



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

SPRING 2012

ARCADIA CHAMBER OF COMMERCE BOARD OF DIRECTORS 2012-2013

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Mayor Bob Harbicht

City Manager Dominic Lazzaretto

SCHOOL LIASONS

School Board President Janet Chew

Superintendent Dr. Joel Shawn

EXECUTIVE DIRECTOR

Scott Hettrick

"Taste" in good shape for September 17

See article on page 6

*Taste of Arcadia 2012
Committee: (L-r starting
with bottom row):
Chairperson Chamber
President-Elect Arlynn
Robinson of Century 21
Earll, Joanne Schwarzer,
Doneva Garcia, Sylvia
Ramos, Joan Francone,
Mary Dougherty; Amy
Armendariz, Donna Cenicola,
Jose Luis Correa,
Scott Hettrick, Linda Payne,
Kevin Zimmerman,
Bob Kenz, David Flood,
Bruce McCallum,
Bill Geist, Mark Ramos.*



Dealing with ADA rules and lawsuits

With a recent rash of concerning and threatening notices and even lawsuits directed at local businesses regarding rules associated with the American Disabilities Act, the Arcadia Chamber of Commerce will host a free lunchtime seminar presented by Dan Kaiser of CASP Services (Certified Accessibility Specialist) courtesy of the City of Arcadia for the benefit of local businesses.

The free lunch seminar, featuring a light gourmet lunch by new Chamber member Blennie Danielson of Danielson Creations is set for 12 noon on Wednesday, May 30, at the Chamber's conference room, 388 W Huntington Drive. RSVP by May 23 is a must to enjoy the lunch provided by Danielson Creations.

We know all Arcadia business owners, and anyone who owns a building, from a church to a school to a non-profit organization, want to be in compliance with ADA codes. While we recognize that it's every business owners' responsibility to know the codes, we also understand the restrictions are numerous and can be very expensive to implement. We also understand these laws are so specific that unscrupulous lawyers and others can always find something that doesn't quite meet the strict codes, and use that to their advantage to entice a legal settlement of as much \$10,000. And that still does not relieve you of your responsibility or future threats of lawsuits.

Don't miss this valuable seminar, and please invite others.

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also be the least complicated?**



Wayne L. Williams - President/CEO

Money Manager Wayne Williams proves it every day.

Whatever the financial climate, longtime Arcadia money expert Wayne L. Williams remains focused on two things — preserving his clients' assets, and producing a prudent level of growth. His method is just as straightforward: Wayne personally and actively manages every account on a daily basis. The results are impressive, even in the most challenging economic times.

Arrange a meeting and learn why so many people, corporations, nonprofits and retirement plans entrust their funds to Wayne and his team.

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Fiduciary standards



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Client Advisor

Gary Morris
Attorney

Wayne Williams
Money Manager

Gene DeYoung
Asst. Money Manager



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Arcadia, California 91006-7223

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Professional Advisory Services is not a subsidiary of Girard Securities, Inc.

Calendar Highlights 2012

(Schedule subject to change; updates, committees and more listings at www.ArcadiaCaChamber.org/calendar)

MAY

24 5:30-7 p.m., Business Mixer, Arcadia Welfare & Thrift 80th anniversary, 323 N First Avenue

28 Memorial Day Holiday, City, Chamber and public offices closed

30 ADA Rules Seminar, Chamber conference room, Open to all, Free lunch with RSVP

JUNE

6 11 a.m., HUTdogs social media marketing seminar, Chamber conference room, RSVP

19 11:30 a.m., SBDC Business Mastermind, Chamber conference room

21 7:30 a.m., Networking Breakfast, Sylvia Beltran, Gold Line update, RSVP

28 5:30-7 p.m., Business Mixer, Arcadia Historical Museum, 380 W Huntington Drive

JULY

4 Independence Day Holiday, City, Chamber and public offices closed

17 11:30 a.m., SBDC Business Mastermind, Chamber conference room

19 7:30 a.m., Networking Breakfast, Santa Anita Golf Course, Business Awards, RSVP

AUGUST

16 7:30 a.m., Networking Breakfast, Arlynn Robinson, Century 21 Earll, RSVP

21 11:30 a.m., SBDC Business Mastermind, Chamber conference room

SEPTEMBER

17 5:30 p.m., Taste of Arcadia, Arboretum

PRESIDENT'S CORNER

PETE SIBERELL,
President, 2012-2013



In my address to those attending the Arcadia Chamber of Commerce's installation dinner on April 19, I remarked that those of us who live and/or work in Arcadia are extremely fortunate.

We are lucky to have:

- A school system that is one of the finest in the state.
- An attractive community of homes with well-manicured properties, wide city streets and attractive and inviting city parks.
- A capable and hard-working city staff, led by new City Manager Dominic Lazzaretto and experienced department heads.
- A city council which gets its agenda work done efficiently with thoughtful consideration but without rancor.
- A community of volunteers which can solve any challenge put before it.
- A city budget which is conservative and balanced.

Given all those factors in our favor, I challenged the newly installed board of directors for the Chamber to help achieve some new goals that Executive Director Scott Hettrick and I have set for it. They are to:

- Increase Chamber membership value with a myriad of alternatives that we can offer (including a new website, social media and other exciting tools) to improve member profiles and revenues.
- Stabilize and increase the total number of our members, including residents, Westfield Santa Anita tenants and Chinese business owners.
- Help to reinvigorate efforts to increase businesses in downtown Arcadia (soon to be complemented by the new Gold Line station in 2015).
- With the talent of our Chamber board and resources of my employer, Santa Anita Park, produce a number of videos, including one to promote tourism and visitors to Arcadia and another to recruit businesses to our city.
- Make physical enhancements to the Chamber building.
- Use the Chamber location on Huntington Drive to promote local attractions, events and businesses in the community via creative signage and messages.
- Take advantage of the upcoming 2012 Breeders' Cup at Santa Anita Park to increase local business among hotels, restaurants and shops (local spending during the last Breeders' Cup in 2009 exceeded \$30 million).

All these goals are both measurable and attainable, especially with the talented board members who are in place to help realize the Chamber's mission statement: The Chamber's role is to assist in maintaining a healthy business environment, contribute to economic growth, and enhance the City's image.

In the year to come, I look forward to meeting you at the various events that the Arcadia Chamber organizes. Please let any board member know how we can help your business succeed and make the City of Arcadia the best place to live and work!

JACK ORSWELL

★ ★ ★ LEADERSHIP, NOT POLITICS ★ ★ ★

JACK ORSWELL

27th Congressional District Candidate

Jack@jackorswell.com

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www.jackorswell.com



LOADED CHAMBER

SCOTT HETTRICK

Springtime's annual renewal of life has also brought a renewal of a familiar face to the role of Mayor in Bob Harbicht and the first new City Manager from outside the City staff ranks in decades in Dominic Lazzaretto who brings an entirely fresh view to the role, having never lived or worked in Arcadia.

The City Council planted the roots for Downtown Arcadia to be revived as well, with the approval of the hiring of a consultant to establish a Business Improvement District that will serve to organize business owners and generate revenue to fund marketing and development efforts from a tax on property owners in the District.

This spring also brought the Chamber's introduction of 2012 Chamber Citizen of the Year Alice Wang and 2012-13 President Pete Siberell. (See page 10)



We also staged the first-ever Chamber flash mob of unannounced amateur dancers (including Chamber members) during horse racing at Santa Anita Park on April 21. The unprecedented event introduced the Chamber to hundreds of young volunteers while raising awareness for the American Cancer Society's Relay for Life at Santa Anita June 23-24.



This spring sees the introduction of a robust new web site that offers a plethora of resources online for the first time, including major new free member logos, photos, videos, and company information. Check out the new growth in the web site garden at www.ArcadiaCaChamber.org. (See page 6)

WESTFIELD SANTA ANITA'S BURKE IS CHAMBER BUSINESS PERSON OF YEAR

CPK, KNIGHT, AND EXEC FACTOR ARE ALSO RECIPIENTS AT JULY 19 AWARDS

David Burke, General Manager of Westfield Santa Anita, has been named Business Person of the Year, and Santa Anita California Pizza Kitchen has been named the Business of the Year by the Arcadia Chamber of Commerce. Vicki Knight of Century Rooter has been named the 2012 recipient of the Chamber Service Award, while The Executive Factor, led by owners Andrew and Tricia Gregson will receive the award for New Member of the Year.

All will be recognized at the annual Arcadia Chamber Business Awards ceremony during the monthly Networking Breakfast program at 7:30 a.m. Thursday, July 19 (changed from previous date), in the Sunset Room of the Santa Anita Golf Course.



David Burke

WELCOME NEW MEMBERS

MARCH 2012

Real Estate Heaven
2491 Huntington Drive
San Marino CA 91108

Brad Miller Chiropractic
212 E Foothill Blvd. #C
Arcadia CA 91006

Sierra Fiat of Duarte
1125 Central Ave
Duarte CA 91010

Printing Control
2327 Treelane Ave.
Monrovia CA 91016

Sam's Club
4901 N. Santa Anita Ave.
El Monte CA 91731

Ronald Presant
1645 Elavado Ave.
Arcadia CA 91006

APRIL 2012

Noel Palmieri
9425 Kennerly St.
Temple City CA 91780

Pasadena Humane
Society
361 S Raymond Ave.
Pasadena CA 91105

M.A. Smith, APLC
230 E Foothill Blvd. #C
Arcadia CA 91006

Marquis Logistics
13460 Brooks Dr.
Baldwin Park CA 91706

The Santa Anita Church
226 W Colorado Blvd.
Arcadia CA 91007

Chamber Discoveries
1300 E Shaw #127
Fresno CA 93710

National University
400 S Baldwin Ave. #732L
Arcadia CA 91007

Stars Athletic Foundation
PO Box 713
Monrovia CA 91017-0713



ARCADIA
CHAMBER OF COMMERCE

WESTFIELD SANTA ANITA PRESENTING SPONSOR 2011/12

ON-TIME RENEWING CHAMBER MEMBERS

MARCH 2012 - Access Insurance Services, Arcadia Fire Fighters Association, Arroyo Insurance Services, Inc., B & G Roofing, Bowden Development, C.R. Stelling Insurance & Assoc., Campus Commons Apartments, Century 21 Earll, Ltd.-Arlynn Robinson, Century 21 Village, Inc., Century Rooter, Coldwell Banker Real Estate, Corcoran Tax Services, D'Aquino Italian Imports, Din Tai Fung Dumpling House, Donald J. Fandry, Foothill Workforce Investment Board, GMR, Gordon Penharlow, Hampton Inn, Mary E. Hansen, J.T. Posey Company, Little Harvard Academy, Meeker Family Partners, LP, Merrill Lynch, Mission Lodge, Moffett's Family Restaurant, ORI Global, Outsource Recruiting International, Premier Dental Esthetic, Dr. Peter Young, R. J. Collins Plumbing Co., Inc., Rudy's Mexican Food, San Marino Security Systems, Tektest, Inc., Sherry Wang.

APRIL 2012 - A & A Building Material Company, The Accounting Annex, Allison Realtors, Arcadia Welfare & Thrift Shop, Casa Del Rey Mexican Restaurant, Church of the Good Shepherd, Robert and Sandra Coe, Creative Arts Group, Marilyn Daleo, deCroupet's Cakes, The Derby Restaurant, Don Bosco Technical Institute, Foothill Transit, Esther Govorchin, Healthcare Partners Medical Group, David H. Hinig Honda of Pasadena, HSBC Bank USA, Live Oak Memorial Park, Maria's Italian Kitchen, Norman A. Blieden, C.P.A., Quick Clean Center, Robeks Juice, Canyon Oak Construction, Inc. Bath & Kitchen, Rodarte, San Marino Tribune, Santa Anita Associates & Sunset Room, Stephen Lojeski, D.D.S., Temple City Dental Care, Tom Sawyer Camps, Inc., Valley Vista Services, Wonder Years Montessori School



CALIFORNIA PHILHARMONIC SUMMER 2012

Cal Phil Festival on the Green Premieres June 30 at Santa Anita Race Track

June 30 & July 1

LET THE FESTIVAL BEGIN!

Vanessa Carlton & the USC Marching Band

Copland: Rodeo • Respighi: Pines Of Rome
Fight On! • Conquest • A Thousand Miles
Ordinary Day • Night On Bald Mountain

July 14 & 15

THE ASSOCIATION

Cal Phil Rocks

Cherish • Windy • Never My Love
Berlioz: Symphonie Fantastique
Strauss: Don Juan

July 28 & 29

CENTER STAGE

Kristi Holden, David Burnham & Gayle Martin Henry

Phantom Of The Opera • King & I • Carousel
Grieg: Piano Concerto • Sweeney Todd
Tchaikovsky: Symphony No. 4

August 11 & 12

CARMEN ON BROADWAY

Sandra Rubalcava, Christopher Bengochea

Cedric Berry & Cal Phil Chorale

Carmen • West Side Story • Man Of La Mancha
Beauty & The Beast • Lion King • Les Miz

August 25 & 26

BEETHOVEN & JOHN WILLIAMS

Cal Phil Chorale & Soloists

Star Wars • Superman • Raiders Of The Lost Ark
Beethoven: Symphony No. 9—Ode To Joy
Saving Private Ryan • Amistad

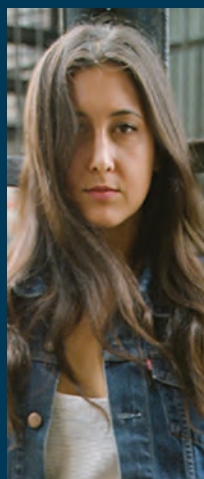
FESTIVAL ON THE GREEN

Saturday evenings

Santa Anita Race Track



The Association



Vanessa Carlton



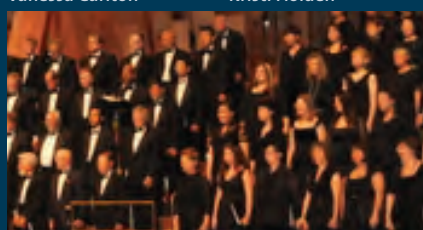
USC Trojan Marching Band



Kristi Holden



David Burnham



Cal Phil Chorale & Chorus Maestra Marya Basaraba



Gayle Martin Henry



Sandra Rubalcava



Christopher Bengochea



Cedric Berry



Maestro Victor Vener

Great Seats Still Available
Order Today!

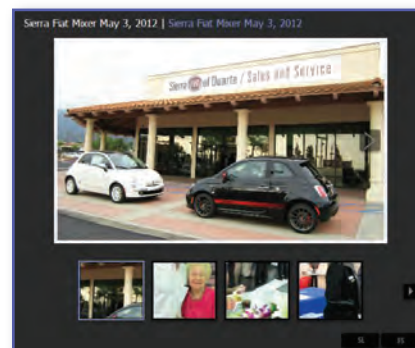
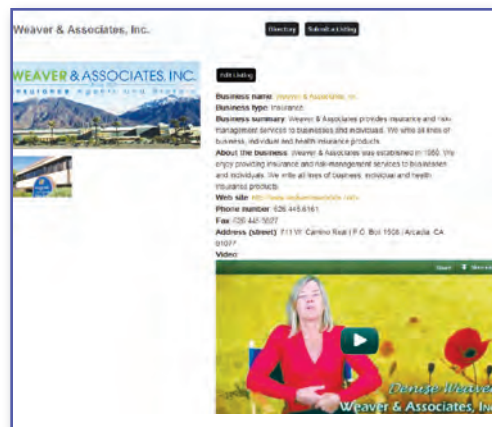
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CHAMBER AddedValue

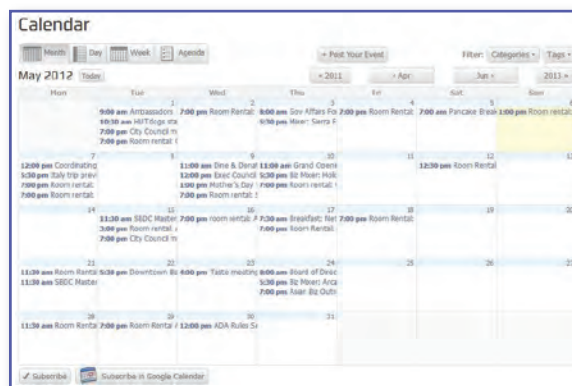
Your Chamber membership just got a whole lot more valuable with the recent launch of the new Chamber web site for Chamber members:
www.ArcadiaCaChamber.org:



- Logo, photos, video, summary of your business in Member Directory
- Free 50-second video introductions produced by The Executive Factor
 - Your custom video displayed in Member Directory and on the new Chamber channel of YouTube, the world's most popular video service. Contact Executive Factor at 626-566-2900 or www.executive-factor.com.



- Complete community resource
- Photo galleries from every event
- Comprehensive calendar - import to your personal calendar
- Online payments to all Chamber events by PayPal or credit card
- Regularly updated news, information, blogs, and reader comments



- Extensive promotional advertising and sponsorship availabilities
- Optional conversion of text to Chinese and other languages
- Much more

Call the Chamber today to learn more about your new Chamber web site: 626-447-2159

"Taste" in good shape for September 17 Continued from page 1

It's still four months away but new Taste of Arcadia committee chairperson Arlynn Robinson and her diligent and energetic volunteers already have many elements in place.

Tickets are already being sold at early-bird prices of \$40 (soon to raise to \$50, and \$60 at the gate), and exciting new food and wine vendors are already booking spaces (call now to reserve your spot – 626.447.2159).

The energetic Lounge-O-Rama eight-piece band of JPL and local NASA employees will play everything from softer Swing and Big Band standards as guests arrive and dine, to classic pop rock favorites as the sun sets and the dance party really begins.

Other entertainment treats will include a strolling magician, Arcadia High School's infamous Drum Line, and, of course, the sizzling Brazilian Dancers.

This year, any pre-approved community non-profit organization may benefit by earning a \$5 reimbursement for every ticket sold to the community's signature event from 5:30 p.m. to 9 p.m., Monday, September 17.

Already locked in as supporters are Silver Sponsor Methodist Hospital of Southern California; Souvenir Bag sponsors Weaver & Associates and Sylvia Ramos of Coldwell Banker George Realty; and Brazilian Dancers sponsor Valley Vista Services. Additional fabulous Sponsor Packages are still available.

To get more information and purchase tickets and sponsor packages, call:

the Chamber of Commerce Arcadia at 626.447.2159 or go to <http://arcadiacachamber.org/events/taste-of-arcadia/>

WINNERS CIRCLE BUSINESS EXPO

Hosted by Santa Anita Park on March 31

See complete photo galleries at Chamber web site: www.ArcadiaCaChamber.org

More than two dozen local businesses and organizations showcased their services during the horse races, with Century Rooter's Vicki Knight sponsoring \$100 hourly cash give-away and 300 Pasadena and A Rockin' Ice offering hourly raffle prizes, and the Chamber giving away dozens of Food Truck discount coupons to Expo visitors.

Exhibitors: 300 Pasadena; Arbonne International; Art 2 Ink; Arcadia Association of Realtors; Budget Blinds of San Gabriel; Century Rooter; Clipper Magazine; City of Arcadia - Fire, Police, Public Works & Recreation; StorAmerica; Foothill Federal Credit Union; KAP Promotions; Methodist Hospital; Metro Patrol Services; NRS Design Studio; Professional Advisory Services; Party Lite; Right At Home; Rose Hills Memorial Park & Mortuary; S. Sanders Insurance Company; Salon De Jeunesse; Sam's Club; Santa Anita Dental; Serendipity Pre School; Wells Fargo Mortgage



CITY COUNCIL CANDIDATES FORUM

March 7 - The Chamber once again hosted the first and biggest Candidates forum with all five candidates, which was also recorded for broadcast on TV and online by KGEM-TV of Monrovia.



NETWORKING BREAKFASTS

Networking Breakfasts, third Thursdays of the month, 7:30 a.m. at Santa Anita Golf Course Sunset Room, courtesy of new Keystone Club 365 Connection sponsor Rose Hills Memorial Park & Mortuary.



See complete photo galleries at Chamber web site: www.ArcadiaCaChamber.org

Look who attended . . . Connie Aguilar, Child Care Information Service; Dan Ausman, Methodist Hospital, Rich Bjerrum, Rich Images; Michael Chang, Rose Hills Memorial Park & Mortuary; David Calabro, Patch; Francine Chiu, Rose Hills Memorial Park; Ken Chen, American Plus Bank; Patricia Colonello, Mountain View News; Kathleen Corcoran, Corcoran Bookkeeping Services; Michael Dettling, Avison Young Commercial Realty; Melinda Dilwicius, Foothill Federal Credit Union; Jerry Dominguez, Printing Control; Doneva Garcia, Methodist Hospital; Peter Geissler, Arcadia Toastmasters; Dr. Nina Getz, Phillips Eye Center; Ellen George; Andrew Gregson, The Executive Factor; Andy Hakopian, NETSMART Systems; Brian Hall, Foothill Federal Credit Union; Becky Happach, Right at Home; Susan Henderson, Mountain View News; Richard Huang, Rose Hills Memorial Park & Mortuary; David Hyun, Coldwell Banker/George Realty; Vicki Knight, Century Rooter; Gary Kovacic, Mayor of Arcadia; Stephen Lam, Merrill Lynch Wealth Management; Bruce Lazenby, Rose Hills Memorial Park & Mortuary; Juliana Licata, Wells Fargo Bank; Michael Levine, Dave the Computer Guy; Myra Lopez, Business Consulting Services; David Martinez, Sir Speedy Printing & Marketing Services Services; Rick Miller, Methodist Hospital; Annette Ousterhout, Jan's Towing; Jill Place, Registered Dietician; Natalie Ragus, Patch; Hassie Ramnath, Mission Lodge; Jerry Robin, Kangen Water; Rod Salazar, Stubbies Promotions; Sylvia Samuelson, Villa Gardens; Nadine Schmidt, NRS Designstudio; Kevin Shaw, Kevin Shaw Plumbing; Matthew Smith, REA; Michael Smith, Attorney; Chamber Secretary/Treasurer Denise Weaver, Weaver Insurance Co., Inc., Robin Ward, Creative Memories; Victoria Wells, goSmallBiz; Jon Wheat, Pasadena Weekly; Wayne Williams, Professional Service Advisers; Bill Wong, Rose Hills Memorial Park & Mortuary.



Wayne Williams of Professional Advisory Services was guest speaker in April, and provided very helpful suggestions about family estate planning



New Methodist Hospital President and CEO Dan Ausman addressed the very full breakfast crowd in March.



Francine Chiu is the primary representative of Networking Breakfast sponsor Rose Hills Memorial Park & Mortuary.



Mayor Gary Kovacic attended the breakfast in March and provided attendees with some City updates.



RIBBON CUTTINGS

See complete photo galleries at Chamber web site:
www.ArcadiaCaChamber.org

New member Bar Louie at Westfield Santa Anita on March 16



Mayor Kovacic with Bar Louie's Stacie Reader and Dean Allen

New member Sierra Fiat of Duarte on March 22



New member Cheung & Jeong Orthodontics, 1245 W. Huntington Drive



Mayor Gary Kovacic with husband and wife owners Lesley Jeong, DDS, MS, and Doctor Cheung



20% off at CPK-Arcadia for seniors 55-plus

Chamber member California Pizza Kitchen is offering a 20% discount to all Arcadia seniors (55-plus) and all City of Arcadia employees from March 9 – June 3. CPK is on the upper level of the mall of Chamber presenting sponsor:

Westfield Santa Anita, 400 S Baldwin Ave., Phone: 626.455.2610.

AMBASSADORS MAKE IT HAPPEN . . .

See complete photo galleries at Chamber web site:
www.ArcadiaCaChamber.org



New members at March meeting: (L-r) Chamber President Bob Hoffman of Merrill Lynch welcomes new members Nikki Felix of PNC Mortgage and Cyndi Arnett of Wizard Promotional Products & Apparel with Personal Ambassador Sylvia Ramos of Coldwell Banker.



New members at April meeting: (L-r) Paul Argueta and Glen Yeh of Real Estate Heaven; Brad Miller of Brad Miller Chiropractic, Financial Consultant Ronald Present; and Personal Ambassador Vicki Knight of Century Rooter next to Michael Tsai and Sabrina Chen of Holiday Inn Express Pasadena



Ambassador April lunch speaker Dan Ausman, President & CEO of Methodist Hospital stands between Ambassadors Sylvia Ramos of Coldwell Banker George Realty and Sho Tay (also lunch sponsor). Also alongside is Blennie Danielson whose Danielson Creations provided the terrific gourmet lunch.

2012 CITIZEN OF THE YEAR/INSTALLATION DINNER, APRIL 19

A full house of nearly 200 attendees had a great time seeing Alice Wang crowned Citizen of the Year, and Pete Siberell being inducted as the Chamber President for 2012-13 at the elegant Chandelier Room of Santa Anita Park.

See complete photo galleries at Chamber web site: www.ArcadiaCaChamber.org



Overview of
Chandelier Room
photo by Santa
Anita event
coordinator
Elizabeth Booth



Alice Wang saluted
by Mayor Bob
Harbicht (center)
and former Mayors
and current
Councilmen Gary
Koviak (right) and
John Wuo (left)



Mayor Harbicht
swears in the new
board of directors

Going away
present for
outgoing
President "Bobby"
(Bobblehead)
Hoffman



Business Banking

0512

Chris Haddow

Vice President, Relationship Manager

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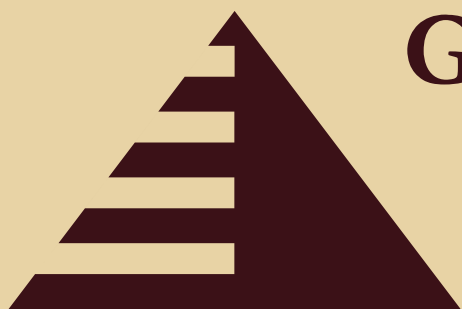
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AWARDING MERIT SCHOLARSHIPS FOR THE 2012-2013 SCHOOL YEAR

Through the Barnhart School San Gabriel Valley Scholars Program™

Get an unparalleled
education with small
class sizes and a wide
array of enrichment
programs.

INFORMATIONAL MEETING

May 31, 2012

6:00pm—7:00pm

Barnhart School

www.barnhartschool.org



Barnhart kids aren't just bright... they shine.

