



PROGRAM OF WORK

2023

During the past three years, we have all been coping with the COVID-19 pandemic and its aftermath. The Chamber of Commerce and Civic Association of Pasadena is no different. Our staff was furloughed two days each week for 18 months. During that time the Chamber staff and our Board of Directors reassessed the services we provide for members as well as our events and activities.

Mission Statement

The Pasadena Chamber of Commerce and Civic Association will be an effective economic and political force for our members.

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 greater Pasadena community.

The Chamber will increase value to our members by serving their needs, supporting their interests, and providing a forum for advice and interaction through collaboration, education, and connecting with the community.

- The services and activities we perform for our members will be the guiding motivation behind all Chamber activities, driving new member acquisition and member retention with the support of other committees and the Chamber staff.
- We will help our members develop and maximize their business performance and connect to do business together.
- We will strengthen our local economy in collaboration with all stakeholders. We will support efforts to recruit companies and industries to Pasadena to help grow our diverse economy.
- We will represent the best interests of our members by serving as an effective advocate before local, regional and federal governing bodies.
- We will assist employers with identifying and hiring qualified workers to fill openings. We will assist those seeking employment in our local economy by connecting them with education, training and opportunities for employment.
- We will enhance our support services and resources for members by using state-of-the-art computer, internet and mobile technology.
- The Chamber will market its services and benefits to prospective and existing members and the community using effective messaging through traditional and innovative means.

Board of Directors

Executive Committee

Chair of the Board: Raphael Henderson,
Wells Fargo

President and CEO: Paul Little,
Pasadena Chamber of Commerce

Chair-elect: Don Schweitzer,
Schweitzer Law Partners

Immediate Past Chair: John Leano,
Bryan's Cleaners

Treasurer: Mike Antenese,
Foothill Unity Center

Secretary: Nerissa Sugars,
Hollywood Burbank Airport

Vice-chair / Economic and Business
Development: Don Schweitzer,
Schweitzer Law Partners

Vice-chair/Legislative & Government
Affairs: Charlotte Lacey,
Pasadena Humane

Vice-chair/Member Services: Katelyn
Barchowsky,
University Club Pasadena

Vice-chair/Marketing and Technology:
Justin Tsui, TeamLogic IT

Vice-chair/Workforce Development
Lynelle Bryant, Masbuild

Directors

John Burt, Executive Leadership Coach

Thomas Daly*, Lewis Roca

Elizabeth Dever, Fire Family
Foundation

Hope Hayman, Kaiser Permanente

Lisa Maurath, Parsons Corporation

Helen Romero-Shaw, The Gas Company

Greg Sanchez, Home Instead Senior Care

Charles (Chuck) Stanislawski,
Stanislawski and Company, CPAs

Debbie Unruh, Elizabeth House

Aaron Wheeler, Pasadena Media

Lloyd Wong, Clifford Swan Investment
Counselors

Stephanie Yamashiro, New York Life

Ex Officio:

Mark Leavens, Tournament of Roses

Jens Weiden, Rose Bowl Stadium

David Klug, City of Pasadena,
Economic Development

*Denotes past chairs of the Board

The Pasadena Chamber provides service to members in many ways, including weekly email newsletters, networking events, social activities, informational seminars and workshops, advertising and promotional opportunities and referrals.

The Pasadena Chamber publishes an annual Business Directory and Visitor Guide which lists each member and provides members greater visibility through advertising opportunities. We also send a postcard to new homeowners in the greater Pasadena area and publish a digital magazine three times each year. *Pasadena Perspective* features articles about Chamber members as well as information about our events and activities, a Board member profile and a listing of all our members.

The Pasadena Chamber remains a valuable resource for members, an advocate for business and economic development and a clearinghouse for information and advice.

Please call the Chamber for all your business needs at 626-795-3355.

Member Services Work Program:

- The Chamber Board will actively participate in Chamber and member events and activities, including meeting new members and attending events and activities.
- The Chamber will provide diverse educational, networking, and business opportunities for the membership.
- The Chamber will embrace new members and provide contact, support, and assistance to help them prosper.
- The Chamber will robustly recognize member milestones and important anniversaries.
- The Chamber will provide content and discussion moderators to our online Member Community Pages (with the Marketing and Technology Committee) and encourage use of these pages on the website as a tool for member communication, interaction, support, and assistance.
- The Chamber will initiate a member-to-member mentoring program through our website and community pages.
- The Chamber will engage and utilize our wellness community to begin promoting wellness in the workplace and beyond. We will also explore wellness-related events and activities for the members.
- The Chamber will more aggressively utilize social media platforms and pages to support our members, possibly including video marketing, podcasts, and more.
- The Chamber will explore offering added benefits for members, such as low-cost insurance, group retirement programs and professional services.

New for 2023:

- The Chamber will show value to members and the community through efforts we make on behalf of members, and it will publicize this work with the assistance of the Marketing and Technology Committee.
- Member Services Committee and Chamber staff will devise an incentive and recognition program for all those who refer new members and promote that to the members.
- The Chamber will institute a regular testimonial program between members to highlight the value of Chamber membership and increase attendance at events. We will also create member-to-member testimonials and post those to social media.



Economic and Business Development Work Program

- The Chamber will produce and host the annual Economic Summit event.
- We will champion our local economy and work to enhance opportunities for business and our members in greater Pasadena.
- The Chamber will engage with the City of Pasadena in business recruitment to the area.
- We will promote Pasadena as a destination for business and promote the value of Pasadena as a place for businesses to grow and prosper.
- We will support our larger industries and companies. We will include questions about individual company needs in our annual survey of members.

Legislative and Government Affairs Work Program

- The Chamber will publicize the work of committee.
- We will use social media to push information to members about legislative issues.
- We will utilize the weekly email blast to inform members about issues and provide information on positions taken by the Board.

Workforce Development Work Program

- The Chamber will support our members in hiring qualified employees.
- The Chamber will survey members to identify challenges and barriers to hiring qualified employees
- We will support local educational institutions in their workforce development efforts and initiatives.
- We will assist in connecting work-based learning providers with Chamber member companies.
- We will inform members about workforce support programs with LA County and the State of California. The Chamber will be the conduit by which our members can find employees through fully or partially funded workforce programs.
- We will support adults in career transitions, especially those seeking to start businesses.

Marketing and Technology Work Program

- The committee will expand to encompass marketing and communications.
- The committee will maintain a focus on technology and expand to include members with expertise in marketing and communications, especially new media to help create an effective social media presence for the Chamber.
- Chamber will inform members about technology issue and threats that could possibly impact the members.
- We will inform members about new technologies and their efficacy.
- The Chamber will explore hosting a technology-based event with sponsorships from technology providers.

