

PASADENA Commerce

August, 2011

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

VOL. 6, NO. 8

President's Message

Your Pasadena Chamber is very active. For the fiscal year that just ended, our Chamber has increased our activities for members and improved the way we serve you and your needs.

Internally, we have updated our employee handbook and revised our by-laws to reflect modern methods of communication and our current practices, while refocusing on serving members.

We also worked with member **City Center** to redesign our website. Pasadena-chamber.org is now more user friendly, targeted to serve members and visitors easily and quickly and re-engineered for additional functionality.

At the Inaugural Gala we presented our first Corporate Citizen of the Year awards to **Villa Esperanza Services** and **Wells Fargo Bank** and gave the Directors' Award for Community Service to Robin Salzer. We also gave out the first Chamber scholarship to **PCC** graduate Judeana Velasquez who is continuing her studies at CalState LA.

In May we hosted the Tri-City Mixer at **Paseo Colorado** with nearly 400 members from Pasadena, Burbank and Glendale in attendance to meet, mingle, network and enjoy food and drink from members **Noor Restaurant and Ballroom** and **El Cholo**.

We organized the first **Pasadena Restaurant Week** in March with 40 of our local dining destinations taking part. In advance of the March City Council elections, we hosted a successful candidate forum and we are set to send our first group of travelers to China, again with our friends from Burbank and Glendale.

We tried to find more, and more diverse, programs and activities for our members and we changed some of our regular events, as well. We moved the holiday party to a new venue, continued the program for Young Professionals and renewed the Tech Tuesday series with member **ResultWorx Technology Group**.

It is a good measure of our performance that we have grown by nearly 100 members in the first half of 2011.

For the 2011-12 fiscal year, we have even more planned as we continue to seek ways to better serve our members.

Chamber Business Showcase on September 29th is an Excellent Opportunity to Promote Your Business

This year, for the first time, we are moving our annual *Business Showcase and Mini-Taste of Pasadena* to **Paseo Colorado** on Thursday, September 29th from 4:00 p.m. to 7:30 p.m. Vendors and exhibitors will set up in the public area of the outdoor mall. Again, we are inviting our new member restaurants to have a table, free of charge, to provide free food samples to visitors, as well.



Our annual showcase and expo is an inexpensive way to promote your business to the Pasadena community. The showcase is a great business-to-business networking event as well as a way to gain visibility with the public at large. Once again, we are very pleased that the **Foothill Workforce Investment Board** is co-sponsoring the event.

The Pasadena Chamber of Commerce Business Showcase, and Mini-Taste of Pasadena will be held at the Paseo Colorado at 260 East Colorado Boulevard in Pasadena. This year's event will feature exhibits by a wide variety of Pasadena area businesses. Parking will be validated.

The event will also provide a forum for our annual contracting connection. Major companies and public entities from the area will have procurement and contracting personnel at the Showcase to explain how local businesses can become vendors.

Participation is open to anyone and Chamber membership is not required, though membership means discounted fees for Showcase participation. To promote their distinctive menus, several new member restaurants will provide samples of their fare for those in attendance. Businesses pay for exhibition space, but the public is invited to attend for free. In conjunction with the event, **El Cholo** and **Noor Restaurant and Ballroom** will host happy hours for those attending the event at their restaurants on the second floor at Paseo Colorado.

Our *Business Showcase* is the Chamber's largest networking event. Dozens of businesses take advantage of the opportunity to present their products and services to other businesses and those from the public who attend. We are hopeful the new location will make the event more accessible to the general public, as well.

Those who would like to be exhibitors or who would like more information about the Pasadena Chamber of Commerce Business Showcase can call the Chamber office at (626) 795-3355 or visit their web site at www.pasadena-chamber.org or email leanne@pasadena-chamber.org.



Langham Huntington Hotel Named Best in Los Angeles

U.S. News and World Report, in its rating of Los Angeles hotels, named the **Langham Huntington Hotel and Spa** in Pasadena as the best in the area. In a recent issue, the news magazine examined 58 Los Angeles area luxury hotels, and 20 made the list of the Best Hotels with the Langham at the top. The new rankings identify the best hotels based on three factors. *U.S. News* gathered each hotel's recommendations from reputable travel publications, collected the hotels' expert ratings according to travel writers and pooled hotel guests' opinions from their comments in online user reviews to rank the hotels. "It's very exciting," Rebecca Huetter, the hotel's director of sales and marketing told the Pasadena Star-News. "We are constantly striving for perfection, and sometimes it takes feedback like this to let us know we're on the right path."

(Clockwise from right) Gary Ybarra of **GemLife Capital and Insurance** was welcomed as a new member at our monthly Luncheon Alliance networking event. Diane Vallette of **Moray and Vallette, A Professional Corporation** was recognized as a new member, as well. Jim Lenoue of **Contemporary Services Corporation (CSC)** received his member plaque along with Heidi Wahl of **Tender Greens**. Paul Chavez of **LIFT (Lifetime Innovative Fitness Training)** and Susan Sylvis with **Greg Sylvis General Contractor** also were welcomed at the Luncheon Alliance. Jeanne Garrison of **Siena Publishing**, the company working on the Chamber Directory for 2012, received her membership plaque at the lunch-time networking event.



(Left) Vicki Voelker of **Voelker Construction and Painting** was presented with her membership plaque at the Connection Breakfast networking event in July. (Clockwise, from right) Bill Leach of **CruiseOne** was also presented with his membership plaque at the event. Ann Ysauda of **Torrey Pines Bank** and Charome Kaocharoen of **On the Mark Media** also received their new member plaques at the breakfast networking event.

Ben Mishico of **Hello! Home Care** was welcomed as a new member at the breakfast along with **Jill Place, MA, RD, CCN Registered Dietician and Certified Clinical Nutritionist**. Albert Jimenez of **J&A Consulting Group** was also welcomed at the breakfast.



New Members for June, 2011

Aire Serv of Pasadena,
Armen Kerasimian (818) 402-4208
Be The Match, Donna Collins
(714) 334-7012
Charles W. Mason & Associates, Inc.
Jacinda Meyer, (323) 274-2021
Diversity Financial Services,
Sam Khatib (626) 793-0537
Donald W. Lee, MA, MFT
(661) 313-1059
Gemlife Capital & Insurance Services,
Gary Ybarra (626) 676-3766
Hello! Home Care, Ben Mishico
(800) 566-4045
Law Offices of David S. Lin,
David S. Lin (626) 792-9688
Lifetime Innovative Fitness Training,
Rachel Bratakos (626) 221-6765
Longo Lexus, Chris McCarty
(626) 580-6272
Moray & Vallette, A Professional
Corporation, Diane Vallette
(626) 568-9111
On The Mark Media, LLC,
Jeffrey Markham (626) 737-6721
Pasadena Tour Company,
Kristin Stone (626) 201-1140
SodexoMagic, LLC, Kevin Hegehold
(626) 660-8323
Springleaf Financial Services,
James Romo (626) 578-1535
Tiffany's Coffee, Sue Balderama
(626) 795-8526
TMAD Taylor & Gaines,
Zareh Astourian (626) 463-2800
Townloop, Mark Goodstein
(818) 292-2903
True Blue Maids, Lynette Haugen
(626) 466-8488
Tyler / Gonzalez Associates, Rob Tyler
(626) 396-9599
Williams Data Management, Nick Tobey
(323) 383-2886
World of Décor, Cort Palmer
(714) 634-3693

Breakfast Connection Moves to Noor in September

Beginning with our networking breakfast on September 8th at 7:00 a.m. the event will move back to the Mediterranean Room at **Noor Restaurant and Ballroom** in the **Paseo Colorado** at 260 East Colorado Boulevard. The cost for the event will remain the same. Three hours of validated parking will be provided in the Paseo parking lot. Please remember to reserve in advance by emailing Kelly@pasadena-chamber.org.

Member News

Jet Propulsion Laboratory's Dawn spacecraft reached the asteroid Vesta on July 16th. Dawn will orbit Vesta for a year, sending information on the solar system's early history, before moving on to study the protoplanet Ceres.

The Pasadena Humane Society holds the annual Wiggle Waggle Walk on Sunday, September 25th. The Chamber will again be forming a team to support the event. If you would like to join us and walk your dog in support of the Humane Society, visit www.wigglewagglewalk.org and sign up to be part of our dog walking crew.

Magical Kingdom expanded hours so that children (and adults) can enjoy the play area from 9:00 a.m. to 7:30 p.m.