

Program of Work

Chamber of Commerce & Civic Association of Pasadena



Program of Work January 1, 2016 Through December 31, 2016

Mission Statement:
To be an effective economic and political force for our membership.

Board of Directors

The Board of Directors of the Pasadena Chamber of Commerce is responsible for approving the annual Program of Work as well as budget approval for the organization. The Board is also responsible for CEO selection and performance evaluation.



Thomas Daly

Lewis Roca
Rothgerber
Christie, LLP

Chair of the
Board of Directors



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

Executive Committee

Chair-elect Ishmael Trone, F & M Business Center

President and CEO

Paul Little, Pasadena Chamber of Commerce

Immediate Past Chair

CL Keedy*,

Treasurer

Robin McCarthy, Fire Family Foundation

Secretary

Valerie Prince,

Vice-chair / Board Development

George Falardeau*, Art Center College of Design

Vice-chair / Economic and Business Development

Karl Bird, Jet Propulsion Laboratory

Vice-chair / Legislative and Government Affairs

Michael D'Antuono*, National Construction Alliance

Vice-chair / Member Services

Joan De Souza, Joan's Candles and Home Decor

Vice-chair / Technology

Justin Tsui, TeamLogic IT

Vice-chair / Workforce Development

Ishmael Trone, F & M Business Center

Directors

Heidi Bloks, Century 21 Golden Realty

Ron Carter, The Carter Agency

Jeff Christoffel, Honda of Pasadena

Salomon Davila, Pasadena City College

Kevin Duffy, Corporate Center Pasadena

Michael David Gallego, Cheveux Salon

Victor Griego, Diverse Strategies for
Organizing

Raphael Henderson, Wells Fargo

John Leano, Bryan's Cleaners & Laundry

Blake Longo, A.J. Longo & Associates

Lauren Marlis, Mayfield Junior School of the
Holy Child Jesus

Margaret Martinez, CHAP Care

Bob Oppermann, All Phase Electric Supply

Armando Ramirez, El Portal Restaurant

Gail Schaper-Gordon, Win-Win Workplace
Solutions

Evan Scott, Seville Group, Inc. (SGI)

Don Schweitzer, Law Offices of Donald P.
Schweitzer

Ed Svitak, Hilton Pasadena

Ex Officio:

Lance Tibbet, Tournament of Roses
Association

Darryl Dunn, Rose Bowl Stadium

Eric Duyshart, City of Pasadena, City

Managers Office, Economic Development

* Denotes past chairs of the Board

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 2016.

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 increasing value to our members by serving their needs, supporting their interests and providing a forum for advice, as well as networking, promotional, and advertising opportunities.
- We will help our members develop and maximize their business performance by providing opportunities for our large and small members to interact for the benefit of both and by supporting our local economy in collaboration with the City of Pasadena.
- 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 local students, displaced workers and others to become employed in the local economy by connecting them with education, training and opportunities for gainful employment.
- We will do this by enhancing our support services and resources for members by using state-of-the-art computer, internet and mobile technology.

MEMBER SERVICES Vice-chair: Joan De Souza, *Joan's Candles and Home Décor*

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

Member Services Work Program:

- The Chamber Board will actively participate in Chamber and member events and activities.
- The Chamber will provide diverse educational, networking and business building opportunities for the membership.
- The Chamber will facilitate collaborative endeavors among members and encourage them to do business together.
- The Chamber will embrace new members and provide contact, support and assistance to help them prosper.
- The Chamber will recognize member milestones and important anniversaries.
- The Chamber will continue support for the Young Professionals of Pasadena.
- The Chamber will explore a member-to-member business mentoring program through the website.
- The Chamber will host a Mega Marketing Workshop in conjunction with the PCC Small Business Development Center.
- The Chamber will collaborate with the PCC-SBDC to enhance workshop offerings for members.

ADDITIONS FOR 2016:

- Explore creating private, member-only pages on Facebook and Linked In. Explore creating a member-only section on the website (with Technology Committee).
- The Chamber will host member recruitment events by industry sector.

ECONOMIC AND BUSINESS DEVELOPMENT COMMITTEE Vice-chair: Karl Bird, *Jet Propulsion Laboratory*

We will help our members develop and maximize their business performance by providing opportunities for our large and small members to interact for the benefit of both and by supporting our local economy in collaboration with the City of Pasadena and others.

Business Development Work Program:

- The Chamber will encourage members to do business with one another, collaborate and interact.
- 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.
- The Chamber host an annual Procurement Forum in March for small businesses to access large member companies.
- The Chamber will host the Pasadena Economic and Business Summit in October with the City of Pasadena.
- The Chamber will further implement *Grow With Us*, our web and social media effort to recruit business to Pasadena.

ADDITIONS FOR 2016:

- The Chamber will advocate for faster broadband internet service and citywide wireless access.
- The Chamber will redesign our online resource kit for businesses locating to or expanding within Pasadena.

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, state and federal governing bodies.

Advocacy Work Program:

- The Chamber will remain a vigilant participant in legislative, regulatory, permitting, development tax and fee proposals that can impact our membership and take positions on other items that may impact our member businesses.
- The Chamber will use e-mail action alerts to mobilize the membership on important issues and distribute its legislative platform and positions on issues to the membership in an easily readable form.
- The Chamber will inform the membership about our legislative platform and positions on issues through the e-Bulletin.
- The Chamber will track issues and report to the membership on positions and effectiveness of our platform.

WORKFORCE DEVELOPMENT Vice-chair: Ishmael Trone, *F & M Business Center*

The Chamber will help students, displaced workers and existing underskilled workers to become contributing members of Pasadena's workforce. We will be a recognized resource for addressing workforce development needs in the local community.

Workforce Development Work Program:

- The Chamber will connect community resources to help ensure effective training and educational opportunities exist for prospective employees and others.
- The Chamber will convene a meeting of stakeholders to discuss and strategize about summer internships for youth.
- The chamber will continue and expand \$ixth grade ¢cents financial literacy for sixth graders in Pasadena Unified.

ADDITIONS FOR 2016:

- The chamber will work with Economic and Workforce Development Department at Pasadena City College to create collaborations in the classroom and the workplace.
- The Chamber will facilitate connections between business and local public high schools, finding classroom speakers and job shadow opportunities for students. We will identify, train and place interns from College and Career programs.
- The Chamber will convene a meeting of stakeholders to strategize, educate and attract business to support opportunities.

TECHNOLOGY Vice-Chair: Justin Tsui, *TeamLogic IT*

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:

- Chamber will promote our mobile applications to better serve and drive business to members.
- Using internet survey tools, the Chamber will assess member attitudes, interests and technology needs.
- The Chamber will use social media to inform our membership, publicize events and activities and promote our members.
- The Chamber will build *Grow With Us*, our business recruitment program, to the website.

ADDITIONS FOR 2016:

- The Chamber will integrate some technology-themed workshops into the Brown Bag Lunch workshop series.
- The Chamber will consider hosting a meet-up workshop where tech providers can meet with members to solve problems.

**Focus on Quality of Life**

Since 1888, the Pasadena Chamber of Commerce has contributed to the quality of life in Pasadena as it helped raise money for City Hall, our first library and hospital and the Colorado Street Bridge. We helped establish the Tournament of Roses and guided the economic growth of Pasadena. That tradition continues with the involvement of Chamber members in all facets of our community. 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, solicit volunteers and financial support and sustain our community.

EXECUTIVE COMMITTEE AND TASK FORCES

The Executive Committee, the Chamber Board of Directors 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 2016 include:

- Pasadena's proposed minimum wage increase to \$15 by 2020;
- Utility costs, availability and reliability;
- Continued recovery of the local economy and business and job creation;
- Retail and restaurant vitality;
- Enhancing Pasadena as a visitor destination;
- Fiscal stability of local governments and effective and adequate provision of services;
- Rose Bowl utilization and ongoing viability;
- Promoting Buy Pasadena and encouraging our residents and workers to do business with Pasadena Chamber member companies;
- Taxation, regulation and the cost of doing business;
- Health care requirements and impact on business;
- Sustainability and climate change legislation and its impact on local businesses and our economy;



2016 Committee Staff Contacts

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Workforce Development E-mail: amy@pasadena-chamber.org	Amy Foell
Legislative and Government Affairs E-mail: leanne@pasadena-chamber.org	Leanne Waggoner
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