

## Program of Work

## Chamber of Commerce & Civic Association of Pasadena



### Program of Work January 1, 2019 Through December 31, 2019

#### Mission Statement:

**To be an effective economic and political force for our membership.**

### Board of Directors

The Board of Directors of the Pasadena Chamber of Commerce is responsible for approving the annual Program of Work as well as budget approval for the organization. The Board is also responsible for CEO selection and performance evaluation.



Justin Tsui  
TeamLogic IT  
Chair of the  
Board of Directors



The Pasadena Chamber provides service to members in many ways, including bi-monthly newsletters, networking events, social activities, informational seminars and workshops, advertising and promotional opportunities and referrals. The Pasadena Chamber is a resource for members, an advocate for business and economic development and a clearinghouse for information and advice.

### Executive Committee

#### President and CEO

Paul Little, Pasadena Chamber of Commerce

#### Immediate Past Chair

Robin McCarthy, Ste. Marie Specialists

#### Treasurer

Rashmi Menon, Parsons Corporation

#### Secretary

Valerie Prince, Pacific Commerce Bank

#### Vice-chair / Economic and Business Development

Don Schweitzer, The Law Offices of Donald P. Schweitzer

#### Vice-chair / Legislative and Government Affairs

Amir Johnson AT&T

#### Vice-chair / Member Services

John Leano, Bryan's Cleaners and Laundry

#### Vice-chair / Technology

Justin Tsui, TeamLogic IT

#### Vice-chair / Workforce Development

Ishmael Trone, F&M Business Center

### Directors

Patricia Breen, Pacific Oaks College and Children's School

Jeff Christoffel, Honda of Pasadena

Thomas Daly\*, Lewis Roca Rothgerber Christie, LLP

Elizabeth Dever, Pasadena Ronald McDonald House

Jesse Dillon, Beacon Media/Pasadena Independent

Aida Dimejian, Berkshire Hathaway Golden Realty

Michael David Gallego, Cheveux Salon

Bernardo Godoy, Cabrera's Mexican Cuisine

Raphael Henderson, Wells Fargo

Betty Ma, Pacific Starr Group

Lauren Marlis, Mayfield Junior School of the Holy Child Jesus

Margaret Martinez, CHAP Care

Alejandro (Alex) Montes, California Pizza Kitchen

Charles (Chuck) Stanislowski, Stanislowski and Company, CPAs

Nerissa Sugars, Hollywood Burbank Airport

Ishmael Trone\* F&M Business Center, Ideal Youth

#### Ex Officio:

Robert Miller, Tournament of Roses Assn.

Darryl Dunn, Rose Bowl Stadium

Eric Duyshart, City of Pasadena, City

Manager's Office, Economic Development

This Program of Work reflects the objectives and strategies that were set by this year's Board of Directors during their annual strategic planning session. By reviewing the status of current programs, assessing their efficacy in supporting our mission, and looking to the future needs of the community, the following objectives were revisited, modified and additions adopted for 2018.

**Vision Statement:** The Pasadena Chamber of Commerce will be recognized as an effective resource working to support the prosperity of our members and enhancing the business climate and quality of life in the Pasadena community.

- We will achieve this by increasing value to our members by serving their needs, supporting their interests and providing a forum for advice, as well as networking, promotional, and advertising opportunities.
- We will help our members develop and maximize their business performance by providing opportunities for our large and small members to interact for the benefit of both and by supporting our local economy in collaboration with the City of Pasadena.
- We will represent the best interests of our members by serving as an effective advocate before local, regional, and federal governing bodies.
- We will champion the cause of helping local students, displaced workers and others to become employed in the local economy by connecting them with education, training and opportunities for gainful employment.
- We will do this by enhancing our support services and resources for members by using state-of-the-art computer, internet and mobile technology.

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**MEMBER SERVICES** Vice-chair: John Leano, *Bryan's Cleaners and Laundry*

The Chamber will focus on increasing value to our members by serving their needs, supporting their interests, and providing a forum for advice and interaction through collaboration, education and connecting with the community.

Member Services Work Program:

- The Chamber Board will actively participate in Chamber and member events and activities.
- The Chamber will provide diverse educational, networking and business building opportunities for the membership.
- The Chamber will embrace new members and provide contact, support and assistance to help them prosper.
- The Chamber will robustly recognize member milestones and important anniversaries.
- The Chamber will invigorate a member-to-member mentoring program through our website and community pages.
- The Chamber will continue to co-host the Small Business Summit in June.

**ADDITIONS FOR 2019:**

- The Chamber will extend the reach of our multi-city mixer to more neighboring chambers.
- The Chamber will encourage use of Chamber Member Community pages on the website as a tool for member communication, interaction, support and assistance.
- The Chamber will engage and utilize our wellness community to begin promoting wellness in the workplace and beyond. We will also explore wellness-related events and activities for the members.
- Though meetings, seminars, webinars and more the Chamber will explore providing more educational programs to members related to personal finance and planning and charitable contributions, workplace safety as well as social media, marketing and more.

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**ECONOMIC AND BUSINESS DEVELOPMENT COMMITTEE** Vice-chair: Don Schweitzer *Law offices of Donald P.*

We will help our members develop and maximize their business performance by providing opportunities for our large and small members to interact for the benefit of both and by supporting local economic vitality in collaboration with stakeholders.

Business Development Work Program:

- The Chamber will disseminate bidding, contracting and rfp information and opportunities to the membership.
- The Chamber co-host an annual Procurement Forum for small businesses to access large member companies.
- The Chamber will host the Pasadena Economic and Business Summit in October with the City of Pasadena.
- The Chamber will further implement *Grow With Us*, our web and social media effort to recruit business to Pasadena.
- The Chamber will advocate for faster broadband internet service and citywide wireless access.
- The Chamber will advocate for enhanced economic opportunity with the City of Pasadena and others. The Chamber will seek ways to enhance the customer service experience for those seeking permits and discretionary approvals to facilitate easier, less costly and less time-consuming processes. We will support a robust local economy.

**ADDITIONS FOR 2019:**

- The Chamber will disseminate information on local economic conditions, initiatives, challenges and issues that may impact our members of the local economy.
  - The Chamber will use our social media channels to provide information on incentives, tax breaks, business support initiatives and other items of benefit to the membership.
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**LEGISLATIVE AND GOVERNMENT AFFAIRS COMMITTEE** Vice-Chair: Amir Johnson, *AT&T*

The Chamber will represent the interests of our members by serving as an effective advocate before local, regional, state and federal governing bodies.

Advocacy Work Program:

- The Chamber will remain a vigilant participant in legislative, regulatory, permitting, development tax and fee proposals that can impact our membership and take positions on other items that may impact our member businesses.
- The Chamber will use e-mail action alerts to mobilize the membership on important issues and distribute its legislative platform and positions on issues to the membership in an easily readable form.
- The Chamber will inform the membership about our legislative platform and positions on issues through the e-Bulletin.
- The Chamber will track issues and report to the membership on positions and the effectiveness of our platform.

**WORKFORCE DEVELOPMENT** Vice-chair: Ishmael Trone, *F&M Business Center, Ideal Youth*

The Chamber will help students, veterans, displaced workers and existing skilled and underskilled workers to become contributing members of Pasadena’s workforce. We will be a recognized resource for addressing workforce development needs in the local community through alignment of professional skills with needs of employers.

Workforce Development Work Program:

- The Chamber will continue and expand Sixth Grade cents financial literacy for sixth graders in Pasadena Unified.
- The Chamber will continue advocating with Pasadena City College to create collaborations in the classroom and the workplace to facilitate training to update skills of existing and displaced workers.
- The Chamber will 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.
- The Chamber will leverage local development projects and large-scale events to facilitate participation by member companies as vendors and subcontractors, as well as opportunities for work-based learning for students.
- The Chamber will advocate for stronger local procurement and local hiring requirements for public projects.

**ADDITIONS FOR 2019:**

- If funding or a partnership is identified, the Chamber will survey employers to determine training needs of incumbent workers and facilitate training to update skills of existing and displaced workers, especially in high-job growth industries.

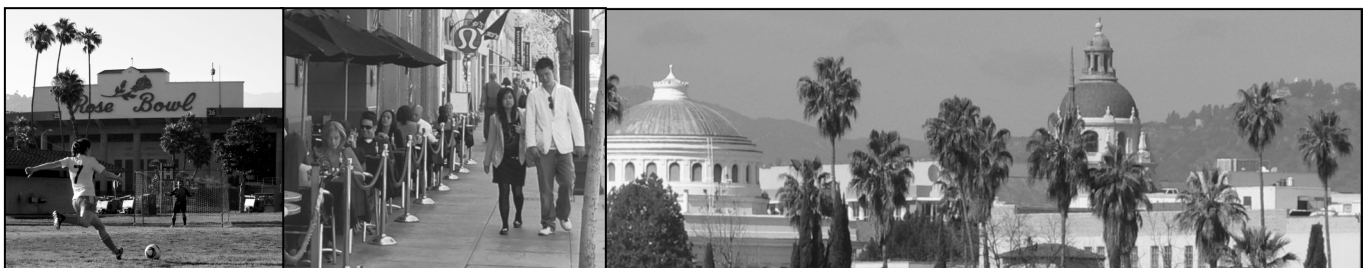
**TECHNOLOGY** Vice-Chair: Justin Tsui, *TeamLogic IT*

State-of-the-art technology enhances support services provided by the Chamber, expands resources available to members and staff and improves the effectiveness of the Chamber.

At your Chamber, we recognize that the only way to achieve the goals and objectives of the strategic plan is to invest in technology that can meet the needs of our members, staff and community.

Technology Work Program:

- Chamber will continue to promote our mobile applications to better serve and drive business to members.
- Using internet survey tools, the Chamber will continue to assess member attitudes, interests and technology needs.
- The Chamber will expand social media use to inform membership, publicize events and activities and promote members.
- The Chamber will organize a second *Tech Triage* meet-up workshop where tech providers can meet with members to help them solve IT-related problems.
- The Chamber will promote our *members-only* opportunities for online involvement for enhanced and streamlined member support and business connections.



**Focus on Quality of Life**

Since 1888, the Pasadena Chamber of Commerce has contributed to the quality of life in Pasadena as it led efforts to raise money for City Hall, our first library and hospital and the Colorado Street Bridge. We helped establish the Tournament of Roses and guided the economic growth of Pasadena. That tradition continues with the involvement of Chamber members in all facets of our community, including with our many non-profit members.

## EXECUTIVE COMMITTEE AND TASK FORCES

The Executive Committee, the Chamber Board of Directors and, when needed, Chair-appointed task forces will address issues that affect the business community. These groups will study specific issues in-depth and make recommendations to the board for appropriate positions and actions. Specific issues that are expected to be addressed in 2018 include:

- Continue educating members about Pasadena's minimum wage regulations;
- Utility costs, availability and reliability;
- Supporting the local economy for business growth and job creation;
- Retail and restaurant vitality;
- Enhancing Pasadena as a visitor destination;
- Fiscal stability of local government and school districts and effective and adequate provision of services;
- Rose Bowl utilization and ongoing viability;
- Promoting buying locally in Pasadena and encouraging our residents and workers to do business with Pasadena Chamber member companies;
- Taxation, regulation and the cost of doing business;
- Health care requirements and impact on business;
- Sustainability and climate change legislation and its impact on local businesses and our economy;



### **2019 Committee Staff Contacts**

Ambassadors/Member Services E-mail: <a href="mailto:kelly@pasadena-chamber.org">kelly@pasadena-chamber.org</a>	Kelly Shearer
Economic and Business Development E-mail: <a href="mailto:leanne@pasadena-chamber.org">leanne@pasadena-chamber.org</a>	Leanne Waggoner
Workforce Development E-mail: <a href="mailto:amy@pasadena-chamber.org">amy@pasadena-chamber.org</a>	Amy Foell
Legislative and Government Affairs E-mail: <a href="mailto:leanne@pasadena-chamber.org">leanne@pasadena-chamber.org</a>	Leanne Waggoner
Technology Committee E-mail: <a href="mailto:paul@pasadena-chamber.org">paul@pasadena-chamber.org</a>	Paul Little
General Information: <a href="mailto:info@pasadena-chamber.org">info@pasadena-chamber.org</a>	

### **Pasadena Chamber of Commerce**

44 North Mentor Avenue  
Pasadena, CA 91106-1745  
(626) 795-3355 FAX (626) 795-5603  
Web site [www.pasadena-chamber.org](http://www.pasadena-chamber.org)  
Email: [info@pasadena-chamber.org](mailto:info@pasadena-chamber.org)