

President's Message

Each year, the Chamber, with guidance from our Legislative and Government Affairs Committee, takes positions on a variety of issues we think will impact the local business community, our members or the Pasadena economy.

Two issues we are watching very closely impact different segments of our membership and could significantly endanger our economy and the financial well-being of some of our members.

Once again, advocates are trying to qualify a ballot measure in Pasadena that would impose rent control and other measures considered tenant protection initiatives. The Chamber has never been supportive of artificial price restrictions, especially of rental units. In our analysis over the years, we have determined that rent control does not add to affordable housing stock. In fact, in most cases, rent control has the opposite effect, tenants in rent controlled apartments stay in their units much longer, in many cases for their lifetimes. Rent control, in fact, becomes an entitlement for those living in rent controlled apartments. At a time when Pasadena and California need more housing to be built at all price levels, rent control stifles any incentive developers have to build rental units. At the same time, the inability of landlords to increase rents to cover upgrade and improvement costs diminish the quality of rental units.

The other issue we are watching will impact all commercial properties in California. A ballot measure has been qualified for statewide consideration of a change to Proposition 13 that would allow commercial properties to be taxed at market rates and to have the valuation of commercial property reassessed every few years. The Chamber opposes any attempt to undermine Prop 13 and has consistently taken positions opposing any attempt to tax business properties at a rate different than single family residential properties.

SIP-tember: A Celebration of the Cocktail Returns August 15th Cocktail Bracket Competition Culminates at Taste of Pasadena October 10th at the Rose Bowl

SIP-tember: A Celebration of the Cocktail and the *SIP-tember Cocktail Bracket Challenge* return August 15th. For the eighth 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, Ruth's Chris Steak House, Otis Bar at La Grande Orange, Roy's Hawaiian, Taproom at the Langham, Bistro 45, Trejo's Cantina Pasadena, 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 2018's favorite cocktail the Ume Fashioned from **The Taproom at the Langham**. Previous winners include the Broad Street Hurricane and Julio's Passion from **Ruth's Chris Steak House**, the Vin de Pomplemousse from **Green Street Restaurant**, **White Horse Lounge's** Forbidden and The Ish from **Sushi Roku**.



Once again, SIP-tember: A Celebration of the Cocktail culminates in a grand taste-off at the Rose Bowl in Pasadena on October 10th. *The Sip-tember Cocktail Bracket Challenge* Grand Finale is presented as part of the *Taste of Pasadena* by the Pasadena Chamber as a Pasadena Restaurant Week event sponsored by **Wells Fargo**.

Voting for SIP-tember kicks off on August 15, 2019. A complete list of venues offering cocktails for the 2019 *SIP-tember Cocktail Bracket Challenge* will be announced in late July. Information is posted at pasadenarestaurantweek.com as it becomes available.

Advertise Your Business to New Homeowners on the Monthly Chamber Postcard Mailing

You can reach new homeowners in Pasadena, Altadena, Arcadia, Sierra Madre, San Marino, South Pasadena, Eagle Rock and La Canada with a monthly postcard mailing. Advertising rates are very reasonable.

Reach out to new homeowners who will need to find services, restaurants, museums, retail stores and more in their new communities. Introduce your business to new homeowners and be among the first they hear from.

2500 postcards will be printed and mailed. Postcards mailed monthly until supply runs out. Mailing begins in August, 2019! Postcards printed in full color. You supply the ad art, or we can build an ad for you. Ad sizes vary, but space is limited due to size constraints.

Only a set number of ads will be sold, so act now.

For advertising information contact Debra Wells at 626.219.8356 or email pasadenachamberguide@gmail.com.

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ALLSTATE IS NOT
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YOUR AD HERE

Clockwise from right, new members introduced at our networking events in May were Angelica Urquijo with **The Imagen Group**, Cheryl Gaona with **Aflac**, Deborah Johnson, M.A., **Presentations, Consulting and Seminars**, and Elizabeth Dever with **Fire Family Foundation**. We also met Venturino (Ven) Piccolo with **Delpick**, Laura Huang with **Laura Acupuncture Clinic** and Lee Owens with **Caviar Dreams**. New members are introduced at each of our monthly networking events.



Below, from left, introduced during June were new members Keith Vance and Monte Gagnier with **Fidelity Investments**, Ming Tommy Tam with **Merrill Lynch**, Rachel Rapport with **Prestige Management and Consulting** and Kyle Minton with **Final Touch Media**.



We also present certificates recognizing milestone anniversaries with the Pasadena Chamber at our networking events. Clockwise, from right, Board members John Leano and Debbie Unruh and Board Chair Justin Tsui made the presentations to Wende Lee of **The Print Spot** (5-years), Mike Antenesse of **Foothill Unity Center** (15-years), Aaron Wheeler of **Pasadena Media** (5-years) and Elizabeth Dever of **Fire Family Foundation** (10-years) and Connie Aguilar of **Options for Learning** (20-years).



New Members for April, 2019

Aflac, Cheryl Gaona, (626) 234-9513
Atticare LA Corp, Daniel Lamb, (818) 569-9675
Deborah Johnson, M.A., Presentations, Consulting, Seminars, (909) 949-0326
Delpick, Ven Piccolo, (310) 728-5597
Foothill Family, Nataly Portobanco, (626) 993-3000
International Myeloma Foundation, Maria del Rio-Gomez, (626) 675-3324
Levy at Brookside Golf Club and Rose Bowl, Chelsea Jones, (626) 577-4497 Ext.207
Moore Real Estate Group, Christina Sham Acevedo, (213) 236-3795
MS Travel Planner, Marjorie Schmitt, (626) 491-2657
Pasadena Post Office, Tracy Jones, (626) 304-7157
Stone Busailah, LLP, Muna Busailah, (626) 683-5600
Superb Dental Care, Jeanelle Barbon, (626) 844-7778
The Blanch Law Firm, Alana Segal, (213) 336-3233
Travelers Insurance, Antonio Carbajal, (626) 650-5154

New Members for May, 2019

ChapCare-North Lake, Andrew Delgado, (626) 344-3397
Groundworks Industries, Chasity Roesler, (971) 400-3535
Kurtz Consulting, Cynthia Kurtz, (626) 253-2149
Merrill Lynch, Ming Tommy Tam, (626) 817-6805
OsteoStrong Pasadena, Ian Lang, (626) 818-8466
Prestige Management and Consulting, Rachel Rapport, (818) 590-6079
The Ortiz Law Firm, Tomas Ortiz, (626) 720-9865
Union Bank, Shelly Chia, (626) 322-8450



Renewing Members for April

ONE TO FIVE YEARS

BenAssist Health Insurance Services
Bone Kettle
California Closets
Deborah Morehead-Marriage Family
Therapist & Relationship Coach
Descanso Gardens
Green Dot Corporation
North Arroyo Neighbors
Omni Building Services, Inc./
Tri Maids, Inc.
Pasadena Service Federal Credit Union-
Covina
Pathways College
The Print Spot
Shriners for Children Medical Center
South Coast Fibers/American
Reclamation

SIX TO NINE YEARS

Cititrust Insurance Agency
Freight Right Global Logistics
The Hetteema Group
Old Oak Cellars
Pete Whan & Associates Inc.-
Keller Williams Realty
Right At Home In Home Care
Assistance with RightCare
Sears
TeamLogic IT of Pasadena

Renewing Members for May

ONE TO FIVE YEARS

Atkinson, Andelson, Loya Ruud & Romo
College Nannies & Sitters
Custodia Freight Services
Dexheimer-Erickson Corporation, The
Gerry Rothschild Band
Glitter Rose
Healthcare Partners
Holliston Foundation, The
Keck Medical Center of USC, University
of Southern California
Kensington Sierra Madre, The
Kitchen for Exploring Foods, The
Lavender & Honey Espresso Bar
Madeline Garden Bistro & Venue
National Community Renaissance
Optimum Seismic
Rosewood Revitalization Group
Sierra Madre Animal Hospital
Thomas Hicklin, MD
Trejo's Cantina Pasadena
Woods Insurance Services

SIX TO NINE YEARS

All Saints Church
Foothill Transit
Gooden Center
IMEG | TTG
Larson & Gaston, LLP
Maginnis Knechtel & McIntyre, LLP
Mimi et Cie, LLC-Private Jewelers

TEN TO FOURTEEN YEARS

Acura of Glendale
Art Deco Entertainment
Fire Family Foundation
Home Instead Senior Care-CA HCO#
194700130
La Grande Orange Café
Luther Bank Savings
Metro Gold Line Foothill Extension
Construction. Authority
Pasadena Gateway Villas
Pasadena Home Health Care
Rodeway Inn & Suites
Southern California Edison (SCE)
State Farm Insurance-John Diehl
Wells Fargo Bank

FIFTEEN TO FIFTY YEARS

Beven & Brock Property Management
Company Inc.
Carousel Custom Floors
CityCenter Co.
Douglas Auto Body & Paint
Pasadena Weekly
Quest Financial Services
USC Pacific Asia Museum
Win-Win Workplace Solutions

MORE THAN FIFTY YEARS

AT&T, 97yrs.
Jacob Maarse Florist, 52yrs.
Volkswagen Pasadena, 58yrs.

True Blue Maids
Tyler Gonzalez Architects, Inc.
Vacation Living LLC
Vons Corporate Office

TEN TO FOURTEEN YEARS

Micro Trends, Inc.
President Thai Restaurant
Redstone Commercial Real Estate
Sierra Java Inc.
University of Redlands School
of Business

FIFTEEN TO FIFTY YEARS

Arroyo Car Wash Corp.
Barney's Beanery
Bolton & Company
Celestino Ristorante Bar
Century Rooter Service and Plumbing
The Hat
LACERA Gateway Property Inc.-
C/O Avison Young Southern California
Leadership Pasadena
Pasadena Foothills Association
of Realtors
Pasadena Symphony and Pops
Pasadena Towers-
Building Management Office
Plotkin Partners
Rose Bowl Aquatics Center
Saint Andrew Catholic School

These Members Had Milestone Anniversaries with the Pasadena Chamber

Five Year Anniversary: BenAssist Health Insurance Services, The Kensington Sierra Madre, Lavender & Honey Espresso Bar, The Print Spot, Sierra Madre Animal Hospital

Ten Year Anniversary: Fire Family Foundation, Luther Bank Savings, Metro Gold Line Foothill Extension Construction Authority, Micro Trends, Inc., Pasadena Gateway Villas, Rodeway Inn & Suites, Sierra Java, Inc.

Fifteen Year Anniversary: The Hat, Saint Andrew Catholic School

Twenty Year Anniversary: Win-Win Workplace Solutions

Thirty Year Anniversary: Beven & Brock Property Management Co. Inc.

Forty Year Anniversary: Pasadena Foothills Association of Realtors

Eighty Year Anniversary: BRYAN'S Cleaners & Laundry

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

MORE THAN FIFTY YEARS

Bickley Printing Company, 71 yrs.
BRYAN'S Cleaners & Laundry, 80 yrs.
Citizens Business Bank, 99 yrs
Palermo, Barbaro, Chinen & Pitzer,
LLP, 71 yrs.





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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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*past chair **ex-officio

STAFF

Kelly Shearer, Member Services Manager
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Luncheon Alliance

The August 7th Luncheon Alliance is sponsored by Brandon Taba and **Hyatt Place Pasadena**.

The Luncheon Alliance on Wednesday, September 4th is sponsored by Gerry Rothschild. Hear about the full range of musical offerings the **Gerry Rothschild Band** can offer your event.

The *Luncheon Alliance* starts promptly at 11:30am.

Connection Breakfast

On Thursday, August 8th, at 7am Andy Duguay and **Moscow Ballet** sponsors our networking breakfast.

Join us on Thursday, September 12th as Craig Valine and **Enhanced Marketing Performance** sponsors the networking event.

Lunch and breakfast are \$30 for members/\$35 for non-members. Those reserv-
ing after the deadline pay \$5 more.

Chamber After Hours Social and Mixer

Kick-off SIP-tember and enjoy great food and drink as **Trejo's Cantina Pasadena** hosts the *Chamber After Hours Social and Mixer* on August 15th at 37 S. El Molino in Pasadena from 5pm to 7pm.

September's mixer is at the newly renovated **Sheraton Pasadena**. Join us at 303 Cordova St. on September 19th. *Admission is free for Pasadena Chamber members. Others pay \$10.*

Taste of Pasadena Returns October 10th.

SIP-tember: A Celebration of the Cocktail culminates in a grand taste-off at the **Rose Bowl** in Pasadena. Everyone 21 years or older attending the *Taste of Pasadena* on October 10th will be able to taste the four finalist cocktails and vote for your favorite.

In 2018, 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 at the *SIP-tember Bracket Challenge Finale* tasted culinary treats from **El Cholo, Sushi Roku, California Pizza Kitchen, Du-par's, Foothill, Nothing Bundt Cakes**, and many more.

The **Rose Bowl** generously hosts the *Taste of Pasadena* on October 10, 2019. Dance Syndicate is providing entertainment at the SIP-tember Finale and *Taste of Pasadena*.

Wells Fargo and Verizon sponsor. Tickets to the *Taste of Pasadena* are \$35 in advance and \$75 at the door and available online at www.pasadena-chamber.org and through EventBrite and Goldstar.



Economic and Business Summit October 22nd at the University Club

Get insights into our local economy. Find out about crucial industries to Pasadena. Learn about risks and threats to our economic well-being. Hear from experts about trends and innovations that could impact our member businesses and the Pasadena Economy.

On October 22nd, the Chamber presents the seventh **Economic and Business Summit** at the **University Club**. The event includes lunch as well as the informative program. Cost is \$50 per person. Corporate tables of eight are \$400 and include recognition during the event and table signage.

Join us on Tuesday, October 22, 2019, at 11:30am at The University Club at 175 North Oakland Avenue in Pasadena.

The program will include overviews of our economy by recognized experts and a facilitated panel discussion of industries and issues of concern to local businesses.

Verizon and Wells Fargo sponsor.

Invitations will be mailed in September. If you would like to be added to the invite list, please email Leanne@pasadena-chamber.org. You can sign up and pay online at www.pasadena-chamber.org/forms/business-and-economic-summit. For information call the Chamber at (626) 795-3355 or visit our website at www.pasadena-chamber.org.



SAVE THE DATES

Pasadena Chamber of Commerce
President's Breakfast
December 5th at The Hilton Pasadena

Pasadena Chamber of Commerce
Holiday Party
December 10th at The Romanesque Room