



Email: info@ArcadiaCaChamber.org
www.ArcadiaCaChamber.org
 626.447.2159

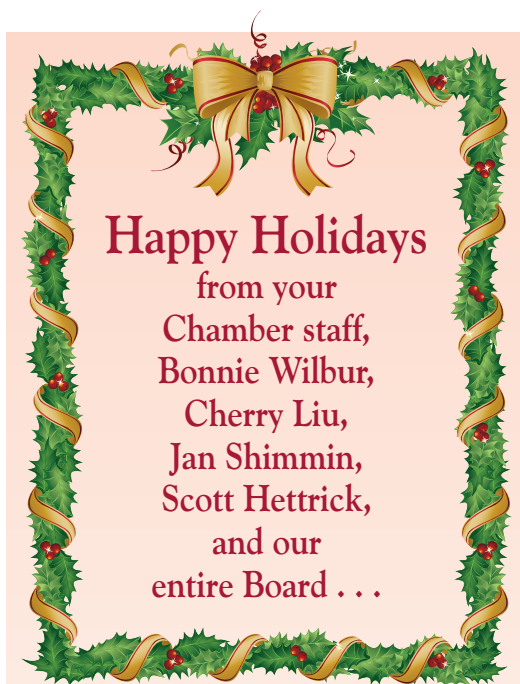
ARCADIA

CHAMBER OF COMMERCE

WESTFIELD SANTA ANITA PRESENTING SPONSOR 2011/12

MEMBER NEWSLETTER OF THE ARCADIA CHAMBER OF COMMERCE

FALL 2011



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Janet Chew

Executive Director - Scott Hettrick

Arcadia's Building Boom

Despite the ailing economy, new homes and major new building projects continue unabated in Arcadia, which is bringing revenue and jobs to the area.

- Work continues on the “**iconic bridge**” over the eastbound lanes of the 210 Freeway that will carry the **Gold Line Foothill Extension** light rail train from Pasadena to a new bridge to be built over Santa Anita Avenue, then to a new station and transit plaza to be built on the northwest corner of First Avenue and Santa Clara. The 11.5 mile route to Azusa is on track to be completed by 2015.
- **Methodist Hospital**, which came to Arcadia in 1957, opened a new \$140 million, six-floor, patient tower and emergency room in September and introduced new President and CEO Dan F. Ausman.
- The framework is up on the \$25 million, 1,200-seat **Performing Arts Center at Arcadia High School** to be opened in fall 2012 as the signature project of the improvements being made at every school from \$218 million in bond money approved by voters prior to the economic decline.
- **Angeles National Forest** is giving a \$12 million make-over to its administrative facility west of Santa Anita Avenue just south of the 210 freeway from decades-old portable modular units to permanent office structures, including a two-story 24,000-square foot administrative building, all of which is slated for completion in summer 2012.





MEDICAL EMERGENCY. **YOU** CAN BE the difference if you know what to do.

In a medical crisis, you can count on us.

With 26 private rooms and advanced technology, Methodist Hospital's new Hollfelder Emergency Care Center is equipped to deal with any situation. We can make a difference – especially for life-threatening events like heart attacks and strokes.

You can make a difference, too. When you call 911 right away, paramedics alert us, and we assemble the necessary teams and technology to be ready when the patient arrives.

Is it a medical emergency?

Call 911 right away if you observe these symptoms:

- Difficulty breathing
- Chest or abdomen pain or pressure

- Any sudden or severe pain
- Sudden dizziness or weakness
- Difficulty speaking or seeing
- Uncontrolled bleeding (or coughing/vomiting blood)
- Severe or persistent vomiting or diarrhea
- Confusion or unusual behavior

To learn more, to "tour" our new facility and download emergency, heart and stroke tip sheets, visit our special site:

www.ActFastSaveLives.org



METHODIST HOSPITAL
The Next Generation of Care

300 W. Huntington Drive • Arcadia, CA 91066-6016

Calendar of Events 2011-2012

(Schedule subject to change, updates at www.ArcadiaCaChamber.org)

NOVEMBER

- 24-25 Chamber office closed, Thanksgiving holiday
- 24-Dec 5 Circus Vargas, Santa Anita Park, matinee and evening shows
- 29 5:30 p.m., Downtown Business Association General meeting, Association of Realtors, 601 S Baldwin
- 30 12 noon, ribbon-cutting, Monrovia Animal Medical Center, 1128 S Myrtle Ave.

DECEMBER

- 1 8 a.m., Gov. Affairs Forum: Secret Service on Counterfeiting, Chamber conference room, Open to All
- 2 5:30 p.m., Holiday Business Mixer, The Promenade at Westfield Santa Anita
- 5 12 noon, Coordinating Council, Church of Good Shepherd
- 6 9 a.m., Ambassador Meeting - Members only
- 6 7 p.m., City Council Meeting, City Hall Council Chambers
- 8 5:30 p.m., Asian Business Night: Congresswoman Judy Chu, Arcadia Masonic Center, 50 W Duarte Road
- 12 5:30 p.m., Past Presidents' Council, Chamber conference room, please RSVP
- 13 12 noon, Strategic Planning, please RSVP
- 13 5:30 p.m., Downtown Business Association core group meeting
- 14 12 noon, Executive Council, please RSVP
- 15 7:30 a.m., Holiday breakfast, Board and Ambassadors, Santa Anita Golf Course, RSVP
- 16 1 p.m., Reception/exhibit-Chamber Rose Parade float photos, Museum, 380 W Huntington
- 23 Chamber office closed at 12 noon
- 26 Chamber office closed, Christmas holiday

JANUARY

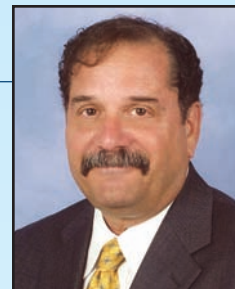
- 2 Chamber office closed, New Year's holiday
- 3 7 p.m., City Council Meeting, City Hall Council Chambers
- 3 9 a.m., Ambassador Meeting - Members only
- 5 8 a.m., Gov. Affairs Forum, Chamber conference room, Open to All
- 9 12 noon, Coordinating Council, Church of Good Shepherd
- 10 12 noon, Strategic Planning, please RSVP
- 10 5:30 p.m., Downtown Business Association core group mtg
- 11 12 noon, Executive Council, please RSVP
- 16 Chamber office closed - Martin Luther King holiday
- 17 11:30 a.m., SBDC Business Mastermind Series, Chamber conference room
- 17 7 p.m., City Council Meeting, City Hall Council Chambers
- 18 11:30 a.m. Business Lunch Connection, Police Chief Guthrie, Chamber conference room, Please RSVP
- 19 7:30 a.m., Networking Breakfast, Golf Course, Helen Romero Shaw, Gas Co., RSVP
- 24 5:30 p.m., Downtown Business Association General meeting, Association of Realtors, 601 S Baldwin
- 26 8 a.m., Board of Directors, Arcadia Public Library, 20 W Duarte Road, please RSVP

FEBRUARY

- 2 8 a.m., Gov. Affairs Forum, Chamber conference room, Open to All
- 6 12 noon, Coordinating Council, Church of Good Shepherd
- 7 9 a.m., Ambassador Meeting - Members only
- 7 12 noon, Strategic Planning, please RSVP
- 7 7 p.m., City Council Meeting, City Hall Council Chambers
- 8 12 noon, Executive officers, please RSVP
- 16 7:30 a.m., Networking Breakfast, Santa Anita Golf Course, comedian Scott Shimamoto, RSVP
- 20 Chamber office closed, Presidents' holiday
- 21 11:30, SBDC Business Mastermind Series, Chamber conference room
- 21 7 p.m., City Council Meeting, City Hall Council Chambers
- 23 8 a.m., Board of Directors / Chamber Planning Conference, location TBA, please RSVP
- 28 5:30 p.m., Downtown Business Association General meeting, Association of Realtors, 601 S Baldwin

PRESIDENT'S CORNER

BOB HOFFMAN,
President, 2011-2012



Guess what? It's that holiday time rolling around again. Whew, the year is just flying by, got to slow it down some, especially as we (or at least I) get a little older. Halloween just passed and the big three of Thanksgiving, Christmas and New Year's are right around the corner or past, depending on when you are reading this note. So get out your pumpkin pie, your giblet gravy, noisemakers and holiday ornaments and let's see what we have to be thankful for; LOTS!!

First of all, the world hasn't come to an end (though many said it would by now) and we are still able to enjoy our beautiful Southern California sunrises and sunsets.

Economically:

Oil prices are high but not astronomical.
Jobs aren't plentiful but recent numbers are starting to flatten out.
California has somewhat of a budget while the U.S. Government (as of this writing) has none, though hope springs eternal.

Locally:

Taste of Arcadia was a swinging success, best year ever!
Santa Anita Park's fall meet got off well.
A new wing added to Methodist Hospital.
Great Chamber mixers and new members.
Great speakers at Government Affairs meeting like Tim Donnelly and Michael D. Antonovich.

What to look forward to:

A great year-end Holiday Mixer at Westfield Santa Anita. They are really going all out this year and we would love to see all members, new and old, please stop by. Great way to start your New Year's resolutions early and make some new contacts or re-start old ones to help bring in a successful 2012.

I just want to say Thank You to all the Chamber members, board of directors and staff, city officials and residents of Arcadia for helping to make this such a great year. We made it through so far and with all your help 2012 is a slam dunk (basketball term for those of you who have forgotten with the NBA strike) to be better and, hopefully, less stressful.

Happy Holidays and a Great New Year!



HAPPY HOLIDAYS

LOADED CHAMBER

SCOTT HETRICK

There are few organizations or businesses in Arcadia that have been around longer than the Arcadia Chamber of Commerce. The Chamber was formed in September of 1921, making this the Chamber's 90th year of serving the community with pride.



And serving the entire community is what the Chamber does, not just businesses.

- In 1939, the Chamber sponsored the first Fourth of July celebration in the County's Arcadia Park, which drew 15,000 people.
- The Chamber created the Arcadia Peach Blossom Festival and parade that ran three years from 1949 - 1951.

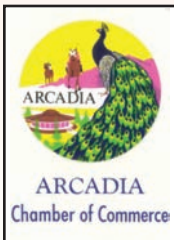


- In the late 1950s, the Chamber purchased a 1926 fire engine and gave it to the City and Arcadia Firefighters Association, and it is still showcased in parades and community events.



- Every year since 1964 the Chamber has presented a new Citizen of the Year.
- In 1999 the Chamber began producing Arcadia's signature event, Taste of Arcadia.

And we expect to see you at the annual Chamber Holiday Mixer from 5:30 - 8:30 p.m. Friday, December 2, for a tree-lighting and snow show hosted on the Promenade by the Chamber's 2011-12 Presenting Sponsor Westfield Santa Anita!



90th Anniversary



SALUTE TO CHAMBER MEMBERSHIP COMMITMENT

On the Chamber's 90th anniversary (formed in September 1921; incorporated in 1934), we salute those of you who have been members for more than half of our existence, 45 years!

60 YEARS

AT&T

54 YEARS

The Derby
Douglas & Zook, Arcadia
Chapel of Remembrance
Santa Anita Park/L.A. Turf Club

53 YEARS

Meeker Family Partners, LP
S. Sanders Insurance Company
Ford Printing/Great Western
Distributors

52 YEARS

Las Tunas Animal Hospital
Golden State Water Co.

50 YEARS

Southern California Edison Co.
The Gas Company/
A Sempra Energy Utility

48 YEARS

Methodist Hospital of
Southern California
Helms & Myers

47 YEARS

Arcadia Surgical Associates
Bowman of Arcadia

46 YEARS

Friar Tux Shop

45 YEARS

Relton Corporation
Arcadia Small Animal Hospital

40-PLUS YEARS

(since 1971 in order of date each became a member)

Arcadia Radiology; Mark Schaefer Associates; San Gabriel Valley Newspaper Group; Taco Lita #15; AMF Bowling Square; Oak Tree Racing Association; Wells Fargo Bank/Main Branch; A&A Building Material Company; Moffett's Family Restaurant; Jerry and Ann Durgerian; Dr. John Wells

35-PLUS YEARS

(since 1976)

Ruth Gilb; Century 21 Earll, Ltd.; Westfield Santa Anita (formerly Santa Anita Fashion Park); Dorothy Cunningham; Stephen Lojeski, DDS; Anita Oaks Apartments; Tektest, Inc.; Don Kennedy; C.B. Nichols Egg Ranch; Western Medical Supply, Inc.; Ralph's Florist; Arcadia Teacher's Association; Baldwin Real Estate Management; J.C. Penney Company; L.A. County Arboretum and Botanic Garden



Reach Every Door in February/March Special Issue

We would like to tell the Chamber's 90th anniversary year story to the entire community in a special edition of this newsletter in February/March, while also providing a way for members to get your message out to all residences and businesses in Arcadia.

- ◆ Reach all 25,000 doors in town for only \$1,000 - \$3,000 for full page ads like the ones you see in here.
- ◆ Put your sponsor logo on the plastic bag delivered to every door for \$4,000.
- ◆ Produce your own promotional piece of any size or dimension up to 4-ounces and 9" x 13" for only a \$5,000 distribution fee.

There are a limited number of spots available for all of the above, so reserve your placement now. Call the Chamber at 626-447-2159.



CHAMBER SUPPORTS COMMUNITY

Methodist Hospital

The Chamber supported Methodist Hospital's annual Crystal Ball fundraiser featuring Paul Anka who helped raise more than a half-million dollars profit in one fun-filled October evening

Arcadia Chinese Association FUNdraiser

Chamber supports November 5 gala where ACA directors are dressed in a disco theme.



NETWORKING BREAKFASTS

Monthly networking breakfasts on the third Thursday of each month at the Sunset Room of the Santa Anita Golf Course continue to attract bigger crowds and interesting, high-profile guest speakers.



Board member and Government Affairs Forum co-chair, Mary Dougherty, recognized for her ticket-selling efforts and providing volunteers resulting in a record Chamber donation to the Assistance League of Arcadia.



Verena Somer is presented a certificate of appreciation by Chamber Executive Director, Scott Hettrick, for three years of chairing the Taste of Arcadia committee.



Chamber President Bob Hoffman of Merrill Lynch providing valuable financial investment perspective.



Los Angeles County Arboretum CEO and Chamber board member Richard Schulhof is presented a check as one of three beneficiaries of the proceeds from Taste of Arcadia.

AMBASSADORS AT WORK

New members are welcomed by Ambassadors each month, describe their business, and are greeted by Chamber President Bob Hoffman.



Connie Aguilar of Child Care Information Service was presented a certificate of appreciation by Ambassador John Sun for renewing her annual membership on time.



Ann Marie Piersol of Security Design Systems



Peter Geissler of Toastmasters public speaking group



Rich Bjerrum of Rich Images

Arcadia Library and Museum

Chamber donates framed photos to Arcadia Public Library and Museum depicting several decades of Arcadia entries in the Rose Parade for exhibit in December/January. Opening reception 1 p.m., Friday, December 16, Ruth and Charles Gilb Arcadia Historial Museum, 380 W. Huntington Drive (across from Chamber)



Arcadia High School

Chamber members combined for \$500 Chamber "Producer" sponsorship in support of Arcadia High School Theatre Plays.

Tonight's play proudly Produced by... www.arcadiacachamber.org

ARCADIA
CHAMBER OF COMMERCE
WESTFIELD SANTA ANITA PRESENTING SPONSOR 2011/12
and our member/Producer partners:

The Book Rack
new, used, trades
<http://bookrackarcadia.com> 626-446-2525
204 S. First Avenue
Arcadia, CA 91006

ARCADIA'S BEST
THINGS TO DO, PLACES TO GO, PEOPLE TO KNOW

Carol Libby
residential member

Wayne L. Williams
Professional Advisory Services 626-294-4728
The number one objective of PAS is to preserve the clients' assets rather than take high risk for maximum gain.
www.professionaladvisoryservices.com

Joanne Bockian
Stars Athletic Foundation 626-292-7827
<http://www.starsathletics.org>

Supporting the Arcadia High School Theatre and new Performing Arts Center.
Arcadia Chamber of Commerce - Producing community pride since 1921

Top 10

Benefits of Being a Member of Arcadia Chamber of Commerce

10. Discounts of 25% - 55% for entrance to Business Mixers, Networking Breakfasts, and meeting room rental fee.
9. Free promotion of your business: ribbon-cuttings, business mixers, staff and member referrals on phone, in office, on web site, Facebook, Twitter, etc.
8. Liaison and advocate to City, County, State, and Federal officials.
7. Business information and small business resources, seminars, workshops, and access to important business and community lists, directories, calendars, publications.
6. Certificates of Origin international trade document verification – no charge (non-member charge: \$50 for each document signed and stamped).
5. Quarterly newsletters mailed to members and VIPs.
4. Free business listing on web site and in community/business directory.
3. Members-only exhibits at events such as Business Expos and Taste of Arcadia.
2. Members-only sponsorship/ads at events, in newsletters, web site, community/business directory, maps, etc.
1. The world-renown credibility and status of being a member of the Chamber of Commerce!



WELCOME

NEW MEMBERS TO THE ARCADIA CHAMBER OF COMMERCE!

AUGUST

- Café Opera, 402 S Myrtle Avenue, Monrovia
- Rich Images, promotional specialties - rbbb@sbcglobal.net
- St. Anthony Greek Orthodox Church, 778 S Rosemead Boulevard, Pasadena

SEPTEMBER

- Dianne Chapman, resident (former President), San Gabriel
- Peter Geissler, resident, Toastmasters, Arcadia
- Security Design Systems, San Gabriel – www.sdsalarms.com

OCTOBER

- Monrovia Animal Medical Center, 1128 S Myrtle Avenue – www.monroviapet.com
- Imy Dulake/Coldwell Banker – www.imydulake.com

ON-TIME RENEWING MEMBERS . . .

And thank you to our members who recently renewed their membership dues on time. On-time renewing members are invited to receive a special certificate from a Chamber Ambassador at the next month's Networking Breakfast. A photo of the presentation will be posted on the Chamber's Facebook page and elsewhere. Please RSVP at 626-447-2159.



Connie Aguilar and John Sun

AUGUST

Arcadia Escrow Services, Inc.; Arcadia Host Lions Club; Barnhart School; Dolphin Party Rentals; Nikki C's; NWF Advisory Group; Post Alarm Systems; Lee Shimmin; Sweet & Savory Bakery; TCM Healing Institute; Valley Vista Services; Villa Gardens; Wells Fargo Bank – Arcadia Huntington branch; Westfield Santa Anita

SEPTEMBER

American Plus Bank; British Home; Dorothy Cunningham; deCrouipet's Cakes; Din Tai Fung Dumpling House; DPS Technology Group, Inc.; Friends of Foster Children; James Hanrahan; Las Tunas Animal Hospital; Michael and Eileen Lucas; May Consulting Group Inc.; Moffett's Family Restaurant; Myricom, Inc.; Jill Pappas; San Gabriel Valley Newspaper Group; Simon Equipment Co. Inc.; Tee Top of California

OCTOBER

Carmine's Italian Restaurant; First Acct. Bookkeeping & Accounting; The Carter Report, Inc.; Regal Medical Group; Servpro of Arcadia; Shaffer Awards; Veronica D. Thee; Upper SGV Municipal Water District; Vinmar Consulting; Wonder Years Montessori School

EXERCISE YOUR EXPERTISE AT CHAMBER . . .

Our members are the best in their field, and we'd love to capitalize on your knowledge in specific areas to help keep your Chamber as current and effective as possible. Here are areas where voluntary input and participation could be utilized right away to supplement the work of Chamber staff and committees:

- **Membership recruitment:** Help expand the Chamber's reach to the thousands of business owners in and around Arcadia who would benefit by joining the Chamber and create even more benefit for Chamber members by helping and developing new ways to recruit new members.
- **Ad/sponsor sales:** Help get the word out to members about the plethora of valuable promotional opportunities to Chamber members online, in print, and at events and other special situations.
- **Social media:** Ensure your Chamber is keeping up with the latest trends, technology and member needs.
- **Marketing:** Develop new and innovative marketing opportunities to benefit Chamber members.
- **Technology:** Computers, software, phone systems, projectors, and other technology in frequent need of upgrade.
- **Financial:** Many of you are professional financial wizards who could help keep the Chamber on a sound economic track. It's your Chamber and therefore an open book; help ensure that the most informed decisions are being made.

- **Legal:** Be available to answer occasional legal questions and provide pro-active counsel.
- **Human Resources:** Offer best practices regarding hiring and policies for full-time, part-time, commission-only and 1099 employees.
- **Grants:** Help your Chamber find and write grants to provide funding and staffing.
- **Videos:** Produce videos to promote Chamber businesses, Arcadia, and the Chamber itself, including event coverage.
- **Photography:** Chronicle Chamber and business activities for newsletters, social media.
- **History:** Organize and maintain Chamber's historical archives and create historical facts and presentations for newsletters, social media, office, events, etc.
- **Merchandising:** Develop Chamber-branded merchandise to benefit businesses and enhanced member value.
- **Event planning/coordination:** Help plan, manage, and provide manpower for the many events and activities of all shapes and sizes produced by your Chamber each year.
- **Publicity:** Create advance media announcements, fliers, social media promotion, and post-event coverage for Chamber programs.
- **Writing:** Articles, blogs, for print, social media.
- **Decorations:** Create decorations for events, offer holiday ideas for office outside.

GOVERNMENT AFFAIRS FORUM

These free public forums, held at 8 a.m. on the first Thursday of each month continue to attract important speakers. Next up December 1: Secret Service agents on counterfeiting.



Nearly 40 attendees at recent Forum, including Mayor, Mayor Pro Tem, City Manager, and other City, County, State, Federal officials, plus Chamber, community members.



Mayor Gary Kovacic (l) with County Supervisor Michael D. Antonovich



Assemblymember Tim Donnelly (c) spoke at October 6 Forum.
(L-R) Mayor Gary Kovacic, Government Affairs Chair Peter Ulrich, Donnelly, Chamber President Bob Hoffman and Chamber Executive Director Scott Hettrick



Supervisor Antonovich (L) with Chamber President Bob Hoffman and Government Affairs Forum co-chairman Mary Dougherty



New Arcadia Police Chief Bob Guthrie was the speaker at the September 1 Government Affairs Forum. Chamber VP Arlynn Robinson listens.

RIBBON CUTTINGS

Arcadia Retirement Village, October 11



(l-r) Senator Bob Huff representative David Monroy presents certificate to Arcadia Retirement Village owners Ravi Kharbanda, Rajni Kharbanda, and Dan Salceda



Legislative representatives, City dignitaries, Chamber members and friends at ribbon-cutting for new owners of newly-renovated Arcadia Retirement Village at 607 W Duarte Road.



Arcadia Economic Development Manager Jerry Schwartz, Chamber Executive Director Scott Hettrick, Chamber board member Sho Tay enjoy reception at Arcadia Retirement Village



A live band provided entertainment



Plenty of food at the buffet in the lovely courtyard.

Nirvana Indian Restaurant, August 30



Ribbon-cutting with Nirvana owners the Kaur family



Chamber Ambassadors (l-r) Verena Somer, Sylvia Ramos, Chamber VP Arlynn Robinson, and John Sun enjoy cuisine.



New Kaur family owners of Nirvana Indian restaurant, 314 E. Huntington Dr., receive plaque from Chamber VP Arlynn Robinson.



Nirvana Indian restaurant owners the Kaur family with Mayor Gary Kovacic.

CHAMBER PARTNER EVENTS

HUTdogs Social Media Workshop at Santa Anita Park Chandelier Room, September 22



Santa Anita Park event queen Elizabeth Booth welcomes full house of attendees.



Merri Jill Finstrom of HUTdogs provides primer on social media

BUSINESS MIXERS

Arcadia Fitness Sports Club October 6



Ambassador Vicki Knight of Century Rooter with new member Ann Marie Piersol of Security Design Systems check out the racquetball court.



Westfield Santa Anita hosts the Chamber's holiday mixer at Promenade tree lighting and Snow Show for second year, 5:30 - 8:30 p.m. Friday, December 2.



Eddie from Chamber member 210 Storage enjoys multitude of refreshment choices at Coffee Story Cafe.



Club experts describe services to attendees.



Manager and AHS alum Kelly Huang with Chamber Executive Director Scott Hettrick.

TASTE OF ARCADIA



Banner at Chamber office building



VIP tables at beautiful setting at Los Angeles County Arboretum



Arcadia High School pep band entertains attendees as they enter.



Booths for non-profit beneficiaries of proceeds from Taste of Arcadia:
Assistance League of Arcadia and Boy Scouts of America, Lucky Baldwin District.



Chamber Secretary-Treasurer Denise Weaver helps out behind the bar



Chamber President Bob Hoffman enjoys the libations at The Roost



Brazilian dancers are always a favorite



Photographs by Chamber member Bob Sharpe.
SAVE THE DATE FOR 2012 TASTE OF ARCADIA: SEPTEMBER 17!



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— NYTheater.com

"An extraordinary experience... .."

— Cate Blanchett, Academy Award-winning actress

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Chinese History and culture."**

— San Francisco Chronicle

1月11日-12日

Segerstrom Center for the Arts

600 Town Center Drive., Costa Mesa, CA 92626 (Segerstrom Hall)

1月11日2012 Wed. 7: 30pm

1月12日2012 Thu. 7: 30pm

Price: \$60, \$70, \$80, \$100, \$180

1月13日-14日

Dorothy Chandler Pavilion

135 North Grand Ave., Los Angeles, CA 90012

1月13日2012 Fri. 7: 30pm

1月14日2012 Sat. 2: 00pm & 7: 30pm

Price: \$60, \$80, \$100, \$150, \$200

Ordering: **www.LAspectacular.com** **1-800-880-0188** (Hotline)



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