

PASADENA Commerce

July, 2009

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

VOL. 4, NO. 7

President's Message

These are trying times for anyone in business. Sales are down. Costs are going up. The volume of customers just doesn't seem to be there anymore. Spending is certainly down, as are the financial and real estate markets. Opportunities to access credit have vanished. And there is no time to resolve problems. Everyone is constricting budgets and doing everything to make payroll and eke out a modest profit.

At the Chamber, we are facing the same issues. Our budget for next year is significantly less than the current year. Luckily, we are able to maintain our staffing levels and keep our core mission, workplan and strategic plan moving forward. At the same time, we are thinking about how we can better serve the members and rethinking what we do and how we provide for the needs of our membership.

Times of hardship can lead people to innovate. Looking at our businesses closely can lead to new ways of doing business, new markets and new profits. Hazards can provide insight and motivate one to look at our operations differently. With the economy and our local marketplace at their worst in more than 50 years, now could be just the time to look closely at how we do business and possibly refocus and retool.

Here at the Chamber, we will be asking a class of students in the USC Marshall School of Business to spend next semester making a close examination of our entire operation to see if we are doing everything we can to fulfill our mission and carry out our workplan. We are going to ask the students to advise and help us to be as effective as we can, using the resources available, in service to our members.

Could we do our work better? Can we be more efficient and effective? Can we utilize technology to better meet our goals? Do we appropriately allocate our resources? Are there tools we could be using that would make us more able to provide information and activities? Are we providing the best possible 'product' to meet the needs of our members?

I am hopeful that a fresh perspective from these gifted USC students could be invaluable in helping us utilize existing resources to better respond to the needs of members. With diminishing resources and even greater challenges ahead, now is the optimal time to examine our operations to better fulfill our workplan, meet the goals of our strategic plan and fulfill our mission to serve you, our membership.

Installation of Ray Serafin Celebrated in New Convention Center Ballroom Kaiser Permanente Sponsors Inaugural Gala

Kaiser Permanente is the Gold Sponsor of this year's grand Inaugural Gala, celebrating **Sheraton Pasadena** General Manager Ray Serafin's installation as Chair of the Board of Directors of the Pasadena Chamber of Commerce. The Gala, which is preceded by a hosted cocktail reception and silent auction, takes place in the Grand Ballroom of the new Pasadena Convention Center on Friday, July 10th beginning at 6:00 p.m. with dinner served at 7:30 p.m. **Huntington Hospital** and **Parsons Corporation** are generously supporting the Gala.

Ray Serafin has served as general manager of the Sheraton Pasadena since 1997. During his tenure, the Sheraton has undergone a \$4.5 million renovation and received numerous awards, including Sheraton Select status for the first two quarters of 2009 based on customer satisfaction scores. Mr. Serafin is an active member of the board of the Pasadena Center Operating Company and has served as chair. He is also an active member of Temple Beth Israel in Pomona where he is President of the Brotherhood Organization. For the Chamber, Mr. Serafin has served on the executive committee as Treasurer and Chair-elect. He and his wife of 26 years, Karen, are the proud parents of Spencer, 19, now attending Cal Poly Pomona, Olivia, 15, a freshman in high school and Sophia, 10, a budding soccer player.

The evening will feature the presentation of **The Gas Company** scholarship to a local high school student, and recognition of the **City of Pasadena's Model Employer of the Year**. The evening's program will include recognition of outgoing Chair Willis E. Chapman and the installation of Mr. Serafin. Chamber President and CEO Paul Little will deliver a brief state of the chamber update.

Each year, Chamber members contribute thousands of dollars worth of valuable and unique services, products and treats for the silent auction. This year items include a five night stay at a luxury hotel in Washington, D.C. courtesy of **Amalgamated Bank** and **IUOE Local 12**, a chance to play a round of golf and have lunch at Pasadena's **Annandale Country Club** courtesy of **Eagle Associates**, premium VIP ticket packages to upcoming events at the **Rose Bowl**, including the **U2 concert**, **UCLA versus Oregon** football and the **Inter Milan-Chelsea FC** soccer match, courtesy of the **Rose Bowl Operating Company**. Jewelry, tickets to **A Noise Within** theater, **L.A. Dodger** tickets, a weekend stay at the **Sheraton Pasadena**, golf and breakfast or lunch at **Oakmont Country Club** courtesy of **Chelsea Management Company**, horseback riding lessons courtesy of **Tom Sawyer Camps** and a birthday party for eight at a Pasadena firehouse, courtesy of the **Pasadena Fire Department** are also being auctioned. Other items include dinners at local restaurants, opportunities to explore local attractions, VIP treatment at many of our local "wonders" and L.A. Philharmonic tickets from **Supervisor Mike Antonovich**.

Music by **Art Deco Entertainment** will provide a soundtrack for the evening. Proceeds from the Gala support Chamber activities throughout the year.

Corporate tables cost \$1500. Individual tickets to the Inaugural Gala cost \$125. Anyone wanting information can call the Chamber at (626) 795-3355 or visit the website at www.pasadena-chamber.org to purchase tickets online.





Robin Sowell of **Craftsman Wood Renewal**, Richard McDonald of **Horgan, Rosen, Beckham & Coren, L.L.P.** and Dr. Maria Sulindro-Ma of **Aesthetic and Anti Aging Medicine** were recognized as new members at the Connection Breakfast at **Brookside Golf Club** in June.

Heather Manley of **Derek's Bistro**,

Pearl He of **China In or Out** and Christian Perry of **Rose City Ballroom** were recognized as new members at the Luncheon Alliance at **Altadena Town and Country Club**. Lucille Peralta, Gloria Arnell and Jo Westervelt of **The Walter Hoving Home** also received new member recognition, as did Barbara Carlson, Ph.D. and Lanikai Clouse of **Carlson & Associates, A Psychology Corporation**.

Dancing With the Stars' Christian Perry opened his dance studio, **Rose City Ballroom** on Fair



Oaks Avenue with a ribbon cutting and celebration. Guests included Pasadena Mayor Bill Bogaard, Taka Suzuki representing Council Member Steve Madison and clients, neighbors and friends.



The Westin Pasadena celebrated the ten

year anniversary of the Heavenly Mattress. Friends, hotel staff and local dignitaries cheered contestants in mattress races, took a chance on winning prizes such as weekend stays, hotel robes and luxury dog beds and enjoyed a reception courtesy of the Westin Pasadena and its staff.



Member News

The Pasadena Star-News published the first edition of the quarterly magazine, *The Rose*. *The Rose* kicked off with a party and preview performance of *The Little Foxes* at **The Pasadena Playhouse**.

Historic First Lutheran Church published *A Pet's Ten Commandments*, reminding parishioners of their interdependence with their pets and to remember to treat their pets with love and compassion.

Silent and Classic Movie Night begins July 11th at **Heritage Square Museum**. Films to be screened include *The Yankee Clipper*, *The Garden of Eden* and *A Modern Musketeer*. For more information visit www.heritagesquare.org.

The Ice House features comedian Bob Zany on July 2nd and 3rd. On Sunday, July 5th, *Comedy Masters* features Roger Fehr, Harry Basil and Jeff Altman.

For a one-of-a-kind place to hold your meeting, conference, wedding or social event, consider **Santa Anita Park**. For information, visit www.santaanita.com.

Bob Hope Airport received notification from the FAA that the Part 161 was deemed complete. The application for a permanent flight curfew will now be considered by the FAA and approved or disapproved by November 1st.

Derek's Bistro features hot summer nights Tuesday through Friday, featuring Derek's signature tapas and entertainment on Friday nights. For more information, call 799-5252 or visit www.dereks.com.

Volunteers from **Picasso's Café, Bakery and Catering Company** helped build a Habitat for Humanity home for a family in the San Gabriel Valley.

New Members, May '09

Auto Visuals – Classic Auto Art,
Steven Erler (626) 791-9821
Center for Cultural Interchange,
Nerea Urgoiti (626) 354-7870
China In Or Out,
Pearl He (626) 235-3567
Costco Business Center, Eric Diaz
Diamond Parking Service LLC,
Aaron Flake (626) 584-0005
Don Chiropractic Inc.,
Dr. Troy A. Don (888) 937-6621
Faccia Bella Beauty Studio,
Maura Andrews (626) 792-1204
Lifespeed Corporation/Servana.com,
Erin Mester (818) 255-2405
Luther Burbank Savings,
Rita Guzman (626) 373-0380
Micro Trends Inc.,
Shoushon Karakoshian (626) 432-5990
Penny Payroll,
Ela Jaszczak (626) 568-9100
PMX – Print n Copy Center,
Garen Shahinian (626) 584-6962
Rose City Ballroom,
Christian Perry (626) 449-9347
Sierra Java, Inc.,
Rob Stafford (626) 993-7715
Stevenson Real Estate Services,
Mike Tolj (818) 956-7001
Unishippers,
Bob Shannon (818) 233-2906
The Women's City Club of Pasadena,
Francine Kolcz (626) 796-0560

Tournament of Roses Foundation Gives to Local Non-profits

The Pasadena Tournament of Roses Foundation provides funds to support local non-profit service organizations. This year, Chamber members **The Mothers' Club Family Learning Center** and **El Centro de Accion Social** were recognized with grants along with the **Caltech Y** and **Door of Hope**.

El Centro will use funds to support its Summer School in the Park program. Mothers' Club will use funds for its Leadership Training program. The Caltech Y will fund the RISE Tutoring program and Door of Hope will use the Tournament Foundation grant for leadership training for staff and volunteers.

Established in 1983, the Tournament of Roses Foundation is a non-profit corporation that manages charitable contribution on behalf of the Tournament of Roses. Funds are used to improve the quality of life for people in the greater Pasadena area.

Renewing Members, May '09

One to Five Years

Focused Funding Solutions
KCB Management, Inc.
L H Productions
Manpower, Inc.
National Construction Alliance
Niloufar Molayem, D.D.S., Inc
Operating Engineers
Pasadena Child Development
Associates, Inc.
Pasadena Forward
Pasadena Now
Primerica Financial Services,
Margot Jackson
Saint Andrew School
San Marino Tribune
Southern California Edison (SCE)
Trammell Crow Company

Six to Nine Years

Brookside Golf Club
Century Rooter Service & Plumbing
Chiropractic Health Center
Courtyard by Marriott-Pasadena
Curves for Women
Los Angeles County Arboretum
& Botanic Garden
Mahlmann Media
Pasadena Day Nursery
Professional Business Bank
Smart & Final / Colorado Blvd

Ten to Fourteen Years

Kids Klub Pasadena
Linden Optometry, P.C.
Monte Vista Grove Homes
Prototypes I-Can
Smart & Final / Fair Oaks Ave
UPS Store #3268

Fifteen to Fifty Years

AAF Rose Bowl Aquatics Center
Barney's Beanery
Cawley Personnel Services, Inc
Charter Communications
Flintridge Sacred Heart Academy
Hampton Inn
Jacob Maarse Florist
Jane S. Caughey
Maginnis, Knechtel & McIntyre LLP
Marie A. Salandra
May Consulting Group, Inc
Mohawk Management Corporation
Pasadena Foothills Assn. of Realtors
Pasadena Highlands
Pasadena Towers LLC
Salvation Army
Thorson Motor Center
Tokio Marine Management, Inc
Unified Parking Services, Inc
Western Fence Co

Fifty or More Years

Palermo, Barbaro, Chinen
& Pitzer, LLP, 61 yrs.

METRO Recognizes Local Rideshare Efforts

The Los Angeles County Metropolitan Transportation Authority (METRO) recognized the **City of Pasadena's Prideshare** program for effectively communicating the requirements and benefits of ridesharing.

Through its Trip Reduction Ordinance and Transportation Demand Management program, the city encourages large employers in Pasadena to help reduce commuter traffic by offering employees information and incentives to carpool, vanpool, bicycle, walk or take public transportation.

Kaiser Permanente also received a Blue Diamond Award for its employee rideshare efforts. **Los Angeles County Employee Retirement Association (LACERA)** was recognized with a Diamond Award for its innovative ridesharing strategies. **Caltech** also received a Diamond Award for its themed rideshare events and three-fold increase in vanpool usage.

Pasadena employers receiving honorable mention were **Paseo Colorado/Developer Diversified Realty, Western Asset Management, Gateway Plaza, Huntington Hospital and Jet Propulsion Laboratory**. All those recognized in Pasadena are current Chamber members.

Member News

Holmes Body Shop will give Chamber members a \$20 gift card good for a gasoline purchase just for getting an estimate for body work at the Pasadena location. For an appointment, call (626) 795-6447.

Vroman's Bookstore hosts a *Harry Potter Viewing Party* on Friday, July 10th at 6:00 p.m. Laurie Viera Rigler discusses and signs *Rude Awakenings of a Jane Austin Addict* at 7:00 p.m. on July 22nd.

Pasadena Senior Center hosts a 4th of July barbecue and dance. For more information, please call (626) 685-6754 or visit www.pasadenaseniorcenter.org.

Solar Perfect, Inc. offers Chamber members a 10% discount on the full price of a solar power installation. For a complimentary assessment and estimate, please call (626) 243-8803 or email wwwwalls@gmail.com.

The Theatre at Boston Court presents the West Coast premiere of Bruce Norris' *The Pain and the Itch*. Previews begin July 16th with the opening performance on July 25th. For more information, visit www.bostoncourt.com.

University of Redlands now offers degree program classes locally. Those interested in pursuing a business degree can take classes in Burbank and Pasadena. For more information, please call (818) 840-1180 or visit www.redlands.edu.

Get out to a ball game with the **Langham Huntington Hotel and Spa**. The Langham offers accommodations, tickets to the Dodgers and more, at substantial savings. For more information, call (626) 568-3900.

Monte Vista Grove Homes offers *Partners with the Grove*, a speaker bureau providing engaging presentations on a wide variety of topics. For more information or to book a speaker, please call (626) 796-6135, extension 16.

Desert Business Interiors offers fellow Chamber members a free evaluation to determine whether your business is compliant with the *Americans with Disabilities Act*. The no cost-no obligation evaluation can help you avoid potential lawsuits and ensure your workplace is completely compliant with federal and state regulations. For information or to schedule a visit, call Cathy Galletta at (818) 645-1179.

Hillsides recognized five volunteers at its Angel Awards Ceremony. Recognized were Cindy Roberts, Conrad Schick, Sarah Thomas, Chris Kadohiro and Brandie Belangeri. To learn more, visit www.hillsides.org.

The Pasadena Public Library sponsors a photography contest for teens. Contestants are asked to submit photos on the theme, *Reading in the 21st Century*. Those wanting more information can visit www.PasadenaPublicLibrary.net/libraryteens.

Molecular biologist John J. Rossi, Ph.D. and graduate student Daniel Kim of **City of Hope** were awarded the Cozzarelli Prize from the Proceedings of the National Academy of Sciences.



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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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 Leanne Goff, Events & External Services Manager
 Linda Whaley, Staff Support Services

Foothill Workforce Investment Board Helps Guide Employees through Recession and Transition

Closures, downsizing, and layoffs are an unfortunate fact of this economic recession. The **Foothill Workforce Investment Board** (Foothill WIB) understands that laying off workers can have a traumatic impact on employers, employees, and the whole community. Its Business Service Team can be mobilized immediately to meet with an employer to:

- Navigate government regulations regarding the employer's responsibilities under the WARN Act
- Meet with the employer to develop an action plan
- Conduct an on-site orientation session with the impacted workers to assist them to take advantage of federal, state, and local services for which they are eligible

These services include unemployment insurance benefits, upgrading resumes to current market standards, interview preparation, job leads and employer contacts, and a variety of supportive services. Services are offered at no cost to the employer or the job seekers.

The Foothill WIB understands workforce needs since its governing board is comprised of a majority of representatives from local employees, primarily small businesses. The Board's members also come from education, labor, and the community.

For more information about these, services please visit the Foothill WIB's website at www.foothilletc.org, or call Joumana "JB" Barakat at the Business Service Unit at (626) 584-8381.

Register for Chamber Events Online

Thanks to the generosity of Monique Stover and **Seagreen Software**, the Chamber now has the ability to utilize online event registrations and accept secure credit and debit card payment through PayPal. Go to the Chamber website at www.pasadena-chamber.org and click on event registration, then just follow the simple directions. It is quick, easy and even saves you from paying a credit card surcharge on your purchase.

Save the Date

Luncheon Alliance
 Wednesday, July 1st
 Altadena Town and Country Club, 11:45 a.m.
Breakfast Connection
 Thursday, July 9th
 Brookside Golf Club
 1133 N. Rosemont, 7 a.m.

Please review the enclosed flyers for important information about upcoming activities, a calendar of Chamber events and special offers and information from your fellow Chamber members.

Marketing Strategies and Contemporary Media

A FREE Chamber workshop on Monday, July 6th at 2:00 p.m. at the University Club, 175 North Oakland Avenue in Pasadena with presentations by
Jesse Dillon
(Pasadena Star-News)
Pat Rosengren
(Huntington Advertising)
Craig Valine
(Glazer-Kennedy Insiders Circle)
Jim Locke
(Axon Tech)

Sponsored by the University Club
 Learn about marketing strategies, making advertising "pop", how to make print advertising work, making the most of networking opportunities and how to use social networking and internet marketing to reach potential customers.
Free parking is available. Space is limited to the first 35 registrants. To register, email linda@pasadena-chamber.org or call (626) 795-3355.

Chamber Newsletter Offers Way to Advertise to Fellow Members

Advertising dollars are scarce, but there are economical ways to reach customers. The Chamber offers a very inexpensive way to advertise with fellow members. You can put a flyer in the newsletter. We mail to 1250 members and email to another 750. For a \$150 insertion fee, you can deliver your flyers to the Chamber membership. Let the Chamber stretch your advertising dollars. For more information, or to put a flyer in the newsletter, please contact Leanne at (626) 795-3355 or email leanne@pasadena-chamber.org.

Save a Tree and a Stamp

If you prefer to receive the Chamber Newsletter in electronic form, please email your request to kelly@pasadena-chamber.org.