

# PASADENA Commerce

March, 2011

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

VOL. 6, NO. 3

## President's Message

Here in Pasadena we are very fortunate. It could be argued that we have the best of everything: weather, location, economy, business community, neighborhoods and amenities.

I know that we do have some of the very best businesses in many different industries. Among our Chamber members we have companies that are regularly recognized for excellence locally, regionally, statewide and even internationally.

One of the challenges we face as a business advocacy organization is finding ways that we can serve each of our members to the best of our ability and in a way that enhances their ability to do business and prosper. We maintain an active website, refer potential customers to our members, let you know about opportunities that may benefit your business and provide information and educational programs we hope are of interest to the membership and advocate on your behalf.

Keeping water rate increases moderate, or getting the City of Pasadena to forgo fee and tax increases benefits every business in the city. However, with significant numbers of businesses in a wide variety of areas, clearly there are few things we can do that benefit every member of the Chamber.

We do look for ways that we can take part in, support or initiate activities that have benefit for different segments of our membership. We look for commonalities among members and then find ways to support you.

The Chamber began organizing *Pasadena Restaurant Week* in order to help fill a need many of our restaurant members articulated—the lack of promotion of Pasadena as a restaurant destination. In meetings, we talked about how we could promote Pasadena restaurants and bring customers to their door. *Pasadena Restaurant Week* is intended to do exactly that—introduce (or re-introduce) our local restaurant community to Pasadena, the San Gabriel Valley and Southern California. By promoting our vibrant restaurants here in Pasadena, we are supporting our larger economy, as well.

## Pasadena Chamber Annual Golf Tournament

Join the Pasadena Chamber for our annual Pasadena Chamber of Commerce Golf Tournament on Friday, April 8th at **Brookside Golf Club**. *The Pasadena Chamber of Commerce Golf Tournament* begins at 12 noon with a shotgun start. 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 only attend the cocktail reception and award ceremony pay \$50.



### Volkswagen Pasadena

will donate a new car for any golfer who gets a hole-in-one on the 10th hole during play. The tournament includes a putting contest, as well as longest drive and closest to the pin competitions. Chamber members have also donated raffle prizes and give-away items for participants.

Sponsorship opportunities include a \$2000 Gold Sponsorship. 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 available for \$1000. This includes one foursome, the reception, a tee sign and recognition. Tee signs can also be sponsored for \$100 each. \$2500 sponsors the award and cocktail reception and hosted bar after play. Other sponsorship and advertising opportunities are available, as well.

**Corporate Center Pasadena** is a Gold Sponsor of the golf tournament. **Century Rooter Service and Plumbing, Citizens Business Bank** and **IUOE Local 12** are Silver Sponsors.

Anyone wishing information on playing or sponsoring the tournament can call the Chamber at 626-795-3355 or email [Leanne@pasadena-chamber.org](mailto:Leanne@pasadena-chamber.org). Golfers who want to play in the 2011 Chamber of Commerce Golf Tournament can register online at [www.pasadena-chamber.org/chamber/event-registration](http://www.pasadena-chamber.org/chamber/event-registration).



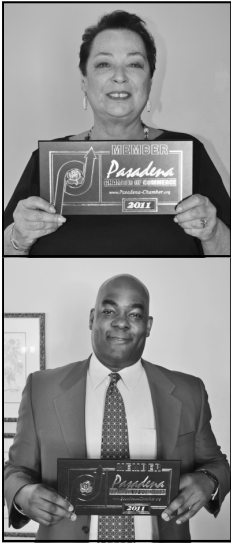
## Pasadena Restaurant Week, March 27 to April 1

Pasadena's restaurant community opens its doors for the first *Pasadena Restaurant Week* from March 27 through April 1st. *Pasadena Restaurant Week* is a citywide event featuring the cuisine of many of Pasadena's top dining establishments. *Pasadena Restaurant Week* was conceived to remind diners that local restaurants will satisfy all tastes in all price ranges.

Participating restaurants will offer special dinner and lunch menus. A two-course lunch will cost \$15, \$20 or \$25. Three-course dinners will cost \$23, \$34 or \$45. (Price excludes tax, gratuity or alcohol. Some prices may vary.) Restaurants will prepare special meals at extraordinary introductory prices to showcase the best Pasadena has to offer. Restaurant Week participants include Pasadena's finest eating destinations such as **Bar Celona, Celestino Ristorante, Derek's Bistro, El Cholo, El Portal, Green Street Restaurant, Malbec, Maria's Italian Kitchen, Mijares, Pie 'n Burger, Robin's Wood Fire BBQ and Grill, Roy's, The Terrace at the Langham** and **Villa Sorriso**.

For a complete list of participating restaurants visit [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com). Media sponsors include **Dining with Dills/KABC Radio/CNN Headline News, The Outlook Newspapers, Pasadena Star-News/Rose Magazine, Pasadena Independent-Beacon Media News, Pasadena NOW** and **Pasadena Weekly/Arroyo Monthly**.

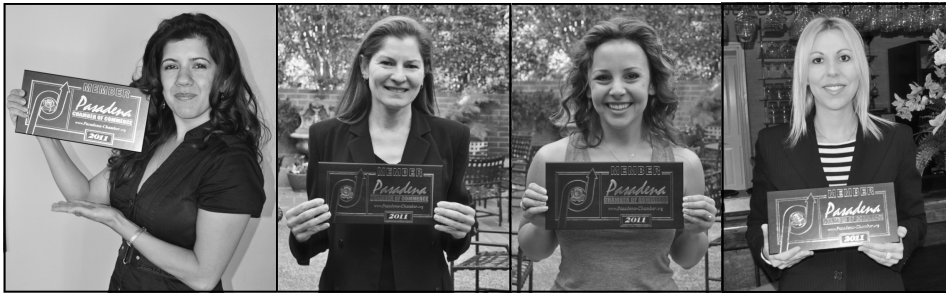




(Counterclockwise from left) Kathleen Barrett of **Palisades Capital Group** and Chris Bass with **Bass Investments** were recognized as new members at the February Luncheon Alliance. Stephen Bagish of **ArtStorm** was welcomed as a new member along with Elly Salter of **Stonefire Grill** and Sandi Zernickow of **Blo Out Lounge** at the networking event.



(Below, from left) Laura Lopez of **ResCare Home Care** was welcomed as a new member at the Luncheon Alliance. **Real Estate Agent Carrie Carroll** was recognized as a new member at the Connection Breakfast in February. Lauren Saracione of **Melaleuca** also received recognition as a new member at the breakfast networking event. Vickie Grasu of **Vandeventer Black, LLP** also received her new member plaque at the breakfast.



## New Members, January, 2011

Architecture for Education, Inc.,  
 Laura Mahaffey (626) 356-4080  
 Bass Investments, LLC, Christopher  
 Bass (626) 798-3605  
 Norman Blieden CPA (626) 440-9511  
 Blo Out Lounge, Theresa LaRue  
 (626) 795-3001  
 Boston Techware, Sean Regan  
 (805) 501-5133  
 Eastland Financial Corporation,  
 Eileen Andersen, (626) 389-5050  
 Gooden Center, Bud Williams  
 (626) 356-0078  
 Honeybee Robotics Spacecraft  
 Mechanisms, Kris Zacny  
 (510) 207-4555  
 Melaleuca, Lauren Saracione  
 (818) 429-2068  
 ResHome Care, Laura Lopez  
 (626) 577-7477  
 Yee & Belilove, LLP, Steven R. Yee  
 (626) 449-8000

## Young Professionals of Pasadena

The *Young Professionals of Pasadena* celebrated their one year anniversary in February. The social and business networking group is for people ages 21-40ish who live work and thrive in the Pasadena area. Members of the group are making lifelong connections, both professionally and socially. If you would like more information please email [Leanne@pasadena-chamber.org](mailto:Leanne@pasadena-chamber.org).

## Member News

**Bob Hope Airport** announced that flights to Denver from Burbank are expanding. Beginning August 14, Southwest will offer two non-stop flights to Denver from Burbank. Effective June 9, United Express is adding a 3rd daily non-stop flight to Denver from Burbank, as well.

**High Point Academy** was one of 16 winners of the *Lexus Eco Challenge*, a nationwide competition sponsored by Lexus to inspire environmental stewardship and action among students.

**Pasadena Museum of History** is *Mad for Hats!* The new exhibition explores women's hats as social and fashion phenomena. An in-depth, docent-led, tour of the exhibition will be offered at 12:15 pm on Fridays beginning March 4th. An optional Tea has been arranged for tour participants. For prices or reservations (required), visit the Pasadena Museum of History or call 577-1660, ext. 15, and ask for the Tour and Tea Package.

**Pasadena Unified School District** Superintendent Edwin Diaz was named Administrator of the Year by Region XV of the Association of California School Administrators.

*Camino Real* by Tennessee Williams continues at **The Theatre @ Boston Court** through March 13th. Jessica Kubyansky directed Williams' examination of disappointment through characters from literature and history. For information visit [www.bostoncourt.com](http://www.bostoncourt.com).

Chamber member Rick Jackson was selected to serve as president of the 2012 **Tournament of Roses**. **Historic First Lutheran Church** president Gerald Freeny was selected to join the Executive Committee of the **Pasadena Tournament of Roses Association**. Mr. Freeny will be president of the Tournament in 2016.

**The Sierra Madre Chamber of Commerce** is offering Pasadena Chamber members a discount on tickets to the annual *Wistaria Festival* on March 20th. To take advantage of the \$2 off discount visit [www.wistariatickets.com](http://www.wistariatickets.com) and use the promo code PaLCCha02.

**Vroman's Bookstore** is more than just the best independent bookseller in America (according to *Publisher's Weekly*). Vroman's also prints wedding invitations, sells fine writing instruments and carries an extensive selection of ec-friendly products.

**Green Technology** hosts the *Cal-Green Summit* in Sacramento on April 19th and 20th. For more information or to register to attend visit [www.green-technology.org](http://www.green-technology.org).

**Jet Propulsion Laboratory** will launch four missions and experience two solar system encounters in 2011.

**Caltech Presents!** hosts *Step Afrika!* in Beckman Auditorium on Friday, March 11th. Call (626) 395-4652 for tickets or further information.

**The Playhouse District** holds its annual meeting on Thursday, March 24th at 7:30 a.m. at **The Theatre @ Boston Court**.

**El Portal's** Abel Ramirez was named president of the Board of Directors of the **Pasadena Senior Center** for 2011.

## Renewing Members, January 2011

### One to Five Years

Altadena Energy & Solar, LLC  
 ASID (American Society of Interior Designers)  
 CIBA Property Management, Inc.  
 Crown City Media, LLC  
 D'Veal Family and Youth Services  
 Edward Jones, Colorado Boulevard  
 Employed Security Service Center  
 Express Employment Professionals  
 Flintridge Center  
 Ground Level Consulting  
 Health Advantage, Health & Wellness Center  
 Howett Isaza Law Group LLP  
 John Blanchard Company, Inc. & JBC Protective Services  
 Kennedy Capital

Kunau & Cline, Inc.  
 La Fiesta Grande Mexican Restaurant & Cantina  
 OneWest Bank, East Walnut Street  
 OneWest Bank, Foothill Blvd.  
 Pasadena Business Park  
 Pasadena Language Center  
 Salon Sessions  
 Secure Transportation  
 State Department of Rehabilitation  
 Vertical Wine Bistro  
 Wells Fargo Bank  
 Yale Street Mortgage, Inc.

### Six to Nine Years

Ambiance Party Lighting  
 Benedict & Benedict Plumbing Company  
 Carter Agency  
 Creative Memories  
 First Innovative Financial Group, Inc.  
 Health Insurance Brokers, LLC

Patricia Colonello, Independent Sales  
 Pro Fitness Network  
 RCB Consultants  
 Soroptimist Intl Altadena/Pasadena

### Ten to Fourteen Years

Allen Avenue Self Storage  
 El Cholo Restaurant  
 El Portal Restaurant  
 Kidspace Children's Museum

### Fifteen to Fifty Years

AnKara Designs  
 California Pizza Kitchen  
 Corcoran Bookkeeping & Tax Service  
 Courtyard by Marriott, Monrovia/Pasadena  
 Employment Development Department  
 Fisher Benefits Resource Group  
 Hilton Pasadena  
 Kathleen's Restaurant  
 Kinometrics, Inc.

Linscott, Law & Greenspan, Engineers  
 Mohawk Management Corporation  
 Pasadena Heritage  
 Pasadena Mental Health Center  
 Rusnak / Pasadena Santa Anita Park (L.A. Turf Club)  
 Sheraton Pasadena  
 SuperShuttle  
 Tom Sawyer Camps, Inc.  
 Women At Work

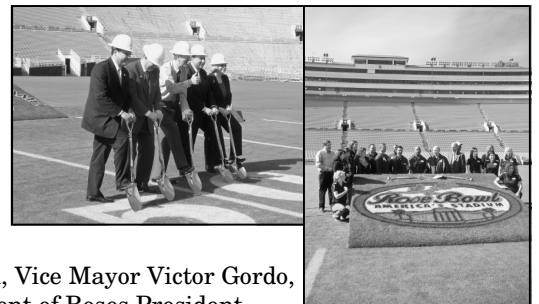
*Contact information for all Chamber members is posted to our online directory at [www.pasadena-chamber.org](http://www.pasadena-chamber.org). Please patronize fellow Chamber members. Often they provide discounts to other members and can be counted on to be among the best at what they do.*

## Celebrations



**Holmes Powersports** opened its motorcycle repair facility at 1200 East Colorado Boulevard in Pasadena with a ribbon cutting, art opening and celebration.

**The Rose Bowl** broke ground on its \$152 million renovation in January. The rehabilitation project will take three years and include safety and security upgrades, new scoreboards and a modern videoboard and luxury amenities while maintaining the historic character of America's Stadium. Mayor Bill Bogaard, Vice Mayor Victor Gordo, UCLA Athletic Director Dan Guerrero and Tournament of Roses President Rick Jackson and Rose Bowl Legacy's Andrea Van de Kamp hefted shovels for the ceremonial event.



**Blo Out Lounge** dedicated its salon on Raymond Avenue in Old Pasadena with a ribbon cutting Ceremony on Valentine's Day.

Adele Warner of **Accounting for It!** christened her new office space with a ribbon cutting and celebration. Adele can take care of all your bookkeeping needs at her new location at 1005 East Colorado Boulevard, Suite 210 in Pasadena.



## Member News

**The Pasadena Senior Center** hosts the *Festival of Women Authors* on Saturday, April 2nd from 9:30 a.m. to 1:30 p.m. Moderator of the event will be novelist Elizabeth Forsythe Hailey. For information call (626) 795-4331 or visit [www.pasadenaseniorecenter.org](http://www.pasadenaseniorecenter.org).

**Old Pasadena** hosts *Happy Hour Week* throughout the district from March 1st through March 8th. Visit the website at [www.oldpasadena.org/happyhourweek](http://www.oldpasadena.org/happyhourweek) for more information and a list of participants.

**CHAM Korean Bistro**, located at 851 Cordova Street in Pasadena has specials including an *Early Bird Special*, *Brainfood for Students* and *Cheers with Cham*. You can get more information at (626) 792-2474 or [www.chamkoreanbistro.com](http://www.chamkoreanbistro.com).

**The Pasadena Star-News** and **Rose Magazine** are currently seeking nominations for women who have made a significant impact in the Pasadena community. Finalists will be selected from a diverse and distinguished women from throughout Pasadena. On Thursday, April 21, 2011, the Star-News will host its second annual *Jewels of Pasadena Women of Distinction Gala* to announce the winners in each category.

**California Pizza Kitchen** offers *Reward for Regulars*. Bring back your CPK check to dine in within seven days of that visit and get 20% off the second meal, excluding alcohol, tax and gratuity.

