

President's Message

This holiday season it is more important than ever to support our local economy by shopping, dining and doing business with our Pasadena Chamber members.

Since the first of the year, we have seen more than a dozen locally-owned restaurants close along with some regional chain outlets. I will miss **Maison Akira, Vertical Wine Bistro, Central Grille, One Veg World** (where I could get tasty curry take-out for lunch), **POP Champagne** and **Café Bizou**.

The dining environment is very competitive in Pasadena as is the economic landscape for brick-and-mortar retailers. Pasadena is also a very expensive place to do business. Rents, fees and taxes, labor costs and more pressure businesses and threaten profitability.

So, what can we do? We can support our local businesses and fellow Chamber members by being their customers. Spending in our local economy and with our fellow Chamber members may keep our friends in business, but it also does more.

Keeping our local businesses alive helps contribute to the unique environment in Pasadena-and not just downtown. Businesses in Hastings Ranch, along Washington and Lincoln Boulevards, on East Colorado and North Lake Avenue cater to specific clients and customers. Customers who appreciate what these businesses have to offer, in their own place, terrific service with a unique experience.

When we spend money locally, we support jobs for local residents and holiday and summer jobs for young people. Business owners and managers are our neighbors, the parents of kids who play AYSO soccer and attend local schools. Local businesses also support our non-profits.

The sales taxes we pay, and the fees and taxes paid by local businesses, also support local services and public schools.

Please support local businesses as much as possible-all year long.

President's Breakfast December 5th Celebrates 2020 Tournament President Laura Farber

The Pasadena Chamber of Commerce will honor 2020 **Tournament of Roses** President Laura Farber at the annual President's Breakfast at the Hilton Pasadena on Thursday, December 5, 2019. Breakfast begins at 7:30 a.m. followed by a festive program celebrating *The Power of Hope*, the theme for the 2020 Tournament. Honored special guests include Rose Queen Camille and the Royal Court as well as many past Tournament presidents.

Ms. Farber has been a volunteer member of the Tournament of Roses Association since 1993 and was elected to the Executive Committee in 2012. Throughout her extensive Tournament career, Ms. Farber has served on and chaired various committees. Her other civic activities include being a member of the Rose Bowl Legacy Foundation Advisory Board and the Rose Bowl Museum Committee and more.

Professionally, Ms. Farber is a partner in Chamber member law firm **Hahn & Hahn**. She practices civil litigation with an emphasis in employment disputes.

Born in Buenos Aires, Argentina, Ms. Farber's native language is Spanish. She earned her bachelor's degree, cum laude, with departmental highest honors, from **UCLA** and her juris doctor from Georgetown University. Ms. Farber and her husband, Tomás Lopez, reside in South Pasadena and have two children, Christopher and Jessica.

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 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.

Queen and Court Sponsors are **Athens Services, AT&T, Hollywood Burbank Airport, Pasadena Star-News, Pasadena Tournament of Roses** and **Wells Fargo**.

Anyone who would like an invitation, can call the Chamber office for information or to purchase tickets at (626) 795-3355, email leanne@pasadena-chamber.org or visit www.pasadena-chamber.org.

Pasadena Chamber Holiday Party 10th at Romanesque Room

The Pasadena Chamber of Commerce hosts our annual *Holiday Party* for members and friends at **The Romanesque Room** at 50 East Green Street in Pasadena on Tuesday, December 10th from 5pm to 8pm. 90 minutes of FREE parking is available across the street in the Schoolhouse parking garage.

Food is donated by Chamber member restaurants and caterers, including **Hope Catering**. John Villa and **Dance Syndicate** provides music.

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 Pasadena Chamber office at (626) 795-3355 or email Kelly@pasadena-chamber.org.



Clockwise from right, new members introduced at our networking events in September were Candace Siegle with **Fusion Academy Pasadena**, Ian Lang and Eric Carranza with **Osteo Strong**, David Hernandez and Kevin Litwin with **Joe's Auto Parks**, Lindsey Lansburgh and Nataly Portobanco with **Foothill Family** and Mike Thatcher and Trevor Marca with **Pasadena Neighbors West**.

New members are introduced at our monthly lunch and breakfast networking events.



In September we also introduced (below, from left), Louis Katz aka **Louie the Lens**, Dr. Dareen Khalaf with **Quick Stop Urgent Care**, and Adam Benjamin and Collin Plume with **Starke Marketing**. Previously we had met Maureen Li and James Kuo with **Meli Medi Spa and Wellness**.



(Below, from left) introduced during October were new members William Gilmore and Justin Strassburg of **Strassburg, Gilmore & Wei, LLP**, Tevis Karlsson with **School of Rock**, Ross Shaw with **Home Medical Supplies** and Fabian Armijo with **Julian Armijo Videography**.



(Below, from left) in October we also met new members Dr. Tian (Mike) Jin of **Dentex Dental Studio**, Erika Kennington of **Sugar & Spice Spa LA**, Manny Gomez of **M3 Office** and Natalie Middleton and Andrei Tremaine with **Pacific Ballet Dance Theatre**. Romben Aquino of the law firm of **Fong and Aquino, LLP** was recognized for five years of membership in the Pasadena Chamber.



New Members for August, 2019

- Bridge Safety Consultants**, Joe Stevens, (310) 433-5611
- Chef's Toys**, Chad Marshall, (626) 999-5400
- Docu-Pro**, Jeffrey Mundt, (626) 658-7699
- Elim Wellcare Hospice**, Danny Chun, (626) 793-7511
- Emblush Beaute**, Diane Tran, (626) 297-5988
- L&R Auto Parks, Inc., DBA Joe's Auto Parks**, Kevin Litwin, (213) 784-3019
- Louie the Lens**, Louis Katz, (818) 919-1583
- Quick Stop Urgent Care**, Dareen Khalaf, (626) 819-9002

New Members for September, 2019

- Anytime Fitness Pasadena (Forever Pasadena, LLC)**, James Adamitis, (859) 550-3338
- Barnabas Robotics**, Victoria Lin, (626) 344-9230
- Dentex Dental Studio**, Tian "Mike" Jin, DDS, (626) 500-1599
- Elite Dentistry of Pasadena**, Teny Abedian, DDS, (626) 351-8444
- GOGO Charters Los Angeles**, For Reservations, (323) 373-3085
- GreenTree Inn Pasadena**, Karim Akl, (626) 795-8401
- J Armijo Videography**, Julian Armijo, (626) 715-3761
- K Music Academy Pasadena**, Mariana Khachatryan, (626) 765-6162
- Lloyd Pest Control**, Kyle Sanborn, (714) 502-4094
- Northern Trust**, Charles Mustachia, (626) 583-5661
- Pacific PACE**, Sophia Guel-Valenzuela, (800) 851-0966
- Strassburg, Gilmore & Wei, LLP**, William R. Gilmore, (626) 683-9933
- Sugar & Spice Spa LA**, Erika Kennington, (626) 807-9467
- Taylor Insurance & Financial Services**, Joel King, (626) 605-0031 Ext.104



Renewing Members for August

ONE TO FIVE YEARS

Clifford Swan Investment Counselors
Cruise Planners
Dilbeck Real Estate – Barry Jones
Fleming's Prime Steakhouse & Wine Bar
Foundation for Living Beauty
Genesis Dental Esthetics
KShift
Laquer Urban Clifford & Hodge, LLP
Orbit Event Rentals
P. I. E., Inc.-Accounting Management Services
Pasadena City College Community Education Center
Seyfarth Shaw, LLP
Six Flags Magic Mountain
Timothy G. Shannon Insurance Agency
Whitmore Rare Books

SIX TO NINE YEARS

Architecture for Education Incorporated
Chandler School
Colombo's Italian Steakhouse & Jazz Club
DCG Technical Solutions, Inc.
Edward Jones Investments-Marengo Avenue
Hastings Ranch Nursery School
Hot Yoga Pasadena
Law Offices of Donald P. Schweitzer
Legends Premium Sales/IMG

Renewing Members for September

ONE TO FIVE YEARS

Altadena Recovery Center
Business 4 Business Think Tank
Cabrera's Mexican Cuisine
California Institute of Advanced Management (CiAM)
Champion Charter Bus Los Angeles
Cottage Co-Op Nursery School
Cross Campus
De Pietro Holdings LLC
Del Lile, Realtor, Coldwell Banker Residential Brokerage
Edward Jones Financial Advising/
Elements Dance Space
Entre Nous
Gifts of Peace Home Pet Euthanasia
John Robinson Consulting, Inc.
Jon Lee Investments
Paradis
The Rodriguez Law Group
Smith Brothers Restaurant Corporation
The Canyon at the Rose
The Great Maple
The Royal Spa
True Food Kitchen
V1H Consulting

SIX TO NINE YEARS

Alternative Energy Systems Consulting, Inc.

Marx/Okubo Associates, Inc.
Mel Cohen Insurance Services
MonteCedro
Osawa Shabu Shabu & Sushi
Pacific Crane and Equipment Sales
Pasadena Community Foundation
Romero Law, APC
Roses Road, Inc.
Servpro of Arcadia & Pasadena North
Shepherd's Door Domestic Violence Program

TEN TO FOURTEEN YEARS

Cushman & Wakefield
Menage
Millennium Pension Services, Inc.
UBS Financial Services, Inc.

FIFTEEN TO FIFTY YEARS

City of Hope
Corcoran Bookkeeping & Tax Services
Day One
Flintridge Sacred Heart Academy
ForensisGroup
HEAR Center
Kaiser Permanente
Kiwaniis Club of Pasadena
Oak Tree Inn
Old Republic Contractors Insurance Group, Inc.
Pasadena Senior Center

ArcLight Cinemas
Clearman's Galley, aka The Boat
Custom Comfort Mattress
Eagle Star Security
Edgewood Realty Partners, LLC
Primerica
SALON90
Singpoli Group, LLC
Slater's 50/50
Timeless Celebrations
WebMagic, Inc.

TEN TO FOURTEEN YEARS

Arcadian Retirement Center
Huntington Marketing & Association Management
McDermott Consulting Inc.
Pacific Starr Group
Pie'N Burger
The Raymond 1886
Redstone Commercial Real Estate
Sorell Law Group
Westcoast Companies, Inc.

FIFTEEN TO FIFTY YEARS

A.J. Longo & Associates
AbilityFirst
Alliance Francaise de Pasadena
Animal Medical Hospital
Arroyo Parkway Self Storage

Rose Bowl Stadium
Villa Gardens

MORE THAN FIFTY YEARS

Langham Huntington, Pasadena, 99yrs.
Pasadena Star-News (San Gabriel Valley Newspaper Group), 99yrs.
Sharp Seating, 55yrs.

These Members Had Milestone Anniversaries with the Pasadena Chamber

FIVE YEARS: Altadena Recovery Center; California Institute of Advanced Management (CiAM); Laquer Urban Clifford & Hodge, LLP; P. I. E., - Accounting Management Services; The Rodriguez Law Group;

TEN YEARS: Pie'N Burger; Sorell Law Group; Westcoast Companies Inc.

TWENTY YEARS: City of Hope; HEAR Center

TWENTY-FIVE YEARS: AbilityFirst; Clearman's North Woods Inn

THIRTY-FIVE YEARS: Kaiser Permanente

FIFTY-FIVE YEARS: Sharp Seating
SIXTY-FIVE YEARS: Lewis Roca Rothgerber Christie, LLP

Art Center College of Design
Brookside Golf Club
City of Pasadena
Clearman's North Woods Inn
Eagle Associates
El Cholo Restaurant
G. G. & M. Construction, Inc.
La Salle College Preparatory
LACERA (Los Angeles, County Employees Retirement Assoc.)
Maranatha High School
McCurdy Body Works
Minasian & Associates
The Oaks of Pasadena
Orswell & Kasman, Inc.
Pacific Oaks College & Children's School
Pasadena Conservatory of Music
Pasadena Educational Foundation
Pasadena Scottish Rite
Pasadena Unified School District
Pasadena-Sierra Madre YMCA
Terraces at Paseo Colorado
Union Station Homeless Services

MORE THAN FIFTY YEARS

Boys & Girls Club of Pasadena, 53yrs.
Lewis Roca Rothgerber Christie LLP, 65yrs.
Vagabond Inn Executive, 53yrs.



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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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STAFF

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

Luncheon Alliance

The December 4th Luncheon Alliance is sponsored by Cyrus Afshin and Katelyn Barchowsky of the **University Club Pasadena**.

The Luncheon Alliance in January is cancelled due to the New Year holiday.

The *Luncheon Alliance* starts at 11:30am in the Mediterranean Room at **Brookside Golf Club**.

Connection Breakfast

On Thursday, December 12th, at 7am Jonathan Edwards and Edsel D'souza of **Citrust Insurance** sponsor breakfast.

Join us on Thursday, January 9th as Dennis Buckley of **Health Advantage Physical Medicine** sponsors the networking event.

Lunch and breakfast are held in the Mediterranean Room at Brookside at 1133 Rosemont Avenue. Cost is \$30 for members/\$35 for non-members. Those reserving after the deadline pay \$5 more.

Chamber After Hours Social and Mixer

Join us for the annual *Pasadena Chamber Holiday Party* on Tuesday, December 10, 2019, at 5pm at the Romanesque Room at 50 East Green Street. Bring an unwrapped toy for free entry.

January's mixer is at Pasadena favorite **The Westin Pasadena**. Join us on January 16th at 191 North Los Robles in Pasadena. 90 minutes of free parking is available in the city lots nearby. *Admission is free for Pasadena Chamber members. Others pay \$10.*

Sponsor a Chamber Annual or Monthly Networking Event, Become a Chairman's Circle Member

The Pasadena Chamber hosts events throughout the year. You can increase the visibility of your business while supporting the Chamber by sponsoring one or more events or activities.

Chairman's Circle members can sponsor several events and pay dues at one time. You choose the events you would like to support. You can join at the **Silver** (\$10,000), **Gold** (\$15,000) or **Platinum** (\$25,000) levels. You receive recognition at your sponsorship level for those events you support as well as a banner acknowledgment on the main page of the Chamber website.

Sponsoring our monthly networking *Luncheon Alliance* or *Connection Breakfast* costs \$250 per event. As sponsor you get two seats at the event and seven minutes to promote your business to 50 to 75 people attending.

You can also host a *Pasadena Chamber After Hours Social and Mixer*. Hosts provide appetizers and soft drinks for the 50 to 75 people there.

Sponsorships are also welcome for our annual events. Sponsors are recognized on invitations, in public relations materials as well as in programs for the event. Annual event sponsorships are available for:

- The Chamber's Annual *Inaugural Gala*, June 26, 2020, at the Langham Huntington Hotel Pasadena (\$3,000-\$5,000, includes ad in program)
- *Pasadena Restaurant Week* events (\$2,500 to sponsor *Pasadena Restaurant Week*, *SIP-tember: A Celebration of the Cocktail*, *The Taste of Pasadena* at the **Rose Bowl**, and *Cheeseburger Week*)
- Economic and Business Summit in October (\$2,000 to \$7,500)
- President's Breakfast honoring the Tournament of Roses (\$1,500)

For information on sponsoring our annual events, please contact Leanne Waggoner. To sponsor our networking events please contact Kelly Shearer. Both can be reached at our office at 626-795-3355

Pasadena Chamber events and activities



The Pasadena Chamber hosted the Taste of Pasadena at the Rose Bowl. Member restaurants provided food samples and the four finalists cocktails were sampled by 400 guests. After voting, the Cucumber Press from Ruth's Chris Steak House was named the SIP-tember Cocktail of the Year for 2019. Photos by Lyd & Mo.

Presenters at the Chamber's Economic and Business Summit included LAEDC economist Somjita Mitra, Mike Ross of the Pasadena Center, Jesus Roman of Verizon and Colleen Carey of Lee & Associates. Pasadena attorney and committee Chair Don Schweitzer emceed the program for about 150 guests.

The Chamber hosted new members for a reception and orientation at our offices. Photo by Louie the Lens.

JoLynn Scharrer of Hunt, Ortman provided mandatory sexual harassment awareness training free for Chamber members.