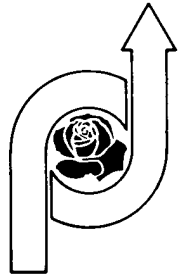


**Program  
of  
Work**

*Pasadena Chamber of Commerce & Civic Association*



**Pasadena**  
CHAMBER OF COMMERCE  
& CIVIC ASSOCIATION

**Program of Work  
January 1, 2012 Through December 31, 2012**

*Mission Statement:*

**To be an effective economic and political force for our membership.**

**FY 2011-2012  
Board of Directors**

The Board of Directors of the Pasadena Chamber of Commerce is responsible for policy direction, financial oversight and operational accountability for the organization. The Board is also responsible for CEO selection, performance evaluation and oversight.



George Falardeau,  
Art Center College  
of Design

*FY 2012  
Chair of the  
Board of Directors*



The Chamber provides service to members in many ways, including monthly newsletters, networking events, social activities, informational seminars and workshops, advertising and promotional opportunities and referrals. The Chamber is a resource for members, an advocate for business and economic development and a clearinghouse for information and advice.

**Executive Committee**

Patty Waggoner, Amalgamated Bank  
*Chair-elect*

Paul Little, *President & CEO*

Dennis Buckley\*, Health Advantage Health and  
Wellness Center, *Immediate Past-chair*

Ben Green, American Red Cross, *Secretary*

Joseph Anthony, The Master's Hair Studio, *Treasurer*

Wendy Anderson, WOW! Productions,  
*Vice-chair for Member Services*

Bob Baderian, RCB Consultants/First Tee of Pasadena  
*Vice-chair for Events*

Joel Bryant, Trademark Development, *Vice-chair for Workforce  
Development*

Michael D'Antuono\*, National Construction Alliance, *Vice-chair  
for Legislative and Government Affairs*

CL Keedy, UBS Financial, *Vice-chair for Business Development*

**Directors**

Karl Bird, Jet Propulsion Laboratory  
Heidi Bloks, Century 21 Golden Realty

Jeffrey Brickner, Parsons

Ron Carter, The Carter Agency

Thomas Daly, Christie, Parker  
and Hale

Joan De Souza, PartyLite

Ben Green, American Red Cross

Blake Longo, A.J. Longo Associates

Carlton Maese, CB Richard Ellis/  
Corporate Center Pasadena

Robin McCarthy, Women at Work

Steve Rodgers, Volkswagen Pasadena

David Saeta, IDS Real Estate/  
Playhouse Plaza

Robin Salzer, Robin's Wood Fire BBQ  
and Grill

Evan Scott, SGI Construction  
Management

Ray Serafin\*, Sheraton Pasadena

Tony Tartaglia, The Gas Company

Ishmael Trone, F&M Business Center

EricDuyshart\*\*, City of Pasadena

Mike Ross\*\*, Pasadena Center

R. Scott Jenkins \*\*. Tournament of  
Roses, Hahn and Hahn

\*past chair \*\*ex-officio

**Background**

This program of work reflects the objectives and strategies that were set by this year's Board of Directors during their annual strategic planning session. Some items reflect the ongoing work of the Chamber. By reviewing the status of current programs, assessing their efficacy in supporting our mission, and looking to the future needs of the community, the following objectives from past years were revisited, modified and additions adopted for calendar year 2012.

**Vision Statement:** The Pasadena Chamber of Commerce will be recognized as an effective resource, working to support the prosperity of our members and enhancing the business climate and quality of life in the Pasadena community.

We will achieve this by focusing on increasing value to our members by serving their needs, supporting their interests, and providing a forum for advice.

We will help our members develop and maximize their business performance by providing networking, promotional, and advertising opportunities.

We will represent the best interests of our members by serving as an effective advocate before local, regional, and federal governing bodies.

We will champion the cause of helping students, displaced workers and others to become gainfully employed in the local economy.

We will do this by enhancing our support services and resources for members by using state-of-the-art computer technology.

**TECHNOLOGY**

State-of-the-art technology enhances support services provided by the Chamber, expands resources available to members and staff and improves the effectiveness of the Chamber.

At your Chamber, we recognize that the only way to achieve the goals and objectives of the strategic plan is to invest in technology that can meet the needs of our members, staff and community.

Technology Work Program for 2012:

- Chamber will promote our mobile applications to better serve members and drive business to members.
- Using the internet, the Chamber will survey member attitudes, interests regularly.
- The Chamber will use social media to inform our membership, publicize events and activities and promote our members.

**ADDITIONS FOR 2012:**

- The Chamber will have our mobile application available to Droid users.
- The Chamber will post webinars, informational videos and tutorials on our website.

**MEMBER SERVICES** Vice-chair: Wendy Fujihara Anderson, WOW! Productions.

The Chamber will focus on increasing value to our members by serving their needs, supporting their interests, and providing a forum for advice and interchange.

Member Services Work Program for 2012:

- The Chamber Board will actively participate in Chamber and member events and activities.
- The Chamber will provide diverse educational opportunities for the membership.
- The Chamber will facilitate collaborative endeavors among members and encourage them to do business together.
- Chamber staff will explore opportunities to enhance networking and facilitate business connections for all members.
- The Chamber will embrace new members and provide contact, support and assistance to help them prosper.
- The Chamber will improve outreach and communications to inform the membership and provide opportunities for the members to communicate through the Chamber.
- The Chamber will provide diverse opportunities for members to interact socially.
- The Chamber will continue support for the Young Professionals of Pasadena.

**ADDITIONS FOR 2012:**

- The Chamber will explore creating a member-to-member business mentoring program.
- The Chamber will explore creating DVDs and/or web-tutorials to inform members on how to maximize their Chamber experience, enhance their business practice and prosper.
- The Chamber will create a recognition program to recognize member milestones and important anniversaries.
- The Chamber will explore a cardholder discount program.

**BUSINESS DEVELOPMENT COMMITTEE** Vice-chair: CL Keedy, UBS Financial

The Chamber will help our members develop and maximize business performance by providing support, information and referrals, as well as networking, promotional and advertising opportunities.

Business Development Work Program for 2012:

- The Chamber will enhance partnerships with agencies, business districts, and others who may impact members.
- The Chamber will encourage members to do business with one another, collaborate and interact.
- The Chamber will facilitate informational forums on topics of interest to members.
- The Chamber will assist business groups, districts, geographic areas and industry groups to organize for common goals.
- The Chamber will disseminate bidding, contracting and rfp information and opportunities to the membership.
- The Chamber will continue to reach out to important local stakeholders to assess economic health, needs and prospects.

**ADDITIONS FOR 2012:**

- The Chamber will explore creating a CEO Speaker Series to give leadership at large corporations a forum to discuss their companies and familiarize the community with their businesses.
- The Chamber will explore hosting industry-specific networking events.

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**WORKFORCE DEVELOPMENT** Vice-chair: Joel Bryant, Trademark Development

The Chamber will help students, displaced workers, and other individuals to become contributing members of Pasadena's workforce. The Chamber will be a recognized resource for addressing workforce development needs in our community.

Workforce Development Work Program for 2012:

- The Chamber will connect community resources with needs to assist in ensuring effective training and education opportunities exist for prospective employees and others.
- The Chamber staff will promote our website as a place for business to look for resources to fill workforce needs.
- The Chamber will partner with a local schools to identify mentors, volunteers and internship opportunities for students.

**ADDITIONS FOR 2012:**

- The Chamber will explore, with the committee's support, creating a give-an-hour program to provide job openings and opportunity for unemployed persons.

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**LEGISLATIVE AND GOVERNMENT AFFAIRS COMMITTEE** Vice-Chair: Michael D'Antuono, National Construction Alliance

The Chamber will represent the interests of our members by serving as an effective advocate before local, regional, and federal governing bodies.

Advocacy Work Program for 2012:

- The Chamber will remain a vigilant participant in Pasadena's General Plan Revision process.
- The Chamber will monitor legislation and take positions on items that may impact our member businesses and engage with government and other entities such as PCC and PUSD that may impact business.
- The Chamber will communicate with members about issues and legislation that may impact business or our economy.

**ADDITIONS FOR 2012:**

- The Chamber will use e-mail action alerts to mobilize the membership on important issues.
- The Chamber will distribute its annual legislative issues platform to the membership in an easily readable format.



**Focus on Quality of Life**

For the past 123 years, the Pasadena Chamber of Commerce has contributed to the quality of life in Pasadena as it helped raise money for the first library and hospital, helped the Valley Hunt Club grow the Tournament of Roses and guided the economic growth of our business community. That tradition will continue through the involvement of Chamber members in all facets of community affairs. The Chamber is proud to have many nonprofit organizations in Pasadena as members and will continue to provide opportunities for them to promote their services and to solicit volunteers and financial support.

## EXECUTIVE COMMITTEE AND TASK FORCES

The Executive Committee, and, when needed, Chair-appointed task forces will address issues that affect the business community. These groups will study specific issues in-depth and make recommendations to the board for appropriate positions and actions. Specific issues that are expected to be addressed in 2012 include:

- Pasadena's General Plan revision
- Utility costs, availability and reliability
- Impacts of the recession on the local economy and business
- Retail and restaurant vitality
- Fiscal stability of local governments and effective and adequate provision of services
- Rose Bowl Renovation Project
- Taxation, regulation and the cost of doing business
- Health care legislation and impact on business
- Sustainability and climate change legislation and its impact on local businesses and our economy



### 2011 Committee Staff Contacts

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## *Pasadena* Chamber of Commerce

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