

PASADENA Commerce

July-August, 2015

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

VOL. 10, NO. 4

President's Message

Recently, Los Angeles passed an ordinance raising the minimum wage there in annual increases to \$15 an hour by 2020. Los Angeles County is considering a similar proposal. Mirroring the Los Angeles effort, activists in the Pasadena area are beginning to push to increase the minimum wage in our city.

The Pasadena Chamber Board of Directors has not taken a position yet, as there is not a proposal. (Though we anticipate an effort to mirror the Los Angeles ordinance.)

The Chamber does represent a significant number of businesses that would be affected by an increase to the minimum wage.

Restaurant members are very concerned about the impact and whether or not tipped employees would be exempted from any increases. Many local retailers who employ minimum wage, part-time and teenaged employees are worried about the impact, as are home health care providers, who rely on Medicaid and MediCal reimbursements which are not anticipated to increase.

Very concerning for the Chamber and many of our non-profit members, would be the impact on youth employment opportunities. If the minimum wage increases, without an exemption for training and/or young people in part-time employment, we are concerned that opportunities for young people in our community will be decreased significantly.

The Pasadena Chamber is very concerned about the impact a city minimum wage increase may have on our members, especially those locally owned, small businesses that drive much of our economic prosperity.

We are also aware that only about 25% of the people who work in Pasadena actually live here. Would a minimum wage increase in Pasadena actually benefit people living here? Also, absent similar increases in our neighboring cities (other than L.A.) would Pasadena acting alone incentivize businesses to leave for our less expensive neighbors?

Before any action is considered, the Pasadena Chamber will be requesting a full and independent analysis of the impact a local minimum wage increase could have on our businesses, our economy and our city.

Inaugural Gala July 10th at the Langham Huntington Hotel

Pasadena Chamber of Commerce members, community leaders and guests welcome new Board Chair Tom Daly at the annual Pasadena Chamber of Commerce Inaugural Gala on Friday, July 10, 2015. The hosted cocktail reception and silent auction begins at 6:00 p.m. at the **Langham Huntington Hotel** in Pasadena. Dinner and the festive program begins at 7:30pm.



Gold Sponsors of the Chamber Inaugural Gala are **Kaiser Permanente** and **Wells Fargo**. Silver Sponsors are **Burbank Bob Hope Airport**, **Huntington Memorial Hospital** and **Parsons Corporation**.

This year, the Chamber celebrates the installation of Tom Daly of **Christie, Parker and Hale, LLP**, as Chair of the Board for 2015-16. We also install new officers and Board members.

The first Bill Bogaard Scholarship will be awarded to an emancipated foster youth who is graduating from Pasadena City College to continue their education at a four-year college. Christie, Parker and Hale, LLP, will also recognize a local community college graduate with a scholarship.

The Pasadena Chamber will recognize **Century Rooter Service and Plumbing** and **Vroman's Bookstore** as our Corporate Citizens of the Year. Darryl Dunn, general manager of the **Rose Bowl**, will be recognized with the Directors' Award for contributions to our local economy, the City and his support for

the Pasadena Chamber.

Chamber members contribute thousands of dollars worth of valuable and unique services, products and treats for the silent auction. Corporate tables cost \$1750. Individual tickets to the Inaugural Gala cost \$175. Valet parking and a hosted cocktail reception are 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.

SIP-tember: A Celebration of the Cocktail begins August 15

Patrons decide which cocktail is Pasadena's favorite during *SIP-tember: A Celebration of the Cocktail*. From August 15th through September 24th, restaurants will serve cocktails that are paired against each other in an online bracket competition. 64 cocktails will begin the competition that culminates in a live taste-off of the four bracket winners.



Complete information, as well as brackets, will be available for viewing at the Pasadena Restaurant Week website at

www.pasadenarestaurantweek.com.

The first challenge takes place over two weeks and pits 32 pairs of cocktails against each other. Each week winners will be paired in head-

to-head competition. On September 24th, four finalists will be matched in a live tasting during the annual Taste of Pasadena hosted by the Pasadena Chamber of Commerce at the **Rose Bowl** in Pasadena.

SIP-tember kicks off with a citywide cocktail party on August 15th to celebrate the birthday of America's first celebrity chef,

Pasadena's own Julia Child, culminating in a happy birthday toast at 7:00pm. Happy Hour patrons are encouraged to dress for a 1950s, 1960s or 1970s era cocktail party.

SIP-tember and the Taste of Pasadena are presented by the Pasadena Chamber of Commerce and sponsored by the **City of Pasadena**. The **Rose Bowl** and **Legacy Connections** also sponsor.



New members (clockwise, from right) introduced at our Luncheon Alliance in May were Anna Hasbun with **Stepping Stones to Learning, LLC**, and Ashley Laughlin with **Laughlin Design Studio**. We also met Darrell Benton of **Revelation Financial Management** and Victor Buell and Marianne Hudz of **Red Carpet Cookies**. Also introduced was Oren Hatum of **Brigade One** and Erica McAdams of **Evolutions Salon**.



(Below, from left) At the May Connection Breakfast we introduced new members John La Rocca and Josh Rodriguez of **LaRocca Integrated Solutions** and Connie Alexander of **Nerium International**. We also met Camerina Schwartz and Yvonne Najera with **Acme Media Werks**.



(Below, from left) At the June Luncheon Alliance we met new members Rufino Lorenzo with **TitleMax** and John Naccarato with **Papa Nacca's Jerky**. We also introduced Sean Sidders and Ethen Zeidler with **Two Men and a Truck**.



(Counterclockwise, below) At the June Connection Breakfast we introduced new members Kimberly Bullock with **J. Bullock and Associates** and Laura Noonan with **Heartsent Adoptions, Inc.** We also met Dr. Gilberto Bultron and Dr. Smita Malhotra of **Mindful Pediatric Gastroenterology**. Ken and Marina Joe of **Assisting Hands of Pasadena** and Jennifer Stern of **Markit Rokit** were also introduced along with Jinny Hoge and Victor Warren of **Madeline Garden Bistro & Venue**. We also met realtor **Del Lile** of **Coldwell Banker**. We introduce new members at our networking events. Chamber events are great opportunities to meet potential customers and collaborators.



New Members for April, 2015

- 5 Mile Media**, Nathaniel Bradley, (626) 529-5773
- Acme Media Werks**, Camerina P. Schwartz, (626) 940-5143
- California Chutney Tandoori Kitchen**, Mr. Raghu Marwaha, (626) 396-6947
- Laughlin Design Studio**, Ashley, Laughlin, (585) 764-1532
- Nextiva**, Yaniv Masjedi, (800) 799-0600
- Nikka Fish & Grill**, Diane Grair, (626) 440-0100
- South Coast Fibers/American Reclamation**, Rick Forman, (818) 552-4068
- Stepping Stones to Learning LLC**, Anna Hasbun, (323) 333-6262

New Members for May, 2015

- AIS Specialty Products**, Carleen Grunbok, (818)626-9870
- Assisting Hands of Pasadena**, Marina Joe, (626) 216-7172
- Brigade One**, Oren Hatum, (310) 283-2287
- Evolutions Salon**, Erica McAdams, (626) 354-5599
- Gerry Rothschild Band**, Gerry Rothschild, (626)429-4784
- HUTdogs**, Merri Jill Finstrom, (626) 462-0983
- La Rocca Integrated Solutions**, Josh Rodriguez, (626) 476-7248
- Maison Akira**, Akira Hirose, (626) 796-9501
- Ojakian Tennis, Inc.**, Chris Ojakian, (310) 770-1918
- One Veg World**, Nancy Tran, (626) 744-3141
- Optimal Health & Wellness Pasadena**, Dr. Clement Lee, NMD, (626) 788-0023
- Optimal Health & Wellness Pasadena**, Dr. Dana Churchill, NMD, (626) 788-0023
- Red Carpet Cookies**, Marianne Hudz, (818) 514-8740
- Revelation Financial Management**, Darrell Benton, (310) 365-0326
- Sandra C Yee, CPA**, Sandra Yee, (626) 340-1048
- Shriner's Hospitals for Children Los Angeles**, Kelly Chang, (213) 390-9906
- WaitNot**, Aurora Cady, (614) 448-7812
- White Horse Bar Lounge**, Rachel Zhao, (626)278-2188
- Yoga Paz**, Maria de la Paz Garcia, (626)460-9393

Renewing Members for April, 2015

One to Five Years

a/k/a Bistro
 Bistro 45
 Foothill Transit
 Freight Right Global Logistics
 Logix Federal Credit Union
 Mimi et Cie, LLC-Private Jewelers
 The Print Spot
 Real Food Daily
 Storrier Stearns Japanese Garden
 Strategic Marketing Partners
 The Hetteema Group
 The UPS Store #6286

Six to Nine Years

Dennis Murphy CPA
 Micro Trends, Inc.
Ten to Fourteen Years
 Diversified Securities, Inc.
 First Innovative Financial Group, Inc.
 Robertson's Roasted Almonds
 The Hat
 Trumark Real Estate Management

Fifteen to Fifty Years

Beven & Brock Property Management Co., Inc.
 E-Central Credit Union
 Jacob Maarse Florist
 Parsons Corporation
 Pasadena Playhouse
 Plotkin Partners
 Quest Financial Services
More Than Fifty Years
 Volkswagen Pasadena, 54yrs.

Renewing Members for May, 2015

One to Five Years

AmericanWest Bank
 Arroyo Vista Inn
 Carnelian Salon
 Contemporary Crafts Market
 Greg Sylvis General Contractor
 Hello! Home Care
 JB Wholesale Roofing & Building Supplies, Inc.
 The Koffa Design Group
 Lavender & Honey Espresso Bar
 Law Office of Randy W. Medina
 Law Offices of Lee and Baghoomian, P.C.
 Lewis Brisbois Bisgaard & Smith, LLP
 Maginnis Knechtel & McIntyre, LLP-Linda Ballesteros
 Massetti Caffè
 Menchies Frozen Yogurt
 MonteCedro
 Morales Holistic Health Center
 NR Andrea Law Firm
 Pacific Coast Regional Small Business Development Corp.
 Pasadena Language Center
 San Gabriel Valley Council, Boy Scouts of America
 SDG Financial Services, LLC
 Sierra Autocars, Inc.
 Syntax Builders
 Total HR

True Blue Maids
 TTG Engineers
 Tyler Gonzalez Architects, Inc.

Six to Nine Years

Beacon Media News
 Club Champion Gymnastics
 Luther Burbank Savings
 Pasadena Gateway Villas
 Playhouse Plaza-IDS Real Estate Group
 Professional Child Development Associates
 Reid Allen
 State Farm Insurance-John Diehl
 University of Redlands School of Business
 Women's City Club of Pasadena

Ten to Fourteen Years

Amalgamated Bank
 Beth Julian-Wang, M.D.
 Century Rooter Service and Plumbing
 City Place
 Health Insurance Brokers, LLC
 Sahara Clinic
 Saint Andrew Catholic School

Fifteen to Fifty Years

American Red Cross-San Gabriel Pomona Valley
 Barney's Beanery
 BCSP Pasadena Towers Prop, LLC
 C W Wong & Associates
 Del Mar Park, LLC
 Dolphin Rents
 Douglas Auto Body & Paint
 Flintridge Sacred Heart Academy
 Kids Klub Pasadena
 May Consulting Group, Inc.
 Monte Vista Grove Homes
 Pasadena Federal Credit Union
 Pasadena Foothills Association of Realtors
 Pasadena Heritage
 Rose Bowl Aquatics Center
 Thorson Motor Center
 Unified Valet Parking, Inc.
 UPS Store #3268
More Than Fifty Years
 Bickley Printing, 67yrs
 Bryan's Cleaners & Laundry, Inc., 76yrs
 Citizens Business Bank, 95yrs
 Palermo, Barbaro, Chinen & Pitzer, LLP, 67yrs
 Pasadena Urological Medical Group, 67yrs

Chamber Member Openings and Celebrations



Halftime Cuts marked their 10th year in business with a ribbon cutting ceremony.



Two Men and a Truck opened their first Southern California site with a ribbon cutting.



Quest Financial Services was recognized for ten years of Chamber membership.



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

Luncheon Alliance

Rick Zook and **Forest Lawn** sponsors our networking Luncheon Alliance on Wednesday, July 1st at 11:45am.

Dr. Jack Von Bulow and **Temple City Dental** sponsors the networking lunch on August 5th.

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

Breakfast Connection

Thursday, July 9th at 7am, Julie Magallanes-Guevara and **Great Minds in STEM** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks Avenue.

On Thursday, August 13th, Joan De Souza of the **Pasadena Quarterbacks Club** sponsors our networking *Connection Breakfast*.

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

Chamber After Hours Social and Mixer

Enjoy meet at **The Pasadena Museum of History** for our *Chamber After Hours Social and Mixer* at 470 W. Walnut in Pasadena on Thursday, July 16th, 5pm-7pm.

On Thursday, August 20th, enjoy an evening at **Del Frisco's Grille** at 55 S. Lake Avenue in Pasadena. (Park in the structure or on street.)

Admission is free for Pasadena Chamber members, \$10 for others.

Taste of Pasadena returns to Rose Bowl September 24th

The Pasadena Chamber hosts the second *Taste of Pasadena and SIP-tember Finale* at the **Rose Bowl**. Guests can enjoy unlimited food and drink tastings from many of Pasadena's finest restaurants at the Rose Bowl on September 24, 2015. *SIP-tember: a Celebration of the Cocktail* reaches its dramatic conclusion at the Taste of Pasadena. The four finalist cocktails will be served in a live competition from 6:00 pm to 9:00 pm. Those in attendance vote to determine Pasadena's Cocktail of the Year for 2015. Pasadena's Favorite Cocktail 2015 will be named at 8:45PM. Tickets are \$30 in advance for the general public and \$50 at the door. To purchase tickets call the Chamber at 626-795-3355 or visit the website at www.pasadena-chamber.org/events/taste-pasadena. Only 500 tickets will be sold.



Taste the best of Pasadena at the Rose Bowl September 24th.



Vote for your favorite cocktail at the Taste of Pasadena.

SIP-tember: a Celebration of the Cocktail and the *Taste of Pasadena* are presented by the Pasadena Chamber. Sponsors are the **City of Pasadena, the Rose Bowl and Legacy Connections**, the non-profit organization that supports the Bowl. **Dance Syndicate** is providing entertainment.



Chamber Member openings, celebrations and more



Playhouse Plaza ribbon cutting to celebrate building completion at El Molino and Colorado



The Chamber moved into our new offices and celebrated with a ribbon cutting ceremony.



Contemporary Crafts Market 30th Anniversary ribbon cutting with Vice Mayor Gene Masuda.



Mayor Terry Tornek helped recognize Christie, Parker and Hale, LLP, for 60 years of membership.



Labor Ready was presented with a 5 year membership certificate.



Mayor Bill Bogaard helped open California Chutney Tandoori Kitchen.



Health Advantage Physical Medicine ribbon cutting.



The Chamber Award of Merit to Blair JROTC Cadet Sergeant Michael Anthony.



Optimal Health and Wellness ribbon cutting.