

## President's Message

As we look forward to 2019, there is a lot of uncertainty about our economy, locally as well as nationally and internationally.

The stock markets saw a crazy November and December, with some substantial drops in value, including high performers such as Apple. Home prices have stabilized and even dropped slightly, with real estate sales taking about 50% longer than in 2017 and housing costs keep rising faster than incomes. Trade relations with China remain strained. Politics in Washington remain a mess.

Don't panic! Other indicators are strong, especially here in California and LA County.

Locally, unemployment rates are very low and average wages have grown by more than \$120 per week since the second quarter of 2018. The largest sectors of job growth have been in leisure and hospitality, health services and professional and business services.

While average incomes in Southern California have risen by about 10% in the past five years, consumer spending has risen more than 20%. In Riverside, LA, Orange and San Bernardino county, average annual consumer spending rose by \$11,659 to \$66,971.

There is much uncertainty among trading partners, but the number of containers entering through the Ports of Long Beach and Los Angeles have remained relatively stable, year over year. With one in eight jobs in Southern California in some way related to logistics and the ports, this indicates continued strength in the industry, and good news for those whose jobs are dependent on imports and exports.

We are seeing some adjustments, even some that can seem disconcerting or even scary. However, all in all, the economy seems to still be growing, especially in segments important to those of us in Southern California.

We are part of a larger global economy, but we must also continue concentrate on what is happening locally.

## Chamber Board, Members, Community Leaders Honor Gerald Freeny at President's Breakfast

Two hundred people joined the Pasadena Chamber Board, community and civic leaders to honor Gerald Freeny, the first African-American president of the **Tournament of Roses** at the annual President's Breakfast on Thursday morning, December 6th at the **Hilton Pasadena**.

The event began with the seating of Rose Princesses Lauren Baydaline, Ashley Hackett, Helen Rossi, Rucha Kadam, Sherry Ma, Micaela McElrath and Rose Queen Louise Siskel. Chamber member and former Tournament President Richard Chinen provided the invocation.

Guests at the President's Breakfast included Mr. Freeny's wife Trina, Pasadena City Council Member Steve Madison, Fire Chief Bertral Washington, Police Chief John Perez, Christian Daly, representing LA County Supervisor Kathryn Barger and Dominick Corey, representative for State Senator Anthony Portantino.

Mike Ross, CEO of the **Pasadena Center Operating Company** and Darryl Dunn, General Manager of the **Rose Bowl** also attended to honor Mr. Freeny. **Hollywood Burbank Airport** CEO Frank Miller brought Glendale City Manager Yasmin Beers and Burbank City Manager Ron Davis. Community members in attendance included Lena Kennedy, Jim Morris, Danny Bakewell, Jr., Kristina Smith, the first black Rose Queen, and Rita Pardue, Ms. Senior California.

Tournament of Roses Past Presidents Don Fedde, Corky Conzonire, Richard Chinen, Sally Bixby and Mike Matthiessen were on hand along with future Presidents Laura Farber, Bob Miller, Ed Morales and Amy Wainscott and Tournament CEO David Eads.

Chamber Board Chair Justin Tsui of **TeamLogic IT** introduced Gerald Freeny, president of the Tournament of Roses for 2019. In his presentation, Mr. Freeny paid tribute to those previous tournament leaders who helped pave the way for his presidency. He also explained how he and his family chose the theme for the 2019 Tournament of Roses, *The Melody of Life*, and the importance of music in his life and how important music, especially Jazz was to his battle with and recovery from cancer and surgery. He also discussed the friendships and support he has found among Tournament volunteers and invited everyone to enjoy *The Melody of Life*.

The Chamber is very grateful to our Queen and Court Sponsors for the President's Breakfast: **Athens Services, AT&T, Hollywood Burbank Airport, The Pasadena Star-News/Southern California News Group, Pasadena Tournament of Roses and Wells Fargo**. Corporate Table sponsors were: the **CalState LA Foundation, PMRG, Republic Services, The Pasadena Independent/Beacon Media News** and the **Pasadena Center Operating Company**.

## 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. 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 February, 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.

For advertising information contact Debra Wells at 626.219.8356 or email [pasadenachamberguide@gmail.com](mailto:pasadenachamberguide@gmail.com).



Gerald Freeny is commended by Pasadena Councilman Steve Madison and Chair Justin Tsui.

Rose Queen and Court with Chamber escorts.

Clockwise from right, new members introduced at our networking breakfast were Sergio Osorio with **Bear Island Painting**, Asal Eftekhari with **Kforce**, Lori McShane with **World Funding Co.**, Zhang Yi and Hong Kang (Ulan) of **Nishan International** and Carolina Caro of **Carolina Caro Leadership Consulting**.



Clockwise, from right, new members we met included Stefan Lehner with **Commercial Bank of California**, Patrick Fogarty with **Budberry**, Richard Keelty with **Ameriprise Financial**, Paul Tabar with **IMG LA-Rose Bowl**, Beau Fournier and Tu DeVera of **Elements Dance Space** and Lloyd Wong and Jennifer Maqueda of **Clifford Swan Investment Counselors**.



We also met, below from left, Erick Alanis of **Farmers Insurance**, Meredith Ney of **College Nannies and Sitters**, Matt Zertuche of **Paymintz Merchant Services**, Chris Garner with **Accessory Spaces, Inc.**, Courtney Titus of **Personalized Overweight and Energy Management** and Bill Shuttic of **Ultimate Health and Wellness**.



## New Members for October, 2018

**Baja Fresh**, Ami Patel, (626) 351-2033  
**Barry's Ticket Service**, Christopher Cabrera, (800) 928-7199  
**Bear Island Painting**, Sergio Osorio, (626) 727-2050  
**Budberry**, Jon Locarni, (402) 681-1127  
**Catherine's Travel Concierge**, Catherine Addé, CTC, (626) 639-2614  
**Commercial Bank of California**, Stefan Lehner, (626) 467-6098  
**Handful of Love**, Amber Echeverria, (626) 375-9509  
**Hardcore Fitness**, Cynthia Ventura, (661) 505-3930  
**Hyatt Place Pasadena**, Brandon Taba, (626) 788-9108  
**IMG LA-UCLA/Rose Bowl**, Paul Tabar, (626) 437-9855  
**Margolin & Lawrence**, Erin Williams, (704) 796-7436  
**Roscoe's House of Chicken n' Waffles**, Rogers DeCuir, (626) 791-4890  
**Salty Sweet Kettle Corn**, Smaily Fuentes, (323) 675-7416  
**SC Business Solution**, S. Samuel Chun, (773) 744-1499  
**The Pan**, Mercedes Raffalls, (626) 469-0099

## New Members for November, 2018

**Abbracci Group**, Keri Ohlrich, (312) 848-5147  
**Ameriprise Financial Services, Inc.- Richard Keelty**, (424) 343-5122  
**Bambino Insurance Agency**, Moheb Mokhtar, (626) 398-5700  
**Biltmore Group, LLC**, Jesse Torres, (323) 459-9995  
**Champion Charter Bus Los Angeles**, (310) 295-9547  
**The Crack Shack Pasadena**, Ally Hipp, (424) 901-0077  
**Edward Jones Financial/Investments- Jon Lee**, (626) 304-1039  
**Elements Dance Space**, Tu DeVera, (626) 817-9988  
**Entre Nous**, Mathias Wakrat & JC Febbrari, (323) 691-1072  
**Farmers Insurance-Erick Alanis-Lopez**, (626) 425-9942  
**Genesis Maxillofacial Surgery**, Dr. Souren Rostomian, (626) 314-3551  
**Grocery Outlet of Altadena**, Michell Guajardo, (951) 581-7574  
**HG Plus Consulting Inc.**, Helen Siu, (800) 886-4088  
**Keller Williams Realty-Cheryl Nickel**, (626) 219-8106  
**The Modern Muse Company**, Brigitte Young, (323) 839-2870  
**Paymintz Merchant Services**, Matthew Zertuche, (310) 770-7478  
**Personalized Overweight and Energy Management**, Courtney Titus, (626) 403-2400  
**Sanchez Media, LLC**, Alan Sanchez, (818) 588-5173  
**SanZman Productions**, Kenneth Salzman, (626) 862-9086  
**Stater Bros. Markets**, Laurel Dickerson, (626) 788-4092  
**Ultimate Health & Wellness**, William Shuttic, (310) 413-0514

## Chamber Member Celebrations



Stater Bros. opened at Allen and Washington in Pasadena. Grocery Outlet opened on North Lake Avenue in Altadena.

## Renewing Members for October

### ONE TO FIVE YEARS

Alisa Ann Ruch Burn Foundation  
 Combined Insurance  
 Cross Campus  
 Fer-land Agriculture Tech. Corp.  
 John Robinson Consulting, Inc.  
 Pasadena HomeSharing Network  
 Pasadena Kitchens  
 Pax House, Inc.  
 Power Trip Rentals  
 Ste. Marie Specialists  
 The Gamble House, USC  
 The Rodriguez Law Group

### SIX TO NINE YEARS

Aire Serv of Pasadena  
 Berkshire Hathaway Home Services  
 Golden Properties  
 Clearman's Galley, aka The Boat  
 Edward Jones Investments  
 -Marengo Ave.  
 Finch Tree, A Division of Bartlett  
 Tree Experts  
 H & R Block-Raymond Ng  
 Pasadena Quarterbacks Club  
 PeopleReady-A TrueBlue Company  
 Roy's Restaurant

### TEN TO FOURTEEN YEARS

Arcadian Retirement Center  
 Eugene Masuda  
 Menage  
 Pacific Starr Group  
 Pasadena Independent  
 Ruth's Chris Steak House

### FIFTEEN TO FIFTY YEARS

Animal Medical Hospital  
 Athens Services  
 The Business Park of Pasadena  
 Dewey Pest Control Inc.  
 Fairmont Pharmacy  
 & Compounding Specialists  
 Flintridge Center  
 G. G. & M. Construction, Inc.  
 Habitat for Humanity  
 -San Gabriel Valley  
 J's Maintenance Service, Inc.  
 Kiwanis Club of Pasadena  
 La Salle College Preparatory  
 Old Fashioned Kettle Korn Co.  
 Pasadena Heritage  
 Pasadena Masonic Temple  
 Pasadena Police Officers Association  
 Terraces at Paseo Colorado  
 ThyssenKrupp Safway, Inc.  
 Tyent Water Premium Authorized Dealer

### MORE THAN FIFTY YEARS

Boys & Girls Club of Pasadena, 52yrs.  
 Fuller Theological Seminary, 73yrs.  
 Jet Propulsion Laboratory, 57yrs.  
 Lewis Roca Rothgerber Christie, LLP, 64yrs.

## Renewing Members for November

### ONE TO FIVE YEARS

Alzheimer's Association California  
 Southland Chapter  
 Audio Element  
 Cheveux Hair & Makeup Salon-  
 Krystal Salisbury  
 Chick-fil-A  
 Door of Hope  
 Fleming's Prime Steakhouse  
 & Wine Bar  
 Foundation for Living Beauty  
 Gerry Rothschild Band  
 Go Green Solutions for Commercial  
 Lighting (LED)  
 Greenberg Orthodontics  
 & Greenberg Sleep Therapy  
 GSW Financial Partners  
 Lucky Baldwins Delirium Pub and Café  
 Lucky Baldwins Pub  
 Lucky Baldwins Trappiste Pub  
 and Café  
 Magic Cleaners and Laundry  
 Missionwell, LLC  
 Pasadena Ronald McDonald House  
 Plastic Food Service Packaging Group-  
 PFPG  
 Project Scientist  
 Silverlake Collision Center  
 Stark Spirits Distillery

### SIX TO NINE YEARS

ArcLight Cinemas  
 Cancer Support Community-Pasadena  
 CertaPro Painters of Pasadena  
 CIBA Property Management Inc.  
 DCG Technical Solutions Inc.  
 Elizabeth House  
 Foothill Communications  
 Ganahl Lumber  
 Mayfield Junior School of the Holy  
 Child Jesus  
 Meg Middleman-Century 21 Masters  
 Mercado Insurance Services  
 Phillips, Fractor & Company, LLC  
 RootSource Fundraising  
 SportClips  
 Storrier Stearns Japanese Garden  
 Sue Cook Real Estate -Deasy Penner  
 Podley  
 Town & Country Event Rentals, Inc.  
 Westmoreland Academy/Institute  
 for the Redesign of Learning

### TEN TO FOURTEEN YEARS

Community Health Alliance Pasadena  
 Lindamood - Bell Learning Processes

### FIFTEEN TO FIFTY YEARS

Allen Avenue Self Storage  
 Avison Young  
 CALSTART  
 Clearman's North Woods Inn  
 Deasy Penner Podley

Dolphin Rents  
 Event Specialists  
 Five Acres-The Boys' & Girls' Aid  
 Society of Los Angeles County  
 Green Hotel Apartments  
 Hope Café & Catering  
 (Kilroy's Sandwich Factory)  
 Impact  
 JD Audio Visual  
 Mi Piace  
 Now You're Poppin  
 Pasadena Tournament of Roses  
 Richard W. Jackson, CPA

### MORE THAN FIFTY YEARS

Cabot & Sons, 67yrs  
 Vroman's Bookstore, 97yrs



Anderson Business Technology was recognized for 100 years of membership at our annual Inaugural Gala.

## These Members Had Milestone Anniversaries with the Pasadena Chamber

**Five years:** Audio Element,  
 Door of Hope, Lincoln  
 Property Company

**Ten years:** Lindamood-Bell  
 Learning Processes, Pacific  
 Starr Group, Ruth's Chris  
 Steak House

**Fifteen years:** Habitat for  
 Humanity-San Gabriel Valley

**Twenty years:** CALSTART,  
 Kiwanis Club of Pasadena,  
 Woodbury University

**Twenty-five years:** The  
 Business Park of Pasadena

**Thirty years:** J. Robin &  
 Associates Graphic Design

**Forty years:** Animal Medical  
 Hospital, Sheraton Pasadena  
 Hotel

**Forty-five years:** Deasy  
 Penner Podley

**One hundred years:** Anderson  
 Business Technology



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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**

*Please note our new location at The Women's City Club.*

There is no Luncheon Alliance in January. The February 6th lunch is sponsored by Carolyn Sykes and **Pacific Harps**.

The *Luncheon Alliance* starts promptly at 11:45am at **Women's City Club** at 160 N. Oakland Ave in Pasadena.

**Connection Breakfast**

On January 10th at 7am, Joseph Huprich of **STEMWorld** sponsors our networking *Connection Breakfast* at **The Women's City Club** at 160 N. Oakland Ave.

On Thursday, February 14th, at 7am Bill Shuttic of **Ulti-Health** sponsors breakfast.

*Please note prices have changed. Lunch and breakfast are \$30 for members/\$35 for non-members. Those reserving after the deadline pay \$5 more.*

**Chamber After Hours Social and Mixer**

Join us as **The Otis Bar at La Grande Orange Cafe** sponsors the *Chamber After Hours Social and Mixer* on January 17th from 5pm to 7pm at 260 S. Raymond Ave. 90 minutes FREE parking in the adjacent structure.

Susannah Tomlin and **TravelStore** hosts our February 21st event at 140 S. Lake Ave., #280 from 5pm to 7pm. *Admission is free for Pasadena Chamber members. All others pay \$10.*

**Discount Travel to China with Chamber Member Citslinc; Informational meeting is January 30th at Chamber offices See Beijing, Shanghai, Hangzhou and more for less than \$2200**

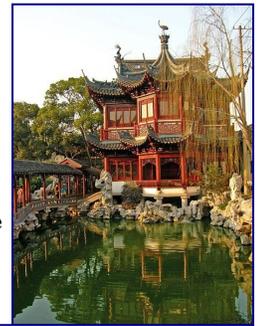
The Pasadena Chamber is offering a unique opportunity to experience Chinese culture, history and business. In partnership with our member **Citslinc International**, the Chamber is offering a cost effective trip to China from October 12 to October 20, 2019. The trip includes stops in Beijing, Shanghai, Suzhou and Hangzhou with opportunities to visit historic sites like the Great Wall of China and Tian An Men Square.

Cost for the trip is \$2199 for Pasadena Chamber members (and their families) and \$2299 for prospective members. Single occupancy and airfare upgrades are an additional cost. There is an additional cost of \$255 for your visa application processing (or you can apply at the Chinese Consulate in Los Angeles).

We are hosting a free, no-obligation informational meeting on January, 30, 2019, at the Chamber offices. Light refreshments will be served. Please RSVP to [leanne@pasadena-chamber.org](mailto:leanne@pasadena-chamber.org) to attend.

The trip includes airfare from Los Angeles, hotel accommodations at 4 and 5 star hotels, three full meals a day, and professional drivers and tour operators. The cost is \$2,199 for Chamber Members (and their families) and \$2,299 for Potential Members.

Join us at the no obligation informational meeting on Wednesday, January 30th at 5:30pm where you can learn about the trip, ask questions and get facts about the travel opportunities afforded by Citslinc. To attend, please RSVP to [leanne@pasadena-chamber.org](mailto:leanne@pasadena-chamber.org) or 626-795-3355 to attend.



**Active Shooter Training with Pasadena Police Department at Women's City Club February 19th**

Pasadena Police Officer Darin Craddolph presents an active shooter training for small businesses on Tuesday, February 19, 2019, at 3pm. The workshop is free. The Pasadena Police Department, the Pasadena Chamber of Commerce and the Women's City Club partner to present this useful and practical workshop on readiness, prevention and awareness as well as well as how to ensure employee and customer safety in the event of a threat or shooting incident.

The FREE workshop requires attendees to RSVP. There are only 100 seats available. Please RSVP for yourself and any employees you would like to have attend.

Learn:

- How to react in an emergency;
- Keeping your employees and customers safe;
- What to be alert for;
- How to respond to a potential threat.

There will be time for questions and answers following the presentation.

The Active Shooter Training Workshop will be offered at the Women's City Club at 160 North Oakland Avenue in Pasadena. Please RSVP for yourself and any employees you want to bring to 626-795-3355 or email [info@pasadena-chamber.org](mailto:info@pasadena-chamber.org). Space is limited, so only those who RSVP can attend.

**SAVE THE DATE**

**Pasadena Chamber of Commerce Golf Tournament**

**Friday, April 5, 2019**

**8am Tee-off**

**Brookside Golf Club**