

PASADENA Commerce

January-February, 2017

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

VOL. 12, NO. 1

President's Message

We all do it: make New Year's resolutions. At the Pasadena Chamber, we are no different, though our New Year's pledge comes in the form of our annual Program of Work that guides Chamber activities during the year.

Some activities found in our annual work program are carry overs. We continue to host our networking events, promote the procurement forum for small businesses to meet large potential customers, communicate through our email blast and newsletters, advocate for our members and promote the local economy. All with the intent of bettering the business climate and opportunities for our member companies.

Building on the strategic planning meeting of the Board, we add elements to our work plan each year. For 2017, we will continue to focus on workforce development and expanding employment opportunities while supporting members in your prosperity.

We will leverage local development projects to support our work with the career academies at Pasadena, John Muir and Blair high schools. We will also help facilitate training for employees to update skills or learn new technologies. We will also help connect job seekers with training that will help them find employment. We are also advocating for stronger local hire and local procurement requirements in publicly funded projects.

We also hope to host a tech triage event where members who are technology experts can provide advice to members who have questions about the use of technology or issues related to IT, internet or social media.

Also new this year will be a password protected Members Section on our website. Here members will be able to solicit referrals, get questions answered on a variety of topics and hold discussions pertinent to local business and our economy. Members will also be able to post your events and activities to a calendar that will be available to fellow members and the public.

Chamber Teams with JPL and City of Pasadena to Present Industry Day Procurement Forum on March 7th

The Pasadena Chamber of Commerce is partnering with **Jet Propulsion Laboratory** and the **City of Pasadena** to host a procurement event and discussion for our large and small business members who may want to do business together. The *Industry Day* procurement event is on March 7th at 8:00am at the **Pasadena Convention Center** at 300 East Green Street in Pasadena. Representatives of large Chamber member companies will discuss how local small businesses can provide products and services to those large customers. In addition, contractors and subcontractors of JPL will be there as will representatives of the City of Pasadena. Women, minority and veteran-owned businesses are encouraged to attend.

The presentations begin at 8am with business networking opportunities immediately following. **Jet Propulsion Laboratory, Parsons** and **Caltech** will be among those available to meet one-on-one with prospective vendors. Women business owners, disabled and other veteran business owners are encouraged to attend.

The *Procurement Forum* is free to Pasadena Chamber members, but you must register in advance through EventBrite. You can find a link online at www.pasadenachamber.org then click on the link under the Events tab. Large companies that want to be exhibitors can sign up there as well. There is no charge to exhibit or attend the *Industry Day* procurement forum.



Chamber Golf Tournament is April 7th at Brookside

Join the Pasadena Chamber for our annual **Golf Tournament** on Friday, April 7, 2017 at **Brookside Golf Club**. Golfers of all abilities are welcome. The Tournament can only accommodate 144 golfers, so register early to ensure a place. In addition to a beautiful day of golf on one of Southern California's finest courses, we host a raffle, sell mulligan packages and add some fun nuances to play.

The tournament begins at 12:30 with a shotgun start. Individual golf package includes golf, cart, gifts, BBQ lunch, on-course snacks, contests, a hosted cocktail reception and awards. This year, we are adding a BBQ lunch buffet and a beer, wine, cocktail, sodas or waters at no additional cost. Lunch begins at 11:00am. Sign up as a single, two, three or foursome. Cost for individual golfers is \$200; foursomes are \$800. Just the cocktail reception and award ceremony costs \$50.

Acura of Glendale is providing a car as a prize for anyone who gets a hole-in-one on the designated hole. Our members donate raffle prizes and give-away items.

Sponsorship opportunities are available. For \$3000, Gold Sponsors receive signage recognition, two foursomes, the cocktail reception, two tee signs, a 'thank you' award and recognition in event publicity and materials. Silver Sponsorships are available for \$2000. This includes one foursome, the reception, a tee sign and recognition. Tee signs can be sponsored for \$125 each. Other opportunities are available, as well.

To play in or sponsor the tournament call the Chamber at 626-795-3355 or email leanne@pasadena-chamber.org. Register online at www.pasadenachamber.org/forms/pasadena-chamber-commerce-spring-golf-tournament.

If you would like to donate a raffle prize, please email leanne@pasadena-chamber.org.



New members (below, from left) introduced at our November Luncheon Alliance networking event were Margaret Cleary of **Cleary's Irish Dance**, James Izzy of **IBN-California** and Kellie Cowles of **Perennial Strength**. We also met Rick Liss with **Vertical Wine Bistro** at the November Connection Breakfast.

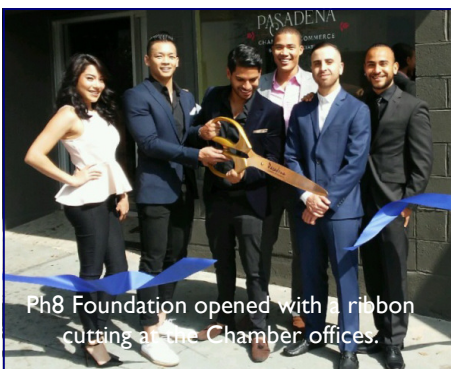


(Below, from left) Kathleen Harris of **Colin Murray Photography** was introduced as a new member at our Luncheon Alliance in December. We also met new members Karen Coleman, Omar Puga and Suzette Lipscomb of **Rain Gutter Gurus**.



Happy New Year!

Pasadena Chamber Member Celebrations and More



Ph8 Foundation opened with ribbon cutting at the Chamber offices.



The Royal Spa opened in Pasadena, with Princesses!



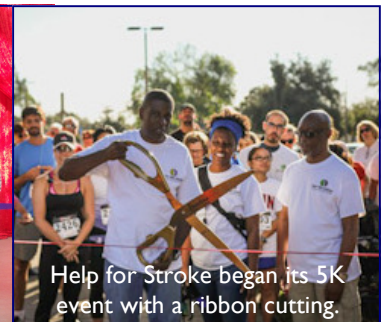
D.A. Davidson opened their new offices with a ribbon cutting.



D.A. Davidson was also recognized for 65 years of Chamber membership.



Kidspace Children's Museum opened the Storyteller Studio with a ribbon cutting ceremony.



Help for Stroke began its 5K event with a ribbon cutting.

New Members for October, 2016

- Cleary Irish Dance**, Margaret Cleary, (818) 886-3459
Cottage Co-Op Nursery School, Sahar Farmanesh, (626) 799-0387
CVS Pharmacy-Lake Avenue, Maria Gallardo, (626) 844-5049
Exotic Animal Care Center, Aprile Blair, RVT, (626) 405-1777
Federico's Bakery, Karely Perez, (626) 795-4484
GO Orthodontics, Gregory Ohanian, (626) 500-0626
IBN-California, James Izzy, (424) 230-4417
Magic Cleaners and Laundry, Koko Bachian, (626) 796-1975
Merchant Cash Express, George Saab, (818) 531-8798
New York Life Insurance, Mike Minassian, (626) 532-6009
P.R. Pernecky Mgmt. Corp.-McDonald's Restaurants, Paul Pernecky, (626) 744-1188
The Joint Chiropractic, Maggie Gravelle, (626) 351-0253
The Royal Spa, Irene Lara, (626) 765-9455

New Members for November, 2016

- Aflac Pasadena-Kacey Riley**, (626) 676-5600
Basecamp Fitness, Christie Cook, (323) 443-5495
Black Box Underground, Joshua Wong, (626) 297-9079
Colin Murray Photography, Kathleen Harris, (626) 765-6655
Fer-land Agriculture Tech. Corp., Jennifer Moore, (626) 666-5877
Get Seen Be Heard LLC, Karen Yankovich, (201) 355-0088
Pasadena Showcase House for the Arts, Lynn Mehl, (626) 710-7231
Pegasus Communications, LLC, Frank Girardot, (323) 207-6397
Rain Gutter Gurus, Karen Coleman, (888) 789-3883
San Gabriel Valley City Guide, Dick Baumbach, (321) 544-3440
The Rose, Shelby Sterling, (626) 487-0061
Wine and Canvas, Marlee Schroll, (818) 605-7550

Join us on Thursday, January 5, 2017, as we unveil a plaque commemorating the invention of the cheeseburger in Pasadena at LA Financial Credit Union at 1520 West Colorado Boulevard in Pasadena.

Renewing Members for October, 2016

ONE TO FIVE YEARS

Alisa Ann Ruch Burn Foundation
 Americans For Better Health, Inc.
 Audio Element
 California Institute of Advanced Management
 Clearman's Galley, aka The Boat
 Finch Tree, A Division of Bartlett Tree Experts
 Hillcrest Retirement Community
 Jet Vacations, LLC
 Meg Middleman-Century 21 Masters
 Mercado Insurance Services
 P.I.E., Inc.,-Accounting Management Services
 Pasadena Kitchens
 Pasadena Ronald McDonald House
 Pax House, Inc.
 Plastic Food Service Packaging Group-PFPG
 Power Trip Rentals
 SALON90
 Stark Spirits Distillery
 The Gamble House

SIX TO NINE YEARS

Arcadian Retirement Center
 Century 21 Golden Realty-Aida Dimejian

Edgewood Realty Partners LLC
 Elizabeth House
 Episcopal Communities & Services
 McDermott Consulting Inc.
 Pacific Starr Group
 Pasadena Now
 Pie'N Burger
 Professional Child Development Associates
 Sierra Java, Inc.
 Westcoast Companies, Inc.

TEN TO FOURTEEN YEARS

Easy Parking Service, LLC
 Habitat for Humanity-San Gabriel Valley
 Health Insurance Brokers, LLC
 Image Quest Plus, LLC
 Joan's Candles & Home Décor
 The Oaks of Pasadena
 Pacific Harps

Fifteen to Fifty Years

AbilityFirst
 Arroyo Parkway Self Storage
 Boys & Girls Club of Pasadena
 Budincich Chiropractic Clinic, Inc.
 The Californian-Pasadena
 CALSTART

Clearman's North Woods Inn
 Eagle Associates
 Employment Development Department
 Event Specialists
 Five Acres-The Boys' & Girls' Aid Society of Los Angeles County
 G. G. & M. Construction, Inc.
 Grandview Foundation, Inc.
 Impact
 J's Maintenance Service, Inc.
 La Salle High School
 Leadership Pasadena
 Lucas, Horsfall, Murphy & Pindroh, LLP
 Old Fashioned Kettle Korn Co
 Orswell & Kasman, Inc.
 Pasadena Tournament of roses
 Union Station Homeless Services

More Than Fifty Years

Cabot & Sons, 65yrs
 Jenkins Bowler, LLP, 65yrs
 Lewis Roca Rothgerber Christie, LLP, 62yrs
 Volkswagen Pasadena 55yrs
 Vroman's Bookstore, 95yrs

Renewing Members for November, 2016

ONE TO FIVE YEARS

Alexander's Steakhouse
 Casa Treatment Center
 Children's Hospital Los Angeles
 Cross Campus
 Erik's Auto Body
 Foothill Communications
 Mamma's Brick Oven Pizza & Pasta
 Mayfield Junior School of the Holy Child Jesus
 Pacific Coast Regional Small Business Development Corp.
 Phillips, Fractor & Company, LLC
 Private Security & Investigator Center
 Robert Hall & Associates
 Sotomayor Law
 Sport Clips
 Storrier Stearns Japanese Garden
 The ATM Guy
 Therapy
 Town & Country Event Rentals

SIX TO NINE YEARS

Brown Armstrong Accountancy Corporation
 Eagle Star Security
 Foothill Transit
 H & R Block-Raymond Ng
 John Blanchard Company, Inc. A Transportation Management Company (Convention Shuttles)
 Lindamood-Bell Learning Processess
 Neurofeedback& Neurorehab Institute, Inc. (NNRI, Inc.)
 Pasadena Quarterbacks Club
 PeopleReady-A TrueBlue Company
 Ruth's Chris Steak House
 Soup to Nuts Enterprises, Inc.

TEN TO FOURTEEN YEARS

The Fair Oaks by Regency Park
 Guidance Software Inc.
 HealthCare Partners

President Thai Restaurant
 South Coast Air Quality Management District-SCAQMD
 Terraces at Paseo Colorado
 UBS Financial Services, Inc.

FIFTEEN TO FIFTY YEARS

The Business Park of Pasadena
 C W Wong & Associates
 Fairmont Pharmacy & Compounding Specialists
 Hope Cafe & Catering (Kilroy's Sandwich Factory)
 Kidspace Children's Museum
 Nick Boswell Photography
 Now You're Poppin'
 Pasadena Convention Center
 Vagabond Inn Executive

MORE THAN FIFTY YEARS

AT&T, 94yrs

Chamber Member Openings, Celebrations and More



The Joint Chiropractic opened in Pasadena with a ribbon cutting ceremony.



Mayor Terry Tornek and Council Member Andy Wilson helped open CVS Pharmacy on South Lake Avenue.



Author Michael Connelly put his handprints and signature in concrete along Vroman's Authors Walk of Fame.



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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

Val Sklar Robinson of **Hot Yoga Pasadena** sponsors the Luncheon Alliance on February 1st. *There is no networking Luncheon Alliance in January.*

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

Connection Breakfast

On January 12th at 7am, **The Pasadena Star-News** sponsors our networking *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, February 9th Brenda B. Smith of the **Pasadena Breast Wellness Center** sponsors the 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 **Fleming's Prime Steakhouse and Wine Bar** for our *Chamber After Hours Social and Mixer* on Thursday, January 19th from 5pm to 7pm at 179 East Colorado Blvd.

On Thursday, February 16th at 5pm, mix and mingle at the **California Pizza Kitchen** at 99 North Los Robles in Pasadena. Be part of a pizza-making contest and enjoy other fun activities. *Admission is free for Pasadena Chamber members. All others pay \$10.*

150 Celebrate Tournament and 2017 President Brad Ratliff

The Pasadena Chamber honored 2017 Tournament of Roses Association President Brad Ratliff at the annual President's Breakfast at the Westin Pasadena on Thursday, December 1st. Mr. Ratliff was accompanied by his wife, Susan, and parents Dick and Susan Ratliff.

Chamber members and friends were joined by the Royal Court and Rose Queen Victoria Castellanos. The Blair High School Junior ROTC displayed the colors during the Pledge of Allegiance and Rob Lee, a friend of Mr. Ratliff and an English professor at Pasadena City College, gave the invocation before guests were served a Granola Parfait Smoothie with Mixed Berries Compote, Chia-Seed Vanilla Yogurt and Candied Berries followed by the Westin Mix Mushroom Quiche with Smoked Gouda, Tomato Fennel Fondue, Pancetta Chip served with Potato Pommes.

Chamber Chair of the Board Ishmael Trone introduced Mr. Ratliff, a friend since their days in the band at Eliot Junior High School. While touching on *Echoes of Success*, the theme for the 2017 Tournament, Mr. Ratliff talked about the evolving Tournament before discussing the importance of music programs and how pleased he was personally to support the many bands that are performing in the 2017 Rose Parade.

Rose Queen Victoria and Princesses Audrey Cameron, Maya Kawaguchi Khan, Shannon Larsuel, Autumn Lundy, Natalie Petrossian and Lauren "Emi" Powers were given an ornament as a souvenir of the President's Breakfast. Mr. Trone presented Brad Ratliff with a glass plaque commemorating the event and showed a brass version that will be displayed at Tournament House.

Mayor Terry Tornek presented a commendation from the City of Pasadena to Mr. Ratliff, as well.

Dignitaries in attendance included Assembly Member Chris Holden, City Council Member Tyron Hampton, PCC Trustee Ross Selvidge, Pasadena Center Operating Company CEO Mike Ross, Hollywood Burbank Airport Executive Director Frank Miller, PCC President and Superintendent Dr. Rajen Vurdien, Pasadena City Manager Steve Mermell and Mayor Tornek. Bill Flinn, Executive Director and CEO of the Pasadena Tournament of Roses Association was also in attendance.

Past Presidents of the Tournament of Roses in attendance were Bob Cheney, Corky Conzonire, Gary Hayward, Mike Matthiessen and Dick Ratliff, Brad Ratliff's father.

Queen and Court Sponsors were **Corporate Center Pasadena, Hollywood Burbank Airport, Pasadena Star-News**, and the **Pasadena Tournament of Roses**. **Lyd & Mo Photography** took pictures for us.



Brad and Susan Ratliff with the Royal Court at the President's breakfast.



Mayor Terry Tornek and Board Chair Ishmael Trone made presentations to Mr. Ratliff at the breakfast.



Dr. Elda Mehrabyan hosted a Christmas Party at AccessorEyes in Pasadena.

Katie's Bakery opened on Dayton Street in Old Pasadena.