

# PASADENA Commerce

November-December, 2013

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

VOL. 8, NO. 6

## President's Message

This is a magical time of year in Pasadena. Not only is our weather beautiful, but the annual **Tournament of Roses** is in full swing. The Rose Court has been selected and a queen will be named soon. College football contenders for the Rose Bowl are battling it out up and down the Pacific coast and throughout the Midwest (and beyond). In addition, we will host the final BCS Championship Game here in Pasadena.

As we enter the holiday season here in Pasadena, I want to note the contributions our New Year events make toward our city and our region. A just-released study from *Micronomics* and the *Los Angeles Tourism and Convention Board* found that Tournament events for 2013 contributed \$164 million in direct spending in our local and regional economy. This was money spent by those attending Tournament events, and at hotels, restaurants, theme parks, tours and more. It includes \$5.6 million spent on float design and construction, \$3.7 million by visiting Tournament participants and \$14 million spent by the Tournament to stage the parade and game.

The Tournament and the Chamber share a long history. Our predecessor, the Pasadena Board of Trade, hosted an entry in the first Tournament of Roses in 1889. In 1895, when the Valley Hunt Club was unable to organize the parade, the Board of Trade understood that the event was too important for Pasadena. Two directors of the Board of Trade were appointed to find a solution so the parade could continue. In November, 1895, recognizing that they could not stage the event, the Board of Trade hosted a community meeting where directors C.D. Daggett and Thos. Coleman proposed the Tournament of Roses Association be formed. On January 1, 1896, the parade went off as usual, with the eighth entry from the Pasadena Board of Trade among the participants.

As we approach the 125th parade and 100th game, the Chamber has a chance to celebrate at our annual President's Breakfast on December 6th at the Sheraton Pasadena. We hope you can join us to honor 2014 Tournament President R. Scott Jenkins and the contributions the Tournament has made to Pasadena and our region.

## President's Breakfast on December 5th Honors Tournament of Roses and President R. Scott Jenkins

The Pasadena Chamber of Commerce will honor Tournament of Roses Association President R. Scott Jenkins at the annual President's Breakfast at the Sheraton Pasadena on Thursday, December 5th. Breakfast begins at 7:30 a.m. followed by a festive celebratory program.

Chamber members, friends and the general public are invited to have their *Dreams Come True*, the theme for the 2014 Tournament of Roses with honored special guests the Royal Court, as well as Tournament presidents past, present and future.

A highlight of the breakfast is a chance to hear Mr. Jenkins, president of the Tournament of Roses for the 2014 Rose Parade and Rose Bowl Game share his experiences representing the Tournament as President. Mr. Jenkins presides over the 100th Rose Bowl Game and 125th Rose Parade. He is also a partner in longstanding Chamber member law firm **Hahn and Hahn, LLP**.

Mr. Jenkins has been a volunteer member of the Tournament since 1982 and was elected to the Executive Committee in 2003. Throughout his extensive Tournament career, Jenkins has served on many committees and was chair of four: Formation Area, Float Entries, Queen and Court, and Services and Properties committees. He has also been involved with community and church organizations in Pasadena and San Marino.

Tickets to the President's Breakfast are \$75 each. Corporate tables of ten are \$750. Sponsorships are \$1500. Those sponsoring the event receive a table with recognition, acknowledgement in all publicity materials and will enjoy breakfast with the Rose Queen or a member of the Royal Court as their guest. Self parking is included in the cost of breakfast and sponsorship. If you would like more information, or want to purchase tickets, please call the Chamber office at (626) 795-3355.

## Pasadena Chamber Holiday Party is Thursday, December 19th at 5pm at Romanesque Room at Castle Green

The Pasadena Chamber hosts our annual Holiday Party for members and friends at **Castle Catering's Romanesque Room** in **Castle Green** at 50 East Green Street in Pasadena on Thursday, December 19th at 5:00 p.m.

The party is organized by our Chamber Ambassadors. Food is donated by **CREPEstudio, Castle Catering, Stonefire Grill, El Cholo, Chefelle, Buca di Beppo, California Pizza Kitchen, Domino's Pizza** and others. **Dance Syndicate** provides music. Drinks are offered at Happy hour prices. 90 minutes of free parking is available across Green Street.

The Chamber Holiday Party is also the culmination of the Chamber's annual toy drive to support local children's service organizations. This year the Chamber is supporting Operation Santa Claus, the **Pasadena Jaycees'** program that delivers toys to needy children on Christmas Eve. Anyone wanting to donate to the Chamber Toy Drive can bring an unwrapped toy to the Holiday Party or leave it at the Chamber offices in Pasadena. Chamber members who donate toys at the Holiday Party receive free admission. Non-members with a toy and Pasadena Chamber members without a toy pay \$10. All others pay \$20 to attend. For more information about the Toy Drive or Holiday party, please call the Chamber office at (626) 795-3355.



The 2013 Rose Queen and Court, here with 2012-13 Chamber Board Chair Patty Waggoner at last year's breakfast.



Join fellow Chamber members for holiday cheer December 19th.



New members (clockwise from right) introduced at our Luncheon Alliance in September included Melissa Moczulski and Steve Merryman of **Brandywine Homes** and Stephen and Onesha Steward with **Lov Olive Branches, CDC**. We also met Sheila Reed of **Reed Office Interiors** and Wania Gonzalez of the **Tao of Wellness**. Jenny Umhofer with **Colledge** was introduced as a new member along with Chef Loretta Vigil of **Chefelle-Personal Chef and Caterer** and **UCLA/Rose Bowl IMG Sports Marketing's** Jane Normansell was also recognized.



In August, we met Steve Swinney with **Pasadena Crown City Chorus**.



At October's Luncheon Alliance, we met (clockwise from right) Alanna Nass with **Uber** and Anthony Mosby with **M2B Marketing, Inc.** We also introduced new members Diana Fisher with **Collective Voices Foundation** and Larry Weiss with **Monaco Audio Video and Automation**. Omar Rivera and Xavier Vargas of **CitrusX Catering** and **ARCH Resources Group's** Rick Esquivel were also recognized. Sarine and Dr. Raffi Iknadossian of **Premier Wellness Chiropractic** and Sherry Grossi with **P E Deans Consignment Home Furnishings** were introduced, as well.



(Clockwise, from right) At our September Connection Breakfast we introduced Koffajuah Slyusar, M.A. Ed. of the **Koffa Design Group**. We also met Laura Wilcox with **Achieve S.M.A.R.T. Goals** along with Jon Albert and Sean Yamashita with **SoCal Office Technologies-a Xerox Company**. Hanna Huang and Seth Makowski of **Panda Express Catering** along with Katy Slater of **Torayforan**.



At October's networking breakfast we met Gisela Birnschein with the **Awareness Center**. Jason DuNah with **Lock Up, Inc.** and **San Marino Lock, Key and Safe** and Kathy Hernandez and Ceasar Cano with **WOW International**.



**New Members for August, 2013**

- 7-Eleven, Inc.**, Monica Krueger, (909) 717-0711
- ARCH Resources Group**, Rick Esquivel, (310) 788-9401
- Bismillah Imports/Oil Shop Store**, S.M. Farasat Ullah, (626) 791-1455
- Brandywine Homes**, Melissa Moczulski, (714) 206-3187
- Carmen Décor/Design**, Carmen Ramirez, (626) 807-3762
- Lauren Lewis Public Relations & Communications**, Lauren Lewis, (818) 970-0052
- Panda Catering**, Hanna Huang, (213) 255-9685
- Premier Wellness Chiropractic**, Sarine Iknadossian, (626) 797-5800
- Reed Office Interiors**, Sheila Reed, (626) 675-9653
- Shepherd's Door Domestic Violence Program**, Linda Offray, (888) 979-8884
- Tao of Wellness-Pasadena**, Wania Gonzalez, (626) 397-1000
- Twelve55 Creative**, Anthony Quach, (626) 676-9288
- UBER**, Alanna Nass, (424) 259-1659
- UCLA/Rose Bowl IMG Sports Marketing**, Jane Normansell, (615) 925-2340
- UHaul of San Fernando Valley**, Chad Farren, (661) 644-9767

**New Members for September, 2013**

- Bikram Yoga Pasadena**, Val Sklar Robinson, (626) 304-9842
- Chefelle-Personal Chef & Caterer**, Chef Loretta Vigil, (626) 303-7117
- Citrus X Catering**, Christian Hankins, (626) 993-7221
- Collective Voices Foundation**, Diana Fisher, (626) 354-3144
- The Figari Law Firm**, Katie Figari, (626) 486-2620
- Flawless Fitness**, Melody Schoenfeld, (626) 644-8182
- Get Fit by MJ, LLC**, Marjorie Jane Velasco, (626) 304-9900
- GS Music, LLC**, Stephen Steward, (626) 298-5624
- Hastings Ranch Nursery School**, Michele Browning, (626) 351-9171
- The Koffa Design Group**, Koffajuah Toeque-Slyusar, (408) 475-6332
- Laura Lorraine Designs**, Laura McAllister, (626) 277-5508
- Law Office of Donald P. Schweitzer**, Maria Schweitzer, (626) 683-8113
- LOV Olive Branches, CDC**, Onesha Steward, (626) 723-3223
- Monaco Audio Video & Automation**, Larry Weiss, (626) 395-9597
- Osawa Shabu Shabu & Sushi**, Sayuri Tachibe, (626) 683-1150
- P E Deans Consignment Home Furnishings**, Sherry Grossi, (626) 486-2660
- Pasadena Community Foundation**, Judy Wilson, (626) 796-2097
- Pasadena Embroidery & Silkscreening**, Manny Canacasco, (626) 564-2702
- San Gabriel Valley Senior Care, LLC dba Golden Heart Senior Care**, Ronald LaBran, (626) 795-4276
- Torayforan**, Katy Slater, (208) 340-1107
- Treasure Little Children Foundation**, Jules Mariogliese, (626) 574-9409
- W.O.W. International**, Kathy Hernandez, (626) 296-8800



## Renewing Members for August, 2013

### One to Five Years

California Bank & Trust  
California Retrofit, Inc.  
Central Park Restaurant  
Chandler School  
Counter, The  
Cushman & Wakefield  
Dependable Computer Guys, Inc.  
Go Green Solutions  
Green House Gift Shop  
Institute for the Redesign of Learning/  
Westmoreland  
International Technical Center, Inc.  
Law Offices of Timothy Bowles  
Massetti Caffè Mobile  
Mel Cohen Insurance Services  
Neurofeedback & Neurorehab  
Institute, Inc. (NNRI)

Opus Bank  
Pacific Crane & Equipment Sales  
Primerica, Inc.  
RE/MAX Premier Properties  
Regus  
Roses Road, Inc.

### Six to Nine Years

A-1 Domestic Professional Services  
UBS Financial Services, Inc.  
VITAS Innovative Hospice Care

### Ten to Fourteen Years

Advanced Laser & Anti-Aging Medical  
Center  
Hilton Auto Collision Center  
Regency Park Oak Knoll  
Temple City Dental Care

### Fifteen to Fifty Years

Art Center College of Design  
Art Rodriguez & Associates  
Bob Hope Airport  
C W Wong & Associates  
Castle Green c/o Muggee Management  
Corcoran Bookkeeping & Tax Services  
ForensisGroup  
McCurdy Body Works  
Old Republic Construction Program  
Group, Inc.  
Pasadena Advertising  
Pasadena Humane Society  
Pasadena Police Officers Assn.  
Polenzani Benefits & Ins. Services, LLC  
Sharp Seating Co.  
Souplantation  
Villa Gardens

## Renewing Members for September, 2013

### One to Five Years

ArcLight Cinemas  
Asolva, Inc.  
California Chiropractic Care  
Castroville, Inc. dba Blue Earth EMS  
Clearman's Galley, aka The Boat  
Dolan & Knight Property  
Management, Inc.  
Dr. Juan Francisco Lara  
Edgewood Realty Partners, LLC  
Edward Jones Investments-  
Marengo Ave.  
Episcopal Communities & Services  
Erik's Auto Body Shop  
Hair by Cesare, Inc.  
Hollywood Piano Co.  
Ideal Youth  
Journey House, Inc.  
McDermott Consulting, Inc.  
MonteCedro  
Mothers' Club Family Learning Center  
Pacific Starr Group, LLC  
Pie'N Burger  
Premier World Discovery  
San Gabriel Valley Consortium on  
Homelessness  
Servpro of Arcadia & Pasadena North  
Sheldon Mak & Anderson PC  
Seismic Safety

Sorell Law Group  
State Farm Insurance-Nadine Shokoufi  
Toro Sushi Bar & Lounge  
United Site Services  
United States Congress-Judy Chu  
W. J. Bradley Mortgage Capital, LLC  
Westcoast Companies, Inc.  
WOW! Events Productions

### Six to Nine Years

Avanti-LSSSC  
Benedict & Benedict Plumbing Co.  
Community Health Alliance Pasadena  
Eye Care For Animals  
Huntington Marketing & Public  
Relations  
Melting Pot, LLC  
Pasadena Outlook Newspaper  
Thornton & Fathy, LLP

### Ten to Fourteen Years

Alliance Francaise de Pasadena  
City of Hope  
The Fair Oaks by Regency Park  
HEAR Center  
The Oaks Of Pasadena  
Pasadena Educational Foundation  
Sushi Roku

### Fifteen to Fifty Years

A.J. Longo & Associates  
AbilityFirst  
Air-Tro, Inc.  
Angels School Supply  
AppleOne Employment Services  
Arroyo Parkway Self Storage  
Binney, Chase & Van Horne, Inc.  
Boys & Girls Club of Pasadena  
Charter Business  
Clarke/Yellow Book  
Clearman's North Woods Inn  
Gonzalez | Goodale Architects  
Hillsides  
J's Maintenance Service, Inc.  
Kaiser Permanente-Walnut Center  
La Salle High School  
LACERA (L.A. County Employees  
Retirement Assoc.)  
Minasian & Associates  
Nick Boswell Photography  
Orswell & Kasman, Inc.  
Pasadena Enterprise Center  
Pasadena Senior Center  
Pasadena Unified School District  
Pasadena YMCA  
Rose Bowl Stadium  
Vagabond Inn Executive  
Women At Work

## Chamber Member Openings and Celebrations

(From below left) **Get Fit with MJ** celebrated her grand opening with a ribbon cutting. Congresswoman Judy Chu helped Jack Huang and Karen Tang open **168 (onesixeight)** in Old Pasadena. **Pasadena Crown City Chorus** celebrated joining the Pasadena Chamber with a ribbon cutting. **Keller Williams** opened their new realty offices with a ribbon cutting. **Freshly Squeezed Juice Bar** at Paseo Colorado hosted a ribbon cutting celebration. **Salt Studio** hosted a grand opening party and ribbon cutting.





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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**

On Wednesday, November 6th at 11:45am, **Joan's Candles and Home Decor** sponsors the monthly networking Luncheon Alliance.

**Pasadena City College** sponsors our networking Luncheon Alliance on Wednesday, December 4th at 11:45am.

The *Luncheon Alliance* starts promptly at 11:45am at **Altadena Town & Country Club** at 2290 Country Club Drive in Altadena.

**Breakfast Connection**

Thursday, November 14th at 7am, **FVO Solutions** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, December 12th, **Casa de las Amigas** sponsors our monthly *Breakfast Connection* networking event.

**Pasadena Chamber After Hours Social and Mixer**

*Network at Night* as **Pita Jungle** hosts our *Chamber After Hours Social and Mixer* at 43 E. Colorado in Old Pasadena on Thursday, November 21st from 5pm-7pm.

On Thursday, December 19th, join us for our annual *Holiday Party* at **Castle Catering** at 50 E. Green St. in Pasadena from 5pm-7pm. 90 minutes of FREE parking is available across the street

**Travel to Peru and Machu Picchu with the Chamber Free, No Obligation Informational Meeting December 5th**

Join fellow Pasadena Chamber members, and travelers from other chambers on a once-in-a-lifetime adventure to Peru and Machu Picchu. For the low price of \$3,999 you can visit three UNESCO World Heritage Sites with tours and transportation to Machu Picchu, Cuzco and Lima. You also enjoy a local "Casa" hosted dinner, see the Awanakancha Breeding Center and Ollantaytambo Fortress, Sacsayhuaman Ruins, Qengo and enjoy an Andean folklore show.

The trip departs on April 7th for nine days. The \$3,999 price includes round-trip airfare from Los Angeles (LAX), all air and fuel surcharges, and departure taxes and fees. First class accommodations, 16 meals (seven breakfasts, four lunches and five dinners), motor coach transportation, admissions, baggage handling and a professional tour guide are included.

The Chamber, along with our member **Chamber Explorations**, is promoting the trip. We will host a no obligation, free informational meeting on Thursday, December 5th at 6pm at the Hastings Branch Library at 3325 East Orange Grove Boulevard in Pasadena. A representative of Chamber Explorations will be there to make a presentation and answer questions. There is free parking in the library lot and on the street. For information on the meeting or to RSVP please call the Chamber at 626-795-3355.



**Chamber Member Celebrations**

(Clockwise, from right) **Simply Cupcakes** celebrated Chamber membership with a ribbon cutting. Congresswoman Judy Chu joined Mayor Bill Bogaard and **Pasadena City College** President-Superintendent Mark Rocha to open the **Small Business Development Center** at PCC. Vahe Atchabahian cut a ribbon to celebrate **VA**



**Print Media** joining the Chamber. Mayor Bogaard was also on hand to celebrate the opening of **CitrusX Catering**. **Nicola Borland Photography** celebrated her Chamber membership with a ribbon cutting. **Colledge** hosted a ribbon cutting ceremony.



**Panda Express Catering** opened with a ribbon cutting. **Homestreet Bank** opened in Pasadena with a ribbon cutting. **Urth Caffé** opened with a street festival and ribbon cutting. **Pasadena Meadows** hosted a ribbon cutting. Myisha Blackman opened **In Good Hands Interpreting** with a ribbon cutting. **Hastings Ranch Nursery School** celebrated 60 years with a ribbon cutting.



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