

PASADENA Commerce

July-August, 2013

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

VOL. 8, NO. 4

President's Message

Pasadena has a well recorded history of innovation. Rocketry and space science had early successes here. Products we now take for granted were developed and patented here. Even the cheeseburger was first served here.

Currently, **Caltech** is one of the top five universities in the nation in patent applications. **JPL** leads the world in unmanned space exploration and **Art Center** graduates are among the leaders in the world in auto design, advertising and product design.

The Pasadena Chamber of Commerce is equally innovative. We were among the first chambers in the nation to have a mobile application, for example.

Throughout our 125 year history in Pasadena, the Chamber has been on the forefront of innovation and progress. The Board of Trade, our predecessor organization, was formed, in part, to help secure a reliable and safe water supply for area residents and citrus groves, which led to creation of our municipal water system. They also advocated consolidation of our many electrical companies into one municipal utility.

When plans were being discussed on how best to connect Pasadena with the San Rafael Hills and Eagle Rock, the Pasadena Chamber campaigned to get the bond passed to pay for construction of the Colorado Street Bridge. At about that same time, the Chamber of Commerce organized and financed the campaign to get citizen approval of the bonds necessary to build City Hall and our Civic Center.

Later, as Pasadena's economy stagnated in the 1970s, and our downtown began to flounder, the Chamber helped recruit corporate headquarters to Pasadena, including Parsons, and, a decade later, supported reuse and revitalization of Old Pasadena.

As we enter our 126th year, the Chamber is at the forefront of member service, economic development and innovation in service of our community and business members.

Pasadena Chamber Inaugural Gala on July 12th Celebrates 125th Anniversary and Inauguration of CL Keedy as Chair of the Board of Directors

Pasadena Chamber of Commerce members, community leaders and guests will celebrate at the annual Pasadena Chamber of Commerce Inaugural Gala on Friday, July 12, 2013 at 6:00 p.m. at the Hilton Pasadena. This year, the Chamber celebrates the installation of CL Keedy of **UBS Financial Services, Inc.** as Chair of the Board of Directors. The Chamber also installs new officers and Board members for the year.

We will also be celebrating 125 years of service to our community by the Pasadena Chamber, which began as the Board of Trade in 1888. We will honor our Corporate Citizens of the Year in the large and small business categories and give out scholarships to high school and community college graduates who are attending four-year colleges in the fall.



Kaiser Permanente and **Wells Fargo** are the Gold Sponsor of this year's Inaugural Gala. **Huntington Memorial Hospital, Park Place Commercial, LP,** and **Parsons Corporation** are generously supporting the Gala as silver sponsors.



CL Keedy III is a Portfolio Manager / Financial Advisor with UBS Financial Services Inc. Mr. Keedy is Past President of the **Pasadena Tournament of Roses**, a member of the Navy League, and is on the Board of the **USS Pasadena Foundation** and the Advisory Board for **Women at Work**. He and his wife Adrienne are the parents of two children, Amanda and CL IV. Mr. Keedy joined the Board of the Pasadena Chamber in 2008 and chaired the Economic and Business Development Committee.



Joining the Board are Michael Gallego of **Cheveux Salon**, Juan Gutierrez of **Pasadena City College**, Lauren Marlis of **Mayfield Junior School** and Justin Tsui of **TeamLogic IT**. **The Gas Company** will award scholarships to local high school graduates. The Chamber will also be awarding a scholarship to an emancipated foster youth who is graduating from Pasadena City College and continuing on to a four-year college or university.

Each year, Pasadena Chamber members contribute thousands of dollars worth of valuable and unique services, products and treats for the silent auction. This year items include travel to Scotland to attend the Ryder Cup golf match, a trip to the Galapagos Islands, a five night stay at The Washington Court luxury hotel in Washington, D.C. courtesy of **Amalgamated Bank** and **IUOE Local 12** and a chance to play golf and have lunch at Pasadena's Annandale Country Club courtesy of **Eagle Associates, Jewelry, L.A.** Dodger tickets, a weekend stay at the **Sheraton Pasadena** and golf and breakfast or lunch at Oakmont Country Club. Other items include a ride-along with the **Pasadena Police Department**, dinners at local restaurants, opportunities to explore local "wonders" and VIP treatment at many of our local attractions.

Seats and tables are still available. Corporate tables of ten cost \$1750. Individual tickets to the Inaugural Gala cost \$175. A seat at the Inaugural Gala includes the hosted cocktail reception and the dinner and program. Complimentary valet parking is also included. Anyone wanting information can call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org to purchase tickets online.

New members (clockwise from right) introduced at our Luncheon Alliance in may included Aram



Panasenco with the **Small Business Center of Los Angeles**, Erica Trullinger with **Reading Partners**, Linda Chen with **Bittersweet** and Gail Howland of the **Watson Design Group**. **Wang Plastic Surgery's** Michelle Yen and Casey Weber were introduced as new members along with John Diaz and Jerrell Gervickas of **Sign-A-Rama**. James Tyler with **Mattress City** and Jason Armas of **Insperty** were also recognized.



At our June Luncheon Alliance we met new member Phlunte Riddle of **Effective Consultants, LLC**, and Debbie Talianko and Hannah Trinum with **Talianko Design Group**. We also introduced Karen Burems with **No Clogg Plumbing** and **Melaleuca**. Javad Derakshan with **HarborTouch Point of Sale**, Myisha Blackman with **In Good Hands Interpreting** and **Roy Fisher, Real Estate Broker** were introduced. New members are introduced at our monthly networking lunch and breakfast.



(Clockwise, from right) At our Connection Breakfast in May we introduced new member Ryan Mitchell with **Skyline Innovations**.

At June's breakfast networking event, we introduced new member Bruce Fisher with **Graffiti Dr.** Andrew Davis and Mark Chakerian of **Carrington Mortgage Services, LLC** were recognized along with Jonathan Eubanks of **Invicta Fitness Gallery**, Tim Cochren with **ISU-ARMAC Insurance** and **Kimberly Abe, Certified Public Accountant**.



Chamber Member Openings and Celebrations

(From below right) **The Awareness Center** yoga, yoga, meditation and healing arts center celebrated joining the Pasadena Chamber of Commerce with a ribbon cutting ceremony. **Neo Ensemble Theatre** celebrated joining the Chamber and their residency at the Carrie Hamilton Theatre at the Pasadena Playhouse with a ribbon cutting ceremony. **Twohey's** in Alhambra celebrated their 70th anniversary with a hosted luncheon party and classic car show. Joseph Lee and Steve Baghoomian cut the ribbon to celebrate the opening of their law offices, **Lee and Baghoomian, P.C.**, in Pasadena.



New Members for April, 2013

eClasses.org, Angela Bogner, (626) 449-3709
Gateway Education USA Corporation, Jazmin Lopez, (626) 463-7088
Insperty, Jason Armas, (818) 546-3115
ISU-ARMAC Insurance Agency, Tim Cochren, (626) 327-2944
L'etoile Chocolatier, George Kandalaft, (626) 577-4101
Neo Ensemble Theatre, Arilyn Carpenter, (323) 776-3528
New York Life Insurance, Cecilia Bolbolian, (909) 631-9960
No Clogg, Inc., Karen Burems, (626) 794-5703
Photo by George, George Kandalaft, (626) 577-4101
The Salt Studio, Diana & Michael Leone, (626) 765-6180
Simply Cupcakes of Pasadena, Aileen Zettlemoyer, (626) 394-9085
Skyline Innovations, Ryan Mitchell, (310) 650-8249
Small Business Center of Los Angeles, Aram Panasenco, (626) 768-2842
Specialty Taxes, Robert Diaz, (626) 532-2133
State Farm Insurance, Armen Bubushyan, (626) 765-9440
Talianko Design Group, LLC, Debbie Talianko, (626) 836-2935
Twohey's, Bill Hamil, (626) 284-7387

New Members for May 2013

JMD Floral, Jaqueline Rude, (909) 957-5629
Kal's Mediterranean Bistro, Justina Al Malech, (310) 913-6265
Kim Abe, Certified Public Accountant, Kim Abe, (630) 363-2463
Lee Perfect Transcribing Incorporated, Philip Furnari, (626) 773-2689
LifeShield Home Security, Steph Zaharuk, (424) 789-7994
Melaleuca Wellness Co., Karen Burems, (626) 644-2297
RCS Sport USA Inc., Imma Vaccaro, (212) 308-2000
Sign-A-Rama, John Diaz, (360) 333-3214
Roy Fisher, Real Estate Broker, Roy Fisher, (626) 792-2080
San Gabriel Valley Council, Boy Scouts of America, Marcus Mack, (626) 351-8815
United Way of Greater Los Angeles, Cathy McClure, (213) 808-6234
West Coast Urgent Care, Jackie Sirois, (626) 844-8848

Renewing Members for April, 2013

One to Five Years

Adult Sports Management
 AFLAC Independent Agent-C. Bengtson
 AmericanWest Bank
 ANROMA Group-SocializeLA.com
 Arroyo Vista Inn
 AU79 Tea Express
 Carlson & Associates, A Psychology Corporation
 Cerrell Associates Inc.
 Cherry on Top
 Colombo's Italian Steakhouse & Jazz Club
 Dennis Murphy CPA
 Fauci Companies/Construction Services
 Freight Right Global Logistics
 Greg Sylvis General Contractor
 The Gutierrez Firm
 The Hettema Group
 Holmes Powersports
 Honeybee Robotics Spacecraft Mechanisms Corp.
 JB Wholesale Roofing & Building Supplies
 Kids Dental Kare
 Legends Premium Sales/IMG
 Lewis Brisbois Bisgaard & Smith LLP
 Lineage Performing Arts Center
 Luther Burbank Savings
 Metro Gold Line Foothill Extension Construction Authority
 New York Deli
 Onyx Architects, Inc.

Pacific Coast Regional Small Business Development Corporation
 Pasadena Magazine
 Pasadena Patio
 Pete Whan & Associates, Inc.,
 Keller Williams Realty
 POP Champagne & Dessert Bar
 PureGear
 Rodeway Inn & Suites
 Ronnie Jayne Music & A Song For You Productions
 Southern California Edison (SCE)
 TeamLogic IT of Pasadena
 Ted A. Moreno, Certified Hypnotherapist,
 Success Coach
 United Parcel Service (UPS)

Six to Nine Years

Bar Celona
 Baskin Robbins-Hastings Ranch
 Bodyscape Integrative Physical Therapy
 Dona Rosa Bakery & Taqueria
 The Hat
 Pacific Harps
 Pasadena Home Health Care
 Peet's Coffee & Tea-Hastings Ranch
 Peet's Coffee & Tea-South Lake
 Retirement Benefits Consulting
 Robertson Roasted Almonds
 SGI Construction Management
 Villa Sorriso

Ten to Fourteen Years

Amalgamated Bank
 Brookside Golf Club
 Image Quest Plus, LLC
 Lexus of Glendale
 Westside Rental Connection

Fifteen to Fifty Years

Altadena Town & Country Club
 Angels School Supply
 Beven & Brock Mgt. Org.
 Bissell House-Bed & Breakfast
 California Mission Inn
 Carousel Custom Floors
 CityCenter Co.
 Corporate Center Pasadena
 Dolphin Rents
 Foothill Family Service
 Il Fornaio
 Jacob Maarse Florist
 JD Audio Visual, Inc.
 John Hancock Financial Network
 Pasadena Meadows
 Pasadena Playhouse
 Pasadena Weekly
 Plotkin Partners
 Quest Financial Services

More Than Fifty Years

Citizens Business Bank, 93yrs
 Gas Company, The, 93yrs
 Stivers & Company, Inc., 56yrs
 Volkswagen Pasadena, 52yrs

Renewing Members for May, 2013

One to Five Years

All Saints Church
 Armed Exterminators
 Budget Rent A Car
 City Cab
 Dave & Buster's
 Dave The Computer Guy
 Foothill Transit
 Hello! Home Care
 Ix tapa Cantina
 Larson & Gaston, LLP
 Maginnis Knechtel & McIntyre LLP
 MobilityWorks-Adaptive Vehicles
 Navigage-Marguerite Gardens
 Office Depot Business Solutions Division
 Pasadena Child Development Associates, Inc.
 Pasadena Gateway Villas
 Pasadena Presbyterian Church
 Pita Jungle
 Sierra Autocars, Inc.
 Sierra Java, Inc.
 Tiffany's Coffee
 TMAD Taylor & Gaines
 True Blue Maids
 Tyler/Gonzalez Associates

Six to Nine Years

Beacon Media News
 Beth Julian-Wang, M.D.
 IUOE Local Number 12
 Saint Andrew School
 State Farm Insurance-John Diehl
 Vertical Wine Bistro

Ten to Fourteen Years

Bolton & Company
 Celestino Ristorante Bar
 Century Rooter Service & Plumbing
 Exchange Club of Pasadena c/o Affinity Associates
 Leadership Pasadena
 Trumark Real Estate Management

Fifteen to Fifty Years

Barney's Beanery
 Coca-Cola Refreshments USA, Inc.
 Douglas Auto Body & Paint
 Flintridge Sacred Heart Academy
 Gerrish Swim & Tennis Club
 Jane S. Caughey
 Kid's Klub Pasadena
 Linden Optometry, P.C.
 May Consulting Group, Inc.
 Monte Vista Grove Homes

Parsons Corporation
 Pasadena Foothills Assn. of Realtors
 Pasadena Heritage
 Plati German Cars Service & Repair (BMW & Mercedes Only)
 Salvation Army
 Thorson Motor Center
 Tokio Marine Management, Inc.
 Unified Valet Parking, Inc.
 Western Asset Management Co.

Fifty or More Years

Bickley Printing, 65yrs
 Bryan's Cleaners & Laundry, Inc., 74yrs
 Licher Printing & Mailing, 65yrs
 Palermo, Barbaro, Chinen & Pitzer, LLP, 65yrs
 Pasadena Urological Medical Group, 65yrs



Mayor Bill Bogaard and Congresswoman Judy Chu cut the ribbon to open the Rose Bowl's new pavilion.



PASADENA CHAMBER OF COMMERCE
 844 EAST GREEN STREET,
 SUITE 208
 PASADENA, CA 91101
 (626) 795-3355
 (626) 795-5603 FAX
 WEBSITE: WWW.
 PASADENA-CHAMBER.ORG

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

Pasadena Commerce is published bi-monthly by the Pasadena Chamber of Commerce & Civic Association. Third class postage paid in Pasadena, CA. Send address changes to the Chamber.
 © 2013 by Pasadena Chamber.

OFFICERS

CL Keedy, Chair	Ben Green, Chair-elect
Paul Little, President & CEO	Patty Waggoner*, Immediate Past-chair
Thomas Daly, Secretary	Ron Carter, Treasurer
Bob Baderian, Vice-chair	Joan De Souza, Vice-chair
Joel Bryant, Vice-chair	George Falardeau, Vice-chair
Michael D'Antuono*, Vice-chair	Bob Oppermann, Vice-chair

BOARD OF DIRECTORS

Wendy Anderson	Robin McCarthy
Karl Bird	Valerie Prince
Heidi Bloks	Armando Ramirez
Jeffrey Brickner	Steve Rodgers
Dennis Buckley*	David Saeta
Darryl Dunn**	Evan Scott
Eric Duyshart**	Gail Schaper-Gordon
Michael Gallego	Ray Serafin*
Juan Gutierrez	Ishmael Trone
Julie Lee	Justin Tsui
Blake Longo	*past chair
Lauren Marlis	**ex-officio
Mike Matthiessen**	

STAFF

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

Luncheon Alliance

On Wednesday, July 3rd at 11:45am, **So. Cal. Gas Co. Advanced Meter** sponsors the Chamber's July networking Luncheon Alliance.

Craig Valine, Enhanced Marketing Performance sponsors our networking Luncheon Alliance on Wednesday, August 7th 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, July 11th at 7am, **CED (Consolidated Electrical Distributors)** sponsors our *Breakfast Connection* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, August 8th, **So. Cal. Gas Advanced Meter** sponsors the Chamber's monthly *Breakfast Connection* networking event at 7am.

Pasadena Chamber After Hours Social and Mixer

Join us to *Celebrate Summer* in July as **So Cal Self Storage** hosts the *Chamber After Hours Social and Mixer* at 2581 E. Colorado Blvd. in Pasadena on Thursday, July 18th, 5pm-7pm.

On Thursday, August 15th, **BJ's Restaurant and Brewhouse** invites you to *Catch Up Over Cool Cocktails* at 234 E. Colorado from 5pm to 7pm. Park for 90 minutes FREE at Paseo Colorado.

Pasadena Chamber Members Named Valley's Best

At the Pasadena Chamber, we like to encourage our members to support each other. In the recent **Pasadena Star-News/San Gabriel Valley Tribune San Gabriel Valley's Best** issue, Pasadena Chamber members were recognized in a number of categories.

- Accountancy Company: Lucas, Horsfall, Murphy and Pindroh, LLP
- Chiropractor: Dennis Buckley, Health Advantage
- Fitness Trainer: Lauren Herrera at Pilates Barbell Club
- Photographer: Nick Boswell Photography
- American Cuisine: Clearman's Northwoods Inn
- Health Food: Pita Jungle
- Indian Cuisine: All India Cafe
- New Restaurant: Trattoria Neapolis
- Restaurant to Take Out of Town Guests: Clearman's Northwoods Inn
- Steak: Ruth's Chris Steak House
- Tahi Cuisine: President Thai
- Bowling Center: 300 Pasadena
- College: Pasadena City College
- Hotel: Langham Huntington
- Live Theatre: Pasadena Playhouse
- Medical Group: Kaiser Permanente
- Outdoor Entertainment: Pasadena POPS
- Place for Kids to Have Fun: Kidspace
- Active Adult Living Facility: Villa Gardens
- Best Assisted Living: Pasadena Highlands
- Air Conditioning / Heating Company: Air Tro
- Antiques and Collectibles: King Richard's Antique Center
- Apartment Community: Villa Gardens
- Bank: Wells Fargo
- Credit Union: Pasadena Federal Credit Union
- Book Store: Vroman's
- Dry Cleaners: Bryan's Cleaners
- Florist: Jacob Maarse
- Health/Nutrition Store: Whole Foods
- Insurance: State Farm
- Local Furniture Store: Fedde Furniture
- Moving Company: Pink Transfer, Inc.
- Private School: Maranatha High School
- New Truck Dealer: Thorson Motor Center (GMC)

Congratulations to all the Pasadena Chamber members who were voted San Gabriel Valley's Best for 2013.

SIP-tember: a celebration of the cocktail Returns August 15th to September 26th. Taste of Pasadena at the Rose Bowl Features Four Finalist Drinks

Patrons get to decide which cocktail is Pasadena's favorite during *SIP-tember: a celebration of the cocktail* in Pasadena. From August 15th through September 26th, local restaurants will serve cocktails that will be paired against each other in a competition. 64 cocktails, ranging from drinks specially concocted for the competition to margaritas and sangria, will begin the competition that will last six weeks. SIP-tember culminates in a live taste-off of the four drinks that win their bracket.

Brackets will be unveiled and the 64 cocktails in competition will be available for viewing at the Pasadena Restaurant Week website at www.pasadenarestaurantweek.com on Monday, August 5th. The first challenge will take place over two weeks and pit 32 pairs of cocktails against each other. Individual bracket winners will be paired head-to-head with other winning cocktails.

The four finalist cocktails will be judged at the *SIP-tember Finale*, a live taste-off at the **Rose Bowl** on Thursday, September 26th from 6pm to 9pm. Attendees at the finale will have the opportunity to sample food from many Pasadena Chamber member restaurants as they taste and vote for their favorite of the four finalists. Tickets to the SIP-tember Finale are \$25 in advance and \$30 at the door. To purchase tickets for the SIP-tember Finale call the Chamber at 626-795-3355 or visit www.pasadena-chamber.org/events/sip-tember.

The 2012 favorite cocktail was the **Ruth's Chris** Broad Street Hurricane which was challenged in the finale by drinks from **Gale's, Magnolia Lounge** and **Toro Sushi**.

