

PASADENA Commerce

March-April, 2016

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

VOL. 11, NO. 2

President's Message

Membership in the Pasadena Chamber of Commerce confers many benefits. In addition to our networking opportunities, referrals, events and activities, the Chamber offers many ways to grow your business. Most are at no, or low, cost.

We are happy to celebrate your company milestone. New in business? Approaching an anniversary? Relocating or expanding? Chamber staff and our Ambassadors are happy to commemorate with a ribbon cutting ceremony. Just call the office to arrange for us to join you at your event.

Chamber members are encouraged to send stories, information items and anything that may be of interest to fellow Chamber members for inclusion in our weekly e-Bulletin. 3000 Chamber companies and community members receive the email blast each week. Items can be brief, a sentence or two about the addition of a new staff member, award of a contract or a special recognition your company has received. There is never a cost for inclusion in the weekly e-Bulletin to the membership.

Items from restaurants, lounges and other hospitality venues, are also often included in the monthly *Pasadena Restaurant Week* email blast, also at no cost to the member establishment.

Sponsorships are another way to gain attention for your company. While sponsoring our golf tournament or Inaugural Gala cost between \$2000 and \$5000, others are much more affordable for our small business members. You can be in front of our networking lunch or breakfast, and be recognized on flyers and in our newsletters, by investing \$200 to sponsor the *Luncheon Alliance* or *Connection Breakfast* events.

Those interested in sponsoring multiple events should consider our Chairman's Circle which allows for additional recognition for multiple sponsorships.

One of the least expensive, and most effective, ways to make the Chamber work for your business is to attend events. Meeting fellow Chamber members at mixers, workshops and other events can provide valuable connections that could pay off for your business.

Call the Chamber office to learn about the wide array of opportunities we offer to support your business.

Pasadena Chamber Golf Tournament April 15 at Brookside

Join the Pasadena Chamber for our annual **Golf Tournament** on Friday, April 15, 2016 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. Those who want to attend the cocktail reception and award ceremony pay \$50.

Corporate Center Pasadena is our Gold Sponsor of the 2016 Pasadena Chamber of Commerce Golf Tournament. **Parsons** is a Silver Sponsor of the Tournament. **Thorson Buick GMC of Pasadena** is providing a 2016 Buick Cascada for anyone who gets a hole-in-one on the designated hole. Our members donate raffle prizes and give-away items.

Sponsorship opportunities are still 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.pasadena-chamber.org/forms/pasadena-chamber-commerce-spring-golf-tournament.

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



Finest Pasadena Restaurants Invite You to Redefine How You Dine during Restaurant Week from April 24th to 29th

Pasadena's restaurant community opens its doors for Pasadena Restaurant Week which takes place from Sunday, April 24th through Friday, April 29th. The public is invited to visit many of Pasadena's finest, and most unique, dining establishments for special menus and more.

Pasadena Restaurant Week is a citywide event featuring the cuisine of many of Pasadena's top dining establishments. Participating restaurants will offer at least three fixed price dinner and/or lunch menu items for visitors. Dinners will be three-course meals while lunches will be two course meals.

Depending on the venue and menu offered, meals will be priced at \$15, \$20 or \$25 for lunch or \$27, \$36 or \$45 for dinner. (Some prices may vary. Alcoholic beverages, gratuity and tax are not included in the price.)

More than 30 local dining establishments are involved. Visit the website at www.pasadenarestaurantweek.com to see if your favorite is on the list. Chamber member restaurants interested in participating can email paul@pasadena-chamber.org for sign up forms and information.

Pasadena Restaurant Week is presented by the Pasadena Chamber of Commerce and our restaurant members. Gold Sponsors are the **City of Pasadena** and **Wells Fargo**.



New members (below, from left) introduced at our *Connection Breakfast* in January were Jeanette Cabrera with **Cabrera's Mexican Cuisine**. We also met Robel and Betsega Abdella of **Jebena Coffee Shop** and Marc Schroeder of **L.A. Financial Credit Union**.



New members (below, from left) introduced at our *Luncheon Alliance* in February were Bernadette Capulong of **BC Design Haus**, Siyi Du of **Du Tax & Accounting**, Patrick Fiedler and Carolyn Contreras of **The Fiedler Group**.



Also introduced (below, from left) at the *Luncheon Alliance* in February were Dr. Vickie Greenberg of **Greenberg Orthodontics & Greenberg Sleep Therapy**, Aasia Kinney of **The Juice Lab 360** and Theresa and Danny Pranata of **Sullivan, Workman & Dee, LLP**.



New Members for December, 2015

American Armenian Rose Float Association, Inc., Jacob Parseghian, (818) 640-5283
The Juice Lab 360, Aasia Kinney, (310) 871-8602
Body & Brain Yoga and Tai Chi Pasadena, Cheong Hongik, (626) 844-0433
Rose Hills Memorial Park & Mortuaries, James Garcia, (213) 718-0158

New Members for January, 2016

Du Tax & Accounting, Inc., Siyi Du, (626) 652-9536
Fiedler Group, Andrea Lingua, (213) 201-2520
Ogletree Deakins, Christian Hickersberger, (714) 800-7931
Pedro F. Baez, LVN, MCC, CHC-Master Certified Life and Health Coach, Pedro F. Baez, (800) 397-8865
Sullivan, Workman & Dee, LLP, Theresa Pranata, (626) 656-8700
TAMstudio Architects, Anthony Tam, (626)398-7302
Zero Waste Supply Chain Consultants, Jonathan Levy, (213)293-4962

Pasadena Chamber Member Celebrations



The Juice Lab 360 opened at 277 West Green Street in Pasadena.

Pasadena Chamber Holiday Party



CREPEstudio provided delicious food at the Chamber Holiday Party.

Dance Syndicate had guests on their feet at the Holiday Party.

Wine, beer and soft drinks were generously hosted by Ron and Starla Hobbs of Castle Catering.

Special thanks to all our members who donated food.

Art Deco Entertainment played at the Holiday Party.

Castle Catering donated their Romanesque Room for our 2015 Holiday Party.

Renewing Members for December, 2015

One to Five Years

ArcLight Cinemas
 The Computer Guys
 CREPEstudio
 Friends in Deed
 Kids Dental Kare
 Mamma's Brick Oven Pizza & Pasta
 Mayfield Junior School of the Holy Child
 Jesus
 Mercado Insurance Services
 Plastic Food Service Packaging Group-
 PFPG
 Vons/Albertsons/Pavilions

Six to Nine Years

Halftime Cuts
 State Farm Insurance-Nadine Kureghian
 Wells Fargo Bank

Ten to Fourteen Years

Barbara Rocha and Associates
 Calamigos at L.A. Equestrian Center
 Community Health Alliance Pasadena
 Protravel International
 UPS Store #4359

Fifteen to Fifty Years

Citibank-South Lake Branch
 El Portal Restaurant
 Fedde Furniture Co.
 First Lutheran Church
 J. Robin & Associates Graphic Design
 Kangen Water Independent Distributor
 Malberg & Associates
 Pasadena Heritage

More Than Fifty Years

Anderson Business Technology, 97yrs
 Jenkins Bowler LLP, 64yrs

Renewing Members for January, 2016

One to Five Years

All-Phase Electric Supply
 Architecture for Education Incorporated
 Autism Speaks
 Caliber Collision
 Diverse Strategies for Organizing Inc.
 Keck Medical Center of USC,
 University of Southern California
 POP Champagne & Dessert Bar
 Rounds Premium Burgers
 Tolj Commercial Real Estate Services
 Two Men and a Truck
 The Walnut Plaza LTD
 Wang Plastic Surgery & Med Spa

Six to Nine Years

Fairplex-Home of the L.A. County Fair
 Insignia PMG
 John Blanchard Company, Inc.,
 A Transportation Management
 Company (Convention Shuttles)
 Pasadena Quarterbacks Club
 Salon Sessions
 Soup to Nuts Enterprises, Inc.
 (Sue Cook)

Ten to Fourteen Years

Attention To Detail
 Easy Parking Service, LLC
 Express Employment Professionals
 L.A. Financial Credit Union

Menage

Small Business Networking Group, Inc.
 dba Professional Referral Organization
 (PRO)

Fifteen to Fifty Years

Allen Avenue Self Storage
 Business Networking Alliance/BizNet
 E-Central Credit Union
 Integro Insurance Brokers
 Kathleen's Restaurant
 Maginnis, Knechtel & McIntyre, LLP
 Pasadena Police Officers Association
 Rusnak/Pasadena
 Tom Sawyer Camps, Inc.
 University Club of Pasadena

More Than Fifty Years

Crowell, Weedon & Co., 64yrs

Pasadena Chamber Program of Work, 2016

Each September, the Pasadena Chamber Board of Directors holds a strategic planning meeting. The Board spends the better part of a work day discussing the direction the Chamber is taking, brainstorming about how we can better serve the membership and what the Chamber should concentrate on for the upcoming year. Out of those discussions, the staff collaborates to develop a Program of Work which is presented to the Board for approval in December. That program of work defines the news initiatives the staff will undertake for the coming calendar year.

This year, reflecting our partnership with the Pasadena Unified School District, the Chamber Board approved a Program of Work with a heavy emphasis on Workforce Development. Last year, the Chamber developed internship opportunities for PUSD students along with providing classroom support in the form of speakers, visits and job shadow opportunities.

To be more effective in supporting student achievement in the College and Career Academies in 2016 the Chamber will:

- work with Economic and Workforce Development Department at Pasadena City College to create collaborations in the classroom and the workplace.
- facilitate connections between business and local public high schools, finding classroom speakers and job shadow opportunities for students. We will identify, train and place interns from College and Career programs.
- convene a meeting of stakeholders to strategize, educate and attract business to support student learning.

The newly formed Technology Committee of the Chamber will begin soliciting input from members about their usage, interests, needs and concerns. For 2016, the Chamber will:

- integrate some technology-themed workshops into the Brown Bag Lunch workshop series or explore hosting technology themed workshops..
- consider hosting a meet-up workshop where tech providers can meet with members to solve problems.

In addition, with our Economic and Business Development Committee, the Chamber will advocate for faster and more reliable broadband access for our business community and residents. We will also explore adding a Member Only section to our website where Chamber members can discuss issues and concerns, provide referrals and advice, solicit partnerships and communicate among and with each other.

The Chamber will continue to provide individualized support for our members. We will also continue to offer engaging, vigorous and meaningful opportunities for our members to prosper and grow.



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 WEBSITE: WWW.PASADENA-CHAMBER.ORG

PASADENA CHAMBER OF COMMERCE MISSION STATEMENT:
WE ARE AN EFFECTIVE ECONOMIC AND POLITICAL FORCE FOR OUR MEMBERSHIP.

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*past chair **ex-officio

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

Luncheon Alliance

Art Deco Entertainment sponsors the networking lunch Wednesday, March 2nd at 11:45am.

Lee and Green Attorneys at Law sponsors our networking lunch on Wednesday, April 6th at 11:45am.

The Luncheon Alliance is at **Brookside Golf Club** at 1133 N. Rosemont Avenue, Pasadena, starting at 11:45am.

Connection Breakfast

On Thursday, March 10th at 7am, **Autism Speaks** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue in Pasadena.

On Thursday, April 14th, 7am, **Forest Lawn** sponsors the *Connection Breakfast*.

Price is \$25 for members and \$30 for non-members. Those reserving after the Monday deadline pay \$5 more.

Chamber After Hours Social and Mixer

Enjoy *Leprechauns and Shamrocks* when **Joan's Gifts & Wow! Productions** host our *Chamber After Hours Social and Mixer* at *The Romanesque Room* at 50 East Green Street on Thursday, March 17th from 5pm-7pm.

On Thursday, April 21st, you are invited to enjoy *Sips and Snacks in the Spring* as **The Raymond 1886** host our April mixer at 1250 S. Fair Oaks in Pasadena at 5pm.

Free admission for members, \$10 for others.

Procurement Forum presented with JPL and City of Pasadena at Convention Center March 1st at 8am

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 *Procurement Forum* is on March 1st 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 sub-contractors of JPL will be there as will representatives of the City of Pasadena.

The *Procurement Forum* is free to Pasadena Chamber members, but you must register in advance through EventBrite online at <https://www.eventbrite.com/e/nasajpl-and-the-city-of-pasadena-service-disabled-veteran-owned-small-business-industry-day-tickets-19016670373>.



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. Disabled and other veterans are encouraged to attend.

In the past, companies providing plumbing services, information technology, electrical supplies and more have developed relationships with large companies. Many continue to do business together today. **Wells Fargo** sponsors for the Pasadena Chamber.

Pasadena City Council Votes to Raise Minimum Wage to \$13.25 per Hour by 2018

On Monday night, February 1st, the Pasadena City Council, on a unanimous vote of 7-0 (with Margaret McAustin of District 2 absent) voted to increase the minimum wage in Pasadena. Minimum wage will increase:

- July 1, 2016: \$10.50 per hour
- July 1, 2017: \$12.00 per hour
- July 1, 2018: \$13.25 per hour

There is a one-year deferral for small businesses with 25 or fewer employees. Certain non-profits with 26 or more employees may defer for one year. Youth 17 years or younger are exempt for the first 160 hours of work.

Before February, 2019, city staff must return with a report on impacts to employment, our economy, businesses, sales tax revenue, poverty rates and other metrics. The City Council can, at that time, vote to increase the minimum wage to \$15 per hour by 2020, if the report shows little or no impact. The City Council is considering how to enforce the ordinance, which could include hiring staff to investigate and enforce anti-wage theft provisions.

The City Council included no mitigating provisions to help local small business offset the increase to costs.

You can still email the City Council at city_council@cityofpasadena.net to let them know how your business will cope with the wage increase.

The Chamber proposed an increase to \$12.50 per hour by 2020, but the City Council did not even discuss the merits of our proposal, despite reports, data, analysis and economic studies to support our position.

We were very pleased that so many chamber members emailed the City Council about your concerns. At the meeting, which ended at 12:20am, some members were present to speak about impacts of the minimum wage increase. THANK YOU to everyone who took time to communicate with the City Council. The California Restaurant Association was very helpful, too.

The Chamber proposed the evaluation and positive affirmative vote in 2019 before any further increase to the local minimum wage is considered.

While disappointing, the outcome of the vote was not unexpected given the political views and affiliations of the members of the City Council. The Chamber and some of our members are discussing further actions that can be taken. Email paul@pasadena-chamber.org to be part of those discussions.