



WINTER 2011

The Power of Connection

ARCADIA
CHAMBER OF COMMERCE

(626) 447-2159

Email: info@arcadiacachamber.org
www.arcadiacachamber.org

A PUBLICATION OF THE ARCADIA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

President
Helen Romero Shaw

President-Elect
Bob Hoffman

Vice President
Pete Siberell

Secretary Treasurer
Arlynn Robinson

Past President
Kevin Zimmerman

Directors
Desiree Alvarado
Ed Beranek
David Burke
Dianne Chapman
Mary Dougherty
David Finstrom
Dr. Nina Getz
Steve Gutierrez
Andy Hakopian
Scott Hettrick
Bob Kenz
Rick Lemmo
Josephine Louie
Ann Luke
Matt McSweeney
Annette Ousterhout
Judy R. Pons
Mikki Porretta
Swapna Ray
Jillian Reiff
Gil Stromsoe
Richard Schulhof
Sho Tay
Peter Ulrich
Denise Weaver
Dr. Peter Young

City Mayor
Peter Amundson

City Council Member
Bob Harbicht

City Manager
Don Penman

AUSD School Superintendent
Dr. Joel Shawn

AUSD School Board President
Lori Phillipi

Executive Director
Beth Costanza

NEW BOARD OF DIRECTORS Slate of Officers, 2011-2012

The Board of Directors has voted to accept the slate of officers for the Arcadia Chamber of Commerce to be installed on March 31, 2011. Those elected this year will join the other members of the board who are either appointed or who were previously elected. Installation Dinner at the Chandelier Room at Santa Anita Park will include the installation of all Board Members, the Citizen of the Year Award, and the retirement dinner for Executive Director **Beth Costanza** who is leaving the Chamber on April 1. Invitations will be in the mail Feb 15, 2011.

Executive Board

PRESIDENT

BOB HOFFMAN, MERRILL-LYNCH

PRESIDENT-ELECT

PETE SIBERELL, SANTA ANITA PARK

VICE PRESIDENT

ARLYNN ROBINSON, REALTOR

SECRETARY/TREASURER

SCOTT HETTRICK, ARCADIA'S BEST

IMMEDIATE PAST PRESIDENT

HELEN ROMERO SHAW, THE GAS COMPANY

Board of Directors

Past Presidents,

KEVIN ZIMMERMAN,

ARROYO PLUMBING, to 2013*

JUDY PONS – PRIMERICA, to 2012*

Denise Weaver, Weaver Insurance

Annette Ousterhout, Jan's Towing

Dr. Nina Getz, Philips Eye Center

Sho Tay, Masonic Center

Desiree Alvarado, EmbroidMe

David Finstrom, Hut Dogs

Andy Hakopian, NETSMART Systems

Steve Gutierrez, Ragers Floor & Window Coverings

Swapna Ray, Citibank

Jillian Reiff, Valley Vista Services

Welcome Back Santa Anita Racing, December 26, 2010

The Chamber, along with some very happy race fans, trainers, owners, jockeys and many, many businesses and employees, welcome thoroughbred horse racing back to Arcadia. We are confident the new dirt track will enhance racing at the most beautiful race track in the world. Excitement both on and off the track includes larger purses and innovations at Santa Anita, and more diners at local restaurants, more hotel visitors and more business and jobs in town. We are certain 2011 will be a prosperous turning point year!

Doneva Garcia, Methodist Hospital

Ed Beranek, CPA

Matt McSweeney, Matt Denny's Ale House

Joanne Testacross, Barnhart School

Joan Francone, Business consultant

Dianne Chapman, Citizens Business Bank

Sylvia Ramos, Coldwell Banker George Realty

Business District Representatives

David Burke, Westfield

Pete Siberell, Santa Anita Race Track

Mikki Porretta, Real Estate/North Arcadia

Bob Kenz, Huntington Crossing

Arlynn Robinson, South Arcadia

Josephine Louie, HSBC, West Arcadia

Peter Ulrich, Downtown Arcadia

Mary Dougherty, Liaison to SGV Chambers

Legislative Coalition

Presidential Appointments

Rick Lemmo, Caruso Affiliated

Ann Luke, San Marino Tribune

Gil Stromsoe, M Schaefer & Assoc.

Civic Representatives

City Manager, **Don Penman**

Councilman **Bob Harbicht**

Superintendent of Schools, **Dr. Joel Shawn**

School Board President, **Lori Phillipi**



Calendar of Events

January

- 4 9:00am, Ambassadors Meeting. Members only.
- 6 8:00am, Government Affairs Forum. Open to all. RSVP suggested
- 6 4:30pm, Ribbon Cutting/Open House Vincent Davis Law Offices. RSVP
- 11 Noon, Strategic Planning, Boardroom, RSVP
- 11 Grand Opening. New Gym at Dana Middle School. Please come!
- 12 9:00am, EXPO Committee Meeting (EXPO date is March 15, open to all.)
- 17 **ML King Holiday - Chamber office closed**
- 18 11:30-1:30, Mastermind Series Workshop. Bring brown bag lunch. Chamber Boardroom. RSVP
- 19 5:30pm, Mixer. Santa Anita Dental Group
- 20 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
- 22 Metro Transportation Summit (flyer enclosed)
- 22 8:00am, Board of Directors and Planning Conference. Santa Anita Park, Baldwin Room. RSVP

February

- 1 9:00am, Ambassadors Meeting. Members only.
- 3 8:00am, Government Affairs Forum
- 5 8:30-Noon, SBDC, SBA Access to Capital Seminar. Community Center. RSVP
- 8 Noon, Strategic Planning, Boardroom, RSVP
- 10 5:00, Mixer. Corfu Restaurant, Sierra Madre. Ed Clair, Electrician. RSVP.
- 15 11:30-1:30, Mastermind Series Workshop. Bring brown bag lunch. Chamber Boardroom. RSVP
- 17 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room
- 21 Chamber Office closed - Presidents' Day
- 24 8:00am, Board of Directors. RSVP

March

- 1 9:00am, Ambassadors Meeting. Members only.
- 3 8:00am, Government Affairs Forum
- 4 7:30am, Mayor's Community Breakfast. Community Center. RSVP City Hall.
- 5 Noon-6:00pm, EXPO 2011. Westfield Santa Anita, Center Court.
- 8 Noon, Strategic Planning, Boardroom, RSVP
- 10 5:00, Mixer. Paco's
- 15 11:30-1:30, Mastermind Series Workshop. Bring brown bag lunch. Chamber Boardroom. RSVP
- 17 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room
- 24 8:00am, Board of Directors. RSVP
- 31 **Installation of Officers, Citizen of the Year, Executive Director Retirement Dinner. Chandelier Room, Santa Anita Park**

"A reservation made is a reservation paid."

Minding Our Business



Beth Costanza,
Executive Director

For nearly 12 years I have enjoyed my tenure as the Executive Director of the Arcadia Chamber of Commerce. It has been a busy time transforming the Chamber from a 20th Century institution to a 21st Century internet based streamlined institution. It has also been a busy time transforming ME from a 20th Century chamber leader to a 21st Century chamber leader, and I am not entirely sure I have personally made the transformation as well as the chamber has. The Chamber itself and staff have moved (not with out a few bumps and potholes) along from hand writing checks, entering all financials by hand, being solely a phone, snail mail and walk-in based office, to using several websites that are continually being updated, have the capability to accept payments for membership, tickets, reservations, fax, email, twitter, facebook, all sorts of clever new copy machines capabilities, Constant Contact email blasting and more. Monthly, we send our members via Email, a calendar often accompanied by a video, and our members may advertise on our website or by email or newsletter, too. A lot has happened in the last 11 ½ years and much needs to be accomplished.

Recently, I announced to the Board of Directors that I will be retiring in April 2011. The past decade has been exciting, busy, amazing, exhausting, rewarding, sometimes disappointing, but never dull. I am positive that – out there somewhere – there is someone with the skills, foresight and imagination that will enhance the chances for chamber, and ultimately local business, to be even more successful. The chamber is now accepting resumes for my position, the starting date beginning some time shortly after April 1, 2011. Qualifications are posted on the website, or may be requested by email. Around the middle of January, interviewing will begin and by April 1 at Installation Dinner & Citizen of the Year Awards in the Chandelier Room at Santa Anita, the new Director will be announced.

As for me, I will be sad to leave, but plan to return as a part time membership sales & retention consultant, if the Board of Directors concurs. Personally meeting ALL of our chamber members and bringing in new members be my goal, especially I will “hound” certain businesses we have been unable to reach thus far.

It's been quite a ride: One more newsletter to go . . .



President's Corner

Helen Romero Shaw,
President, 2010-2011



Happy Holidays to all! 2010 was a busy year for the Arcadia Chamber with many events, especially the ever-popular Taste of Arcadia, which was the best yet. The Holiday Mixer hosted by Westfield Promenade ended the year with Santa Claus & snow and Santa Anita Dental Center is hosting the Winter Wonderland Mixer on January 19th. Many thanks to our Ambassadors who visit our members, attend the Mixers and assist at the numerous ribbon cutting & grand opening events for our businesses throughout the year.

Congratulations to the new members who will join the Board of Directors in April. Our Directors continue to move our membership of 650 forward in a challenging economy. Sadly, the Executive Board is searching for a new Executive Director since Beth is retiring after 12 years of service.

Best wishes to my fellow Arcadia Chamber members for a prosperous 2011 and remember to *Make this Chamber Work for You*. Save the date for the Planning Conference on January 27th, Access to Capital Seminar presented by SBDC on Feb. 5th and the Small Business Mastermind Series on Jan. 18th, Feb. 15th & March 15th.

Ribbon Cuttings...



Accounting Annex grand opening



eCosway's first store in America opened in October



Mayor Amundson makes a presentation to Goodbites



Don Penman and Bob and Patsy Harbicht enjoy some Holiday spirit. Right, Westfield GM, David Burke & Chamber President Helen Romero Shaw welcome guests.



EXPLO



Sandi Askin answers questions about health insurance choices.



The Arcadia Elks lead a proud display...



Faith Ratner and Associate with Clipper Magazine



Arcadia's 5-year Metamorphosis

- By Scott Hettrick



If it feels like much of Arcadia has been under construction for a couple years now with extensive work at nearly every school in town, the expansion of three major intersections on Santa Anita Avenue, additions to the hospital, repaving major roads, etc., wait till you endure the next two or three years. Construction is set to begin early next year on the “iconic freeway structure” (aka, the Native American basket bridge — or “grenade” bridge) to carry the Gold Line Foothill Extension from the center of the 210 Freeway towards its first new station stop in Arcadia.

And that's just the beginning; a year later, in May of 2012, just as the last of all the work to modernize schools is finally winding down, construction will begin simultaneously on all other elements of the Gold Line route through Arcadia, including:

- Expansion of the bridge over Colorado Blvd near Newcastle Park
- New bridge over Santa Anita Avenue just south of Colorado Blvd — a major project to tear out the existing tracks and the little hill to make a dip in the same spot and add a double-wide bridge for two sets of tracks.
- Station and transit plaza on northwest corner of First Avenue at Santa Clara (across from 24 Hr Fitness) with two-level expandable parking garage, crossing gates, landscaping, etc.
- Second bridge added to existing bridge over Huntington Drive at Second Avenue.

And all of that is just related to the Gold Line.

Although neither is approved yet, Westfield Santa Anita is requesting to build a major expansion to the mall with a new two story building (most likely a Target store) and an adjacent multi-level garage, and a new deal is expected to be announced soon between Santa Anita Park and Caruso. Caruso is affiliated to take another stab at a major retail center on the parking lot of Santa Anita. The Santa Anita project will likely take two years to build if and when it gets final approval, and both will require major environmental impact reports that could take a year.

Grit your teeth and start preparing for inconveniences for the next three years, but keep an image in your mind of an Arcadia by 2014 or 2015 featuring:

- a beautiful new high school campus and completely upgraded schools
- new joint-use community/school gymnasium at Dana Middle School
- a brand new hospital wing and emergency room
- nice wide intersections with multiple right-and-left turning lanes
- huge new upscale retail and restaurant center with beautiful fountains and walking area to complement and preserve Santa Anita Park
- two-story Target right next to the full-scale mall for one-stop shopping
- plenty of movie theaters at both retail complexes
- convenient station to jump on the Gold Line to many major areas in L.A.
- revived downtown Arcadia area from new Transit Plaza and Gold Line Station

Arcadians of decades past enjoyed the pride of welcoming major additions to the community such as Santa Anita Park in the 1930s, the opening of Arcadia High School and Methodist Hospital in the 1950s, and the introduction of Santa Anita Fashion Park (the former Westfield Santa Anita) and the I-210 Foothill Freeway in the 1970s. It's certainly time for this wave of modernization which will ensure the vitality of the city for generations to come.

Arcadia Chamber Collaborates With Foothill Workforce Investment Board, SBDC and SBA to Assist Small Business Funding Access

Recently, SBDC has stepped up its local involvement in making SBA funding to local businesses more readily accessible by presenting seminars and workshops to the public. The Chamber is spearheading the program along with Foothill Workforce Investment Board who will help sponsor several “Mastermind Workshops” and an “Access to Capital Seminar” for small businesses and entrepreneurs.

The Calendar of Seminars & Workshops Include:

Access to Capital Seminar: Saturday, February 5, 8am to noon, Arcadia Community Center 380 W Huntington Dr, Arcadia. Cost is \$25, and please RSVP. Coffee & light breakfast will be served. You must bring your 2009 IRS Returns and business financials, or a business plan. There will be bankers ready to talk to you, so be prepared.

Mastermind Workshop Series: Jan 18, 11:30am – 1:00pm, bring brown bag lunch, cost \$5 – A mentoring program and group counseling session. 3 Sessions in Chamber Boardroom, 388 W Huntington Dr. Sessions continue, Feb 15 & Mar 15, all on Tuesdays. RSVP strongly advised.

Federal Micro loan Program has \$75 Million to Distribute

The federal government is stepping up efforts to make loans as small as a few hundred dollars to some of the nation's tiniest companies; it was reported in a recent article in the LA Times. According to Sharon Bernstein, LA Times reporter, “The goal is to create jobs, one little loan at a time.”

The Small Business Administration tells us that for every loan, 1 ½ jobs are created or retained. Eric Zarnikow who helps run the Small Business Administration loan programs also said, “In this environment (especially) every job is crucial.” The SBA micro loan program works through lenders to make tiny loans from federal money directly to small businesses. For instance, in Southern California a so-called micro loan of \$17,000 will help a dental laboratory hire an assistant to make crowns and bridges, another loan will enable an Orange County woman sell ice cream sandwiches from a used food truck, and a car-sharing company used funds for a marketing campaign.

An exciting development is that in the last 18 months, Congress has tripled the amount available for micro loans to \$75 million nationwide. Borrowers can borrow up to \$50,000, but in the San Fernando Valley recent loans averaged \$12,000. For small companies, a loan as small as \$5,000 can mean the difference between making payroll or not, it was noted.

A sound business plan and an application are still required for the government-funded loans, and lenders will take time to examine the company's prospects for success.

For more information: Small Business Development Centers, California SBDC LA Regional Network, www.smallbizla.org or Antonio Castillo, Business Advisor (866) 588-SBDC



Arcadia Money Management Firm

Serving the San Gabriel Valley

**Could the best money management strategy
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.

Fee-based management

No commissions

No transaction charges

No surrender charges

Fully liquid accounts

**Monthly and quarterly
statements**

Risk level chosen by client

Fiduciary standards

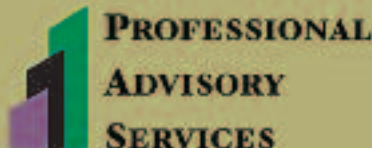


Michael Waters
Client Advisor

Gary Morris
Attorney

Wayne Williams
Money Manager

Gene DeYoung
Asst. Money Manager



Daily Money Management

626•294•4728

professionaladvisoryservices.com

255 East Santa Clara Street, Suite 300

Arcadia, California 91006-7223

Securities & Investment Advisory Services offered through Girard Securities, Inc., a registered broker/dealer member FINRA/SIPC and a SEC registered investment advisor. Professional Advisory Services is not a subsidiary of Girard Securities, Inc.



The Accountants YOU can count on

Gentile, McCloskey & Company



We are certified professionals with over 25 years of experience.

We can support your small or large business in all areas of accounting. We specialize in all areas of tax compliance, including income, sales, payroll and property tax. We provide all levels of accounting support, onsite or in-house. We are experts in government compliance audits and assessment mitigation. We also provide financial statement compilation and review services as well as entity formation and consulting services.

We welcome the opportunity to fulfill your tax and accounting needs. Accurate and timely financial information is critical to your success. You can count on Gentile, McCloskey & Company to provide confidential, timely and professional service.

Tax Compliance ◀
Accounting and ◀
Bookkeeping Assistance
Certified Quick Books ◀
Pro-Advisors

Audit Mitigation ◀
and Resolution
Formation and Dissolution ◀
of Business Entities

(626) 256-9090 | 348 E. Foothill Blvd. • Arcadia, CA 91006



This 'n' That...



Flash: ARCADIA CITY MAP to be published in 2011. Sales for the very popular city map ads are beginning in January, to end in early March - distribution next summer. Flyer enclosed.

In addition, the City Directory will be distributed in late winter to local businesses, households, prospective businesses and those wishing to relocate in Arcadia. All member real estate offices may request these directories to distribute to their agents and new businesses or residents.



We're clearing the way for the Metro Gold Line to Montclair!

As final design and construction nears reality for Phase 2A (Pasadena to Azusa), Phase 2B (Glendora to Montclair) begins the final step in the planning process - environmental review. The environmental process, which will be completed in accordance with state and federal guidelines, will identify environmental impacts of the proposed 12-mile extension of the line and how those impacts can be mitigated. The process will take approximately 18 months to complete and will result in the environmental clearance of Phase 2B, positioning the project for future construction funding opportunities.

Phase 2A Update: Phase 2A is moving forward as planned. The winning bidder, Skanska is currently in the final design phase for the I-210 rail bridge and anticipates starting construction Spring 2011. Proposals for the design-build contract to complete the alignment work (including the six stations, track, crossings, maintenance facility and more) are due in late January 2011: a contract award expected April 2011. Construction starts 2012, to be completed in late 2014. Please visit our new website (same name, new look) - "<http://www.foothillextension.org>" - for updates on the upcoming meetings, and to sign up to receive project updates. Public meetings for Phase 2B are being planned to receive community input on the scope of the environmental analysis.



Citizen of the Year nominations are due! Get your nomination in for the person or persons you want to receive the nomination for Citizen of the Year Award on March 31 at the Installation & Citizen of the Year Awards Dinner. Included is a form, or you may call the Chamber to request one by fax, email or mail. Past winners include such notables as **Charles & Ruth Gilb, Gary Kovacic, Jim Helms, Floretta Lauber, and Vince Foley**. Please note: The person(s) must be Arcadia residents and their contributions mostly to the betterment of the city of Arcadia and its residents. The efforts should have been made especially in the past year or two. They may not be in an elected office at the time they receive the award, nor in a government paid position, such as city staff.



The Real Deal. Real Selection. Real Service & Real Savings.
1965 East Foothill Blvd, Pasadena, CA 91107

1.800.20.HONDA



2010 HONDA CIVIC HYBRID



40 EPA CITY EST
45 EPA HWY EST

**IN STOCK!
READY FOR DELIVERY!**



Bill Post
President

"A Tradition of Service Since 1956"

47 E. St Joseph Street
Arcadia, CA 91006

(626) 446-7159
(626) 446-5811 - FAX

Contractors License: 670585 • Consumers Affairs: ACO 1843



388 West Huntington Drive
Arcadia, California 91007-3402

RETURN SERVICE REQUESTED

Presorted Standard
U.S. Postage
PAID
Permit No. 423
Arcadia, CA 91006

Email: info@arcadiacachamber.org
www.arcadiacachamber.org

**Decades of
experience...**



go into every job.

FEATURES:

- Black & White or Brilliant Color
- Offset printing & state-of-the-art digital printing
- Complete graphics & creative department
- Bindery & mailing services available

From concept through creation, we do it all!

PRO

PRINTING, Inc.

498I Irwindale Ave., Suite 600
Irwindale, CA 91706
phone 626.814.3338

email proprinting@aol.com
website www.proprinting.cceasy.com