

MEMBER NEWSLETTER OF THE ARCADIA CHAMBER OF COMMERCE WINTER 2012/13

# ARCADIA CHAMBER OF COMMERCE BOARD OF DIRECTORS 2012-2013

#### **EXECUTIVE OFFICERS COMMITTEE**

President

Pete Siberell, Santa Anita Park

President-Elect

Arlynn Robinson, Century 21, Earll, Ltd.

Vice President

Denise Weaver, Weaver & Associates, Inc.

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Immediate Past President Bob Hoffman, Merrill Lynch

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#### **BOARD MEMBERS**

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#### CITY LIAISONS

Mayor Bob Harbicht City Manager Dominic Lazzaretto

# SCHOOL LIASONS

School Board President Joann Steinmeier Superintendent Dr. Joel Shawn

# CHIEF EXECUTIVE OFFICER (CEO)

Scott Hettrick

# Jim and Shelly Romo named Arcadia Chamber of Commerce Citizens of the Year

To be presented award at Chamber directors, officers Installation Dinner March 21

The Arcadia Chamber of Commerce is pleased to announce that Jim and Shelly Romo have been named Citizens of the Year for 2013-14. Individually and together the

couple who have known each other since seventh grade has devoted a lifetime of volunteer service to the community of Arcadia through scouting, schools, church and myriad organizations.

The Romos will succeed Alice Wang, this year's Citizen of the Year, at the 2013 Citizen of the Year/Installation Dinner to be held in the Chandelier Room at Santa Anita Park on March 21. The annual dinner event, featuring the induction of the new Chamber officers, including Chairman-elect Arlynn Robinson of Century 21, Earll, and presentations by Chamber and City leaders and political dignitaries, is considered one of Arcadia's premier events and features an auction. For information and tickets, call the Chamber office at 626-447-2159.

Most recently, Shelly, a former school teacher, has been President of Assistance League of Arcadia and overseen the operation and annual Holiday sale of the Bargain Box thrift store that funds the providing of clothing and school supplies to needy children. Jim, a partner in the law firm of Atkinson, Andelson, Loya, Rund & Romo, recently began serving on the board of the new Performing Arts Center Foundation.

"Our participation in this wonderful community has given us many rewards – the most important is the friendship of so many giving and caring people," said the couple who stll find time for community work while enjoying even more rewarding volunteer time spent with their two grandchildren and three adult children.

Other recent Citizens of the Year include Sho Tay, Vince Foley, current City Councilmen Gary Kovacic and Mickey Segal, the latter along with his wife Lee Segal, and Gail Jensen.

Over the years, Jim has been President of the Arcadia Unified School District Board of Education twice during his 10 years on the board, and also served two terms as President of the Arcadia Educational Foundation. For his volunteering efforts with the schools, Jim has received the Golden Service Award from Arcadia school district, the Honorary Service Award from the Council PTA, and the "Very Special Person" award from Arcadia High School. He has been a coach and advisor for 15 years to the AHS recent state and national champion Government/Constitution Competition Team.

W

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# DINE







**PLAY** 

# **Calendar Highlights 2013**

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

- 7 8 a.m., Government Affairs Forum,
- Chamber office, RSVP 7:30 a.m., Mayor's Community Breakfast, Community Center, RSVP to City
- 12 7 p.m., Info meeting for Chamber trip to islands of New England, Chamber office, RSVP
- 21 7:30 a.m., Networking Breakfast, Santa Anita Golf Course, RSVP
- 21 6:30 p.m. Citizen of Year/Board Installation Dinner, Chandelier Room Santa Anita Park, RSVP

#### **APRIL**

- 3 7 p.m., Info meeting for Chamber trip Christmas on the Danube, Chamber office, RSVP
- 4 8 a.m., Government Affairs Forum, **Chamber office, RSVP**
- 18 7:30 a.m., Networking Breakfast, Santa Anita Golf Course

- 2 8 a.m., Government Affairs Forum, Chamber office, RSVP
- 16 7:30 a.m., Networking Breakfast, Santa Anita Golf Course

#### JUNE

- 6 8 a.m., Government Affairs Forum, **Chamber office, RSVP**
- 20 7:30 a.m., Networking Breakfast, Santa Anita Golf Course

## **TAX EXPERT:**

Consultation; Preparation of tax returns; Representation before IRS, FTB, EDD, US Tax **Court and Ninth Circuit Court of Appeals.** 

#### **BANKRUPTCY:**

Consultation; Preparation and filing of necessary documents; appearance at 341(a) hearing.

## PROBATE:

Consultation; Preparation and filing of necessary documents; court appearances as necessary.

If I cannot help you, I will assist you in locating someone who can.

# Michael A. Smith

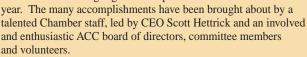
CPA, Attorney at Law 230 E. Foothill Blvd., #C Arcadia, CA 91006 (626) 357-1177

# PRESIDENT'S CORNER

PETE SIBERELL, President, 2012-2013

This newsletter message will be my last as president of Arcadia Chamber of Commerce. This year has just whirled by!

As such, it would be proper for me to note the Chamber highlights of the past



- Launch of new website. It includes a robust, interactive member directory, daily news, calendars and event photo updates. It attracts more than 100 different visitors every day; they spend an average of three minutes looking at three different pages on each visit.
- Launch of first-ever Chamber YouTube channel. Over 50 videos, many produced free for Chamber members are featured on it.
- An email newsletter list that has grown to over 2,000 subscribers.
- Two dozen \$250 first-of-a-kind All Access passes have been sold since the January, 2012 launch. This benefit provides events and amenities at a discount to pass holders while raising more operating funds for the Chamber.
- Most successful Taste of Arcadia in years. This year we added a Business Showcase for the first time; it provided 30 new non-food and beverage businesses to participate in a well-attended venue. Over \$26,000 net was raised for the Chamber from this event!
- A plethora of ribbon-cutting events. Those include the California Philharmonic Festival on the Green's new home at Santa Anita Park, and Pasadena Pop's new summer home at the LA County Arboretum. Arcadia gets a win-win with live entertainment under the stars and across Baldwin Avenue!
- · Great progress on establishing a Community Benefits District in downtown Arcadia. This will result in a thriving business area, particularly with the coming of the Gold Line station.
- Excellent communication with the Arcadia city staff. The city has gotten great input from the Chamber about how it can be even more "business friendly," and is currently making plans for a business ambassador to help new business owners get off to a fast, efficient start.
- New and productive committees to tackle a variety of Arcadia business challenges. Among them are the Breeders' Cup Committee, which welcomes our out-of-town visitors to Arcadia; the Video Committee, which will produce an array of short videos that highlight both business opportunities in our city and the benefits of being a Chamber member, and the Building Committee, which looks after the upkeep of the Chamber building but also is exploring the viability of new signage that can promote Chamber interests and events.

Last – but definitely not least – is *a new welcome mat at the* Chamber office. A new shiny mat with the Arcadia Chamber logo will invite all Chamber members – and potential members – to be part of a wonderful, growing, pro-business family.

Thank you for your support of my term as your Chamber president. Best of business luck in 2013.

# **AHS Drama**

# Chamber member 60% VIP discount

Special offer for Chamber members: \$25 VIP seats for only \$10 (60% discount) to the first Arcadia High School Theatre Department play in the exciting new Performing Arts Center, the musical comedy *The Drowsy Chaperone*, March 21-23. You'll also get a \$5 discount coupon for Denny's restaurant with each ticket and another \$5 discount at the Derby .

The Drowsy Chaperone was voted the funniest musical on Broadway in 2006, and now you can see it performed in the new state-of-the-art 1,200 seat theater.

Go to www.arcadiastage.com, where you will select a date to attend, enter the number in your group, and click on "Enter Promotional Code" — enter 447 — then click apply. A special Arcadia Chamber of Commerce VIP Ticket will be displayed, meaning you do not have to stand in the General Admission line and you will get to enter the theatre before the General Admission ticket holders so you can have priority seat selection. There are limited tickets available for this special Arcadia Chamber deal.

The Drowsy Chaperone will be performed at 7 p.m. on Thursday and Friday, March 21 and 22, and at 4 p.m. on Saturday, March 23. (Note: the Chamber's annual Citizen of the Year and board installation dinner is March 21, so you may want to choose either March 22 or March 23 to attend the play.)

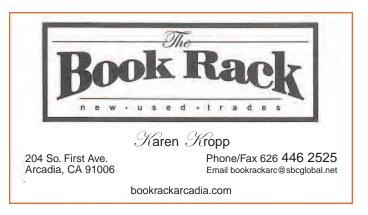
# **Chamber trips of lifetime**

# New England in Fall, Christmas on Danube

With Chamber members, friends, and family heading off to Prague and Budapest on March 14 courtesy of Chamber Discoveries, it's time to plan the next several spectacular and memorable trips at special rates. Save \$100 by booking now! Collette Vacations will provide special presentations at the Chamber conference room about the next two trips:

- 7 p.m. March 12: Weeklong Islands of New England during the fall colors starting September 27. Enjoy Martha's Vineyard, Nantucket, Hyannis and Provincetown on Cape Cod, as well as Providence, Boston, and Plymouth.
- 7 p.m. April 3: Christmas on the Danube river cruise holiday experience of a lifetime in Austria and Germany, departing December 3.

Both trips are under \$3,000, airfare included. Call 626-447-2159 to rsvp for either of the advance presentations, and let us know what other destinations you would sign up for. The first trip of 2014, South Pacific Wonders on February 26, will include Australia, New Zealand, and an optional extension trip to Fiji.



# **LOADED CHAMBER**

# SCOTT HETTRICK

As winter winds down, our winter issue of the quarterly Chamber newsletter reflects on another season of success for Chamber members.

It's odd to think of Southern California as being at its most beautiful during its coldest season but that is often



the case as it was again this winter. When we posted photos on the Chamber's web site and Facebook showing some spectacular images from around Arcadia on a gorgeous clear day, it was retiring School Board President Joann Steinmeier who commented that it looked like "a Chamber of Commerce day!"

She's right, these are the days, when seen during the global TV broadcast of local events like the Rose Bowl and Parade in early winter, and especially when experienced by visitors in person who stay in local Arcadia hotels during the holidays or during events like the Breeders' Cup at Santa Anita Park, that attract people to Southern California in general and Arcadia in particular.

Arcadia gets more than its fair share of visitors from all over the world, the country, and the state to events such as the Arcadia Invitational National High School Track Meet, State and National competitions at the Santa Anita Lawn Bowling Club, the Arcadia Festival of Bands, and others.

Your Chamber is working to help all of our members better capitalize on these golden opportunities and to encourage even more visitors to come to Arcadia. Just one of these strategic initiatives is The Arcadia Towne Center project, which is planned to revitalize the historic downtown area in order to attract visitors from the Gold Line station opening in early 2016 to get off the train and visit Arcadia.

We are also producing videos to showcase Arcadia to potential visitors and partnering with relocation companies to promote all that Arcadia has to offer. After all, every day is an Arcadia Chamber of Commerce Day!





# **RIBBON CUTTINGS / MIXERS**

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





Arcadia, Duarte, Monrovia and Pasadena Chambers celebrated Sierra Chrysler, Dodge, Jeep, Ram Dealership's Ribbon Cutting and Open House on November 8, 2012.

Chamber CEO Scott Hettrick presents certificate of appreciation to Forest Supervisor Thomas A. Contreras at the December 11, 2012 grand opening of the Angeles National Forest's \$12 million two-story, 24,000 square-foot headquarters at the 10-acre campus in Arcadia.



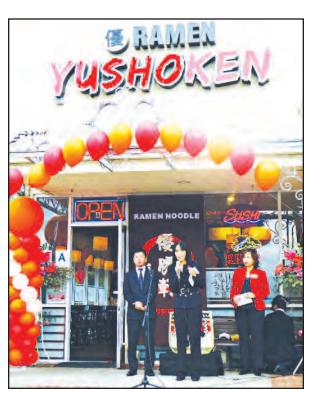


Arcadia City Manager Dominic Lazzaretto and Chamber CEO Scott Hettrick welcomed the president of new Japanese ramen restaurant Yushoken, Yukinari Yamamoto, on December. 13, 2012, along with Congresswoman Judy Chu's representative Enrique Robles, Assemblymember Ed Chau's representative Olivia Lee and Senator Bob Huff's representative David Monroy.



Chamber President-elect Arlynn Robinson of Century 21, Earll (with certificate), helped celebrate the November 2012 grand opening of Dr. Wei-Ching Lee's new office for Arc Motion Pain Relief Rehab at 55 E. Huntington Dr. #219.





# **GOVERNMENT AFFAIRS**



# **Sponsored by Keystone 365 Foundation Community Builder Sponsor member Expedia**

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



Douglas R. Failing, P.E., Executive Director, Highway Program for Los Angeles County Metro, was the guest speaker about the Gold Line and major highway projects at a full table for the January 3, 2013 Government Affairs Forum co-chaired by Peter Ulrich and Mary Dougherty (pictured)





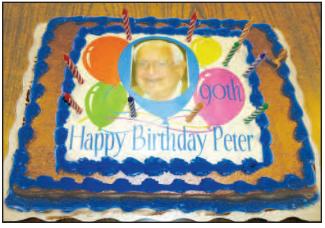
Duarte Mayor John Fasana (center) discussed the potential impact of Measure J at the November 1, 2012 Government Affairs Forum, where attendees also heard from Monrovia, Arcadia, Duarte (MAD) Town Council chairman David Hall (left).



Guest speaker on the County's proposed water parcel tax (in photo) was Phil Doudar, L.A. County Department of Public Works Principal Engineer

# **GOVERNMENT AFFAIRS** (continued)





The nearly three-dozen attendees at December 6, 2012 Forum celebrated the 90th birthday of chairman Peter Ulrich and participated in a ceremonial send-off of appreciation for the five longtime legislative representatives who will no longer be with us each month due to the shuffling of State and Federal Legislators (I-r in photo: Peter Ulrich, City Manager Dominic Lazzaretto, Mark Harmsen, Bill Hackett, Steve Johnson, David Monroy, Scott Hettrick).



# **HOLIDAY MIXER** See complete photo galleries at Chamber web site: www.ArcadiaCaChamber.org

Nearly 60 people attended the Chamber's Holiday Mixer December 11, a welcoming team of Mr. and Mrs. Claus (Mark and Sylvia Ramos) and (I-r) Vicki Knight, Don Fandry, Joan Francone, Mary Dougherty, and Denise Weaver; and many local dignitaries and Chamber members. Guests brought a sack load of toys & books to be donated to the children of Boys & Girls Club of the Foothills and Santa Anita Park's Backside residents. Many thanks to Mixer Committee Chairman and Chamber board VP Denise Weaver and Sheree Dattola of Weaver & Associates for coordinating the many volunteers who devoted many hours to the

event. Thanks to Ann Luke for providing lovely Christmas music on her hammered dulcimer as guests arrived.





# PLANNING CONFERENCE

Nearly 50 Chamber members and board directors attended the Chamber's annual Planning Conference on February 24, 2013, hosted by sponsor Chamber member Embassy Suites. The four-hour morning program began with a sumptuous and extensive breakfast buffet in the newly remodeled and renamed Peacock Polo Lounge that was highlighted by vanilla yogurt cleverly and elegantly displayed in martini glasses with a strawberry on top. City Manager Dominic Lazzaretto (pictured below right) said during his first State of the City address that roughly 25% of the City Arcadia's \$48 million in annual revenue comes from local businesses.

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







# **MS OFFICE 2010 TRAINING**

Chamber board member Andrew Gregson of **The Executive Factor** provided more than 90 minutes of free and very helpful tips on all the new features of Mircosoft Office 2010 Word, PowerPoint, Outlook, and Excel to more than a dozen attendees at the Chamber January 29. Delicious food and drinks provided by Chamber members **AU 79 Teahouse**, **Taza: A Social Coffee House**, and **Doubletree by Hilton**.





# **BOARD ON THE ROAD**

Several dozen members of the Chamber board of directors enjoy meeting at a special new location in Arcadia each month:

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





The November meeting was held at the beautiful California Thoroughbred Breeders' Association, a non-profit organization, founded in 1937 and dedicated to the advancement of Thoroughbred breeding and racing in California.





President Pete Siberell of Santa Anita Park (left) led the December 20 board meeting and annual holiday breakfast shared with Chamber Ambassadors (pictured above) at the the festive Sunset Room at Santa Anita Golf Course.



# **NOVEMBER - DECEMBER NETWORKING BREAKFASTS**

# **Sponsored by Keystone 365 Connection member Rose Hills Memorial Park & Mortuary**



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

Monthly networking breakfasts continue to draw notable guest speakers and bigger crowds, including the following: Connie Aquilar, Options/Child Care Information Service; Robin Arnett, Silverado Senior Living; Joseph Barnes; Lisa Bartkowski, SGV Consortium; Rich Bjerrum, Rich Images; Victor Buell, Arcadia Weekly; Peter Chang, Union Bank; Scott Cheben, Senior Helpers; Francine Chiu, Rose Hills Memorial Park; Ken Chen, American Plus Bank; Edie Cole, Legal Shield; Linda Colley, Civitan Club; Patricia Colonello, Mountain View News; Kathleen Corcoran, Corcoran Bookkeeping Services; Jerry Dominguez, Printing Control; David Dorazio, Millennium Pension Services Inc.; Mary Dougherty, Assistance League of Arcadia; Ann Durgerian; Imy Dulake, Coldwell Banker; Michael Gan, Coldwell Banker; Rachael Gao, Union Bank; Doneva Garcia, Methodist Hospital; Dr. Nina Getz, Phillips Eye Center; Andrew Gregson, The Executive Factor; Becky Happach, Right at Home; Scott Hettrick, Arcadia's Best; W. Allan Huber, Crowell, Weedon & Co.; Daniel Hwang, American Plus Bank; Vicki Knight, Century Rooter; Ivan Lai, Cruise Planners; Barbara Lampman, Womem's Club; Bruce Lazenby, Rose Hills Memorial Park & Mortuary; Kevin Lee, IT Systemhouse Inc.; Michael Lee, Arroyo Insurance Services; Adam Libman; Juliana Licata, Wells Fargo Bank; Carl Lockridge, Magna Home Inspections; Myra Lopez, Business Consulting Services; Rachel Mei Gao, Union Bank of Arcadia; Judy Mena, Planet Preschool; Stephen Miyabe, Hart Mieras & Morris; Lydia Mojica, Buca de Beppo; Rachel Morris, Hart, Mieras & Morris; Annette Ousterhout, Jan's Towing; Ann Marie Piersol, Security Design Systems; Romy Rahmanian, Law Office of R. Rahmanian; Hassie Ramnath, Mission Lodge; Jim Rock, Jim Rock Realtor; Franklin Ruelel, Franklin J. Ruedel, EA Corp.; Rod Salazar, Stubbies Promotions; Mitchell Salem, EH Financial Group; Jeffrey Scott, Arroyo Insurance Services; Kevin Shaw, Kevin Shaw Plumbing; Mark Sheedy, Arroyo Insurance Services; Rebecca Stephanik, Hart, Mieras & Morris; John Sun, Budget Blinds; Lynn Wen, State Farm Insurance; Wayne Williams, Professional Advisory Services, Inc.; Austin Wright, Gold's Gym; Franklin Yik, Rose Hills Memorial Park

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



Andrea Torres, Marketing Director of Costco in Azusa was the featured speaker at the November 15 Networking Breakfast.



Stephen Miyabe of Chamber member Hart, Mieras & Morris (above) was the guest speaker in front of 45 attendees at January 17, 2013 Networking Breakfast. He was introduced by HMM's marketing guru Andrew Gregson, also of The Executive Factor, who was one of many presenters of raffle prizes (below).



Attendees network before and after each breakfast.



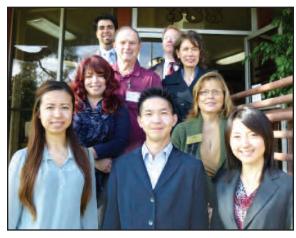
# AMBASSADORS WELCOME **NEW MEMBERS...**

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

Photos of each individual with details of their company are posted on the Chamber website (www.ArcadiaCaChamber.org) and linked to www.Facebook.com/ArcadiaChamber and https://Twitter.com/ArcadiaChamber.

Below are group photos from each month, business names shown in color have representatives in the group pictures.

Personal Ambassador Romy Rahmanian (left), Law Offices of Romy Rahmanian, introduced two new members at the November 6 meeting of the Chamber Ambassadors chaired by Sylvia Ramos (center back), Dilbeck Real Living: Yasuko Fujita (center front), manager of the first Oto Oto Izakaya Restaurant outside of Japan; and John Davis (right front), from Mt. Sierra College in Monrovia.



#### **November New Members**

All American Edu-Achieve Association 1140 Arcadia Ave. #D Arcadia CA 91007

Louise Fox Wakely 2035 Liliano Dr. Sierra Madre CA 91024 Gail Marshall 2320 Lee Ave. Arcadia CA 91006

Mass Mutual **Financial Group** 790 E. Colorado Blvd. #514 Pasadena CA 91101

Tony Shou RE/Max Advanced Realty 400 S. Atlantic Blvd. Monterey Park CA 91754



Rahmanian (back left), also introduced three new members at the Ambassadors meeting December 4: Tony Shou of RE/MAX Advanced Realty Monterey Park (center front), Crystal Zhang (left front), a financial services professional with Mass Mutual Financial Group, and Helen Mah (right front), the new Regional Private Banker from Wells Fargo.

#### **December New Members**

Legal Match 395 Oyster Point Blvd. #550 S. San Francisco CA 94080

Adam Libman 255 E. Santa Clara St. Suite 210 Arcadia CA 91006

Ramen Yushoken Japanese Cuisine 815 W. Naomi Ave. #A Arcadia CA 91007

#### **January New Members**

Glen Park Retirement 1220 Mariposa St. Glendale CA 91205

Danae Powers, M.S. LMFT 228 E. Foothill Blvd. Arcadia CA 91006

# RENEWING CHAMBER MEMBERS

# **NOVEMBER 2012 - JANUARY 2013**

Arcadia 210 Self Storage

Arcadia American Little League

Arcadia Chinese Association

Arcadia Elks Lodge No. 2025

Arcadia Girls Softball Assoc.

Arcadia Junior Football, Inc.

Arcadia Small Animal Hospital

Arcadia Ultimate Honda Automotive

Bade Construction Co., Inc.

**Baldwin Real Estate Management** 

Bank of the West

Arly & Bill Barton

Bielle Cosmetics, Inc.

Bowman of Arcadia

Boy Scouts of American/Lucky Baldwin District

Boys & Girls Club of the Foothills Cabrera's Family Restaurant

The Carter Report, Inc.

**CHOICESS** 

Foothill Federal Credit Union

Connor Air Conditioning & Heating

**Danielson Creations** 

**Dilbeck Realtors** 

**Electronic Merchant Services** 

**Embassy Suites** 

Gem Plumbing Inc.

Ruth Gilb

GlobalNet Business Consultants

Golden State Water Co.

Helms & Myers

Hilton Garden Inn

Glenn M. Ho, M.D./

Arcadia Primary Care Physicians

**HUTdogs** 

La Salle High School

Maranatha High School

Bruce & Joanne McCallum

Miracle Sealants

Myra D. Lopez Business Consulting Services

**Outback Steakhouse** 

Paco's Mexican Restaurant

Peppers Mexican Restaurant

Premium Escrow, Inc.

Rager's Abbey Flooring & Window Covering

Rod's Grill Marketing Consultant

San Gabriel Valley Music Theatre

Santa Anita Dental Group

Santa Anita Family YMCA

Santa Anita Park / LA Turf Club

Serendipity Early Child Care

John R. Sinner

Springhill Suites by Marriott

St. Judes Homes for the Elderly

**STUBBIES Promotions** 

Twohey's Restaurant

**Upper SGV Municipal Water District** 

Vista Paint

The Vons Corporation

Dr. John Wells

Westminster Gardens/

So. Cal Presbyterian Homes



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# Congratulations Wayne Williams!

Girard Securities' 2012 Investment Advisor of the Year



Wayne L. Williams, President of Professional Advisory Services, has been named the Investment Advisor of the Year by Girard Securities, Inc. of San Diego. Girard Securities is a top rated,

nationally licensed broker dealer with investment advisors throughout the United States.

Wayne remains focused on two things preserving his clients' assets, and producing a prudent level of growth. Wayne personally and actively manages

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



**Professional Advisory Services is located at:** 255 E. Santa Clara St., Suite 300, Arcadia, CA 91006

Call (626) 294-4728 for a free consultation! Or visit us online at www.pasinvest.com

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