



SPRING 2011

The Power of Connection

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A PUBLICATION OF THE ARCADIA CHAMBER OF COMMERCE

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State Honors Two Arcadia Chamber Execs

Costanza and Zimmerman recognized by Portantino

For the past two months, departing executives of the Arcadia Chamber of Commerce have been recognized by the state of California.

In both cases it is 44th Assembly District Assembly member **Anthony J. Portantino** bestowing the honors.

Retiring executive director **Beth Costanza** was honored March 21st as Woman of the Year in the California State Capitol in Sacramento. Portantino praised her lifetime of hard work and dedication to the communities of Arcadia and Monrovia.

"She is a tireless worker for our schools and our businesses and has earned the respect of our community. It is fitting that the State of California recognizes her many accomplishments," he said.

Only two weeks later, Portantino announced that former Chamber President **Kevin Zimmerman** will be recognized by Portantino and the California Small Business Association as the Small Business Person of the Year from the 44th District in Sacramento on June 6 at a day-long salute to small business.

Zimmerman will be recognized for all of his contributions to the community not only as an exemplary business owner and entrepreneur, but as someone who contributes his time and effort to the community at large. He actively participates on legislative affairs committees and participates in all facets of Chamber business.



Kevin Zimmerman



Assemblymember Anthony J. Portantino leads executive director Beth Costanza to receive Woman of the Year Award at State Capitol March 21

Costanza has a long history of service in both Arcadia and Monrovia. Prior to heading the Arcadia Chamber of Commerce where she managed the Merchant Association, among other jobs. She and her husband, **Angelo**, are long-time owners and operators of several Arcadia businesses including Ballard's Butcher Block and the Cheyenne Supper Club.

Many will remember her years teaching food services and adult education in schools throughout the district.

She also served on the boards of several non-profits including Foothill Unity Center and Foothill Family Services and served as a Girl Scout leader.

Costanza was accompanied in Sacramento by her husband, **Angelo** and daughter, **Angela Baltimore**.

Following the ceremony on the floor of the Assembly, they attended a special reception for her and the other women chosen from throughout the state before heading to a private luncheon with Assemblymember Portantino.



Angelo (I) and Beth Costanza with Assemblymember Anthony J. Portantino



Calendar of Events April

- 5 9:00am, Ambassadors Meeting. Members only.
- 7 8:00am, Government Affairs Forum. Tommy Randle, US Census Bureau. Open to all. RSVP suggested
- 7 5:00pm, Ribbon Cutting/Open House
Votre Salon. Open to all. RSVP
- 9 **Derby Day 5K, Santa Anita Park**
- 11 1:00pm, QuickBooks Biz tutorial. free to Chamber.
Foothill Workforce Investment Board, Pasadena
- 12 Noon, Strategic Planning, Boardroom, RSVP
- 13 Executive officers. Please RSVP
- 17 Closing day at Santa Anita Park—City of Hope walk to fight cancer
- 19 5:30pm, Downtown Business Assoc. core grp meeting
- 20 6:00pm, Arcadia City Council reorganization
- 21 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room. RSVP \$15 pd in advance 447-2159, \$20 at door - Open to all
- 21 11:45am, Public Schools Luncheon, Masonic Temple
- 21 5:30pm, Legislative Ntwrk Recep, Huntington Library
- 26 5:30pm, Downtown Business Assoc.
General Membership Meeting, Zapata Vive
- 27 **(Special Wednesday meet) 8:00am, Board of Directors**. Please RSVP
- 28 8:00am, Partnership Breakfast Economic Forecast.
Call Chamber
- 28 1:00pm, QuickBooks Biz tutorial. free to Chamber.
Foothill Workforce Investment Board, Pasadena
- 28 7:00pm, Asian Outreach Committee
- 29 8:00am, Policymakers Breakfast, Altadena T&C Club
- 30 E-Waste collection at Santa Anita Park

May

- 1 E-Waste collection at Santa Anita Park
- 3 9:00am, Ambassadors Meeting. Members only.
- 5 8:00am, Government Affairs Forum. Dr. Joel Shawn, Superintendent Arcadia schools, Open to All.
- 10 Noon, Strategic Planning, Boardroom, RSVP
- 10 5:30pm, Downtown Business Assoc. core grp meeting
- 11 Executive officers. Please RSVP
- 14 Law Day, Arcadia Public Library
- 19 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room
- 24 5:30pm, Downtown Business Assoc. General Membership Meeting, Zapata Vive
- 26 **8:00am, Board of Directors. RSVP**
- 26 7:00pm, Asian Outreach Committee
- 28 10:00am, Antonovich Veterans and Families all-day tribute/event. Arcadia Park
- 30 **Chamber office closed for Memorial Day**

June

- 2 8:00am, Gov. Affairs Forum, Doug Failing (tentative), Exec. Director Highway Projects, MTA
- 8 Executive officers. Please RSVP
- 14 Noon, Strategic Planning, Boardroom, RSVP
- 14 5:30pm, Downtown Business Assoc. core grp meeting
- 16 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room
- 23 **8:00am, Board of Directors. RSVP**
- 23 7:00pm, Asian Outreach Committee
- 24-26 Chamber Summer Carnival, Arcadia Park
- 25-26 11:00am, (24 hours) Relay for Live of Arcadia fundraiser to fight cancer, Santa Anita Park.
- 28 5:30pm, Downtown Business Assoc.
General Membership Meeting, Zapata Vive

"A reservation made is a reservation paid."

Loaded Chamber



Scott Hettrick,
Executive Director

I always knew that membership in the Arcadia Chamber of Commerce is very valuable, but it wasn't until I recently became the executive director that I realized just how much value the Chamber truly offers.

There are so many free seminars and conferences, as well as online and printed materials, networking events and myriad activities that one cannot possibly take advantage of all of it. But numerous people benefit by each and every service offered, and we are anxious to provide even more value-added services for members in the coming months. We would love to hear from you about additional services that would help with your bottom line.

Without a doubt the single biggest value is your Chamber staff: **Bonnie Wilbur**, **Jan Shimmin**, and **Cherry Liu** are amazingly efficient, completely dedicated to the mission and effectiveness of the Chamber, and extraordinarily good-natured. They each go to great lengths to respond quickly and comprehensively to every caller and the stream of people who drop in to the office each day, from members to prospective members to total strangers looking for all manner of information about Arcadia. And that's between their regular jobs of preparing and updating materials and coordinating all the logistics associated with the numerous Chamber meetings, breakfasts, expos, mixers, e-newsletters, web site updates, Chamber finances, membership mailings, directories, maps, member vacation cruises, and major events like the recent Installation and Citizen of the Year dinner.

It takes a lot of money to make all this available to you, and those expenses are dependent on timely payment of membership dues, fees for activities, advertising, sponsorships, and a contractual fee from the City for services provided by the Chamber that the City would otherwise have to provide at a much higher cost to taxpayers.

Keeping the cost of those services manageable are the dozens and dozens of invaluable Chamber volunteers who head and sit on committees that are responsible for everything from the massive Taste of Arcadia annual event to our annual Asian Business Night, networking breakfasts, government affairs, and the Ambassadors group, the latter of whom are the face of the Chamber for many members. Ranking high

continued on page 4...



President's Corner

Bob Hoffman,
President, 2011-2012



WHAT A NIGHT! The annual Chamber Installation dinner was quite a bit of fun. It was "SRO" with some tables even overbooked (a true attestation to what a wonderful city and chamber we have!). All ran great, Sho Tay's Citizen of the Year, the truly serious George Fasching's roasting of our lovely departing Executive Director Beth Costanza and the Installation of the Board of Directors.

They say the year will go quick for the President's term, but I hope not too fast since this year must be a turning point, and a lot needs to be accomplished.

With the new board fully installed it is time to get down to business. We will need a year of collaboration of all businesses and other city entities. This is a Board and President who are open to all new ideas. I personally will try my best to meet with as many members as time permits.

I welcome all Chamber members to attend as many mixers, expos, ribbon-cuttings and major events as possible. You only benefit from the Chamber by participating. The Government Affairs Forum meets the first Thursday of each month with some great speakers, and is open to anyone. The Networking Breakfast is the third Thursday and allows more personal member-to-member communication/contact.

Look at this month's schedule and try to pick out what might appeal to you, then call the office to RSVP and get any additional information.

If you are a new business and/or celebrating a milestone Arcadia anniversary, contact the Chamber to arrange a special ribbon-cutting to get the news out for all in the community. What a way to show off your business in real time.

Thank you for entrusting me as your President, I look forward to a great year.

Business Expo...



Serafin Garcia of Foothill Workforce Investment Board, primary sponsor of the annual Chamber Business Expo hosted by Westfield Santa Anita.

Your Chamber Working For You

On the heels of being one of the strongest San Gabriel Valley advocates for the successful funding of the Metro Gold Line Foothill Extension coming to Arcadia and beyond, your Arcadia Chamber has successfully advocated the following:

- **Downtown Business Association funding approval:** Your Chamber sparked the formation of the group last year, which last month won unanimous City Council approval to hire a City-funded professional consultant at more than \$18,000. The City also approved a \$93,000 study of parking improvements Downtown.

- **Temporary banners code revisions:** The City Council recently acknowledged your Chamber's strong and helpful advocacy that led to the City revising its codes that will ensure that businesses do not allow temporary banners on their shops to become permanent eyesores and to skirt requirements for business signs regarding size, placement, and amount of text in English.

Recently your Chamber took official positions and wrote strong letters supporting the following:

- **Do not eliminate Redevelopment Agency funding:** In letters to Governor Brown and all state representatives of Arcadia, your Chamber pointed out that Redevelopment projects have included 19 office buildings, for restaurants, and two retail buildings and nearly \$5 million for the construction of the new police and fire stations. Elimination of these funds would impact seed money for the Downtown Business Association and façade rehabilitation for Downtown businesses, and would prevent work on the integration of the Gold Line station into the Downtown area design and plan.

- **Proceeding with the 57/60 Confluence Project:** Initial \$35 million in local funding and \$8.75 mil. in Metro funding for improvements to the dangerous and congested traffic flow that could be completed by 2016.



The sunken patio behind the Arcadia Chamber of Commerce is dedicated on November 13, 1965, as the Rotary Plaza in honor of the funding by the Rotary Club. Notice there is no Westfield mall yet in the background across the street. Let us know if you can identify any of the people in this photo taken by Milton Bell about a year after the Chamber office itself was dedicated.



INSTALLATION AWARDS GALA



Sho Tay (l) accepts Citizen of Year award from Scott Hettrick



President Bob Hoffman



Assemblyman Anthony Portantino salute to retiring executive director Beth Costanza



Elegant Installation Dinner setting at Chandelier Room at Santa Anita Park



New Chamber board members sworn in



Mayor Peter Amundson (c) swears in new President Bob Hoffman (far left) and Vice President Arlynn Robinson (r)



Arboretum CEO Richard Schulhof gets boutonniere from Betty Hettrick

Minding our Business, continued from page 2

on the important volunteer list is your Chamber board of directors, many of whom double as committee chairpersons and five of which spend five years each as board officers. That means taking the time to sit in and lead multiple regular meetings each month among various other responsibilities, such as making critical strategic and administrative decisions, signing checks, and much more.

Mind you, this is all completely voluntary on their part.

It's going to be an exciting year and near-future for the Chamber as the economy continues to rebound, as exciting new Chamber services are delivered and as massive projects like the Gold Line, the completion of a quarter-billion dollar renovation of the schools, expansion at Westfield Santa Anita, the beginnings of the revival of Downtown Arcadia, and potentially the Shops at Santa Anita all come on line over the next few years.

Your chamber membership will continue to be one your best investments.



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You Should Know...



The Chamber is bringing back the **Summer Carnival** on the weekend of June 24-26. Let us know if you would like to be on the Carnival Committee and/or volunteer to work a shift collecting money from booths manned by community groups.



The non-profit Arcadia's Best Foundation will put on Arcadia's Best Patriotic Festival, the city's first community parade, car show, street fair (vendors) and performance event from 10 a.m. – 3 p.m. Saturday, July 2 in Downtown Arcadia on First Avenue from Huntington Drive south to El Dorado. Details at ArcadiasBestFoundation.org.



Road construction alerts:

- Late in 2011 the Eastbound 210 freeway lanes to be closed 12 midnight to 5 a.m. for construction of Gold Line bridge work. Traffic detour off freeway and onto Foothill Blvd. between Baldwin Ave. and Santa Anita Ave.

- Intersection expansion at Live Oak and Santa Anita Ave. will continue into May.

- In-ground flashing pedestrian crosswalk system to be installed in crosswalk across Santa Anita Ave. at Alta Street in late April.

- Huntington Drive between the Fifth Avenue and the Freeway in Monrovia will be under construction with lane closures in May.

- Repaving westbound lanes of Huntington Drive between Holly Ave. and Baldwin Ave in August/September will require lane closures.



The Assistance League of Arcadia and the Boy Scouts have been chosen to join the Los Angeles County Arboretum as the beneficiaries of donations from the Chamber's annual Taste of Arcadia event on Monday, Sept. 19



Banner promotions on your ArcadiaCaChamber.org web site average more than 10,000 hits per month.



San Gabriel Valley has more than two million residents, 622,000 employees, 120 different cultures, 96 dialects, and nine of the top 100 colleges, according to a Chamber presentation by the Los Angeles County Economic Development Corp. and the San Gabriel Valley Economic Partnership.



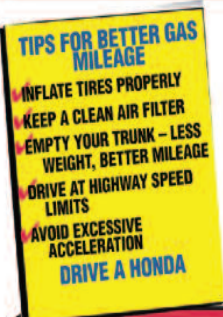
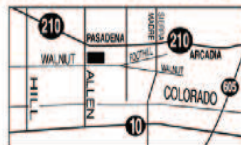
Santa Anita Park is in negotiations to bring the Breeders' Cup back to Arcadia in 2012 and 2013.



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