

PASADENA Commerce

November-December, 2015

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

VOL. 10, NO. 6

President's Message

The Pasadena City Council is considering raising the minimum wage in Pasadena to \$15 per hour by 2020, following the City of Los Angeles.

At its August meeting, without objection (though some members were not present) the Chamber board voted to strongly oppose the imposition of the Los Angeles minimum wage increase in Pasadena. Recognizing that only 13,700 Pasadena residents work in the city, and a much smaller subset of breadwinners that earn minimum wage, Chamber Board members chose to support the Pasadena economy in opposing the Los Angeles minimum wage model here. (See back page.)

The Chamber has expressed serious concerns about the speed with which this highly impactful proposal is being considered. While measures to ban polystyrene use, raise utility rates and ban plastic bags have followed long processes involving significant and aggressive outreach by the City, raising the minimum wage in Pasadena appears to be hurried along at the request of unions and advocates without any real analysis of impacts here.

Currently, there has been one public meeting to hear a staff report on what other California municipalities are doing and inviting input from advocates. A second meeting to hear testimony from those with concerns or alternatives to the Los Angeles minimum wage model is planned for November 19th. Following that meeting, it is unclear at this time if the committee will deliberate and make a recommendation to the full City Council on a minimum wage increase for Pasadena.

At the Chamber, we believe it is important to have a thoughtful process with economic analysis that concentrates on what implementing the Los Angeles minimum wage model, would do to our economy, workforce, employment and businesses. Statewide, the minimum wage rises to \$10 per hour on January 1st. We think there is more than enough time to make an informed decision on minimum wage in Pasadena.

Find Your Adventure as Chamber Celebrates Tournament of Roses and President Mike Matthiessen December 3rd

The Pasadena Chamber of Commerce will honor 2016 Tournament of Roses Association President Mike Matthiessen at the annual President's Breakfast at the Westin Pasadena on Thursday, December 3, 2015. Breakfast begins at 7:30 a.m. followed by a festive celebratory program. Sponsors of the 2014 President's Breakfast are **The Pasadena Star-News/San Gabriel Valley Newsgroup, Space Bank** and **Wells Fargo**.

Chamber members and friends are invited to *Find Your Adventure*, the theme for the 2016 Tournament, 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 from Mr. Matthiessen share his experiences.

Mr. Matthiessen has been a volunteer member of the Tournament since 1979. He served on and chaired several Tournament of Roses committees including Communications and Credentials, Coronation/VIP Tailgate, Decorating Places and Parade

Operations. He was elected to the Executive Committee in 2008.

Professionally, Mr. Matthiessen is the general manager for **Space Bank, Ltd.** Prior to joining the Tournament, he participated as a float observer and a float driver. Mr. Matthiessen was born in Pasadena. He attended Pasadena City College and San Diego State University. He and his wife, Ann, have three adult children, Lisa, Jennie and Greg.

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 a member of the Royal Court as their guest. Self parking is included in the cost of breakfast and sponsorship. For information, or to purchase tickets, please call the Chamber office at (626) 795-3355 or email leanne@pasadena-chamber.org.



The 2015 Rose Queen and Court with our Chamber Ambassadors

Pasadena Chamber Holiday Party

The Pasadena Chamber of Commerce hosts our annual *Holiday Party* for members and friends at **The Romanesque Room at Castle Catering** at 50 East Green Street in Pasadena on Thursday, December 17th at 5:00 p.m. The party is organized and executed by the Chamber Ambassadors. 90 minutes of free parking is available.

Food is donated by Chamber member restaurants and caterers. This year, we are pleased to have **Green Street Restaurant, Castle Catering, Culinart Catering, Hope Café and Catering (Kilroy's Sandwich Factory), California Pizza Kitchen, crepeStudio, California Chutney Tandoori Kitchen, Let's Celebrate Distinctive Catering and Event Planning** and **Chefelle, a Personal Chef and Catering Service** providing food. **Dance Syndicate** provides music for our Holiday Party.

This year the Chamber is supporting *Operation Santa Claus*, the **Pasadena Jaycees'** program that delivers toys to needy children on Christmas Eve.

Chamber members who donate toys at the Holiday Party receive free admission. Toy-bearing non-members and Pasadena Chamber members without a toy pay \$10. Non-members without a toy to donate pay \$20 admission. You can donate to the Chamber Toy Drive by bringing an unwrapped toy to the Holiday Party or leave it at the Chamber offices. For information, please call the Chamber office at (626) 795-3355.



New members (below, from left) introduced at our Luncheon Alliance in September were Luis Valenzuela, Dennis Constanzo and Diana Torres with **EpicSpaces Co-Working**, Sky Sprowles with **La Canada Flintridge Neighbors Magazine**, Harmony Halley with **LifeonSprings** and Carlos Javelera with **Verlux Energy, Inc.**



(Bottom, from left) At Luncheon Alliance in October, we met Amir Mail with **Culinart Catering, Inc.**, James Lin and Peggy Wu of **East West Bank** and Christi Wright of **Mary Kay**. At our September Breakfast, we met Efrain Cabrera and Bernardo Godoy with **Cabrera's Mexican Cuisine**.



(Bottom, from left) At Breakfast Connection in October, we met Jane Reese-Wilkins of **Jane Reese-Wilkins & Associates**, Dr. Dana Churchill with **Optimal Health and Wellness Center**, Susan Lee Yo with **Premier Justice, P.C.**, and Dana Kelly with **DJK Consulting, LLC**. Sharon Griffith with **The-matic Learning Center** was introduced at our August lunch.



Chamber Member openings, celebrations and more



Alexander's Steakhouse opened at Plaza las Fuentes in Pasadena.



Off Kilter Kilts opened in East Pasadena



Heartsent Adoptions celebrated joining the Pasadena Chamber.



Cabrera's Mexican Cuisine marked 30 years in Pasadena.

New Members for August, 2015

- Cabrera's Family Restaurant**, Bernardo Godoy, (626) 795-0230
- EpicSpaces Co-Working**, Diana Torres, (323) 820-1349
- Fix Auto Pasadena**, Vatche Derderian, (626) 795-4421
- Jane Reese-Wilkins & Associates**, Jane Reese-Wilkins, (626) 372-9097
- Katherine Padilla & Associates (KPA)**, Katherine Padilla Otanez, (626) 818-3324
- La Canada Flintridge Neighbors Magazine**, Sky Sprowles, (818) 339-6641
- Nutrition & Education International**, Natasha Kerr, (626) 744-0270
- Off Kilter Kilts**, J.T. Centonze, (626) 817-9999
- Orangetheory Fitness Studio**, Angela Mavridis, (626)298-1077
- PolyPay**, Ashley Gorman, (805)550-7485
- Strandz Hair Studio, LLC**, Tonya Fairley, (626)296-6504

New Members for September, 2015

- AllState: Saul Machado**, Saul Machado, (626) 296-6757
- Arroyo Chop House**, Brooksley Bishop, (626) 577-7463
- B. Eventful Inc.**, Bonita Bennett, (626) 323-3527
- C2 Educational Center Inc.**, Abigail Kim, (626) 765-4602
- Choicess**, Jason King, (626) 359-3300
- Cross Campus**, Ronen Olshansky, (626) 298-8420
- Dial My App**, Doobie Shemer, (818) 319-2884
- DJK Consulting, LLC**, Dana Kelly, (626) 905-3303
- Dodge Property Management**, Ahni Dodge, (626) 840-3117
- The Gamble House, USC**, Edward Bosley, (626) 793-3334
- Levitt Pavilion-Greater Los Angeles & Pasadena**, Renee Bodie, (626) 683-3230
- Mary Kay Cosmetics**, Christi Wright, (818) 606-8369
- Parkway Grill**, Brooksley Bishop, (626) 795-1001
- Predicate Group, LLC**, Joe Ko, (626) 460-8646
- Premier Justice Law, P.C.**, Susan Lee Yu, (800) 515-3730
- The Salvation Army**, Major Darren Norton, (626) 773-4414
- Seco New American**, Brooksley Bishop, (626) 449-9900
- Smith Brothers Restaurant Corporation**, Brooksley Bishop, (626) 577-2400
- Smitty's Grill**, Brooksley Bishop, (626) 792-9999



Fix Auto refurbished a car that was donated to Gold Star Mother Lee Ann Smith.

Renewing Members for August, 2015

One to Five Years

Architecture for Education Incorporated
Asolva, Inc.
Big Mama's Rib Shack
Bridges Academy
Central Park Restaurant
Chandler School
Domino's Pizza
Hastings Ranch Nursery School
High Point Academy
Jericho Road Pasadena
Laquer Urban Clifford & Hodge, LLP
Mel Cohen Insurance Services
Osawa Shabu Shabu & Sushi
Pacific Crane & Equipment Sales
Papa Nacca's Jerky
Pasadena Community Foundation

Phillips, Fractor & Company, LLC
Romero Law, APC
Roses Road, Inc.
Servpro of Arcadia & Pasadena North
Twohey's

Six to Nine Years

Elizabeth House
Go Green Solutions
Huntington Marketing
& Public Relations
Millenium Pension Services, Inc.
Pasadena Hastings Center

Ten to Fourteen Years

Eugene Masuda
The Oaks of Pasadena

Fifteen to Fifty Years

Art Center College of Design
Day One
Huntington Medical Research Inst.
(HMRI)
Impact
Kilroy's Sandwich Factory
dba Hope Café and Catering
Old Republic Construction Program
Group, Inc.
The Pasadena Playhouse
Walden School

More Than Fifty Years

Cabot & Sons, 64yrs
Sharp Seating Co., 51yrs

Renewing Members for September, 2015

One to Five Years

All Saints Church
Altadena Recovery Center
American Cancer Society
Bikram Yoga Pasadena
Brenda B. Smith, L.Ac.
California Institute of Advanced
Management
Clearman's Galley, aka The Boat
DCG Technical Solutions, Inc.
Dolan & Knight Property
Management, Inc.
Edward Jones Investments-
Marengo Ave.
Gale's Restaurant
Glen Park at Monrovia
Green Street Restaurant
ix tapa Cantina
Kings Row Gastropub
Law Office of Stephen R. Golden
& Associates
Law Offices of Donald P. Schweitzer
Leech Tishman Fuscaldo and Lampl
Let's Celebrate Distinctive Catering
& Event Planning
Little Flower Educational Child Care
Meat District Co.
Merry/San Marino Plumbing
MonteCedro
OCA Electrical
Pasadena Kitchens
SALON90
Singpoli Capital Corporation
The ATM Guy
Treasure Little Children Foundation
Umami Burger Pasadena

Six to Nine Years
Arcadian Retirement Center
Cushman & Wakefield -
Steve Marcussen
Dr. Juan Francisco Lara
Episcopal Communities & Services

Gateway Metro Center
JB's Famous BBQ
Kyocero Direct Sales
La Grande Orange Café
McDermott Consulting, Inc.
Modern Parking Inc.
Neurofeedback & Neurorehab
Institute, Inc. (NNRI, Inc.)
North West Education Center
Pasadena Outlook Newspaper
Pie'N Burger
Retirement Benefits Consulting
Westcoast Companies, Inc.
WOW! Event Productions

Ten to Fourteen Years

Alliance Francaise de Pasadena
Avanti-LSSSC
Eye Care for Animals
Grandview Foundation, Inc.
Milestone Products
Mountain View News
Pasadena Educational Foundation
Regency Park Oak Knoll

Fifteen to Fifty Years

A. J. Longo & Associates
Air-Tro, Inc.
Al Brooks Rose Bowl Tours
Altadena Town & Country Club
Arroyo Insurance Services
Arroyo Parkway Self Storage
Bob Hope Airport
Budinch Chiropractic Clinic, Inc.
C W Wong & Associates
Castle Green
City of Hope
Clearman's North Woods Inn
ForensisGroup
FVO Solutions, Inc.
Gerrish Swim & Tennis Club
HEAR Center
Hilton Pasadena
J's Maintenance Service, Inc.

Kaiser Permanente-Walnut Center
La Salle High School
LACERA (Los Angeles County
Employees Retirement Assoc.)
McCurdy Body Works
Minasian & Associates
Orswell & Kasman, Inc.
Pacific Clinics
Pasadena City College
Pasadena Conservatory of Music
Pasadena Humane Society & SPCA
Pasadena Jaycees
Pasadena Meadows
Pasadena Unified School District
Polenzani Benefits & Insurance
Services, LLC
Rose Bowl Stadium
Sheraton Pasadena Hotel
Shuster Financial Group, LLC
Stanislowski & Company, Inc. -
A Certified Public Accounting
& Business Consulting Firm
Union Station Homeless Services
Vagabond Inn Executive
Villa Gardens
Whole Foods Market-Arroyo Parkway

Over Fifty Years

Christie, Parker & Hale, LLP, 61yrs
George L. Throop Company, 92yrs



Spring Ahead Academy opened at Cross Campus with a ribbon cutting ceremony.



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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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| Joan De Souza, Vice-chair | George Falardeau*, Vice-chair |
| Justin Tsui, Vice-chair | |

BOARD OF DIRECTORS

| | |
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STAFF

Amy Foell, *Workforce Development Coordinator*
 Kelly Shearer, *Office & Member Services Manager*
 Leanne Waggoner, *Events & External Services Manager*
 Linda Whaley, *Staff Support Services*

Luncheon Alliance

Joan De Souza of **Joan's Candles and Home Decor** sponsors our networking Luncheon Alliance on Wednesday, November 4 at 11:45am.

Dr. Mehrabyan of **AccessorEyes** sponsors the networking lunch on December 2.

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

Breakfast Connection

Thursday, November 12 at 7am, Gus Salgado of **The UPS Store** sponsors our *Connection Breakfast* at **The Courtyard by Marriott** at 180 N. Fair Oaks.

On Thursday, December 10, Craig Valine of **The Ice House** sponsors our *Connection Breakfast* networking event.

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 fun, bowling, food and drink at **Bowlmor** for our *Chamber After Hours Social and Mixer* at 3545 East Foothill Boulevard in Pasadena on Thursday, November 19 from 5-7pm. Parking is available on site for FREE

On Thursday, December 17, join us for our annual *Holiday Party* at **Castle Catering's Romanesque Room** at 50 E. Green St. 90 minutes FREE parking across the street.

Chamber Board Votes to Oppose Imposition of Los Angeles Minimum Wage Increase in Pasadena

At its August meeting, the Board of Directors of the Pasadena Chamber of Commerce, without objection, voted to strongly oppose increasing the minimum wage in Pasadena. (Not all members were present and one abstained.) Board members, representing small, medium and large businesses in diverse sectors of our economy, cited potential negative impacts on our economy, risks to employment, impacts on the local retail, hospitality and healthcare industries, and youth employment, in making their decision.

Recognizing that only 13,700 Pasadena residents work in the city, and a much smaller subset of breadwinners that earn minimum wage, Chamber Board members chose to support the Pasadena economy in opposing the Los Angeles minimum wage model here.

We received analysis from graduate scholars at Johns Hopkins University and Boston College, and had a peer review performed by a retired Ph.D. in economics. The conclusions were the same: raising the minimum wage in Pasadena, following the Los Angeles model, would be detrimental to our local economy. It would negatively impact a significant portion of our small, locally owned businesses, result in fewer employment opportunities for our economically impacted residents and have little, if any, impact on poverty.

The Pasadena Chamber polled our members about the impact of importing the Los Angeles minimum wage model to Pasadena. While not a scientifically valid poll, 69.4% of the respondents indicated the increase to \$15 per hour by 2020 would have a negative impact on their businesses. When asked, Chamber member companies said they would cope with the increased costs by reducing their workforce, cutting hours for existing workers, raising prices and not filling vacant positions.

Our analysis cited research, experience in other municipalities and demographics in concluding a minimum wage increase would be detrimental to Pasadena, its citizens, workers and businesses. "Pasadena and LA differ across a variety of economic indicators that signal that LA is a much more viable and realistic candidate for the \$15 minimum wage than Pasadena, and that Pasadena cannot simply follow their minimum wage plan."

"... Pasadena residents are likely to bear the burden of a minimum wage hike through increased costs to businesses, while limitedly benefiting from the effects of increased wages due to the limited amount of workers that live in Pasadena, and the small amount of workers making less than \$15," according to the Boston College analysis.

The Chamber Board expressed concerns about employment opportunities for people at the low end of the wage scale. There was also discussion around the impact raising the minimum wage could have on opportunities for unskilled and entry-level employees and young people. According to one study, "While raising the minimum wage to \$15 may not be significant for some businesses within the Pasadena Chamber (such as larger, high wage and high profit retaining firms) for many local, smaller businesses that are relatively dependent on labor, raising the minimum wage becomes very significant. In the non-profit sector, where there is less flexibility in shifting revenue due to reliance on grants or donations, layoffs will be inevitable in order to mitigate the higher labor costs."

Our studies also show that increases in the minimum wage have additional impacts to local, small businesses. Payroll taxes, worker's compensation insurance and other costs rise by a similar percentage. According to our analysis, "Intervening in how a small local business sets its wages can have large effects on the amount of employees it can continue to pay, as well as with other aspects of operation."



Thematic Learning Center began offering classes in Pasadena.



Little Flower Educational Child Care celebrated the opening of a new Family Resource Center.