

PASADENA Commerce

January-February, 2012

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

VOL. 7, NO. 1

President's Message

Each December the Pasadena Chamber publishes its Program of Work to inform our members of our activities and initiatives for the coming year.

Understanding that nearly everything we do is dependent on technology, the Chamber will continue to enhance our communication capabilities and efficiency through a modest investment in our technology. We will also expand on our efforts to utilize social media and the website to inform our membership.

Our focus as a Chamber continues to be our membership and the services, support and advocacy we provide on your behalf. We will explore creating a business-to-business mentor program to connect those with experience with fellow members who may have questions or challenges. We will look into hosting online tutorials and webinars to enhance your ability to find information and assistance easily. We are devising web programs to help you maximize your Chamber experience and benefit.

We are going to explore hosting a CEO speaker series so that the leadership of some of our more prominent member companies can discuss their industry, business trends and their company mission with our membership. We are also hoping to collaborate on more industry-specific social and networking events so that our members who do business, or would like to do business, with particular sectors of our membership can meet, socialize and promote your businesses.

The Chamber is also exploring how to be more relevant in the area of workforce development. Discussions at the committee level have pointed us toward more of a leadership role in devising and implementing programs that can provide work and entrepreneurial experience for young people. We are also exploring ways to enhance employment opportunities within the membership.

The Chamber is an active advocate on behalf of our business community and the local economy. We are going to be more energetic in informing you about the positions the Chamber Board takes and the results of our efforts.

The entire workplan is available on the Chamber website at www.pasadena-chamber.org/chamber/programofwork.

Get Out Your Clubs-Chamber Golf Tournament is Friday, April 13th at Brookside Golf Club

Join business and community leaders for the annual Pasadena Chamber of Commerce Golf Tournament on Friday, April 13, 2012, at **Brookside Golf Club**. Scramble play begins at 12 noon with a shotgun start. Anyone wishing information or who wants to sign up to play or sponsor the tournament can call the Chamber at 626-795-3355 or email leanne@pasadena-chamber.org. Information and sign up forms are posted at www.pasadena-chamber.org.

Golfers of all abilities are welcome. The Tournament can only accommodate 144 golfers, so register early to ensure a place. The Chamber hosts a raffle, sells mulligan packages and adds a few special nuances to play, making the tournament fun for everyone involved. One of our Chamber member auto dealers will provide a car for the hole-in-one prize.

The individual golf package includes golf, cart, gifts, on-course snacks, contests, a hosted cocktail reception and awards ceremony. Sign up as a single, two, three or foursome. Cost for individual golfers is \$150; foursomes are \$600. Those who just want to attend the cocktail reception and award ceremony pay \$50.

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

As of this date, **Corporate Center Pasadena** is a Gold Sponsor of the tournament. **Century Rooter Service and Plumbing** and **Parsons Corporation** are Silver Sponsors of the 2011 Pasadena Chamber of Commerce Golf Tournament.

Cheeseburger Week is coming to Pasadena January 15th

Ever wonder how a sushi restaurant would interpret the cheeseburger? Think you've tasted unique takes on America's favorite food? Wonder who makes the best traditional cheeseburger in the home of the cheeseburger? Take the Cheeseburger Challenge and vote for your favorite.

You can help celebrate the birth of the cheeseburger in the home of the Cheeseburger: Pasadena, from January 15 -20, 2012.

Lionel Sternberger's mid-1920s grill error at Pasadena's Rite Spot Cafe has become a world favorite. See how some of Pasadena's best restaurants and burger joints interpret an American menu classic.

Noir Food and Wine, CREPEstudio and Kings Row Gastropub join **Pie 'n Burger, A/K/A, The Counter, Toro Sushi, Vertical Wine Bistro** and many others. Try them all and vote for your favorite. Special menus, deals and discoveries can be found at www.pasadenarestaurantweek.com.

Pasadena Cheeseburger Week is sponsored by the Pasadena Chamber of Commerce with support from the City of Pasadena.



(Clockwise from right) Earnest Preacely of **Energy Services and Technologies** was recognized as a new Pasadena Chamber member at our monthly Luncheon Alliance networking event in December.

Morgan Kim with **College Launch** was also welcomed as a new Chamber member.

Diana Palm with **SkinCare by Diana P** was welcomed at the networking lunch, as well.

Kim Vura of **Hastings Ranch Dental** was on hand to give our toothbrushes and receive her new member plaque.

Shane Davis of **Custom Comfort Mattress** also was recognized as a new member at December's networking lunch.

We introduce and welcome new members who attend our networking lunch and breakfast each month. New members receive one complimentary admittance to either the breakfast or the lunch.



Member News

The fourth-annual *Pasadena PinotFest* promises to once again be a palate satisfying series of standout events from January 14 through February 11, 2012. Pinot-Fest celebrants will have the chance to taste hundreds of California-produced Pinot Noir wines, and simultaneously benefit the in-need children and families served by **Hathaway-Sycamores Child and Family Services**.

Caltech presents hosts illusionist Bob Friedhoffer and *The Science of Magic and Illusion* at Beckman Auditorium on Friday, March 2nd at 7pm.

Boswell Fellowship winner Dr. Sergei Romanenko is performing groundbreaking bio-medical studies for **Huntington Medical Research Institutes** into the influence of electromagnetic irradiation on living tissues that could lead to effective treatments for epilepsy, migraines, focal headaches and other painful, currently untreatable, maladies.

Journey House reports that its success rate at helping place emancipated foster youth into permanent housing situations is nearly 100%. Half of all foster youth are homeless within 6 months of emancipation. Of those Journey House works with, 95% are homeless when they arrive at Journey House for service. Only 1% remain homeless after four months with Journey House.

Despite facing \$300 million in budget cuts from NASA and the federal government, **Jet Propulsion Laboratory** expects to deliver on all its projects on time and within budget. JPL recently launched its *Curiosity* rover toward Mars. The latest generation interplanetary research rover began its two-year mission with a November launch from Cape Canaveral.

Jim Plotkin, founder of **Plotkin Properties**, and one of the founding fathers of **Old Pasadena** and its unofficial mayor, passed away on October 20th. Mr Plotkin was a longtime and loyal Pasadena Chamber member whose contributions to the greater Pasadena area helped make it one of the best places to live, work and do business in Southern California. Jim was a good friend with a great sense of humor (and irony) who never shied away from offering helpful, sometimes pointed, advice.

You can find contact and website information on every Pasadena Chamber member in our online directory at www.pasadena-chamber.org/memberdirectory.

New Members for Nov., 2011

Connon Wood Scheidemantle LLP,
Nicholas P. Connon (626) 638-1757
Custom Comfort Mattress, Shane Davis
(626) 667-3000
Eric Olberz, CPA, Eric Olberz
(626) 396-1925
Foothill Communications, Kenji Luster
(626) 744-9141
HealthCare Partners, Glen Oaks
Marco Torres, (626) 403-4010
Hillcrest Retirement Community,
Lynn Richey (909) 392-4373
Jon M. Postajian, D.C., Inc.,
Jon M. Postajian, D.C. (626) 794-2225
Law Offices of Roger C. Hsu,
Jesse Singh (626) 792-7936
M Local Mediterranean Grill,
Dikran Tabakian (626) 755-4387
Mafco Insurance Agency Inc.,
Joseph Mafonde (626) 797-5564
Massages by Avo, Avedis Frandjian
(626) 375-6020
Mayfield Junior School of the Holy Child
Jesus, Laura Marlis (626) 796-2774
Mercado Insurance Services,
Raul Mercado (626) 583-2526
Wayne S. Nakamura, D.D.S., Inc.,
Wayne S. Nakamura, D.D.S.
(626) 356-1900
OSKA Pasadena, Kelsey Farris
(626) 720-2147
Point C, LLC, Pamela Scott
(626) 696-1000
Punchcard, Robert Ross (626) 229-7823
Town & Country Event Rentals,
Maureen Conroy (626) 795-7700

Pasadena Chamber After Hours Social and Mixer

In January, **MonteCedro** invites you to *Network and Nibble in the New Year* for our January *Chamber After Hours Social and Mixer* on Thursday, January 19th at 5pm at 153 East Holly Street in Pasadena. MonteCedro promises good fun, tasty treats and more.

In February it's *Bowling, Brews and Business Building* as **300 Pasadena** hosts our monthly *Chamber After Hours Social and Mixer*. Join us on Thursday, February 16th at 5pm for delicious food, great networking and lots of bowling fun.

Pasadena Chamber members get in free to our monthly mixers. Non-members pay \$10 admission. Appetizers are provided by the host and drinks are at happy hour prices.

Renewing Members for November, 2011

One to Five Years

Bonnie B's Smokin, LLC
 Brown Armstrong Accountancy Corporation
 California P.E.O. Home
 Century 21 Golden Realty
 CertaPro Painters of Pasadena
 Classic Home Improvement Products, Inc.
 EV-Consultech
 Flintridge Center
 Harvest Rock Church
 Inland Community Bank, N.A.
 International Technical Center, Inc.
 JB's Catering
 John L. Cooper, Jr.
 KBD Construction
 La Fiesta Grande Mexican Restaurant & Cantina
 Lasik Today Pasadena
 Maui Wowi Coffees & Smoothies
 Novotny's Antique Gallery
 Pasadena Hastings Center
 Pasadena Outlook Newspaper
 Pasadena Quarterbacks Club

Printing Control
 Raw Inspiration, Inc.
 Redstone Commercial Real Estate
 Right At Home
 Root Source Fundraising
 University of Redlands School of Business
 V K Youth Arts Organization

Six to Nine Years

Art 2 Ink, Inc.
 Community Health Alliance of Pasadena
 First Innovative Financial Group, Inc.
 The Carter Agency
 Trio Apartments
 tw Telecom

Ten to Fourteen Years

CALSTART
 Sign Solutions

Fifteen to Fifty Years

AnKara Designs
 The Business Park of Pasadena
 The Californian-Pasadena
 Consolidated Disposal Services
 Corcoran Bookkeeping & Tax Service
 Ellen's Silkscreening, Embroidery & Promotional Promotional
 Fairmont Pharmacy
 Flintridge Sacred Heart Academy
 Green Hotel Apartments
 Hillside
 Holmes Body Shop
 Jane S. Caughey
 Pasadena Fire Fighters Local 809
 Pasadena Tournament of Roses
 Pilgrim Tower East
 Podley Properties
 Rosemary Children's Services
 Space Bank Mini Storage

Contact information for all Chamber members is posted to our online directory at www.pasadena-chamber.org.

Celebrations and Openings

(Clockwise from right) **Podley Properties** celebrated the new company name and relocation to the historic former site of Honkers and The Chronicle with a holiday crafts fair benefitting the Pasadena Education Foundation. The Chamber staff and our Ambassadors were on hand for the celebration and ribbon cutting. Podley Properties represents home sellers and buyer with the highest integrity and customer service. Bill Podley has served the community for years in many capacities, including as Chair of the Chamber Board in 2007-08.

Hot Heads salon opened in their new location at 2513 East Colorado Boulevard in the Lamanda Park section of east Pasadena with a celebration and ribbon cutting. Hot Heads features complete salon service for a wide range of clients.

Hot Spot Laser Center, a sister business to Hot Heads, also opened at its new Lamanda Park location next door at 2515 East Colorado. The Chamber staff and our Ambassadors were there to help celebrate the relocation with a ribbon cutting. Hot Spot Laser Center specializes in laser hair removal and treatments. Hot Spot and Hot Heads hosted a joint reception for family, friends and clients after the dual ribbon cutting ceremonies.

HealthCare Partners Glen Oaks hosted a ribbon cutting ceremony and reception celebrating their membership in the Pasadena Chamber at their location at 988 South Fair Oaks Avenue. HealthCare Partners is a full service medical provider for individuals and employers.

Waste Less Living celebrated moving to new offices with a ribbon cutting, presentation and reception for friends, family and our Chamber Ambassadors. Waste Less Living assists companies, institutions and families to reduce their solid waste through composting and provides educational programs related to composting and environmental stewardship. Pasadena Council member Gene Masuda joined Waste Less Living staff and our Chamber Ambassadors to help cut the ribbon on the new offices at 2100 East Walnut Street in Pasadena.



