

# PASADENA Commerce

May, 2011

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

VOL. 6, NO. 5

## President's Message

Last year, as part of our continuing effort to maximize communication with and for our members, the Pasadena Chamber launched its iPhone application. We were one of the first chambers in the country to go live with a mobile app. Currently, we have hundreds of subscribers to our iPhone app.

We worked with Jim Locke of **ResultWorx Technology Group** who partnered with David Oshima of **Pipeline Graphics** to develop an application that would provide quick, easy access to important information about the Chamber and our members. We could not be more pleased with the final result. David reports that the Android version is in the works, so we hope those of you with that platform will soon be able to take advantage of our mobile application, as well.

Beyond eye-catching, the application has information about the Chamber, how to contact us, our calendar, membership information, a newsfeed and, most importantly, our complete, up-to-date member directory with full contact information. Those with the application have handy access to all of our services.

I use my Pasadena Chamber app often because it is the quickest and handiest way to find what I need, which is often the service or product offered by one of our members. When I needed the phone number for one of our Board members' company, that was available through the app. When I needed to know the time of a ribbon cutting ceremony, I could find it on the app. Mostly, however, I use it to find member businesses. Two weeks ago, when some of the ancient plumbing in my hundred year-old house failed, it was the Pasadena Chamber iPhone app that located the solution for me. The application is very useful for me as a consumer. I certainly hope it drives business to our members, as well.

If you have an iPhone, I strongly recommend the Pasadena Chamber application. Just visit the App Store, search Pasadena Chamber to find the app and download it to your phone. If you have a mobile phone with a different platform, you will have to be a little more patient.

## Tri-City Mixer Comes to Pasadena on Wednesday May 4th as Our Chamber hosts at Paseo Colorado

This year the Pasadena Chamber is hosting the *Tri-City Mixer* with our fellow Chambers in Glendale and Burbank. The 2011 *Tri-City Mixer* will be on Wednesday, May 4th at 5:30 p.m. on the second level patio at **Paseo Colorado** in downtown Pasadena. Plan to join fellow Pasadena Chamber members, local business and community leaders and your counterparts from Burbank and Glendale for the second annual get-together of business people from the tri-city area.

Cost to attend the *Tri-City Mixer* is \$15 at the door. The price includes admission, food, one drink and door prize raffle entry. Validated parking will be provided by Paseo Colorado. Food is being provided by Pasadena Chamber members **El Cholo** and **Noor Restaurant and Ballroom**. Additional drinks will be available at Happy Hour prices from both Noor and El Cholo.



Last year's event brought together more than 400 people from the business communities in and around Pasadena, Burbank and Glendale.

This year we are hoping for a great turnout so the members of the various chamber and business organizations can get together, socialize and network. You do not have to be a Chamber member to attend the *Tri-City Mixer*.

A flyer for the *Tri-City Mixer* is included with this edition of *Pasadena Commerce*. You do not have to RSVP to attend the event, but if you would like more information please call (626) 795-3355.



## Inaugural Gala Friday, July 15th at Sheraton Pasadena

The *Pasadena Chamber of Commerce Inaugural Gala* honoring the installation of George Falardeau of **Art Center College of Design** as Chair of the Board of Directors for 2011-12 will be held at the Sheraton Pasadena on Friday, July 15th. Cocktails, hors d'oeuvres and a silent auction begin at 6:00 p.m. Dinner begins at 7:30 with the installation and awards ceremony starting about 8:30 p.m. We will honor outgoing Chair Dr. Dennis Buckley and new and returning members of the Board of Directors.

Cost to attend the Inaugural Gala is \$150 per person. Corporate tables of ten are \$1,500. Sponsorships are available at the Platinum level (\$10,000), Gold level (\$5,000) and Silver level (\$2,500). Each receives seating at the event and appropriate recognitions in all materials and at the Gala.

Seating is limited to the first 200 people to RSVP. Invitations are being mailed at the end of May. For more information or to be sure you receive an invitation, call (626) 795-3355.





(Left) Margaret Hernandez of the **Anroma Group** was welcomed as a new member at the Chamber Luncheon Alliance in April. (Below, from left) Mora McFarland and 1st Sergeant Mac of **Family 1st Growth Camp** were also recognized as new members at the lunch, along with Janine Glass of **TRUUdesigns** and Manpreet Bhatia and Veronica De Santiago of **VOLT Workforce Solutions**.



(Below, from left) Letty Vega and Frank Mendoza of the **California Tide** football team received their new member plaque at April's Connection Breakfast. The California Tide is a semi-professional football team that plays at John Muir High School in Pasadena. Johanna Fannon with **College Planning Experts, Inc.** was welcomed as a new member at the breakfast networking event. Ms. Fannon assists families in making college choices and finding financial aid to help pay for higher education. Tiffany Scott of **The Leukemia and Lymphoma Society** was recognized as a new member and received her membership plaque, as well.



## Member News

You can party like it's Cinco de Mayo with Gilbert Esquivel at **The Ice House** comedy club on May 5th. Call (626) 449-4053 for tickets or information.

The **Foothill Workforce Investment Board** offers free, confidential business consulting every Monday and Tuesday from 10:00 a.m. to 4:00 p.m. at 1207 East Green Street in Pasadena. Call (626) 674-2696 to make an appointment.

Enjoy a night out on Friday, May 20th from 6:00 p.m. to 10:00 p.m. as Pasadena's art institutions and galleries open for ArtNight. Chamber members **Art Center College of Design**, **Lineage Performing Arts Center**, **Pacific Asia Museum** and the **Pasadena Museum of History**, and many others, open their doors to visitors for free for ArtNight.

**Kidspac** invites families to the Mother's Day Spa on Saturday, May 5th, and Sunday, May 6th. Kids can make a spa gift bag for mom, and then the family can enjoy a brunch basket for two. (Preorder at [www.kidspacmuseum.org](http://www.kidspacmuseum.org).)

*The Wave that Shook the World*, a high definition film about the 2004 Indian Ocean tsunami is presented free as part of **Caltech Presents** at the Beckman Auditorium on Saturday, May 21st at 2:00 p.m.

**Shen Yun Performing Arts** continues through May 8th at the **Pasadena Civic Auditorium**. For tickets or information call (626) 449-7360 or visit [www.laspectacular.com](http://www.laspectacular.com).

Joyce Millikan of **Character Works!** and her husband Greg are organizing the *Mayor's Prayer Breakfast* to be held at the **Pasadena Hilton** on Thursday, May 5th at 7:00 a.m. Father Greg Boyle of Homeboy Industries will speak about Hope: A Path to a Better Future during the event. For tickets call (626) 486-0691 or email [jmillikan@workingfaith.com](mailto:jmillikan@workingfaith.com).

Enjoy Rachmaninoff's extraordinary *Symphony No. 2*, along with *Liszt's Piano Concerto No. 2*, performed by the **Pasadena Symphony** at the **Ambassador Auditorium** on Saturday, May 7th at 2:00 p.m. or 8:00 p.m. For information or tickets call (626) 793-7172 or visit [www.pasadenasympphony-pops.org](http://www.pasadenasympphony-pops.org).

## New Members for March, 2011

a/k/a An American Bistro,  
Robert Simon (626) 564-8111  
Adult Sports Management,  
Sherisse Tuck (234) 752-9762  
Bistro 45, Robert Simon (626) 795-2478  
California Tide, Valerie Salazar  
(626) 869-8433  
Diamond Vision Optometry-Wilbur Wu,  
Optometrist (626) 683-6868  
Family 1st Growth Camp, 1st Sgt. Mac  
(626) 234-1401  
Fusion Academy, Lisa Astin  
(323) 390-5330  
Gives Back Company LLC, Paul Knauft  
(626) 797-3535  
HumanKind Consulting, Tom Lowery  
(626) 639-3315  
J&A Consulting Group, Jesus Rodriguez  
(909) 238-6378  
Lindsey Manufacturing Company,  
Frederick A. Findley (626) 969-3471  
Mimi et Cie, LLC – Private Jewelers,  
Meshell Sohl (626) 628-0880  
National University, Maggie Yadagar  
(310) 662-2000  
Onyx Architects, Inc, Dale Brown  
(626) 405-8001  
Penners Bergen, A Law Corporation,  
Ann Penners Bergen (626) 463-7361  
State Farm-Pasadena Agency Field  
Office, Lucy Kerkhoff (818) 543-4380  
Structured Information Services, Inc.,  
Chad Lauterbach (626) 390-4787  
TRUUdesigns, Louise Wannier  
(626) 675-8541

Join us for an informational meeting on our 2011 China trip on Tuesday, June 7th from 6:30 to 7:30 p.m. at Castle Catering at 50 East Green Street in Pasadena. 90 minutes free parking is available in the lot across the street.