

PASADENA Commerce

July-August, 2018

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

VOL. 13, NO. 4

President's Message

As we ease into the summer months, it is a good time to use these slower months to evaluate the first half of the year and plan for the remainder of 2018.

At the Chamber, we look at our outreach, events and activities regularly, assessing the effectiveness of our communications tools and initiatives to support our members and the greater Pasadena economy.

Often, we retool an existing event to better serve our members, as we did in turning our annual business showcase in the Taste of Pasadena at the Rose Bowl. That event generates revenue for the Chamber, showcases our restaurant members and provides exhibition space for some of our business members. At the same time, the event draws a somewhat different audience than many of our other activities.

We retooled the Tri-City Mixer with Burbank and Glendale to focus on our neighbor chambers. *The SGV Chambers After Dark* event at Noor in May was tremendously successful, with attendees from Altadena, El Monte/ South El Monte, La Canada Flintridge, San Gabriel, The San Gabriel Valley Black Chamber of Commerce, South Pasadena and Temple City joining Pasadena Chamber members for an evening of fun and networking. Look for that to return again next spring.

We sometimes choose to change how we communicate. We have aggressively pursued social media and used our blog to communicate with members and the community. We have found, at the same time, that our printed newsletter has had declining readership. So few members want to receive the hard copy version that we are ceasing printing it altogether.

Those members who still want to receive a printed version can opt in by emailing kelly@pasadena-chamber.org and we will copy and mail you the newsletter and inserts. We will continue distributing an expanded version of *Pasadena Commerce* via email, however.

SIP-tember: A Celebration of the Cocktail returns August 1st-Vote for your Favorite in the Bracket Challenge

SIP-tember: A Celebration of the Cocktail and the *SIP-tember Cocktail Bracket Challenge* return August 1st. For the seventh year, restaurants and lounges across Pasadena will offer cocktails in competition. The *SIP-tember Cocktail Bracket Challenge* is an annual six week long competition among Pasadena Chamber of Commerce member restaurants and lounges. Taste the best libations Pasadena has to offer at **White Horse Lounge, True Food Kitchen, Ruth's Chris Steak House, Otis Bar at La Grande Orange, Roy's Hawaiian, Taproom at the Langham, Bistro 45, Fleming's Prime Steak House, Vertical Wine Bistro** and more.

SIP-tember competitors serve drinks that are paired against each other in a competition. Drinks being offered for the challenge include special margaritas, new interpretations of traditional cocktails and some specially created drinks from some of Pasadena's premiere mixologists. Previous drinks named Pasadena's favorite cocktail include the Broad Street Hurricane and Julio's Passion from **Ruth's Chris Steak House**, the Vin de Pamplemousse from **Green Street Restaurant** or **White Horse Lounge's** Forbidden and The Ish from **Sushi Roku**, 2017's Cocktail of the Year.

Once again, SIP-tember: A Celebration of the Cocktail culminates in a grand taste-off at the Rose Bowl in Pasadena on September 13th. *The Sip-tember Cocktail Bracket Challenge* Grand Finale is presented as part of the *Taste of Pasadena* by the Pasadena Chamber of Commerce as a Pasadena Restaurant Week event sponsored by the **City of Pasadena, Wells Fargo, the Sierra Family of Dealerships** and the **Rose Bowl**.

Voting for SIP-tember kicks off on August 1, 2018. A complete list of venues offering cocktails for the 2018 SIP-tember Cocktail Bracket Challenge will be announced in July. Information is posted at pasadenarestaurantweek.com as it becomes available.



The team from Sushi Roku won Cocktail of the Year 2017 with The Ish.

Taste of Pasadena and SIP-tember Finale is September 13

SIP-tember: A Celebration of the Cocktail culminates in a grand taste-off at the Rose Bowl in Pasadena. Everyone attending the *Taste of Pasadena* that evening will be able to taste the four finalist cocktails and vote for your favorite.

Everyone (21 years-old or older) attending the *Taste of Pasadena* that evening will be able to taste the four finalist cocktails and vote for your favorite. In 2017, more than four hundred people were on hand for the finale of the SIP-tember Cocktail Bracket Challenge. In addition to the four featured cocktail finalists, guests attendees at the SIP-tember Bracket Challenge Finale tasted culinary treats from **El Cholo, Sushi Roku, California Pizza Kitchen, POP Champagne Bar and Restaurant, Du-par's, Simply Cupcakes** and many more.

The Rose Bowl generously hosts the *Taste of Pasadena* on September 13, 2018.

Dance Syndicate is providing entertainment at the SIP-tember Finale and *Taste of Pasadena*. **Wells Fargo, the Sierra Family of Dealerships** and the **City of Pasadena** sponsor.

Tickets to the *Taste of Pasadena* are available online at www.pasadena-chamber.org and through EventBrite and Goldstar.



Expect lots of fun at the Taste of Pasadena at the Rose Bowl in September.

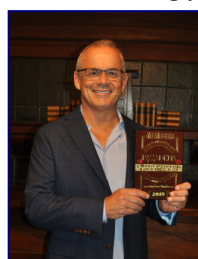
Clockwise from right, new members introduced at our networking breakfast in May were Carol Gignoux with **Live ADHD Free**, Andre Woods with **Woods Insurance Services**, Jessica Herroz with **Office1** and Moe Hurani with **Auto Care**. We also met Christi Christian and Caprice White with **Urbane Café**, Elizabeth Amezquita and Nancy Saracay with **EC Collision Center** and Dr. Drew Carr, Ph.D. with **Inner Space Psychological Services**.



We introduce new members at our monthly networking events. All new members receive a certificate which is good for free attendance at either a networking Luncheon Alliance or Connection Breakfast. Chamber membership and attendance at events is the best, and least expensive, way to grow and promote your business.



Clockwise, from right, we also met Donna Lee with **Planit Now!**, Dr. Hillary Wright, Steven Bernhardt with **LA's Largest Mixer** and Evy Zavala of the **Zavala Law Firm**. Also introduced were Egija Gailuma of **Amrita Water**,



Amalia Ghukasyan, California Representative of the **Chamber of Commerce and Industry of the Republic of Latvia**, Natalia Austin with **Stella Health Insurance Agency** and Dave Saenz with **Commercial Satellite Sales**.



Below, from left, at our Luncheon Alliance we met performer and songwriter **Glitter Rose**, Troy Franks with **Bankers Life and Casualty**, Cynthia Escobar with **The Power of Spirit**, Dick Weng of **Konvoy Tesla Rentals**, Stephanie Yamashiro and Tony Caracoza with **North Arroyo Neighbors**, Vince Major with **ATK Technologies, Inc.** and Weyland Morse with **Pathways College**.



New Members for April, 2018

Angeles Chorale, Jeffrey Shapiro, (818) 591-1735
British Swim School Pasadena, Angelica Cornejo, (626) 460-2001
CMg Design, Julie Markfield, (626) 395-0888 x 101
Fortune Time USA, LLC, Douglas Wu, (213) 275-8357
Gold's Gym Pasadena, Christina Kernan, (405) 888-0987
Halper Fine Art, Mark Halper, (323) 664-7070
Hillary Wright, PhD, Hillary Wright, (310) 633-1295
Inner Space Psychological Services, Drew Carr, (626) 325-8091
North Arroyo Neighbors, Stephanie Yamashiro, (310) 933-2687
Pasadena Rotary Club, Wendy Anderson, (626) 400-6750
Pathways College, Weyland A. Morse, (626) 714-8957
Sage Raven Business Advisors, Nicole Johnson, (907) 947-8854
Urbane Café, Christi Christian, (626) 202-1616

New Members for May, 2018

Bone Kettle, Eric Tjahyadi, (626) 795-5702
Eddy and Schein Group, Chris Glaeser, (626) 497-2081
ITECH FUNDING, Lillian Meng, (626) 999-7585
Konvoy Tesla Rentals, Richard Weng, (415) 481-1534
Marathon Communications, Sheila Gonzaga, (323) 655-4660
Office1, Jessica Herroz, (714) 352-2807
Omni Building Services, Inc./Tri Maids, Inc., Pamela Buettner, (626) 305-0040
Peekaboo Gallery, Matt Kennedy, (626) 800-5355
Planit Now, Donna Lee, (323) 774-2880
Rosewood Revitalization Group, Michael M. Mendoza, (626) 221-4043
Stella Health Insurance Agency, Natalia Austin, (626) 755-8935
Stretch Pro LA, Jennifer Orelia, (323) 848-4339
The Power of Spirit, Cynthia Escobar, (626) 487-7646
World Funding Co., Lori McShane, (626) 807-5621

Renewing Members for April, 2018

ONE TO FIVE YEARS

A1 West Commercial Real Estate
 AccessorEyes Optometry
 April Blooms Boutique
 Birdi & Associates, Inc.
 Burns & McDonnell Engineering Co., Inc.
 Cross Campus
 Deborah Morehead-Marriage Family Therapist & Relationship Coach
 Fong and Aquino, LLP
 Green Dot Corporation
 Healthcare Partners-401 S. Fair Oaks
 Lincoln Avenue Nursery, Inc.
 Lucky Baldwins Pub
 Plate 38
 The Print Spot
 The Ellington
 Tutor Doctor
 Twohey's
 We Olive & Wine Bar Pasadena

SIX TO NINE YEARS

Amara Chocolate & Coffee
 Banner Bank

California Bank & Trust
 Freight Right Global Logistics
 Legends Premium Sales/IMG
 Luther Bank Savings
 Metro Gold Line Foothill Extension Construction Authority
 MonteCedro
 PeopleReady-A TrueBlue Company
 The Hettema Group
 Visiting Angels Living Assistance Services

TEN TO FOURTEEN YEARS

Healthcare Partners-675 S. Arroyo Parkway
 Home Instead Senior Care-CA HCO# 194700130
 Pasadena Home Health Care
 SORRISO-Bar Celona
 State Farm Insurance-John Diehl
 Stratz & Company
 University of Redlands School of Business
 Wells Fargo Bank

FIFTEEN TO FIFTY YEARS

Altadena Town & Country Club
 Art Rodriguez & Associates
 Beven & Brock Property Management Co., Inc.
 Bolton & Company
 Carousel Custom Floors
 Douglas Auto Body & Paint
 Huntington Library, Art Collections & Botanical Gardens
 Kathleen's Restaurant
 Orswell & Kasman, Inc.
 Parsons Corporation
 Pasadena Weekly
 Quest Financial Services
 Toyota & Scion of Pasadena
 Trumark Real Estate Management
 USC Pacific Asia Museum
 Win-Win Workplace Solutions

MORE THAN FIFTY YEARS

Caltech, 71 yrs
 George L. Throop Company, 95yrs
 Jacob Maarse Florist, 51yrs
 Volkswagen Pasadena, 57yr

Renewing Members for May, 2018

ONE TO FIVE YEARS

Arcadia Performing Arts Center Foundation
 Assessment, Consultation & Treatment (ACT)
 BenAssist Health Insurance Services
 Custodia Freight Services
 The Dexheimer-Erickson Corporation
 Golden State Collective
 Greater Los Angeles Area Council-BSA
 Healthcare Partners
 Holliston Foundation, The
 John Wells Golf Shop-Brookside
 The Kensington Sierra Madre
 Kona Ice Central Pasadena
 Lavender & Honey Espresso Bar
 People's Care
 Printing Office FCU-a Division of Pasadena Service Federal Credit Union
 South Coast Fibers/American Reclamation
 Travel Gallery-Panda North America
 White Horse Bar Lounge

SIX TO NINE YEARS

All Saints Church
 Blue Chip FoodSystems, Inc.
 Hello! Home Care
 IMEG | TTG
 Larson & Gaston, LLP
 Pacific Coast Regional Small Business Development Corporation
 Pasadena Gateway Villas
 Printing Control

Right At Home In Home Care Assistance with RightCare
 Sierra Honda
 Sierra Java, Inc.
 True Blue Maids
 Tyler Gonzalez Architects, Inc.

TEN TO FOURTEEN YEARS

Art Deco Entertainment
 Enhanced Marketing Performance
 La Grande Orange Café
 Saint Andrew Catholic School
 The Hat

FIFTEEN TO FIFTY YEARS

Arroyo Car Wash Corp.
 Barney's Beanery
 Bolton & Company
 Century Rooter Service and Plumbing
 Community Bank
 Corcoran Bookkeeping & Tax Services
 Corporate Center Pasadena
 Dolphin Rents
 Il Fornaio
 Kiwanis Club of Pasadena
 LACERA Gateway Property Inc.-c/o Avison Young-Southern California, LTD.
 Leadership Pasadena
 Linden Optometry, P.C.
 May Consulting Group, Inc.
 Pasadena Foothills Association of Realtors
 Pasadena Symphony and Pops
 Plotkin Partners

Salvation Army
 Thorson Buick GMC of Pasadena
 Unified Valet Parking, Inc.
 The UPS Store #3268

MORE THAN FIFTY YEARS

Bickley Printing Company, 70yrs.
 Palermo, Barbaro, Chinen & Pitzer, LLP, 70yrs.

These Members Recently Had Significant Anniversaries with the Pasadena Chamber:

Five Years: Accessoreyes Optometry, Arcadia Performing Arts Center Foundation, Greater Los Angeles Area Council-BSA, Twohey's

Ten Years: Art Deco Entertainment, La Grande Orange Café, University of Redlands School of Business, Wells Fargo

Fifteen Years: Trumark Real Estate Management

Twenty Years: Douglas Auto Body and Paint, Kiwanis Club of Pasadena

Twenty-Five Years: Il Fornaio

Thirty-Five Years: Pasadena Weekly

Forty Years: Salvation Army

Forty-Five Years: Carousel Custom Floors, Parsons Corporation

Seventy Years: Bickley Printing Company, Palermo, Barbaro, Chinen & Pitzer, LLP



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PASADENA CHAMBER OF COMMERCE MISSION STATEMENT:
WE ARE AN EFFECTIVE ECONOMIC AND POLITICAL FORCE FOR OUR MEMBERSHIP.

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Luncheon Alliance

There is no networking Luncheon Alliance in July due to Independence Day.

The lunch on August 1st is sponsored by **Jeremy Baker and Arroyo Financial and Insurance Solutions.**

The *Luncheon Alliance* starts promptly at 11:45am at **Brookside Golf Club** at 1133 North Rosemont Avenue in Pasadena.

Connection Breakfast

On July 12th at 7am, Karla Caceres and **Southern California News Group & Atdaxi** sponsors our networking *Connection Breakfast* at **The Women's City Club** at 160 N. Oakland Avenue.

On Thursday, August 9th, Jeff Rosen of **Cunningham Legal** sponsors.

Lunch and breakfast are \$25 for members/\$30 for non-members. Those reserving after the deadline pay \$5 more.

Chamber After Hours Social and Mixer

Join us at **Cabrera's Mexican Cuisine** on July 19th at 5pm for *Chamber After Hours Social and Mixer* from 5pm to 7pm at 655 N. Lake Ave in Pasadena. There is free parking.

Admission is free for Pasadena Chamber members. All others pay \$10.

On Thursday, August 16th at 5pm join us as **Paul Mitchell The School** at 825 E. Green St. in Pasadena hosts our mixer. *Park on the street or in the lot (off Hudson).*

Pasadena Chamber members top Readers' Choice poll

Pasadena Chamber members were recognized in the annual **San Gabriel Valley Tribune/Pasadena Star-News** Readers Choice Awards poll.

- Audiologist: Hear Center
- Hypnotherapist: Ted Moreno
- Optometrist: Dr. Alan Limfat-Linden Optometry
- Air Conditioning/Heating: Airtro
- Bank: Banner Bank
- Barber Shop: Sport Clips
- Bookstore: Vroman's Bookstore
- Cemetery Plot Broker: Cabot & Sons
- Dry Cleaners: Bryan's
- Event Tickets: Sharp Seating
- In Home Care: Visiting Angels
- Furniture: Fedde Furniture
- Massage: Massage Envy
- Moving Company: Pink Transfer
- Pharmacy: CVS
- Rooter Co. Western Rooter
- Storage: Space bank
- Tutoring: Tutor Doctor
- Wig Store: Don's Wigs
- Yoga Studio: Hot Yoga
- Non-Profit: Foundation for Living Beauty
- Cancer Treatment: City of Hope
- College Extension: Pasadena City College
- Cosmetology School: Paul Mitchell
- Hospital Group: Healthcare Partners
- Hotel: Langham Huntington
- Live Theater: Pasadena Playhouse
- MBA Program: CIAM
- Medical Group: Kaiser Permanente
- Music School: Pasadena Conservatory
- Outdoor Entertainment: Rose Bowl
- Place to Have Fun: Santa Anita
- Place for Kids' Fun: Kidspace
- Worship: All Saints Episcopal
- Senior Community: Villa Gardens
- American Cuisine: Clearman's Northwoods Inn
- Asian Cuisine: Panda Inn
- Diner: Twohey's
- Fine Dining: Alexander's Steakhouse
- Hot Dog: Dog Haus
- Indian Cuisine: All India Café
- Japanese Cuisine: Kabuki
- Local Winery: Old Oak Cellars
- Romantic Restaurant: Parkway Grill
- Thai Food: President Thai



New members introduced at networking events in May and June included, below from right, Chris Glaeser from **Eddy and Schein Group**, Karla Rodriguez-Herrera with **HartmanBaldwin Design Build**, Michael Rahimzadeh with **New York Life**, **Greater Pasadena**, Lori McShane of **World Funding Company** and Kimberly Oler and Kristy Rojas with **All Love Collections.**

