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WESTFIELD SANTA ANITA PRESENTING SPONSOR 2011/12

MEMBER NEWSLETTER OF THE ARCADIA CHAMBER OF COMMERCE

SUMMER 2011

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Get a Taste of Arcadia on September 19

Rooted in 1970s and Arcadia Rose Parade Floats

The Taste of Arcadia is said by many to be the community's signature event each year. This year's event from 5:30 p.m. – 9 p.m. Monday, September 19 will be no different.

- 1,000-plus attendees eating and drinking to their heart's (and stomach's) content at...
- 39 booths representing the area's best restaurants, caterers, and wine and beer vendors.



And, of course, we have brought back crowd-favorite show elements including:

- exotic, brightly and lightly dressed Brazilian dancers
- Cold Duck, area's most popular oldies rock band
- Martini bar and first-time Tequilla Bar
- The Roost – secluded area with fine wine tasting
- Arcadia High School drum line creating an exciting beat as guests enter the...
- Lush Arboretum lawn between spectacular fountains against the mountain backdrop.

And all for only \$45 in advance (\$60 at the gate).

ToA's Rose Float Origins

The Taste of Arcadia wasn't always this big or this much fun, and it was not always a fund-raiser for the Arcadia Chamber of Commerce and other selected local non-profits each year (this year, the Assistance League of Arcadia, the Boy Scouts of America/ Lucky Baldwin District, and the Arboretum Foundation).

It began as a much smaller event to raise money for the Arcadia Tournament of Roses float. The Wineshed Mixer, as it was known at the time, was held on the infield at Santa Anita Park. When the ATOR dissolved in 1999, all assets, including the annual fund-raiser, were transferred to the Chamber.

The event evolved, moved to alternate venues, and began at the Arboretum, initially

with simple tables before expanding in size to what it is today, the must-attend event of the year for as many as 1,200 Arcadians and others from surrounding communities.



**EVENT
SITE MAP
PAGES 6 & 7**

A TOAST TO THOSE WHO PROVIDED MORE THAN A TASTE OF SUPPORT:

Verena Somer (ToA chairman)
Taste of Arcadia Committee
Smitty's Signworks
Ralph's Florist
Pure Ink
Paper Lion Studios
Event Power Associates
EmbroidMe
Arcadia High School Drum Line
1st Jon
The Wizard of Biz



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supervision, basic assistance, housekeeping, laundry, doctors'
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We invite you to our **Open House and Ribbon-Cutting Ceremony**



*The Mayor of Arcadia will commence
ribbon cutting ceremony for new owners on*

Tuesday, October 11th, 2011

**Ribbon Cutting begins at 4:30pm
followed by an Open House at 5:00pm**

Refreshments, Door prizes, Entertainment

Kindly RSVP to Maya at 626-447-6070

*For additional information please visit
arcadiaretirementvillage.net*

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September Events

- 6 9 a.m., Ambassador Meeting - Members only
- 11 6:45 a.m., Firefighters tribute
Station 106 – Baldwin-Huntington
- 12 5:30 p.m., Presidents' Council
- 13 12 noon, Strategic Planning, please RSVP
- 13 5:30 p.m., Downtown Business Association
core group meeting
- 14 12 noon, Executive officers, please RSVP
- 15 7:30 a.m., Networking Breakfast, Santa Anita Golf
Course, President-elect Pete Siberell, RSVP
- 15 7 p.m., Asian Business Outreach Committee
- 16 5 p.m., Greek Fest, Santa Anita
- 17 Methodist Hospital Open House
- 17-18 12 noon, Greek Fest, Santa Anita
- 19 5:30 p.m., Taste of Arcadia, Arboretum
- 22 7:30 a.m., Board of Directors, Santa Anita, RSVP
- 22 8:30 a.m., HUTdogs Social Media Workshop
Santa Anita Park Chandelier Room
- 27 5:30 p.m., Downtown Business Association
General meeting, Association of Realtors
601 S. Baldwin
- 30 11 a.m., Arcadia Day / Opening Day Autumn Meet,
Santa Anita Park

October Events

- 2 2 p.m., One Community, One Book
Church of Good Shepherd
- 3 12 noon, Coordinating Council
Church of Good Shepherd
- 4 9 a.m., Ambassador Meeting - Members only
- 6 8 a.m., Government Affairs Forum,
Assemblyman Tim Donnelly, Open to All
- 6 5:30 p.m., Business Mixer, Arcadia Fitness
- 9 4 p.m., Historical Museum 10th anniversary and
Education Center fund raiser
- 11 12 noon, Strategic Planning, please RSVP
- 11 4:30 p.m., Ribbon-cutting Arcadia Retirement Village
- 11 5:30 p.m., Downtown Business Association
core group meeting
- 12 12 noon, Executive officers, please RSVP
- 19 "Hump day" Networking lunch, Coordinating Council
President, Chamber conference room
- 20 7:30 a.m., Networking Breakfast, Santa Anita Golf
Course, President, Bob Hoffman, RSVP
- 20 7 p.m., Asian Business Outreach Committee
- 21 2 p.m., Disaster Education Expo Community Center
- 25 5:30 p.m., Downtown Business Association General
meeting, Association of Realtors, 601 S. Baldwin
- 27 8 a.m., Board of Directors, Arcadia Fitness please RSVP
- 29 6:30 p.m., Methodist Hospital Crystal Ball
Pasadena Convention Center

November Events

- 1 9 a.m., Ambassador Meeting - Members only
- 3 8 a.m., Government Affairs Forum, Open to All
- 5 6:30 p.m., Arcadia Chinese Association
Autumn Nite Fever, Community Center
- 8 12 noon, Strategic Planning, please RSVP
- 8 5:30 p.m., Downtown Business Association
core group meeting
- 9 12 noon, Executive officers, please RSVP
- 17 7:30 a.m., Networking Breakfast, Santa Anita Golf
Course, Treasurer Denise Weaver, RSVP
- 17 8 a.m., Board of Directors, Arcadia High School
Student Services Building, please RSVP
- 17 7 p.m., Asian Business Outreach Committee
- 22 5:30 p.m., Downtown Business Association
General meeting, Association of Realtors
601 S. Baldwin

President's Corner

BOB HOFFMAN,
President, 2011-2012



Well, aren't we having fun?
This sure has been a tumultuous
summer, with the debt crisis,
European dilemma, stock
market gyrations and assorted
other little local annoyances.

Yet hasn't it been a beautiful
summer here in Southern
California (no earthquakes, "Hello East Coast"), not too
hot, just perfect weather? Hope you were able to attend the
free Arcadia Thursday night concerts – just excellent. And
the Fourth of July Parade went off without a hitch. Being
originally a New York City boy (and I do miss the Big
Apple!), I can truthfully say this is the greatest place to live.
I know we will have our chance to savor some nasty
weather, but right now it couldn't be better.

With jobs tight and slower spending, some may ask,
"Where do we go from here?" Well the Chamber can offer
you some ideas. We try to stress business-to-business
contact and opportunities. If you attend the various breakfast
meetings, grand openings, expos and mixers, you can make
new relationships that can develop into great business and
personal opportunities where new ideas can be generated.
Let the Chamber know of any major events in your business
and we can get you some additional press. Let us help you
in these tougher times. If you have any ideas to benefit our
local business environment, please feel free to call me.

To wrap up our summer please join us for the Taste of
Arcadia on Monday, September 19th - a signature event for
the Chamber and the City. This has always been a fun night
and this year will be no different. Look online or call the
office for further information.

Vacations are over, school's starting, football season is
coming up – sounds like fall to me (though I think we may
still have some 100 degree days in our future). BACK TO
WORK. What a bonus it is to live and/or work in Arcadia.
We need to strengthen our local ties here and keep business
alive through these trying but opportunistic times.

Enjoy the end of Summer; here comes Fall.

Alison A. Angel
Branch Manager
Arcadia Office

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Loaded Chamber

SCOTT HETTRICK

Your Chamber is working harder than ever to create even more member value for you. Here are just a few of the new and revised membership benefits since April:



- New member recognition and meet-the-President at monthly Ambassadors meetings (see photos on page 9).
- Certificate of appreciation and recognition for members who renew on-time each month at Networking Breakfasts – 7:30 a.m. on third Thursdays.
- Prominent guest speakers at Networking Breakfasts discussing important topics, from Matt Denny's owner on Downtown Business to Vista Cove CEO on senior living. (upcoming schedule on cover)
- Arcadia Downtown Business Association progressing to applying for Business Improvement District and creating Downtown business map/brochure for hotels
- City map delivered for first time to all 25,000 homes and business in Arcadia
- Community/business directory delivered for first time to 10,000 Arcadians
- TryItLocal.com discount coupon e-mails for consumers exclusive to Chamber business members.
- Exclusive Chamber member discount rate for distribution of any marketing piece of any dimension to every home and business in Arcadia.
- First-ever Facebook Chamber business page and Twitter read by hundreds of locals for member announcements, event alert.

The Chamber also continues to host frequent ribbon-cuttings, business mixers and business awards that often include presentations by the Mayor and other dignitaries, as well as publicity in the local media. Photos of some events on pages 9 and 10: Monthly Government Affairs Forums offer updates from top legislative officials.

Here are other notable recent headlines from the Chamber:

- Westfield Santa Anita becomes Chamber's all-time biggest sponsor as first Community Builder member.
- City Council renews Chamber funding for 2011-12
- Chamber Summer Carnival returned with Gourmet Food Trucks enjoyed by thousands
- Chamber Executive Director wins L.A. area and state-wide Distinguished Leadership and Citizen Planner awards from American Planning Association.

And some big recent big headlines of Chamber members:

- Methodist Hospital opens new North Tower - open house 2 p.m. Saturday, September 17
- Santa Anita Autumn Meet/Arcadia Day Friday, September 30
- Breeders' Cup returns to Santa Anita Fall 2012



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ARCADIA CHAMBER OF COMMERCE

Proudly Presents

Taste of Arcadia

MONDAY SEPTEMBER 19, 2011
5:30 - 9:00 PM

LA County Arboretum
301 N. BALDWIN AVENUE, ARCADIA

Featuring live music by
"Cold Duck"



Ticket sales to benefit:

Boy Scouts of America/Lucky Baldwin District, Assistance League of Arcadia and the Arboretum Foundation.

"This is the best food and wine tasting event. And, I'd go anywhere to hear Cold Duck!"

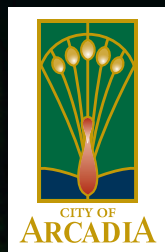
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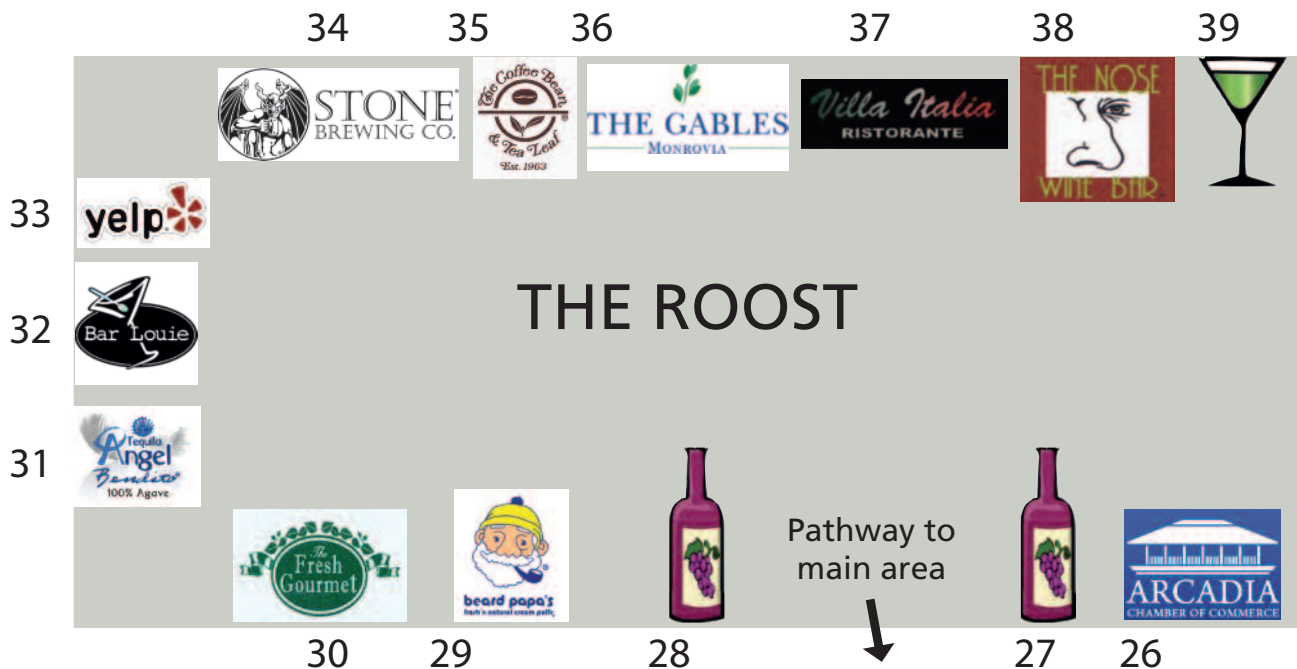
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MAP # - RESTAURANT/VENDOR

- 1 Wine of The Month
- 2 Robeks
- 3 Nikki C's
- 4 Sena on Myrtle
- 5 AU 79 Tea House
- 6 Cabrera's Mexican Restaurant
- 7 Twohey's Restaurant
- 8 De Croupet's Cakes
- 9 Sierra Bistro
- 10 Souplantation
- 11 Courtyard by Marriott
- 12 Cafe Opera
- 13 The Derby
- 14 BJ's Restaurant
- 15 Classic Wines
- 16 Candy Connection
- 17 Arcadia Gardens
- 18 The Church Ladies
- 19 Dave & Busters
- 20 Sweet & Savory
- 21 California Pizza Kitchen

MAP # - RESTAURANT/VENDOR

- 22 Arcadia Blues Club
- 23 FrontRunner Restaurant
- 24 Matt Denny's Ale House
- 25 Paco's

THE ROOST

- 26 Chamber Booth
- 27 D'Aquino Wine
- 29 Beard Papas
- 30 The Fresh Gourmet @
The Peacock Café
- 31 Angel Tequila
- 32 Beard Papas
- 33 Yelp
- 34 Stone Brewing Co.
- 35 Coffee Bean & Tea Leaf
- 36 The Gables Monrovia
- 37 Villa Italia Ristorante
- 38 The Nose Wine Bar
- 39 Perfect Mix (Martini Bar)

*Vendor locations, subject to change

← Pathway to
The Roost

VIP Section

WINE
TICKET
SALES



25



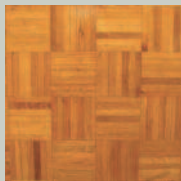
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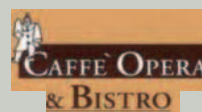
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11





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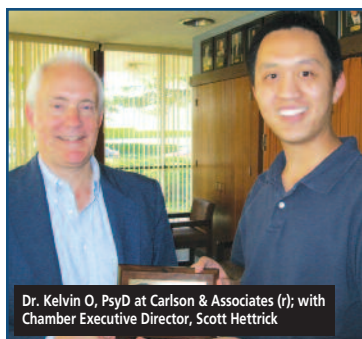
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**TASTE OF ARCADIA
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NEW CHAMBER MEMBERS get VIP treatment each month with presentation to Ambassadors and meet Chamber President and Executive Director



Andrew Gregson, Executive Factor (r) with Chamber President Bob Hoffman



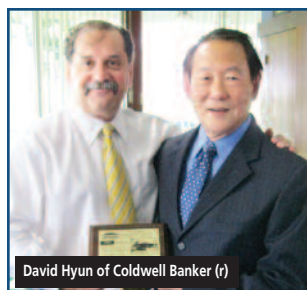
Dr. Kelvin O, PsyD at Carlson & Associates (r); with Chamber Executive Director, Scott Hettrick



Front row: Andy Nyjar - Subway at the Promenade, Becky Happach - Right at Home, Sam Panah - Power Valet Parking, Jill Place - Registered Dietician, Nutritionist



Linda Colley of El Monte/Arcadia Civitan Club (l) and Sandra Palomo of Seek Education



David Hyun of Coldwell Banker (r)



Hettrick; Sam Panah - Power Valet Parking; Hoffman; Ambassador Committee chairman, Steve Gutierrez



June 14 New Member Showcase at Elks Lodge drew dozens of new members.

CHAMBER EVENTS



Votre Salon & Spa owners, Bonnie Hooker and Rose Sobczak celebrated 5-year anniversary on May 2 with Chamber Executive Director Scott Hettrick and ...



Votre Salon hosted a Chamber mixer on August 9 with former Chamber president Judy Pons (r)



Ribbon-cutting ceremony June 9 at Executive Factor office space rental.



Chamber Business Awards at June 16 Networking Breakfast - L-R: Chamber president Bob Hoffman; Santa Anita Park president George Haines - Chamber Service Award winner; Althea McCollum & Mary Werner, Ralph's Florist - New Member of the Year; Annette Ousterhout, Jan's Towing - Business Person of the Year; Chamber Past President Helen Romero Shaw; Chamber Secretary/Treasurer Denise Weaver; Chamber President-Elect Pete Siberelli; Chamber Executive Director Scott Hettrick



Lance Takao (middle, white pants), new Chamber member and new owner of Togo's with Mayor Kovacic to his right and Chamber President Bob Hoffman (with plaque) and Chamber Executive Director Scott Hettrick (holding scissors).

CHAMBER EVENTS



Bottom l-r: Chamber's Bonnie Wilbur, Cherry and Jaden Liu, Jan Shimmin; back: Scott Hettrick (l) at farewell breakfast to college summer intern Barbara Chu



Summer interns tasting famous Baked Alaska following Chamber Mixer at The Derby (l-r) Barbara Chu, Betty Wang, Emily Zheng



Chamber member Arcadia Chinese Association holds press conference for Mother's day event in Chamber conference room, led by ACA president and Chamber board member Edward Wong (center).



L-R: Chamber President-Elect Pete Siberell, President Bob Hoffman, and Executive Director Scott Hettrick help The Derby owners Michael Thomas (left of marker) and Dustin Nicolarsen (far right) celebrate 90th anniversary with a Chamber business mixer and historic marker dedication.



April 29 groundbreaking for Campus Commons senior housing

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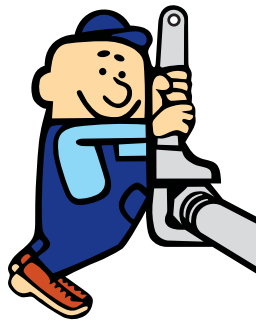
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