hotels. Looking for luxury, try the **Langham Huntington Hotel and Spa**, **The Sheraton Pasadena**, **Westin**, **Courtyard by Marriott**, **Hilton** or **Vagabond Inn Executive** each provide excellent accommodations within walking distance of downtown Pasadena. On a budget? Consider the **Holiday Inn Ex-**



It's a challenge to pack all the excitement and activities into one trip to Pasadena

An afternoon at world-famous Santa Anita Park is a great part of your Pasadena adventure.

press, **Days Inn**, **Best Western** or even the **Comfort Inn** near Old Pasadena in adjacent Eagle Rock.

Enjoy a leisurely lunch at **Bar Celona** in between shopping at **Tiffany and Company**, **Lula Mae**, **Beyond the Olive**, **Therapy** or any of the unique shopping venues in Old Pasadena. Treat yourself to drinks, dinner and a movie at **iPic Cinemas** in the heart of Old Pasadena before heading back to your hotel. Don't feel like a movie? Enjoy dinner at **Japon Bistro** on Colorado Boulevard then walk around the corner for a night of laughs at the **Ice House Comedy Club**. The first comedy club in the U.S. has hosted Jerry Seinfeld, Jay Leno, Robin Williams and almost every comedy star of the last 50 years.

The next day, enjoy breakfast at **Green Street Restaurant**, a local favorite, then walk through the beautiful

Caltech campus, a gem of gardens, historic and cutting edge architecture. At various times, Caltech has been home to 31 Nobel Prize winners including Linus Pauling and Richard Feynman. Albert Einstein made three long-term visits in the 1930s. Stephen Hawking still lectures at Caltech.

Enjoy lunch at **Toro Sushi**, a wonderful culinary addition to East Colorado Boulevard (at San Gabriel), before heading to **Huntington Library, Art Collections and Botanical Gardens** for a stroll through their lush gardens and views of the amazing art collections and other exhibits. Make sure you see Gainsborough's "Blue Boy" and Laurence's "Pinkie", the Gutenberg Bible, a manuscript of Chaucer's "Canterbury Tales", and original letters of some of history's most intriguing people.

Finish up with dinner at **Vertical Wine Bistro** in Old Pasadena. Then enjoy a leisurely walk through Old Pasadena for window-shopping and people watching in Pasadena's refurbished downtown shopping district.

A Weekend Get-away

On Friday afternoon, check into one of our fine hotels then enjoy a nice stroll through Pasadena's Civic Center, taking time to visit City Hall and the **Pasadena Central Library**, before having drinks and dinner at **Ruth's Chris Steak House** along Colorado Boulevard.

On Saturday morning, start with an

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al fresco breakfast at **Mi Piace** in Old Pasadena for sidewalk dining and people-watching. Then stroll around Old Pasadena for some window shopping or to make a few purchases. If it's fall and UCLA is playing at home, head for **the Rose Bowl** to experience football in the best college stadium in the world. For the price of the tickets, you can enjoy college football in the game's most historic venue. If it's not football season, you can still visit the Rose Bowl Stadium and take your picture in front of college football's most iconic stadium. Consider a spa day at the luxurious **Langham Huntington Hotel and Spa**. Enjoy a day of pampering amid the charm, elegance and history of the last of Pasadena's resort hotels. Then follow it up with an early gourmet dinner at **The Dining Room** or **The Terrace** restaurant at the hotel before you head to **A Noise Within** for award-winning classical repertory theater. Not in the mood for theater? Try dancing to live music at **Villa Sorriso** in Old Pasadena or a dance performance at **Lineage Performing Arts Center**.

On Sunday, take in services at one of Pasadena's many churches. You can mix architectural history with work—see **VISIT**, page 18

Pasadena Playhouse

Built on a tradition of innovation and excellence, The Pasadena Playhouse is committed to continue to be the premiere theatrical experience in Southern California showcasing the most exciting theatrical entertainment in the state and being an amazing forum for launching new work onto the national stage.

A theatre such as The Pasadena Playhouse does not and cannot achieve a level of success, sustainability and excellence on merit alone. The pillars of our beloved and historic theatre are the creative artists who generously share with us their skills,

energy, and their spirit, and the community which supports the rich tradition and heritage of The Playhouse.



39 S. El Molino St., Pasadena, 91101
(626) 356-7529
www.pasadenaplayhouse.org

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VISIT, from page 17

ship at **All Saints Episcopal Church** or **St. Andrew Catholic Church** in downtown or at **Historic First Lutheran Church** on North Los Robles Avenue. After services, enjoy brunch at **Kathleen's Restaurant** on North Lake Avenue before immersing yourself in outdoor Pasadena with a hike up **Eaton Canyon** to the base of the falls. The leisurely walk will take a couple of hours and affords a close-up view of the beau-


ty and power of the San Gabriel Mountains or walk along the **Arroyo Seco** and experience a beautiful natural area as you walk under the historic **Colorado Street Bridge**. After that, hop into **Pasadena Tour Company's** bus for a two-hour architectural and historic tour of Pasadena. Follow that up with a glass of wine or signature cocktail at **The Raymond** on South Fair Oaks Avenue, one of Pasadena's most romantic dining getaways.

Want to fill the rest of the week?

There is plenty to do in the greater Pasadena area. Here are some ideas and local favorites:

You can get insight into the people who built Pasadena and its institutions at the **Pasadena Historical Museum** where you can tour the beautifully restored **Fenyés Mansion** and browse exhibits about Pasadena's bygone days. Cross Orange Grove Boulevard and tour **the Gamble House**, one of the most fabulous of the Greene and Greene bungalows before finishing up with dinner on the patio at **Il Fornaio** and a nice walk back to your hotel along Pasadena's beautiful downtown streets.

Have breakfast at **Brookside Golf Club** then play 18 holes on one of two historic courses in the beautiful Arroyo Seco.



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Courtyard by Marriott Monrovia/Pasadena

The sophisticated entry with its travertine floors and chic display of calla lilies in individual vases is your first clue that something special is going on here. Courtyards by Marriott have always enjoyed a well-deserved reputation as comfortable places to stay for business and travel and fortunately now, guests can seek for a distinctive venue in Monrovia. Its new look and attitude are evident immediately, with an incredibly helpful staff that greets you like a VIP.

The Grand Ballroom decorated in earth tones with textured wallpaper in a subtle circular pattern, also features a marble-topped bar in one corner and is large enough to seat 200 guests. The hotel's catering staff takes pride in their continental menu, but they'll happily work with you to incorporate your own unique menu requests.

700 W. Huntington Drive, 626.357.5211, marriott.com/laxmr

Take a leisurely walk past the Rose Bowl Stadium, along the natural Arroyo Seco, under the Colorado Street Bridge and along the lower Arroyo. View the **Vista del Arroyo Hotel** and glimpse the inspiration for Pasadena's plein air painters.

Catch lunch at Pasadena favorites **Pie 'n Burger** or **Burger Continental** and stroll along South Lake Avenue.

Visit **Colombo's Italian Steakhouse** in nearby Eagle Rock for drinks, good food and live jazz seven nights a week. Jazz not your thing?

Enjoy a glass of wine at **Malbec Argentinian Restaurant** and stay for a most memorable dinner before a leisurely, romantic walk along beautiful tree-lined East Green Street. Walk through the campus of **Pasadena City College** and view their art installations and wonderful built environment.

Have fine Italian cuisine, elegantly served, at **Celestino Ristorante** on Lake Avenue then walk along Pasadena's premiere mid-20th century shopping area and finish up with cocktails in casual comfort at **Magnolia Lounge** on Lake Avenue.

Drive up to **Art Center College of Design** and check out what's showing in the **Williamson Gallery** where art, technology, commerce and design intersect in thought-provoking, entertaining ways. While on campus, enjoy the view of the Rose Bowl, Pasadena's Arroyo Seco and **Devil's Gate Dam**.

Get lunch or dinner at **1810 Argentinean Café**, **Sushi Roku** or **New York Deli** in Old Pasadena, then walk a few blocks through Pasadena historic downtown shopping area to Paseo Colorado to can catch a movie at **Arclight Cinemas**.

see **VISIT**, page 20

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Travel Tips: Getting to and Around Pasadena

Transportation

Accessibility throughout Pasadena and to all of Greater Los Angeles, Southern California as well as the world beyond is another of the many benefits of living in Pasadena.

Public Transportation

THE GOLD LINE LIGHT RAIL system connects Pasadena with Los Angeles and provides easy access from six stations located throughout Pasadena to downtown Los Angeles Union Station with connections to locations throughout Greater Los Angeles.

The City of **PASADENA'S AREA RAPID TRANSIT (ARTS)** provide service throughout the city throughout the day and evening. For routes and schedules, call **(626) 744-4055**.

The **METROPOLITAN TRANSPORTATION AUTHORITY (METRO)** provides bus service from Pasadena to Los Angeles and throughout the San Gabriel Valley.

For information on routes and schedules, call the Metro between 6 a.m. and midnight at **(800) 266-6883**. Additional bus routes are covered by **FOOTHILL TRANSIT**, which provides regular and express bus service between Pasadena and Monrovia, Pomona and Claremont. For information, call **(800) 743-3463**.

Air Travel

Jointly owned by Burbank, Glendale and Pasadena, the **BOB HOPE AIRPORT** is only a 20-minute drive from Pasadena via the **134** and **Golden State Freeways**. There are convenient, non-stop flights available to virtually every major population center in the west and most major cities in the U.S.

For longer flights and international travel, the **LOS ANGELES INTERNATIONAL AIRPORT (LAX)** is a 45-minute drive from Pasadena via the **110** and **105 Freeways**. Ontario International Airport and Long Beach Airport are located within an hour of Pasadena. **SUPER SHUTTLE** provides transportation to all airports and is available around the clock from hotels and residences in Pasadena.

Freeway Travel

The Historic **ARROYO SECO PARKWAY/PASADENA FREEWAY**, California's first, was built shortly after World War II and follows the path of the Arroyo Seco from downtown Pasadena to downtown Los Angeles. Pasadena is also served by the **210 Foothill Freeway** and the **134 Freeway**, which connect the city to the rest of the San Gabriel Valley to the east, the San Fernando Valley to the west and the Antelope Valley to the north.

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300 PASADENA

3545 E. Foothill Blvd.
626.768.4860
300pasadena.com

VISIT, from page 19

If it's racing season, head out to **Santa Anita Park** for the thoroughbred racing at one of the finest venues in the world. Post time is usually about 12:30, but get there early to walk the track, check out the mountain views and the Seabiscuit statue. Later, head for **Clearman's Northwoods Inn** for dinner.

Browse the shelves at **Vroman's Bookstore**, the best independent bookstore in the west (according to Publisher's Weekly) then take lunch at **McCormick and Schmick's Seafood Restaurant** or **Ventana's** in the Westin in the Plaza Las Fuentes on Los Robles Avenue.

Looking for a unique dining experience? Try **All India Café**, **CREPEstudio**, **King's Row Gastropub**, **Market on Holly** or **Haven Gastropub + Brewery**.

Stop in at **Beyond the Olive** for tastings or to find a gift to suit any gourmet's taste.

Everson Royce has wine tasting daily and sells wonderful wines, whiskeys and tequilas at all price ranges.

Finish an evening off with a glass of port at **Noir Food and Wine**.

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Got kids? Not to be missed is **Kid-space Children's Museum** with experiential play areas and the newly opened Robert and Mary Gavin Physics Forest. If you want tasty treats for the kids, don't miss **Violet's Cakes**, **Cherry on Top** or **Buzio's Frozen Yogurt** for dessert. Take

the family and head to **300 Pasadena** for an upscale bowling experience or visit **Magical Playground** with the little ones for supervised play in a fun, safe environment. (**Magical Playground** also provides affordable evening babysitting services.)

An Ideal Climate For Business

PROBABLY NO OTHER city of its size is home to more internationally known businesses than Pasadena. One of the key reasons is the highly educated workforce resulting from the presence of many renowned educational and research institutions located in Pasadena. The majority (over 60%) of a labor force of 100,000 is employed in professional, managerial, technical, sales and clerical positions. Approximately 20% are employed in manufacturing and other light industrial companies while close to 15% are employed in the service industries.

Corporate & Technology

Pasadena has a diverse business base and strong economy. Pasadena's offices house nearly 100,000 daytime workers in industries ranging from technology and research to finance and investment, healthcare and architecture. Retail, restaurants, entertainment, non-profits and cultural institutions also thrive in Pasadena.

The two largest employers in the area are the **California Institute of Technology** and the **Jet Propulsion Laboratory**. JPL, the birthplace of space flight, is a research, development



Pasadena is a great place to do business, whether it's a family shop or corporate headquarters

With a wide array of support services and numerous business areas, Pasadena is a great place to set up shop.

and flight center operated by Caltech for NASA. Many emerging technology-related businesses trace their roots to these institutions. Newly created of-

agement and **Bolton and Company**. Other top employers include health care and research leaders **Huntington Memorial Hospital**, **Kaiser Permanente**

Pasadena's offices house nearly 100,000 daytime workers in industries ranging from technology and research to finance and investment...

fice space and research facilities are attracting many more technology related companies.

Other companies headquartered in Pasadena include **Western Asset Man-**

and **Huntington Memorial Research Institute**; engineering and construction firms such as **Parsons Corporation**, **Tetra Tech, Inc.** and **TMAD Taylor and Gaines**, as well as financial institutions **Community Bank**, **OneWest Bank** and others.

Retail



Pasadena is known throughout Southern California as a destination for shopping, dining and entertainment. The city offers top retailers, trendy boutiques, exquisite shops, and restaurants from ethnic to gourmet.

SOUTH LAKE AVENUE is a 10-block tree-lined avenue featuring 200 businesses, including top retailers, boutiques, major department stores and a wide variety of restaurants. Businesses along South Lake include clothiers **Jos. A. Bank**, restaurants **Burger Continental**, **Jersey Mike's**, **Pie 'n Burger**, **Celestino Ristorante** and **The Counter**.

see **BUSINESS**, page 22




Play one of two historic courses at the Brookside Golf Club in the Arroyo Seco.

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The City of Pasadena is filled with great things to do, and Hilton Pasadena is in the center of it all. Hilton Pasadena is an easy stroll to the Pasadena Convention Center and Civic Auditorium, Paseo Colorado, Old Pasadena and within a short drive to museums, cultural attractions, and historic venues.

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BUSINESS, from page 21

PASADENA'S PLAYHOUSE DISTRICT, home of the **Pasadena Playhouse State Theater of California**, is located between Old Pasadena and South Lake Avenue. Within the Playhouse District are a variety of retail stores, bookstores and restaurants, as well as America's best independent bookseller, **Vroman's**.

PASEO COLORADO is a true urban village, including retail, restaurants, movie theaters, residential units, and offices along Colorado Boulevard in downtown. Restaurants such as **El Cholo** and **Noor** serve customers visiting the shopping area. **Gelson's Market** is also located here, convenient to shoppers and residents of **the Terraces at Paseo**.

HISTORIC OLD PASADENA is a 20-block area that is home to more than 200 businesses including specialty shops, retail stores, boutiques and restaurants. Many are located in refurbished buildings from Pasadena's earlier years such

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Located in a residential area of Pasadena on 13½ acres of beautifully landscaped grounds, Monte Vista Grove is a unique not-for-profit, Multi-Level Retirement Community



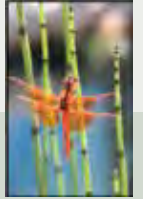
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can experience **Tiffany & Co.**, **Therapy**, **Lula Mae**, **Beyond the Olive** and all manner of fashion, gift and goods merchants.

HASTINGS RANCH SHOPPING DISTRICT is located at the city's eastern gateway, along Foothill Boulevard. The district offers an extensive variety of retail ranging from restaurants and supermarkets, to clothing and general merchandise, sporting goods and pet stores. **300 Pasadena**, a dining, bowling and entertainment extravaganza, is one of Pasadena's newest attractions. Restaurants in the area include **Stonefire Grill**, **Margarita's**, **Mamma's Brick Oven Pizza**, **Robins Wood Fire BBQ and Grill** and **Maria's Italian Kitchen**. **Massage Envy**, Pasadena's newest day spa recently opened in the Hastings Ranch Shopping Center.



Mature neighborhoods, family-friendly businesses and mild weather make Pasadena a good place to raise a family.



Pasadena by the Numbers

NUMBERS JUST DON'T lie, and the facts and figures about Pasadena reveal a vital, thriving and ever-changing face of our dynamic city and its businesses and people.

Population

At the time Pasadena was incorporated in 1886, it had fewer than 400 residents. Today Pasadena is an ethnically diverse community with a population of 137,122. 2010 census data indicates that 55.8% are Caucasian, 33.6% Latino, 10.1% African American, and 14.2% Asian. The Remaining balance of the population is made up of Native American Indian, Alaska Native, Native Hawaiian and other Pacific Islanders. (Percentages add up to more than 100% because some people report more than one ethnicity.) Most recent figures put the median age of Pasadenans is 34.5 years. The median household income is approximately \$60,584 annually, average household income is \$96,771 and per capita household income is \$37,946.

The education level of Pasadena residents is high, with well over 45% of the adult population over 25 holding a bachelor's degree or higher. 75% of those adults have completed some level of post-secondary education, and more than three-quarters have earned at least a high school diploma.

Environment

Pasadena's elevation is 864 feet above sea level with a climate that is



Diversity and dedication to the quality of life are cornerstones of what makes Pasadena special

Pasadena has more than 450 dining choices.

sub-tropical and semi-arid. The average annual daytime temperature is 76 degrees Fahrenheit (24 degrees Celsius). The average annual nighttime temperature is 54 degrees Fahrenheit (12 degrees Celsius). Annual rainfall averages 20 inches, most of which occurs between January and March.

Economy

Pasadena companies provided 99,737 jobs in 2010. 15.87% were in healthcare of health-related fields, 14.68% were in finance and insurance, 12.24% were in professional, scientific or technical services, 10.49% were in accommodation and food service and 10.07% were in retail. Retail sales for Pasadena in 2010 totaled \$2,425,359,000. Pasadena's unemployment rate for 2010 was about 9%.

Enterprise Zone

In 1992, the State of California created the Pasadena Enterprise Zone as part of the California Enterprise Zone Program. These zones offer an array of state and local tax incentives designed

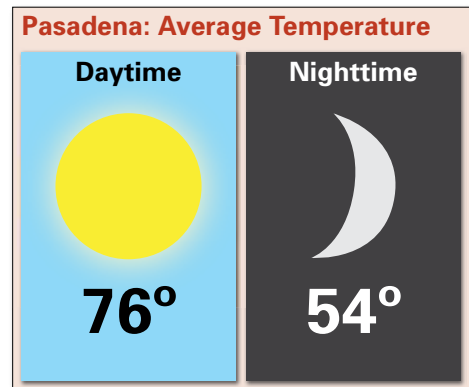
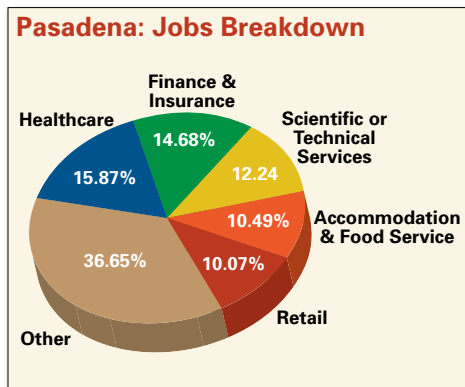
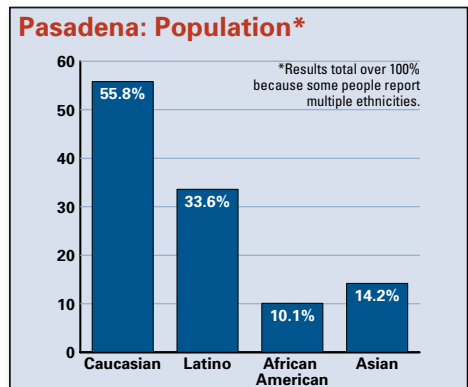
to encourage existing businesses to expand and new businesses to relocate to the area. Incentives include sales tax credits on machinery and parts, hiring credits, accelerated business expense deductions, net operating loss carryover, tax free interest income, and business license and tax waivers. More information on the advantages of locating a business in the Enterprise Zone can be obtained by contacting the City of Pasadena Housing and Development Department.

Community Resources

Educational Resources

Greater Pasadena is served by the Pasadena Unified School District with 20 elementary schools, three middle schools and four senior high schools serving grades K-12. There are more than 35 private elementary and secondary schools in the area, including La Salle, Saint Francis, Flintridge Sacred Heart and Maranatha High Schools, Saint Andrew, Polytechnic,

see **NUMBERS**, page 24



Important Numbers

Airport

Bob Hope Airport 818-840-8840
2627 N. Hollywood Way, Burbank
www.bobhopeairport.com

Child Care

Options/Child Care Information Service 626-449-8221

City Hall

100 North Garfield Avenue, Pasadena
www.cityofpasadena.net

Information 626-744-4000
Business License 626-744-4166
City Attorney 626-744-4141
City Clerk 626-744-4124
City Manager 626-744-4222
City Prosecutor 626-744-4611
215 N. Marengo Ave., Suite 145

Permit Center 626-744-4200
175 N. Garfield Ave.

Consumer Complaints

Better Business Bureau 909-825-7280

Department of Consumer Affairs 626-575-5425

Convention & Visitors Bureau

300 E. Green St. 626-795-9311

Courthouses

Superior Court 626-356-5689
300 E. Walnut St.

Criminal Division 626-356-5254
Small Claims Division 626-356-5415
Traffic Division 626-356-5265

State of California

Department of Motor Vehicles

49 S. Rosemead Blvd. 800-777-0133

Los Angeles County

Department of Public Social Services 626-791-6333
955 N. Lake Ave.

Emergency Services

Fire Department/Paramedics

199 S. Los Robles Ave., Suite 550
Emergency 911
Administration 626-744-4675

Police Department

207 N. Garfield Ave.
Emergency 911
General Information 626-744-4501

Employment Development Department

Workforce 626-304-7922
Investment Board
1207 E. Green St.

Hospitals

Huntington 626-397-5000
Memorial Hospital
100 W. California Blvd.

Las Encinas Hospital 626-795-9901
2900 E. Del Mar Blvd.

Internal Revenue Service

El Monte 800-829-1040
9350 Flair Drive,

Library

Pasadena Public Library

Main Branch, 285 E. Walnut St.

Information 626-744-4066
Reservation line 626-744-4041

Marriage License

Information 562-462-2137

Metropolitan Transit Authority

Metro Information 800-266-6883

Parks & Natural Resources

117 E. Colorado Blvd., 626-744-4321
4th Floor

Pasadena Center

300 E. Green St. 626-793-2122

Pasadena Chamber of Commerce

844 East Green Street, 626-795-3355
Suite 208

Pasadena Humane Society

361 S. Raymond Ave. 626-792-7151

Post Office Main Branch

600 Lincoln Ave. 800-275-8777

Recreation Department

175 N. Garfield Ave. 626-744-7195

Registrar of Voters

City 626-744-4124
County 562-466-1310

Rose Bowl Office

1001 Rose Bowl Drive 626-577-3100

Social Security Office

104 N. Mentor Ave 800-772-1213

Tax Assessor

1190 Durfee Ave., 626-258-6001
El Monte

Tournament of Roses Association

391 S. Orange Grove Blvd. 626-449-4100

Utilities

Gas Company 800-427-2200
1214 E. Green St.

AT&T

Residential Customers 800-310-2355
Business Customers 800-750-2355

Verizon

Residential Customers 800-483-4000
Business Customers 800-483-5000
Pasadena 626-744-4005

Water & Power

150 S. Los Robles Ave., Suite 200

For Emergencies

Water 626-744-4138
Power 626-744-4673



The many architectural styles of Pasadena are juxtaposed at the Plaza de las Fuentes.

NUMBERS, from page 23

and Walden schools. Over 60 pre-schools and childcare centers also serve the community.

Pasadena is also home to some of the finest higher education institutions in the country. California Institute of Technology (Caltech) is a top research university that was recently named the best in the world by Britain's Education Times.

Fuller Theological Seminary trains Christian leaders for service worldwide on a campus that features restored Craftsman architecture, a beautiful, tree-lined promenade and a new library.

Art Center College of Design, a nationally renowned leader in art and design education, has a beautiful campus overlooking the Rose Bowl. Art Center alumni have designed some of the world's most distinctive automobiles, contributed to the design of products familiar to every household, conceived ad campaigns and created artwork that is recognizable the world over.

Pasadena City College is the jewel of California's community college system. The campus has seen many improvements in the past few years, including construction of a state-of-the-art technical education facility as well as contemporary library facility serving nearly 30,000 students.

Pasadena's Public Libraries were designed to be the heart of each neighborhood, as envisioned by early civic leaders who recognized the importance of lifelong learning. With a collection of almost one million items, the Pasadena

see **RESOURCES**, page 26

Major Employers in Pasadena

Company Name
Type of Business

**No. of
Employees**

Jet Propulsion Laboratory 4800
Aerospace Research
4800 Oak Grove Drive, Pasadena, CA 91109

California Institute of Technology 3600
Education
1200 E. California Blvd.
Pasadena, CA 91125

Huntington Memorial Hospital 3300
Hospital
100 W. California Blvd., Pasadena, CA 91109

AT&T 2525
Communications
Administrative Offices
140 New Montgomery Street
San Francisco, CA 94105-3705

The City of Pasadena 2200
Government
Human Resources Department
117 E. Colorado Blvd., Room 100,
Pasadena, CA 91105

Pasadena Unified School District 3000
Education
351 S. Hudson Avenue, Pasadena, CA 91109

Pasadena City College 1500
Education
1570 E. Colorado Blvd., Pasadena, CA 91106

Kaiser Permanente 2000
Health Care
Regional Offices
393 E. Walnut Street, Pasadena, CA 91188

Bank of America 1300
Financial
P.O. Box 60049, Los Angeles, CA 90050-0049

Pacific Clinics Administration 1100
Medical Clinics
800 S. Santa Anita Avenue, Arcadia, CA 91006

Parsons Corporation 1000
Engineering/Construction
100 W. Walnut Street, Pasadena, CA 91124

Art Center College of Design 810
Education
1700 Lida St., Pasadena, CA 1103-1999

The Sycamores 615
Social Services
210 S. DeLacey Avenue, Suite 110
Pasadena, CA 91105



Beyond being a major attraction, Santa Anita Park employs 250 people.



Cal Tech's Seismology Lab tracks earthquakes and volcanic eruptions the world over.

Company Name
Type of Business

**No. of
Employees**

The Langham Huntington Hotel and Spa 584
Hotel
1401 S. Oak Knoll Avenue, Pasadena, CA 91106

San Gabriel Valley Newspapers 525
Newspaper
Corporate Offices
1210 N. Azusa Canyon Road,
West Covina, CA 91790

Rusnak Pasadena 450
Automotive
267-337 W. Colorado Blvd., Pasadena, CA 91105

Avon Products, Inc. 425
Manufacturing/Distribution
2940 E. Foothill Blvd., Pasadena, CA 91107

Target Stores 392
Retail
777 E. Colorado Blvd., Pasadena, CA 91101

LACERA 380
Retirement Association
L.A. County Employees Retirement Association
300 N. Lake Avenue, #650, Pasadena, CA 91101

Fuller Theological Seminary 360
Education
135 N. Oakland Avenue, Pasadena, CA 91182

Community Bank 357
Financial
505 E. Colorado Blvd, Pasadena, CA 91101

Five Acres Boys & Girls Aid Society 342
Social Services
760 W. Mountain View Street, Altadena, CA 91001

Avery Dennison 300
Design/Manufacturing
150 N. Orange Grove Blvd., Pasadena, CA 91103

Jacobs Engineering 300
Engineering
1111 S. Arroyo Parkway, Pasadena, CA 91105

Las Encinas Hospital 300
Health Care
2900 E. Del Mar Blvd., Pasadena, CA 91107

Macy's West 300
Retail
401 S. Lake Avenue, Pasadena, CA 91101

Company Name
Type of Business

**No. of
Employees**

Sears Roebuck & Co. 300
Retail
3801 E. Foothill Blvd., Pasadena, CA 91107

Western Asset Management Co. 300
Investment Management
385 E. Colorado Blvd., Pasadena, CA 91101

Santa Anita Park 250
Racetrack
285 W. Huntington Drive, Arcadia, CA 91006

Tokio Marine Management, Inc. 220
Insurance
800 E. Colorado Blvd., Suite 830
Pasadena, CA 91101

Villa Esperanza Services 235
Social Service Organizations
2116 E. Villa Street, Pasadena, CA 91107

The Westin Pasadena 205
Hotel
191 N. Los Robles Avenue, Pasadena, CA 91101

Foothill Vocational Opportunities 200
Mailing House
789 N. Fair Oaks Avenue, Pasadena, CA 91103

Le Cordon Bleu School of Culinary Arts 200
Culinary School
521 E. Green Street, Pasadena, CA 91101

Tetra Tech, Inc. 200
Engineering
3475 E. Foothill Blvd., Pasadena, CA 91107

Wescom Credit Union 200
Financial
123 S. Marengo Avenue, Pasadena, CA 91101

Villa Gardens 192
Retirement
842 E. Villa Street, Pasadena, CA 91101-1259

Sheraton Pasadena 169
Hotel
303 E. Cordova Street, Pasadena, CA 91101

Hilton Pasadena 150
Hotel
168 S. Los Robles Avenue, Pasadena, CA 91101

Christie, Parker & Hale 125
Attorneys
350 W. Colorado Blvd., Suite 500
Pasadena, CA 91105



Pasadena's restaurants employ thousands of people. The Chamber hosts three events promoting local dining each year: Cheeseburger Week, Pasadena Restaurant Week and SIP-tember.



Whether it's covering your employees, or your family, we've got you under our wing.

Aflac — it's insurance for Daily Living

In case of an accident or illness, Aflac insurance policies pay cash benefits directly to you (unless assigned), regardless of any other insurance you may have.

You can use the cash to help pay expenses such as:

- Out-of-pocket medical expenses
- Travel-related expenses for medical treatment
- Lost income, resulting in a double whammy if the healthy spouse has to leave work to care for the recuperating one
- Everyday living expenses like mortgage or rent, car payments, groceries, utility bills, and more

Aflac insurance policies give you the support you need — when you need it most

- Wide range of affordable policies, so it's possible to find coverage and security within your budget
- No "networks" or "preauthorizations"
- Claims are processed quickly, typically within four days.*
- Available through payroll deduction or on an individual basis.



Cynthia Bengtson Budzyn

818.972.1441 (office) | 818.606.5809 (cell)

aflac.com | CynthiaBengtson@us.aflac.com

- 25+ years of corporate employee benefit leadership
- Local resident since 1985
- Dedicated to nonprofit work and volunteering for our community and schools

SERVING OUR FOOTHILLS FAMILIES AND BUSINESS | CA Lic. No. 0H49589

*Company statistics, December 31, 2010.

MMC11631B

Coverage underwritten by American Family Life Assurance Company of Columbus

1/12



Cal Tech is one of numerous seats of learning in the Pasadena area.

RESOURCES, from page 24

Public Library is your source for information 24/7.

Houses of Worship

More than 220 houses of worship are located in the Greater Pasadena area and offer service to virtually every denomination. Visits to All Saints Episcopal Church, Historic First Lutheran Church, H-Rock Church or Pasadena Presbyterian Church, among others can be spiritually and aesthetically rewarding.

Healthcare

Kaiser Permanente maintains its regional headquarters in Pasadena as well as medical facilities serving its members. Pasadena is served by the excellent Huntington Memorial Hospital. The Community Health Alliance of Pasadena serves the needs of many Pasadena residents who cannot afford health insurance or private health care options. To the east of Pasadena, City of Hope gives the finest care for cancer patients and does important cancer research.

Huntington Medical Research Institute is at the forefront of medical research among an active cluster of biomedical research facilities in Pasadena. Pasadena is also home to doctors, dentists and health practitioners in all fields. Seniors can find geriatric services and some of the finest senior and assisted living facilities in Southern California.

Housing

Pasadena is a mature city with very little new single family home construction. A recent surge in the development of multi-family dwellings in downtown

Pasadena Government

Pasadena is a charter city with a City Council/City Manager form of government. The City Council has seven members plus our citywide elected mayor. The City Council encourages public participation in making policy. In addition to the 25 different advisory Commissions, Committees and various ad hoc groups are appointed each year to advise on specific issues and projects. Information on all City of Pasadena activities and services is available at www.cityofpasadena.net.

United States Senators

Barbara Boxer

312 N. Spring St., Suite 1748
Los Angeles, CA 90012
(213) 894-5000

Dianne Feinstein

11111 Santa Monica Blvd., Suite 915
Los Angeles, CA 90025
(310) 914-7300

United States Representatives

Judy Chu, District 32

4401 Santa Anita Avenue, Suite 201
El Monte, CA 91731
(626) 448-1271

Adam Schiff, District 29

87 N. Raymond Ave., Suite 800
Pasadena, CA 91108
(626) 304-2727

State Government

Governor Edmund G. Brown, Jr.

c/o State Capitol, Suite 1173.
Sacramento, CA 95814
(916) 445-2841

Lt. Governor Gavin Newsom

State Capitol, Bldg Rm1114,
Sacramento, CA 95814
(916) 445-8994

State Senator

Carol Liu, District 21

501 N. Central Ave., Suite 310
Glendale, CA 91203
(818) 409-0400

State Assembly

Chris Holden, District 41

215 N. Marengo Ave., Suite 115
Pasadena, CA 91101
(626) 577-9944

Los Angeles County Supervisor

Michael Antonovich, District 5

215 N. Marengo Ave., Suite 120
Pasadena, CA 91101
(626) 356-5407

City of Pasadena

Mayor and Council Members

City Hall, 100 N. Garfield Ave.
Pasadena, CA 91109

Bill Bogaard, Mayor

Jacque Robinson, District 1

Margaret McAustin, District 2, Vice Mayor

Vacant, District 3

Gene Masuda, District 4

Victor Gordo, District 5

Steve Madison, District 6

Terry Tornek, District 7

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FVP, Business Center Manager
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Pasadena, CA 91101

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Pasadena is a bike-friendly city, with designated bike paths criss-crossing the city.

is bringing new housing units into the marketplace for purchase and as rental properties. Many are located conveniently near Gold Line Light Rail stations as part of the city's plan to encourage transit use.

Pasadena offers a wide variety of homes and condominiums for sale. In April, 2011, the median price of homes for sale was \$475,000 according to the National Association of Realtors. Current information and availability can be obtained by calling any of the Pasadena Chamber member Realtors listed in this, or our online, directory. The City of Pasadena Housing Department maintains a web site to assist anyone seeking hous-

Largest Antique Center in California



- Vintage Eyewear - Kitchen Collectibles - Trains
- Glassware/Fine China - Furniture - Jewelry
- Auto Memorabilia - Dolls & Toys - Cameras
- Fire King - Jadite - Vintage & Bettie Page Clothing
- Monthly Appraisals - Antique Classes - We Buy Estates

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Sat - Sun: 10am - 7pm

12301 E. Whittier Blvd., Whittier CA 92622

562.698.5974

www.KingRichardsAntiques.com

martha@kingrichardsantiques.com

Bring in this ad and get 10% off your purchase
*excludes sale & firm items

ing in Pasadena at <http://pasadenahousingsearch.com/>.

Media

The full range of traditional media: newspapers, magazines, and radio and television serve Pasadena. The Pasadena Star-News is published daily and Sunday by the San Gabriel Valley Newspaper Group. The Los Angeles Times, the Daily News, and La Opinion, a Spanish language newspaper, also serve Pasadena daily.

Numerous weekly publications are also published in Pasadena and the surrounding areas. Pasadena Weekly has a circulation of 35,000. Pasadena Outlook provides community news every Thursday and the Pasadena Independent provides news and opinion for Pasadena, Arcadia and Sierra Madre. The Pasadena Sun covers Pasadena for the Los Angeles

Times and the San Marino Tribune provides coverage of that community and the neighboring San Gabriel Valley.

Pasadenans receive all major television and radio stations in the market. Cable television service is available through Charter Communications. AT&T began providing television service to parts of Pasadena in 2010. Satellite television service is also available. The City of Pasadena also operates its own government affairs cable channel in partnership with public access television.

The City of Pasadena is fully accessible to cellular telephone service from multiple providers, including AT&T. Internet service is available through all major providers, as well as smaller, local providers. A full range of web design, Internet specialty service companies and consultants serve the Pasadena area.

125 Years of Service

In 2013, The Pasadena Chamber of Commerce celebrates 125 years of serving Pasadena. We excavated these images from past Chamber publications to look back on the activities that have brought us through the 19th, 20th and into the 21st Century.



Early Tournament of Roses Parade float.



Throop Technical School became Caltech in the early 20th century.



Raymond Hill looking northwest toward Pasadena over Raymond Station, circa 1898.



Aerial view of the City Hall, Library and All Saints Church.

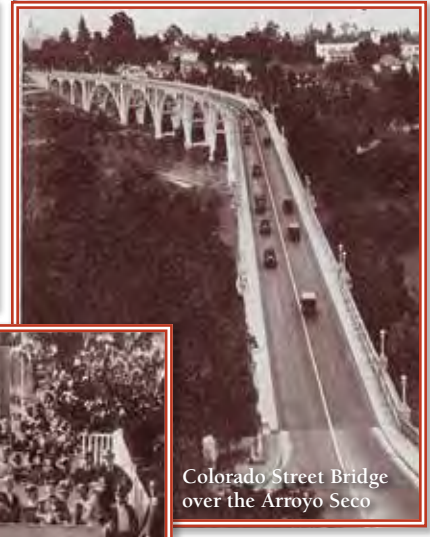


All Saints Church, circa 1900.

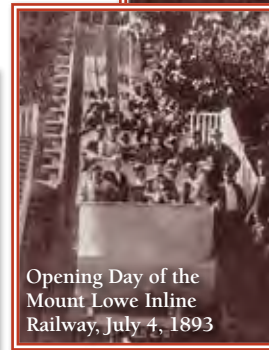
In 1886, the City of Pasadena was formed. Founded two years later, the Board of Trade evolved into the Pasadena Chamber of Commerce. For 125 years, the Chamber has supported and promoted the City of Pasadena and its citizens and businesses.



The Huntington Hotel



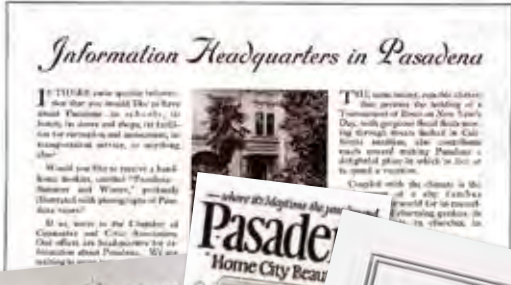
Colorado Street Bridge over the Arroyo Seco



Opening Day of the Mount Lowe Incline Railway, July 4, 1893

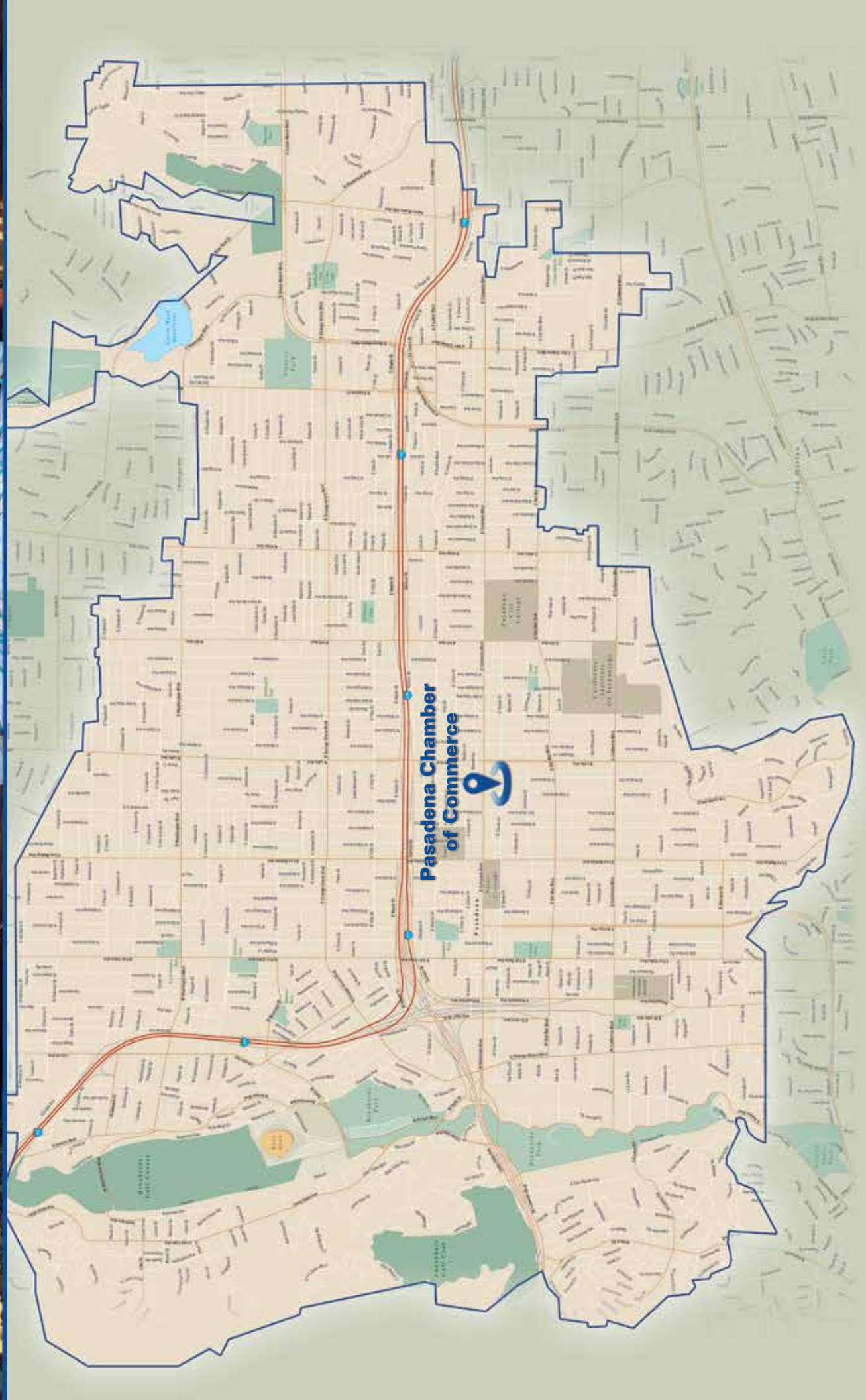


Picking California poppies in nearby fields



The Chamber promotes Pasadena as a travel destination

Pasadena, California



Pasadena Business Services

Pasadena Chamber of Commerce members are among the best at what they do. If there is a service you or your business needs, you can find a Chamber member to fill that need. Pasadena Chamber members are creative, efficient, cost-effective and excellent at serving the needs of their customers.

All Saints Church

All Saints Church is committed to Jesus' central message of compassion and respect for all people. It is a place where inclusion is expected and people of all faiths welcomed as we strive to expand our capacity for diverse and dynamic expressions of God's inclusive love.



ALL SAINTS CHURCH

expressions of God's inclusive love.

132 N. Euclid Ave., Pasadena 91101

(626) 796-1172

www.allsaints-pas.org

Monte Vista Grove Homes

Monte Vista Grove Homes, a charter member of Aging Services of California, was founded in 1924 by concerned members of the Presbyterian Church with a mission to serve retired ministers and missionaries. The mission has grown to include providing quality skilled nursing and assisted living accommodations for the seniors in the community, regardless of church affiliation. The 13.5 acres consist of walking paths, a koi pond, fountains, and rose, cactus and drought-resistant gardens, along with cottages design by the esteemed architect, Myron Hunt. This beauty, together with an experienced and caring staff, creates a healing and supportive environment.



2889 San Pasqual Street, Pasadena

(626) 796-6135

www.mvgh.org



Monte Vista Grove Homes is one of many senior lifestyle alternatives in Pasadena.



Foothill Workforce Investment Board offers assistance to those looking for employment.

Foothill Workforce Investment Board

The Foothill Workforce Investment Board, FWIB, oversees the Foothill Employment and Training Connection, FETC, a comprehensive One-Stop Career Center offering resources and services to both employers and job seekers. FWIB and FETC, are located at 1207 E. Green Street, Pasadena, CA 91106, and are funded through the federal Workforce Investment Act.



Resources at the Foothill Employment and Training Connection include:

- Public Resource Area—computers connected to the CalJobs job match system are available to the general public.
- Resource Lab—equipped with computers, telephones, a printer, fax machine, copier, and Internet access.
- Computer Training Lab—a hands-on learning lab and classroom for short-term basic computer training.
- Workshop/Conference Rooms—multipurpose meeting rooms for a variety of training sessions and workshops.

Mission Statement: The mission of the Foothill Workforce Investment Board is to provide a training and employment system which is responsive to the needs of employers and job seekers.

1207 E. Green St., Pasadena, CA 91106

(626) 796-JOBS

<http://www.fwibworks.org/>



The main chapel of All Saints Church is one of Pasadena's architectural treasures.

Seismic Safety, Inc.

Seismic Safety, Inc. is recognized as foundation experts throughout the seismic community; Caltech, Realtors and structural engineers. In the last 15 years, Seismic has identified and solved foundation issues on 17,000 homes. Anchor bolting & cripple wall bracing are the most critical improvements to prepare homes for larger earthquakes. Earthquakes are the most dramatic but not the only factor for foundation failures.



Protect your home. Get a qualified inspection from their experts.

1410 N Lake Ave, Pasadena, CA 91104

(626) 791-2300

www.seismsafety.com

UPS Store

The UPS Store is the world's leader in its industry. Services include: packing and shipping items' overnight delivery service, including Saturday pickup for Monday delivery; mail box services; USPS services; black and white copies with 24-hour access; packing and shipping supplies; fax sending and receiving; greeting cards, shredding services, fingerprinting; business cards; stamps; binding and laminating. Notary available during business hours and by appointment.



556 South Fair Oaks Avenue, Suite 101, Pasadena CA

(626) 564-0690

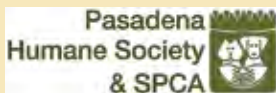
www.theupsstorelocal.com/3268



The annual Wiggle Waggle Walk supports the Pasadena Humane Society.

Pasadena Humane Society & SPCA

The Pasadena Humane Society & SPCA is an independent, donor-supported, non-profit agency that provides



animal care for abandoned and homeless animals. PHS is responsible for animal control and welfare for seven area cities that include LaCañada-Flintridge, San Marino, Sierra Madre and Arcadia, Glendale, Pasadena and South Pasadena.

The Pasadena Humane Society & SPCA also is not part of any national animal organization. All funds contributed stay locally.

As an open door agency, the Pasadena Humane Society & SPCA welcomes and provides care to all animals in its service area regardless of age, medical condition, breed or any other criteria.

Our programs include:

Shelter, Adoption and Adoption Counseling, Lost & Found, Humane Education, Spay/Neuter Program, Cruelty Investigations, Animal Control, Wildlife Rescue and Relocation, Pet Supplies, Companion Animal Program, Volunteer Program, Dog Boarding, Behavior Consultation, and Licensing Services for the cities of La Cañada Flintridge, Arcadia, and San Marino.

The work of the Pasadena Humane Society & SPCA is deeply embedded in public safety concerns and the future growth of our community. Please come visit us at any time. Who knows? You may find a new member of your family.

361 S. Raymond Avenue in Pasadena.

(626) 792-7151

Parsons

A leader in many diversified markets with a focus on transportation, environmental/infrastructure, and defense/security—Parsons is one of the largest companies owned by an employee stock ownership trust. Parsons surmounts the toughest logistical challenges and delivers landmark design/design-build, program/construction management, and other professional services packaged in innovative alternative delivery methods to federal, regional, and local government agencies, as well as private industrial customers worldwide. Headquartered in Pasadena, the company teams with customers to address some of today's most urgent global issues. Parsons' ability to plan, design, construct, and operate diverse facilities and infrastructure systems has satisfied customers' needs



since 1944. Our 11,500 employees take pride in successfully executing the world's most challenging projects. For more information about Parsons, visit:

www.parsons.com

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Sharp Seating Company

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Days, hours, weeks and even years tumble by all blurring together if you don't stop to consciously take a breath now and again.

Life is full of opportunities to breathe and to take things in. I think of these moments as critical crossroads, choice points that map out our lives and our careers.

Breathing in your business and your life gives you the opportunity to digest, self-correct and most importantly savor the journey.

Now each week I make a point of breathing. I pause between the weeks to reflect, review, create and drill down to what is important. I notice the bigger the challenge it is to breathe, the more satisfying it is when I do fully feel the deep inhalation pushing out my lungs and stretching me to grow. Breathing in my business leaves me vibrant, refreshed and with a sharper focus and vitality to my work and my life.

The whole process only takes 20-30 minutes and is always full of insight, gems and ideas.

I invite you to join me and over 5,000 listeners for Monday Morning Momentum every Monday at 7a.m., or catch a re-play on our website.

You can find out details about this and our numerous monthly events at:

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Foothill Transit

Foothill Transit now operates 33 fixed-route local and express lines, covers 327 square miles, and serves 14 million customers each year. This number is up from 9.5 million at the time of Foothill Transit's original application.

Since 2002, Foothill Transit has put into service 262 compressed natural gas buses and is planning to retire the last vehicles in its diesel fleet by 2013.

In 2007, Foothill Transit launched the region's first cross-valley, high occupancy bus service—the Silver Streak. Covering 40 miles from Montclair to Grand and Olympic in downtown Los Angeles, the Silver Streak utilizes freeways and HOV lanes for quick commuting between designated station stops.

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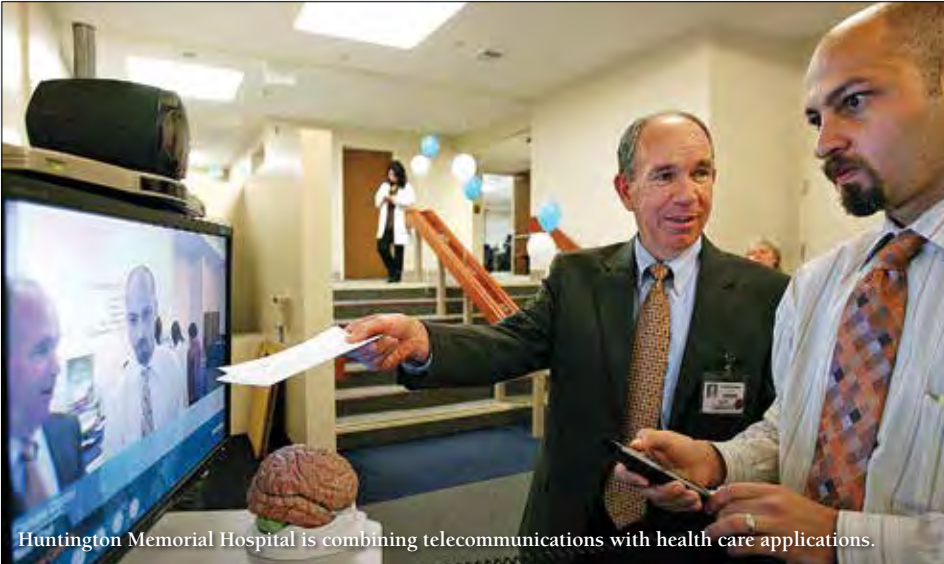
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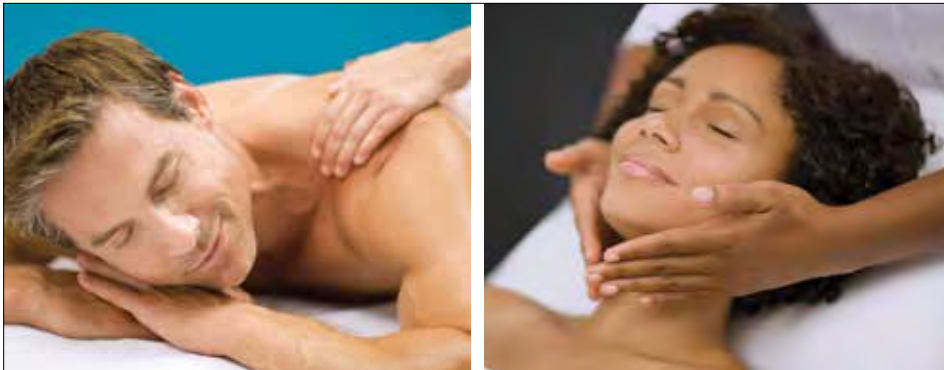
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Established in 1995, Community Health Alliance of Pasadena (ChapCare) is a 501 (c) (3) non-profit, Federally Qualified Health Center (FQHC). The organization provides comprehensive primary medical, dental, and behavioral health services that are available to all residents in the communities we serve.



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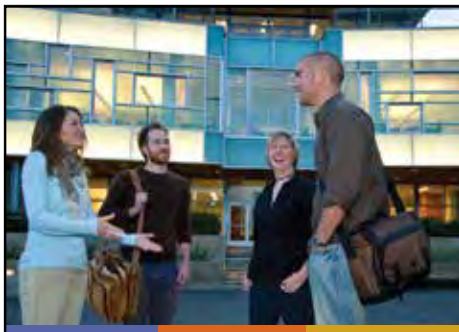
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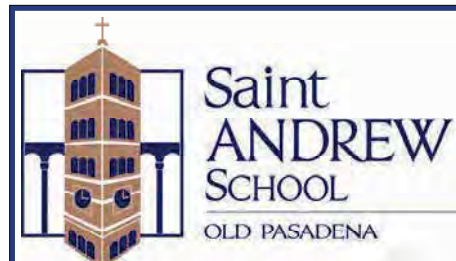
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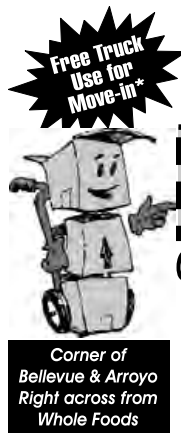
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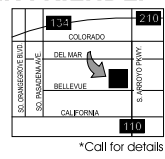
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Dan Maljanian
3255 E. Foothill Blvd., Pasadena CA 91107
(626) 793-1696 Fax: (626) 793-9706
www.CAS1.org

Cystic Fibrosis Foundation

Judy Ranan
4929 Wilshire Blvd., Suite 760,
Los Angeles CA 90010
(323) 939-0758 Fax: (323) 939-5046
www.cff.org
jranan@cff.org

D'Veal Family and Youth Services

John McCall
1845 N. Fair Oaks Ave., Suite 2600
Pasadena CA 91103
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dveal3@aol.com

Day One

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www.dayonepasadena.com
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Diversified Intervention Group

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1111 S. Arroyo Parkway, #405
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digspecialist@hotmail.com

El Centro de Accion Social

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EyeHeartArt@gmail.com

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info@fiveacres.org

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Kiwanis Club of Pasadena

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 natalie.wendl@lls.org

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 jim@memah.org

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National Hispanic Media Coalition

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 www.nhmc.org
 brivas@nhmc.org

National Kidney Foundation

Talia Bender
 15490 Ventura Blvd., #210,
 Sherman Oaks CA 91403
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 www.kidney.org
 nkfsca@kidney.org

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 www.nlvba.org
 villages@nlvba.org

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Pasadena Chamber of Commerce

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Pasadena Chamber of Commerce

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 Pasadena CA 91104

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 www.phspca.org

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 PO Box 60861, Pasadena CA 91116-0861
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 www.pasadenaquarterbacks.org
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PEN Center USA

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www.penusa.org
adam@penusa.org

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tps.lc@planetary.org

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www.rosemarychildren.org
klopez@rosemarychildren.org

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Chuck Fowler
56 W. Del Mar Blvd., Pasadena CA 91105
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charles.fowler@usw.salvationarmy.org

San Gabriel Valley Consortium on Homelessness

Scott Chamberlain
1760 W. Cameron Ave., Suite 103
West Covina CA 91790
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www.sgvconsortium.org
schamberlain@sgvconsortium.org

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www.villaesperanzaservices.org
kwhite@villaesperanzaservices.org

Western Justice Center

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(626) 584-7494 Fax: (626) 568-8223
www.westernjustice.org
camille@westernjustice.org

Women's Business Momentum Center

Marianne Emma Jeff
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(323) 222-7950
www.womensbusinessmomentum.com
coach@motivatemyself.com

Women's City Club of Pasadena

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Pasadena CA 91101
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wccfrancine@sbcglobal.net

YWCA Pasadena-Foothill Valley

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tfarr@ywca-pasadena.org

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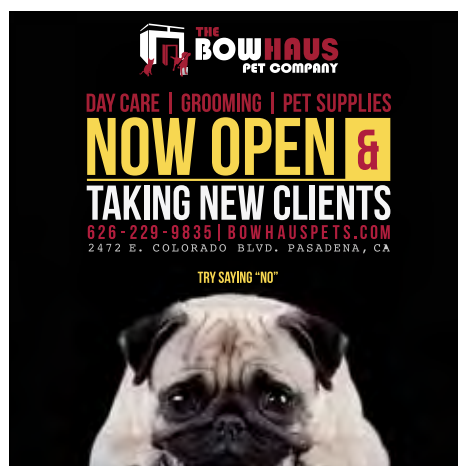
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(626) 585-9020 Fax: (626) 585-0993
amontes@cpk.com

Castle Catering

Ron Hobbs
50 E. Green St., Pasadena CA 91105
(626) 792-4444 Fax: (626) 793-6769
www.castlecatering.net
castlecatering@aol.com

Celestino Ristorante Bar

Calogero Drago
141 S. Lake Ave., Pasadena CA 91101
(626) 795-4006 Fax: (626) 795-8542
www.celestinopasadena.com
info@celestinopasadena.com

Central Park Restaurant

Neil Jurgensen
219 S. Fair Oaks Ave.
Pasadena CA 91105
(626) 449-4499 Fax: (626) 356-0513
www.centralparkrestaurant.net
centralpark219@gmail.com

Cherry on Top

Kyle Kessenich
1299 E. Green St., Pasadena CA 91106
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www.cherryontop.net
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96 E. Colorado Blvd., Pasadena CA 91105
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Claud & Company Catering

Stewart Suckling
115 W. California Blvd., # 243
Pasadena CA 91105
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www.claudandco.com
stewart@claudandco.com

Clearman's Galley, aka The Boat

Drew Hopkins
7215 N. Rosemead Blvd., San Gabriel CA 91775
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www.clearmangalley.com
galley@clearmansrestaurants.com

Clearman's North Woods Inn

Richard Selvik
7247 N. Rosemead Blvd.,
San Gabriel CA 91775
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sangabriel@clearmansrestaurant.com

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ccappai@thecounterburger.com

CREPEstudio

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sonagan86@yahoo.com

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Pasadena CA 91107
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cnjp@cynthiabrookscatering.com

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Arcadia CA 91007
(626) 802-6115 Fax: (626) 802-6035
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Dog Haus

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105 N. Hill Ave., Pasadena CA 91106
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shant@doghausdogs.com

Dog Haus Biergarten

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Dona Rosa Bakery & Taqueria

Blair Salsbury
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Pasadena CA 91101
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Pasadena CA 91105
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jreyn1674@gmail.com

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www.provisionsla.com
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1250 S Fair Oaks Ave., Pasadena CA 91101
(626) 441-3136 Fax: (626) 441-4770
www.theraymond.com

Real Food Daily

Ann Gentry
899 E. Del Mar Blvd.
Pasadena CA 91101
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RedWhite+Bluezz

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Pasadena CA 91105
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www.ruthschris.com
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Slater's 50/50

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Souplantation

Shasalee Rashid
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The StillRoom

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Stone Brewing Company-Pasadena

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Stonefire Grill

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esalter@stonefiregrill.com

Sushi Roku

Lee Maen
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Pasadena CA 91103
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www.sushiroku.com

Tender Greens

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621 E. Colorado Blvd., Pasadena CA 91106
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Tiffany's Coffee

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Togo's

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Toro Sushi Bar & Lounge

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Umami Burger Pasadena

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Contemporary Services Corporation

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Employed Security Service Center

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GS1group, Inc.

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John Blanchard
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Arcadian Retirement Center

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Care.com

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Huntley Financial Services

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Right At Home

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Silverado Senior Services

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Everson Royce

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Zero-Waste Consulting

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| Sierra Chrysler, Dodge, Jeep, Ram 45 (626) 739-5400 Fax: (626) 305-3120 | State Farm Insurance-Nadine Shokoufi 64 (626) 583-1000 Fax: (626) 583-1005 | Terraces at Paseo Colorado 43 (626) 744-3374 Fax: (626) 744-3379 |
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The Pasadena Chamber Is a Partner in Your Prosperity

THE CHAMBER REPRESENTS all of its member businesses with a strong voice to influence decisions that can affect the business community. We are committed to maintaining the best possible climate for business in Pasadena so that our members can realize the maximum potential from their companies.

More than an advocate, the Pasadena Chamber offers numerous programs and benefits, all designed to help increase the profitability of our members and provide opportunities to make a difference in our community.

These benefits include:*

- **Publicity and Exposure For Members**
- **Networking and New Business Contacts**
- **Referrals**
- **Personal and Professional Development Programs**
- **Counseling and Professional Assistance**
- **Special Events**
- **Free Listings In Chamber Publications and Guides**
- **Free listing in the Chamber Online Directory**
- **Affordable and Effective Advertising Opportunities**
- **Showcasing Your Business at our Annual Business Expo**
- **Making New Friends and Being Part of the Pasadena Chamber Community**

*Services and support worth \$1485 per year or more.



Ribbon cuttings for new business openings and welcoming new members are just two vital functions the chamber provides to its membership.



ANNUAL INVESTMENT SCHEDULE

Small Businesses (under 100 employees)

(Any retailer, restaurant, service business, contractor, etc., employing less than 100)

| Employees | Annual Investment |
|-----------|-------------------|
| 1-3 | \$230.00 |
| 4-9 | \$285.00 |
| 10-14 | \$330.00 |
| 15-20 | \$385.00 |
| 21-30 | \$425.00 |
| 31-40 | \$495.00 |
| 41-50 | \$550.00 |
| 51-99 | \$600.00 |

Major Employers (100 or more employees)

Major employers will be asked to invest a minimum of \$600 base plus \$1 per employee over 99.

Major Employers are also offered the opportunity to further support the Chamber and the community through Corporate Sponsorships.

Corporate Sponsorships provide various additional benefits, depending on the level of the investment. Please contact the Chamber CEO for more details.

Hotels

Base of \$1650, plus \$2 per room

Motels

Base of \$550, plus \$2 per room

Condos/Apartment

Base of \$385, plus \$3 per room

Real Estate

Base of \$230 per office for the broker and up to two employees.

Independent contractors (Realtors) can be added as individual members for \$110 each with full member privileges, as long as they remain associated with the base member.

Professional Services (Doctors, Lawyers, CPAs)

Base of \$230 per office plus \$100 for each additional partner in the member office

Churches

\$330 annually, with no processing fee

Community-Based Non-Profit Service Providers (ten employees or fewer)

\$165 annually, with no processing fee

Individuals

\$110 annual investment
(Available only to persons not engaged in active commerce)

Processing Fee (Waived for 2013)

All new members (except those noted above) will be charged a ONE-TIME processing fee of \$25 per membership.

"Of all the different groups, clubs and networking events that I have attended, the Pasadena Chamber has been by far the best investment of my time and money."
— Dr. Seth Mittlemen, Chiropractic Health



Application for Membership

Business Name _____

Address _____

City, State, Zip _____

Your Name and Title _____

Contact Person at Your Company (if different) _____

Area Code & Telephone Number _____

Area Code & Fax Number _____

E-Mail _____

Website Address _____

Nature of Your Business _____

Years in Business _____ Number of Employees _____

Base Investment _____
(From Schedule)
Additional Amount _____
(Additional Employees over 100)
Processing Fee (one time) **\$25.00**
WAIVED FOR 2013
TOTAL INVESTMENT _____

Signature _____

Enclosed is my check or please charge to my Visa or MasterCard
Visa or MasterCard # _____

Expiration Date _____ CSV # _____

As a new member, you are entitled to a ribbon-cutting/welcome ceremony

_____ I would like to schedule a ribbon cutting.

I was referred by _____

Mail Completed Application and Payment to:

Pasadena Chamber of Commerce
844 East Green Street, Suite 208
Pasadena, CA 91101
Or FAX to: (626) 795-5603

"I have been a Pasadena Chamber of Commerce member for over four years. At Pasadena Chamber events I've met many new people who I now do business with. The Chamber offers many resources to help my business be successful in a challenging economy."
— Rod Salazar, Printing Control



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