

PASADENA Commerce

January-February, 2018

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

VOL. 13, NO. 1

President's Message

For 2018, the Pasadena Chamber has made a few resolutions, in the form of new or changed activities and programs.

Our networking *Connection Breakfast* is moving from the **Courtyard by Marriott**, where we have been for the past several years, to the **Women's City Club**. We were very well taken care of at the Courtyard, but financial considerations and the chance to try a new venue prompted the move.

Each year, we bid the opportunity to host our networking events to all qualified members. As with our *Inaugural Gala, President's Breakfast, Golf Tournament* and other activities, we only work with Pasadena Chamber member venues.

This year's *Golf Tournament*, on April 13, 2018, will feature a morning tee off and an early afternoon awards reception.

We are co-hosting the second *Small Business Success Summit* with our member Craig Valine and **Enhanced Marketing Performance** at the **Hilton Pasadena** on Thursday, June 14, 2018. The event was successful in 2017, but we are making some changes to the format to include break-out sessions for more intimate and informal discussion with experts. The event will again feature Tech Triage where Chamber member experts will be available to consult on a wide variety of internet, technology, network and IT concerns.

On March 7, 2018, we will be hosting, with **Leadership Pasadena** and **Pasadena City College**, a non-profit job fair at Creveling Lounge on the PCC campus. Any non-profit Chamber member with employment opportunities can have a free table at the fair, which will be publicized throughout the area to job seekers.

Also this spring, Pasadena will host a multi-chamber mixer with our neighbors including South Pasadena, La Canada, Temple City and others.

Have a safe, prosperous and Happy New Year!

Celebrate Cheeseburger Week Beginning January 7th

Legend has it that, in 1924, young Lionel Sternberger burned a hamburger patty at his father's roadside stand, The Rite Spot, and, rather than throw it away (and risk the ire of his dad), put a piece of cheese to cover the charred burger and served it to a customer, who was delighted. Sternberger's *Aristocratic Burger, a Hamburger with Cheese*, is the first instance of a cheeseburger being served to a customer. Sternberger's accomplishment was documented in *Time* magazine, the *Los Angeles Times*, *Hamburger America* and many more print and online sources.

Once again, the Pasadena Chamber is celebrating the invention of the cheeseburger right here in Pasadena during *Cheeseburger Week*, from January 7 to January 12, 2018. Many of our favorite restaurants and burger joints are taking part this year. **Pie 'n Burger, Dog Haus and Dog Haus Biergarten, True Food Kitchen, Green Street Restaurant, Plate 38, 110 & Bellevue at Whole Foods Market, Umami Burger, The Terrace and The Tap Room at the Langham, White Horse Lounge, Edwin Mills by Equator and Vertical Wine Bistro**, and many others, are offering their take on the American classic. Some will feature inventive creations just for *Cheeseburger Week*. Others have special discounts or add-ons to regular menu items. Some offer cheeseburger alternatives, variations that explore the boundaries of burger-making.

Everyone enjoys a good cheeseburger, even a veggie or vegan version. Cheeseburger Week is a chance to return to an old favorite or try something new, or both. Get some friends together and organize a cheeseburger crawl or follow one of our pre-planned routes to sample burgers from a variety of places in one evening or afternoon.

Stop by **LA Financial Credit Union** at 1520 West Colorado Boulevard and see the commemorative plaque that was installed in 2017 to mark the spot where The Rite Spot stood, and the cheeseburger was invented in 1924.

Take the Cheeseburger Challenge and vote for your favorites in several categories. Cheeseburger Week is a Pasadena Restaurant Week event sponsored by the **City of Pasadena**. For more information and to vote in the Cheeseburger Challenge, visit www.pasadenarestaurantweek.com.



Pasadena Chamber, Leadership Pasadena and Pasadena City College Host Non-Profit Job Fair March 7th

The Pasadena Chamber of Commerce with a team from the current **Leadership Pasadena** class and **Pasadena City College** are presenting a Job Fair for those interested in working in the non-profit sector. The Job Fair will be on Wednesday, March 7, 2018, from 3pm to 7pm, in the Creveling Lounge on the campus of PCC. Parking is available in the PCC student lots for \$2 per day.

More than two dozen Chamber member non-profits will have tables where representatives can meet with prospective employees. Those interested in opportunities with local non-profit organizations should bring a resume and dress for a job interview.

The Chamber and Leadership Pasadena participants will also host a job-readiness workshop in advance of the fair for those who want to polish their resume or brush up on their interview skills.

Students from Pasadena City College, as well as others in job preparation programs, are invited to attend. Non-profits confirmed to host tables include **Union Station, 5 Acres, Options for Learning** and **Planned Parenthood**.

For more information or to have a table at the event, email amy@pasadena-chamber.org.

Clockwise from right, new members introduced at our networking lunch in November were Leigh Mace with **Town & Country Moving and Storage**, Rachel Matos with **Blue Lotus Collective** and Ruth Fournier with **LA Cryo**. We met Scott May with **May Catering**, Stephanie Campbell and Claudia Sandoval of the **California Art Club** and Vic Kerasimian of **Aire Serv of Pasadena**.



Below from left, at our Connection Breakfast we met Heather Becker with **Wynstan USA, Inc.**, Lidia Sagastume with **Blue Lotus Collective**, Lisa Cavelier with **Collaborate PASadena** and Ody Martin and Ruth Fournier with **LA Cryo**.



In December, we met, below from left, Victoria Alsabery with **Farmers Insurance, Alsabery Agency**, Ady and Monica Simion with **Ady Simion Real Estate**, Gabriella Waterman with **GSW Financial Partners** and Lynne Young with **Inner Image Lifecycle Solutions**.



Ribbon Cuttings, Celebrations and More



Clockwise, from top left, **Villa Gardens** 45 year membership recognition; Don Bosco Tech recognized **Pasadena Heritage** and the Chamber for placing a student intern; **Sushi Roku** Cocktail of the Year award; **Sport Clips** five-year anniversary; Liz Schiller, **Retirement Benefits Consulting**, ten-year anniversary certificate; **Great Maple** opened in **The Paseo**; and **The Mixx** opened at **Colorado** and **Los Robles**.

New Members for October, 2017

- Arroyo Financial & Insurance Solutions**, Jeremy Baker, (626) 314-2443
- California Art Club**, Stephanie Campbell, (626) 583-9009
- Collaborate Pasadena**, Lisa J. Cavelier, (626) 714-7670
- John Robinson Consulting, Inc.**, John Robinson, (626) 375-9389
- LA Cryo**, Ruth Fournier, (626) 829-2796
- May Catering**, Scott May, (626) 365-8149
- Monica Linda Photography**, Monica Garcia, (626) 437-5444
- The Great Maple**, Loran Bishop, (626) 714-7625

New Members for November, 2017

- 48 Hour PR**, Alan K. Caldwell, (213) 223-2038
- Adopt A Highway**, Steve Mitchell, (800) 200-0003, Ext. 306
- Ady Simion Real Estate**, Ady Simion, (626) 607-8652
- Combined Insurance**, Tamela Rucker, (909) 541-0076
- Farmers Insurance Alsabery Agency**, Victoria Alsabery, (626) 683-4979
- Jack's Cleaners**, Hagop Yerevanian, (626) 797-7323
- Law Office of Paul Green**, Paul Green, (626) 381-9893
- St. Baldrick's Foundation**, Kathleen Ruddy, (626) 792-8247
- Twohey's Tavern**, Jim Christos, (626) 379-2302
- Vallarta Supermarkets**, Ruby Martinez, (626) 204-6960
- Wynstan USA, Inc.**, Heather Becker, (626) 823-1341

These Members Recently Had Significant Anniversaries with the Pasadena Chamber:

- **Five Year Anniversary:** Dog Haus, Dog Haus Biergarten, Slater's 50/50, The Walnut Plaza, LTD.
- **Ten Year Anniversary:** Health Advantage Physical Medicine, Keller Williams Realty-Ken Parsons, Pasadena Independent.
- **Twenty Year Anniversary:** Pasadena Scottish Rite Childhood Language Center,
- **Twenty-five Year Anniversary:** Old Republic Construction Program Group, Inc., Rosemary Children's Services.
- **Thirty-Five Year Anniversary:** JD Audio Visual, Inc., Pacific Clinics.
- **Forty-Year Anniversary:** The Paseo (Paseo Colorado), Space Bank Mini Storage.
- **Ninety-Five Year Anniversary:** AT&T

Renewing Members for October, 2017

ONE TO FIVE YEARS

Allegra Consulting, Inc.
 BLANKSPACES
 Chamber Discoveries
 ChamberMail
 Chick-fil-A
 Crankshaft Studio, Inc.
 Hot Yoga Pasadena
 Judson International School
 Pacific Commerce Bank
 Rebecca Little Photography
 The Rodriguez Law Group
 World Financial Group

SIX TO NINE YEARS

Aire Serv of Pasadena
 Alternative Energy Systems Consulting, Inc.
 Asolva, Inc.
 Bernards
 Coldwell Banker Commercial
 DCG Technical Solutions, Inc.

Dolan & Knight Property Management, Inc.
 Noor
 Pacific Starr Group
 Pasadena Quarterbacks Club
 Pasadena Tour Company
 Roy's Restaurant
 Trammell Crow Company
 WebMagic, Inc.

TEN TO FOURTEEN YEARS

Eugene Masuda
 Health Advantage Physical Medicine
 Huntington Marketing & Public Relations
 J. McCaleb CPA Firm
 Pacific Harps
 Pasadena Independent
 ResultWorx Technology Solutions, Inc.
 Young & Healthy

FIFTEEN TO FIFTY YEARS

Animal Medical Hospital
 Athens Services
 Bowlmor Lanes Pasadena
 Chiropractic Health Center
 Dewey Pest Control
 HEAR Center
 J's Maintenance Service, Inc.
 Kathleen's Restaurant
 Law Offices of Richard A. Moss
 Lucas, Horsfall, Murphy & Pindroh, LLP
 Now You're Poppin'
 Old Republic Construction Program Group, Inc.
 Pasadena Playhouse
 Pasadena Scottish Rite Childhood Language Center
 Rosemary Children's Services
 Space Bank Mini Storage
 ThyssenKrupp Safway, Inc.
 Women At Work

Renewing Members for November, 2017

ONE TO FIVE YEARS

Audio Element
 Citrust Insurance Agency
 Del Frisco's Grille
 Del Lile, Realtor, Coldwell Banker Residential Brokerage
 Del Mar Park, LLC
 Dog Haus
 Dog Haus Biergarten
 Domino's Pizza
 Door of Hope
 Fer-land Agriculture Technology Corp.
 Greenberg Orthodontics & Greenberg Sleep Therapy
 Harken Creative Services
 National Hispanic Media Coalition
 Slater's 50/50
 Spectrum Reach
 The Walnut Plaza, LTD

SIX TO NINE YEARS

Berkshire Hathaway Home Services
 Golden Properties
 Eagle Star Security
 Foothill Communications

Foothill Transit
 Ganahl Lumber
 Ground Level Consulting
 H & R Block, Raymond Ng
 HealthCare Partners, Glen Oaks
 Lindamood-Bell Learning Processes
 Mayfield Junior School of the Holy Child Jesus
 Mercado Insurance Services
 Redstone Commercial Real Estate
 Ruth's Chris Steak House
 YWCA Pasadena-Foothill Valley

TEN TO FOURTEEN YEARS

Barbara Rocha and Associates
 Habitat for Humanity-San Gabriel Valley
 Keller Williams Realty-Ken Parsons
 President Thai Restaurant
 South Coast Air Quality Management District-SCAQMD

FIFTEEN TO FIFTY YEARS

Air-Tro Heating & Air Conditioning
 AnKara Designs

The Business Park of Pasadena
 Castle Green
 Celestino Ristorante Bar
 Corcoran Bookkeeping & Tax Services
 Diversified Securities, Inc.
 Hope Café & Catering (Kilroy's Sandwich Factory)
 JD Audio Visual, Inc.
 LACERA (Los Angeles County Employees Retirement Association)
 Mi Piacce
 Pacific Clinics
 Pasadena Fire Fighters Local 809
 Pasadena Masonic Temple
 Pasadena Tournament of Roses
 Paseo Colorado
 Richard W. Jackson, CPA
 Tom Sawyer Camps, Inc.
 Villa Esperanza Services

MORE THAN FIFTY YEARS

AT&T, 95yrs
 Cabot & Sons, 66yrs
 Vroman's Bookstore, 96yrs



At our Economic and Business Summit in October, LA Economic Development Corporation CEO Bill Allen discussed trends and issues impacting the economy. Karl Bird of **JPL** moderated a panel featuring Phil Hettema of **The Hettema Group**, Don Olsen of **MyJurny** and Michael Shanklin of **Kidspace Children's Museum**. **City of Pasadena** Economic Development Manager Eric Duyshart highlighted local projects and revealed that Doheny Eye Institute is relocating to Pasadena.



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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 Luncheon Alliance networking event in January, due to the proximity to New Year.

The lunchtime networking event on February 7th is sponsored by Joe Lee of **Lee, Green, Stewart and Paul**.

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

Connection Breakfast

On January 11th at 7am, Tamela Rucker of **Combined Insurance** sponsors our networking *Connection Breakfast* at **The Women's City Club** at 160 N. Oakland Avenue.

On Thursday, February 8th, Valerie Dufix of **Dufix Business Loans** sponsors breakfast.

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 **New York Life** as Mike Minassian hosts our *Chamber After Hours Social and Mixer* on Thursday, January 18th from 5pm to 7pm at 55 S. Lake Ave., #200.

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

On Thursday, February 15th at 5pm join us as Crystal Mangino and **The Hudson** at 678 E. Walnut St. hosts our After Hours Social and Mixer.

Pasadena Chamber Hosts President's Breakfast

175 community leaders, elected officials, the **Tournament of Roses** Rose Court and Pasadena Chamber members were at the **Hilton Pasadena** for the annual Pasadena Chamber of Commerce President's Breakfast honoring President Lance Tibbet and the Tournament of Roses. Pasadena Mayor Terry Tornek and Council Member Tyron Hampton, Jr. were joined by **Pasadena City College** Trustee Ross Selvidge and community leaders including Patricia Breen, President of **Pacific Oaks College**, Rajen Vurdien, President – Superintendent of **Pasadena City College**, Steven Sherman, head of schools at **Maranatha High School** and Kelly White, CEO of **Villa Esperanza Services**.

We were very honored to have the Princess Alexandra Artura, Princess Lauren Buehner, Princess Savannah Bradley, Princess Jane Cervenka, Princess Julianne Lauenstein and Princess Sydney Pickering of the Rose Court in attendance.

Past Tournament Presidents Sally Bixby, Bob Cheney, Richard Chinen, Corky Conzonire and Mike Matthiessen were also on hand to hear 2018 Tournament President Lance Tibbet discuss his experiences leading the Tournament for the 2018 parade and game.

Breakfast began with the **Blair High School JROTC** posting the colors and Rich Chinen of the Tournament and Chamber member **Palermo, Barbaro, Chinen and Pitzer**

giving the invocation. Following a delicious filet mignon eggs benedict, guests heard Mr. Tibbet discuss the selection of *Making a Difference* as the theme for the 2018 Tournament. He also talked about choosing Gary Sinise as Grand Marshall and Mr. Sinise's long history of working with and supporting America's veterans, military and first responders. Mr. Tibbet also shared some of his experiences traveling on behalf of the Tournament.

Mr. Tibbet was presented with a proclamation by Mayor Tornek and a State Senate commendation as well. Chamber Board Chair Robin McCarthy gave Mr. Tibbet a glass plaque commemorating leadership of the Tournament. The Rose Court was presented with a beautiful ornament as a remembrance of the morning's event.

Queen and Court Sponsors were **AT&T, Athens Services, Hollywood Burbank Airport, the Pasadena Tournament of Roses** and **Wells Fargo**. Photography services were provided by **Lyd & Mo Photography**.



Chair Robin McCarthy presents a plaque to Lance Tibbet.



Past Presidents with Mr. Tibbet.



Chamber Ambassadors with the Tournament Royal Court.



Mayor Tornek presented Mr. Tibbet with a proclamation.

The Pasadena Chamber monthly Connection Breakfast networking event is now being held at the Women's City Club at 160 North Oakland Avenue in Pasadena. Free parking is available in the club's lot. Enter off Madison Avenue.