

President's Message

The election is over (at least this round). In Pasadena, there will be a runoff election for Mayor between incumbent Terry Tornek and Council Member Victor Gordo coincidental with the November Presidential Election.

So, what's changed? Really, probably not all that much in Pasadena, except those of us who live here can anticipate eight more months of local election activity.

Measure R to extend oversight of the Los Angeles County Sheriffs to an committee and make that oversight more robust passed, indicating LA County voters are uncomfortable with both operation of the Sheriff's Department and current oversight by the county.

County and state voters, however, did have something to say about bond measures and voter approved financing. Proposition 13, the state bond measure to generate revenue for public schools and colleges failed. In LA County, measure FD, which would have generated funds to upgrade, build and equip firehouses in Los Angeles County also failed.

Are California and LA County voters showing a distaste for extraordinary funding measures put before them or is this an anomaly?

I expect voters see public safety, and especially fire protection, as a core responsibility of the government. Rather than ask impacted voters to pay for improvements to LA County's fire fighting efforts, those voters said clearly the county needs to fund those efforts from current revenues.

Proposition 13 was another of the school funding bonds that voters have been seeing almost every election cycle. Its failure may have more to say about voter fatigue than disinterest in funding schools and colleges.

Or maybe voters are feeling over-taxed for everything and would like to see our local and state governments live within their means while appropriately and effectively funding programs voters expect from government.

Celebrating Commitment Invitation-Only Event April 20th Honors Long-Term Pasadena Chamber Members

The Pasadena Chamber of Commerce and Civic Association celebrates our members milestone anniversaries on April 20th. The exclusive invitation-only event honors those Chamber members who have demonstrated their support of the Chamber and the value of their investment through long-term membership.

At *Celebrating Commitment* we will honor those members with milestone anniversaries at the event, as well as those with 50 years or more of continuous Pasadena Chamber membership.

At our *Inaugural Gala* in June, 2018, we celebrated the 100th continuous year of membership by **Anderson Business Technology**. Elmer Anderson was one of the driving forces in evolving the Pasadena Board of Trade into the Pasadena Chamber of Commerce and Civic Association and was one of the first to join the Chamber when we became a membership organization. Several other companies have been continuous members for nearly 100 years. Anderson Business Technology and other Chamber members will be honored for their long and positive contributions to our community.

The Chamber will also recognize those with milestone anniversaries, from five and ten year members to those with 45 and 50 years, and more.

We will be hosting a terrific party at **Altadena Town and Country Club** on April 20th. Guests will enjoy cocktails, beer, wine and soft drinks, appetizers and much more. The celebratory program will recognize members for anniversaries and their long-term commitment to the Pasadena Chamber of Commerce and our economy.

This invitation-only event is completely sponsor supported. To sponsor *Celebrating Commitment* and our long-term business and community supporters, please contact Leanne at Leanne@pasadena-chamber.org or call the office at 626-795-3355.

Invitations are being mailed to those Pasadena Chamber members being honored at *Celebrating Commitment*.



Pasadena Chamber Member Atkinson, Andelson, Loya, Ruud and Romo Partners for Free Small Business Lunch & Learn Series

The Pasadena Chamber of Commerce is partnering with our member law firm **Atkinson, Andelson, Loya, Ruud and Romo** to present a no-cost lunch & learn series on how to improve business practices, avoid costly regulatory violations and maintain a positive work environment for your employees. Lunch will be generously provided for attendees courtesy of AALRR.

The Pasadena Lunch & Learn series is intended for employers who do not have their own human resources, legal or compliance offices. If you have employees, these workshops could help you maintain good relationships and keep in compliance with ever-changing regulations.

Topics to be discussed include:

- Boot Camp for Employers: Keeping the Personnel File
- Your Business' Body Armor: What You need to Know about Corporate Entities
- Employee or Independent Contractor: Making Sure You're Protected
- Contracts Boot Camp: Understanding the Basics
- Sexual Harassment and Retaliation: Keeping Your Company Safe
- Under Lock and Key: Protecting Confidential Information and Trade Secrets

The first workshop will be offered on March 25th at 12noon. To register, please email Paul@Pasadena-Chamber.org. First-come, first-served. Space is limited.

Clockwise from right, new members introduced at our networking events in November were Dr. Dareen Khalaf of **Quick Stop Urgent Care**, Lew Casey of **LHC Capital Partners**, Joel King and Eszylfie Taylor of **Taylor Insurance and Financial Services**. We also met Nikolay Voronovich of **Dance Street**, Samuel Chun of **SC Business Solutions** and James Harwood of **Soteria HR**.

New members are introduced at our monthly lunch and breakfast networking events.



In December we introduced (Clockwise, from right), real estate agent Christine Morton with **Coldwell Banker**, Cory Brendel with **Pasadena Rotary**, Ethan Stone with **Mobility Works Adaptive Vehicles**, Justin Lee with **New York Life**, Katrina Yuille, DDS and Kimberly Ko with **The Canyon at The Rose**.



(Clockwise, from right) in February, introduced were new members Laura Avanesyan with **My Image Skin and Body**, Ruel Rodgers with **Online Trading Academy** and Samuel Orozco with **The Junkluggers of San Gabriel Valley**. We also introduced Ardie Hood with **Actionable Consulting Services** and Jack Thompson with **Big Wave Window**. We also met Alex Sierra and Tori Gutierrez with **Cetera Investors**, Carmen Bowen with **Saybrook University**, Dane Flanigan, Julia Samaniego and Myke Wright with **ultraHealth Agency** and Marcus McDuffie with **Aion Training**.



New Members for December, 2019

Big 5 Sporting Goods, Andrea Campos, (310) 343-4899

Coldwell Banker Pasadena, Christine Morton, (626) 222-7093

Joe's Auto Body & Paint, Inc., Silvie Baghdadian, (626) 793-0151

Kairos Partners, Ryan Ku-Borden, (323) 373-3150
MobilityWorks-Adaptive Vehicles, Ethan Stone, (626) 584-8181

Online Trading Academy-Woodland Hills, Ruel Rodgers, (949) 431-1407

The Elifant Group, Joseph Lee, (626) 460-1330
Verizon, (800) 922-0204

New Members for January, 2020

Amazing Lash Studio Pasadena, George Schultz, (760) 552-2788

Big Wave Window, Jack Thompson, (626) 677-0713

Cetera Investors, Tori Gutierrez, (562) 685-4979

Choza 96, Sonia Linares, (626) 432-4692

Clazzical Notes, Jerri Price-Gaines, (626) 833-2750

Hoving Home, Michael Anne Hope, (626) 405-0950

Nestled in Time Photography, Joanna Law, (626) 678-1992

The Honey Comb Hair Studio, Jannette Gonzalez & Sandra Galarza, (626) 365-1105

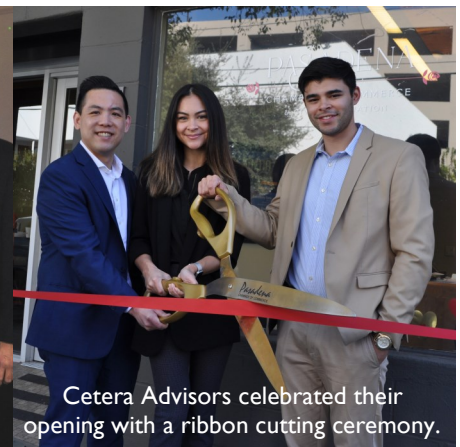
ultraHealth Agency, Dane Flanigan, (877) 390-0992



Hardcore Fitness celebrated their anniversary with a ribbon cutting ceremony.



Pasadena Vice Mayor Tyrone Hampton joined us for the Chamber Holiday Party.



Cetera Advisors celebrated their opening with a ribbon cutting ceremony.

Renewing Members for December

ONE TO FIVE YEARS

Arroyo Financial & Insurance Solutions
Bank of the West
Crack Shack Pasadena
Dorado Design & Construction, Inc.
Envision Consulting
Fiedler Group
Friends in Deed
The Gamble House
Granville
Hyatt Place Pasadena
Kinsel Forensic Accounting, LLP
Lincoln Avenue Nursery, In c.
Pilates of Pasadena
Post Pack and Ship
Robert W. Nethery Enterprises
Roscoe's House of Chicken n' Waffles
Santa Teresita, Inc.
SanZman Productions
School of Rock Pasadena
Stark Spirits Distillery
The Stand
Sullivan, Workman & Dee, LLP

SIX TO NINE YEARS

Aire Serv of Pasadena
Architecture for Education Incorporated
Cheveux Hair & Makeup Salon
Citrust Insurance Agency
Harrington Group, LLC

Renewing Members for January

ONE TO FIVE YEARS

Air-Tech Air Conditioning
& Heating, Inc.
Alzheimer's Association California
Southland Chapter
Arroyo Village Escrow Services
Aspires West Pasadena
California State University, Los Angeles
Copyfree Document Imaging
and Solutions
Integral Associates Dena, LLC
Jiangsu-California International
Education Center, Inc.
Keck Medical Center of USC,
University of Southern California
May Catering
Ste. Marie Specialists
Studio Ren Architecture
Two Men and a Truck

SIX TO NINE YEARS

Dog Haus
Dog Haus Biergarten
Domino's Pizza
Ganahl Lumber
Pasadena Media
Phillips, Fractor & Company, LLC
United States Congress-Judy Chu
Urth Caffe
The Walnut Plaza, LTD

Robert Hall & Associates
Storrier Stearns Japanese Garden
Umami Burger Pasadena

TEN TO FOURTEEN YEARS

A Noise Within
Eugene Masuda
L. A. Financial Credit Union
Small Business Networking Group, Inc.,
dba Professional Referral Organization
(PRO)

FIFTEEN TO FIFTY YEARS

Air-Tro Heating & Air Conditioning
Barbara Rocha and Associates
Budincich Chiropractic Clinic, Inc.
Business Networking Alliance/BizNet
Comfort Inn-Pasadena
The Dynamic Advantage
Green Hotel Apartments
Hilton Pasadena
Pacific Premiere Bank
Pasadena Police Officers Association
University Club of Pasadena

MORE THAN FIFTY YEARS

Anderson Business Technology, 101yrs.
Fedde Furniture Company, 54yrs.
Hahn & Hahn, LLP, 95yrs.
Huntington Hospital, 92yrs.

Westmoreland Academy/Institute for
the Redesign of Learning

TEN TO FOURTEEN YEARS

CertaPro Painters of Pasadena
CIBA Property Management, Inc.
D'Veal Family and Youth Services
Health Advantage Physical Medicine
Insignia PMG
John Blanchard Company, Inc.,
A Transportation Management
Company (Convention Shuttles)
Pasadena Outlook Newspaper

FIFTEEN TO FIFTY YEARS

California Pizza Kitchen
E-Central Credit Union
The Fair Oaks by Regency Park
Getaways Travel
Habitat for Humanity-San Gabriel
Valley
Hillsides
Historic First Lutheran Church
Holiday Inn Express Hotel & Suites
The Ice House
J. Robin & Associates Graphic Design
Kathleen's Restaurant
Kidspace Children's Museum
Kinometrics, Inc.
League of Women Voters of Pasadena
Old Fashioned Kettle Korn Co.

These Members Had Milestone Anniversaries with the Pasadena Chamber

FIVE YEAR ANNIVERSARY: Friends in Deed, Keck Medical Center of USC, (University of Southern California), Two Men and a Truck

TEN YEARS: Insignia PMG

FIFTEEN YEARS: Barbara Rocha and Associates

TWENTY-FIVE YEARS: Historic First Lutheran Church, Kathleen's Restaurant

THIRTY-YEARS: Pasadena Police Officers Association, Tom Sawyer Camps, Inc.

THIRTY-FIVE YEARS: Budincich Chiropractic Clinic, Inc., Comfort Inn-Pasadena

FORTY-YEARS: University Club of Pasadena

NINETY-FIVE YEARS: Hahn & Hahn, LLP

Pasadena Museum of History
Santa Anita Park (L.A. Turf Club)
Tom Sawyer Camps, Inc.

MORE THAN FIFTY YEARS

D. A. Davidson & Co., 68yrs.



John Leano representing Bryan's Cleaners and Laundry accepted a commendation recognizing Bryan's for 80 years of Chamber membership.

Health Insurance Broker John Barrett was recognized for fifteen years of Pasadena Chamber membership.



PASADENA CHAMBER OF COMMERCE AND CIVIC ASSOCIATION
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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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Raphael Henderson, Treasurer	and Vice-chair
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*past chair **ex-officio

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Kelly Shearer, *Member Services Manager*
 Leanne Waggoner, *Events & External Services Manager*
 Linda Whaley, *Office Manager & Staff Support Services*

Luncheon Alliance

The April 1st Luncheon Alliance is sponsored by **Harvey Slater Nutrition and Wellness**.

The Luncheon Alliance on May 6th is sponsored by realtor Sue Cook of **Deasy Penner Podley**.

The *Luncheon Alliance* starts at 11:30am in the Mediterranean Room at **Brookside Golf Club**.

Connection Breakfast

On Thursday, April 9th, at 7:30am Linda Niehaus with **Fox Junk Removal** sponsors breakfast.

Join us on Thursday, May 14th as Jonathan Edwards of **Citrust Insurance** sponsors the networking event.

Lunch and breakfast are held in the Mediterranean Room at Brookside at 1133 Rosemont Avenue. Cost is \$30 for members/\$35 for non-members. Those reserving after the deadline pay \$5 more.

Chamber After Hours Social and Mixer

Join us at **The Canyon at The Rose** on April 16th at 5pm for our monthly mixer. A premier live music venue, The Canyon at The Rose is at **The Paseo** with 90 minutes of **FREE** parking!

May's mixer is at **Fleming's Prime Steakhouse and Wine Bar**. Join us on May 21st at 179 E. Colorado in Pasadena. 90 minutes of free parking is available in the city lots nearby. *Admission is free for Pasadena Chamber members. Others pay \$10.*

Sponsor a Chamber Annual or Monthly Networking Event, Become a Leadership Circle Member

The Pasadena Chamber hosts events throughout the year. You can increase the visibility of your business while supporting the Chamber by sponsoring one or more events or activities.

Leadership Circle members can sponsor several events and pay dues at one time. You choose the events you would like to support. You can join at the Silver (\$10,000), Gold (\$15,000) or Platinum (\$25,000) levels. You receive recognition at your sponsorship level for those events you support as well as a banner acknowledgment on the main page of the Chamber website.

Sponsoring our monthly networking *Luncheon Alliance* or *Connection Breakfast* costs \$250 per event. As sponsor you get two seats at the event and seven minutes to promote your business to 50 to 75 people attending.

You can also host a *Pasadena Chamber After Hours Social and Mixer*. Hosts provide appetizers and soft drinks for the 50 to 75 people there.

Sponsorships are also welcome for our annual events. Sponsors are recognized on invitations, in public relations materials as well as in programs for the event. Annual event sponsorships are available for:

- *Celebrating Commitment: The Pasadena Chamber Member Anniversary Celebration*, April 20, 2020, at **Altadena Town and Country Club** (\$5,000 to \$10,000 Platinum includes ad in program).
- The Chamber's *Inaugural Gala*, June 26, 2020, at the **Langham Huntington Hotel Pasadena** (\$3,000 to \$5,000, includes ad in program).
- *Pasadena Restaurant Week* events (\$2,500 to sponsor *Pasadena Restaurant Week*, *SIP-tember: A Celebration of the Cocktail*, *The Taste of Pasadena* at the **Rose Bowl**, and *Cheeseburger Week*).
- Economic and Business Summit in October (\$2,000 to \$7,500).
- *President's Breakfast* honoring the **Tournament of Roses** in December (\$1,500 to \$2,500)

For information on sponsoring our annual events, please contact Leanne Waggoner. To sponsor our networking events please contact Kelly Shearer. Both can be reached at our office at 626-795-3355

Pasadena Chamber member Optimum Seismic sponsored retrofit awareness event

Silver Leadership Circle member **Optimum Seismic** sponsored a workshop devoted to awareness of the potentially devastating effects of an earthquake in Southern California and how damage can be minimized.

Margaret Vinci, manager of the Seismology lab at Caltech gave a presentation on the physics of earthquakes. She explained what causes them, why they are dangerous, how they are measured and what potential impacts

can be in Southern California. Narek Ekmekian of Optimum Seismic discussed recent regulation changes and the requirements now in place in Pasadena related to retrofitting soft-story buildings, those freestanding buildings built over surface-level parking. Pasadena fire Chief Bertral Washington discussed emergency preparedness and the procedures Pasadena has in place to deal with a seismic emergency.

Nearly 100 invited guests were on hand for the presentation. Pasadena Chamber members and others who own buildings that may be at-risk in the event of an earthquake were treated to lunch at Brookside Golf Club and the presentation, which included graphic representations of the effects of earthquakes on commercial properties.

You can be a Leadership Circle member of the Chamber and use your membership to sponsor events and activities that promote your business and bring awareness to your fellow Pasadena Chamber members.

