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A PUBLICATION OF THE ARCADIA CHAMBER OF COMMERCE

AUTUMN 2010

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## Minding Our Business



Beth Costanza,  
Executive Director

### Oak Tree "To be or not to be"

*[ 'Minding Our Business' moves to the front page this quarter, as the decision to move Oak Tree from Santa Anita Park means a great deal to Arcadia residents and businesses alike. ]*

The week following the historic "not to be" for Oak Tree verdict by the CHBA, I interviewed **Mr. Sherwood Chillingworth** in his beautiful office. To say that I am not prejudiced in favor of Oak Tree and thoroughbred horse racing at Santa Anita Park would be a blatant lie.

I love Santa Anita: I love the horse racing pomp and tradition, the architecture, the grounds, the fans, the noise, the food (roast beef sliced thin for

sandwiches right before your very eyes), the bartenders, the voice of **Trevor Denman**, the charm and steadfast devotion to Santa Anita of **George Haines**, the bugle call, the grooms, hot walkers, the jockeys, trainers, and owners. I love the excited, prancing, glistening horses festooned with blinkers, shadow rolls, braided and brushed tails, jockeys perched on tiny saddles wearing gaily colored jockey silks, the pony horses, steady and staid, in colors of palomino, pinto, browns and blacks.

I adore the Winner's Circle and the excited owners, trainers and jockeys posing for their spot in history, along with anyone else who can muscle his way into the photo. I love the racing photos, being close to the track to hear and to feel the hoof beats of the racing horses, the betting windows, waiting in



continued on page 2

## CHAMBER SUGGESTS VOTES ON NOVEMBER BALLOT ISSUES

The Arcadia Chamber of Commerce Government Affairs Forum recommends the following positions for the initiatives on the November 2010 ballot, and believes that these positions are in the best interest of our business community. Our meetings are open to the public on the first Thursday of every month at 8am in the chamber boardroom

Prop. 19 – Regulate, Control and Tax Cannabis Act, 2010: No Position yet. Reviewing Prop19 at Oct 7 Government Affairs Forum.

Prop. 20 – Redistricting of Congressional

Districts: Support. The Legislature has not been successful in its efforts to restructure the districts in an impartial manner and that a Citizens Redistricting Commission will be more likely to be successful.

Prop. 21 – Vehicle License Fee for Parks: No Position. Although other chambers have both supported and opposed this prop, and they think this fee will negatively impact many businesses, it would be problematic to increase costs to businesses in the current economic climate. This act protects investments in transportation projects, prohibits the

continued on page 4



## Calendar of Events

### October

- 5 9:00am, Ambassadors Meeting.
- 7 8:00am, Government Affairs Forum
- 11 Chamber Office closed - Columbus Day
- 12 Noon, Strategic Planning, Boardroom, RSVP
- 13 10:00am, Halloween EXPO & Mixer Planning Meeting, Boardroom
- 20 10:00am, Asian Outreach & Halloween EXPO & Mixer Planning Meeting, Boardroom
- 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
- 27 5:30pm, Inland Empire Largest Mixer
- 28 8:00am, Board of Directors
- 28 5:00pm, Halloween EXPO and Mixer, Doubletree Hotel

### November

- 2 9:00am, Ambassadors Meeting
- 4 8:00am, Government Affairs Forum
- 9 Noon, Strategic Planning, Boardroom, RSVP
- 11 Chamber Office closed - Veterans Day
- 17 10:00am, EXPO & Asian Outreach Planning Meeting, Boardroom
- 18 7:30am, THURS Networking Breakfast at Santa Anita Golf Course, Sunset Room RSVP
- 18 8:00am, Board of Directors
- 25-26 Chamber Office closed - Thanksgiving
- ? Holiday Mixer - To be announced!

### December

- 2 8:00am, Government Affairs Forum
- 7 9:00am, Ambassadors Christmas Breakfast. location to be announced
- 13 5:30pm, President's Council, Boardroom
- 14 Noon, Strategic Planning, Boardroom, RSVP
- 15 10:00am, EXPO & Asian Outreach Planning Meeting, Boardroom
- 16 7:30am, Networking Breakfast cancelled
- 20 8:00pm, Board of Directors Christmas Breakfast, location to be announced
- 23-24 Chamber Office closed - Chrstmas
- 30-31 Chamber Office closed - New Year's Eve

"A reservation made is a reservation paid."

#### Minding our Business, continued from page 1

line to cash in a ticket, the beautiful staircases, and décor and ambiance of each area of the facility. (The second toilet in the Turf Club women's room that looks out to the Turf Club entrance is especially notable!) I love the statues, the art, the Chandelier Room and Turf Club, the Infield where my children used to play, the Clubhouse, the Paddock area and the call "Riders up!" I even love the stable area – a little village where time has stood still, muted voices, hoof beats, horses being cooled down, "shampooed" and the bags of carrots waiting to become "horse treats", and I love the barn chickens, goats, dogs and cats that make the stable scene even cozier. I even love the occasional "loose horse" call that accompanies a galloping horse who has broken away.

I love Clocker's Corner and the wonderful breakfasts I have had there with our family of horse enthusiasts from little kids to grown-us, all enjoying the morning workouts. I love this most beautiful place in the world early on crisp fall morning workouts, and seeing the San Gabriel Mountains as they stretch their necks to get a better look at the horses racing through morning trainings. Maybe even those beautiful mountains strain to hear the jokes the trainers tell as they time their horses with coffee and clocks in hand. I love Oak Tree; there is such gentleness and community caring that has been Oak Tree's persona which can only be attributed to the outstanding leadership of one person: Sherwood "Chilly" Chillingworth.

My interview with Mr. Chillingworth was somber and reflective. We talked about the many years that Oak Tree has been a solid fixture at Santa Anita Park, and it was certainly with sadness we discussed the impending and forced move to Hollywood Park for the 2010 racing season. He said that there is "not a chance" for Oak Tree for the 2011 season at Santa Anita. They have been offered a permanent home at Del Mar, and they "need a permanent home," he said, adding that they "cannot wait around for Mr. Stronach to make up his mind."

During the interview, I glanced around the office, where racing history and 1930's Santa Anita elegance oozed from every corner: A huge antique oak desk, oak paneled walls, original oil paintings, oriental rugs, silver and gold cups, trophies, platters, brass lamps and a crystal horse trophy for "Swing 'Till Dawn". As we talked, I asked about this office and "Chilly" told me that Oak Tree will have to give up this fabulous and historic office by at least May of 2011. Even the office screen door is vintage 1930's!

As I listened, I envisioned a huge ball of yarn, the size of the race track that must be untangled to facilitate the move about to occur. "Chilly" explained a few of the "tangles": Contracts that have been signed and even paid for; Events that are planned; Equipment, personnel, office, records and banking that must be moved; Addresses that must be changed and reprinted; Sponsors must be contacted and renegotiated with; Deposits and sponsorships that must be refunded; Races that must be rewritten; Tickets that have been bought for Oak Tree must be returned and somehow comparable seating found at Hollywood and, hopefully, these seats will be sold again, (although we all know that not as many people will go to Hollywood Park.) His main concern is for the track employees, as he is afraid that jobs will be lost. Secondly, he mentioned the Arcadia small business people who run the restaurants and the hotels, and how worried he is for them. We agreed that there is usually a surge in business with the Oak Tree Meet that is around a 30% increase.

## This 'N' That...



### CHAMBER LOOKING FOR AMBASSADORS

Are you outgoing, do you like to meet new people, do you love new experiences? The Chamber Ambassadors are looking for you! Please call the chamber office and request an application, or just come to a chamber event and give any staff member your name and email address. Our email address is janashimmin@pacbell.net . We will make sure you receive an application.

#### Criteria for an Ambassador:

- \* Chamber Membership
- \* A business person or retired businessperson
- \* Able to attend 1 Ambassador Meeting per month (1st Tues, 9am in the Chamber Boardroom)
- \* Also, able to attend 1 Mixer each month, usually on a Tues – Thurs, 5:30 to 7:30pm.
- \* Ribbon cutting and Grand Openings occur monthly, rarely more than 2 events, but attendance is important
- \* Ambassadors receive the benefits of credibility from the backing of a strong Chamber, access to hundreds of business contacts, and many venues for networking. The Ambassadors form the social fabric of the chamber. Join us, there are a lot of opportunities coming up soon.

Please note: Your application must be approved to become an ambassador



### What About Mixers?

How can I get some PR for my business? May we suggest hosting a Mixer??

#### First: What can a mixer do for my business?

This is the opportunity for a business to exhibit and promote its goods and services. It is also how you entice people to your business address to see your office or shop, restaurant or hotel. Schools, banks, spas and department stores, any & all may hold a mixer.

#### Second: How do mixers help the chamber?

The chamber charges \$10 for each guest and \$15 for non-members. This is a fundraiser for us and a promotional event for you. You provide the food & beverages, we provide the advertising and get people to attend your mixer.

#### Third: How Do I sign up?

The Arcadia Chamber sponsors one mixer or event a month, so there usually is a waiting list. Call or email the chamber to sign-up and choose your date.

Remember - you will be "on stage" for a mixer – you are "the show!"

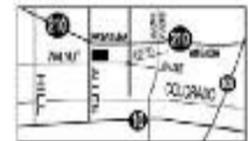
*Thought for Fall:  
"Every private citizen  
has a public responsibility."  
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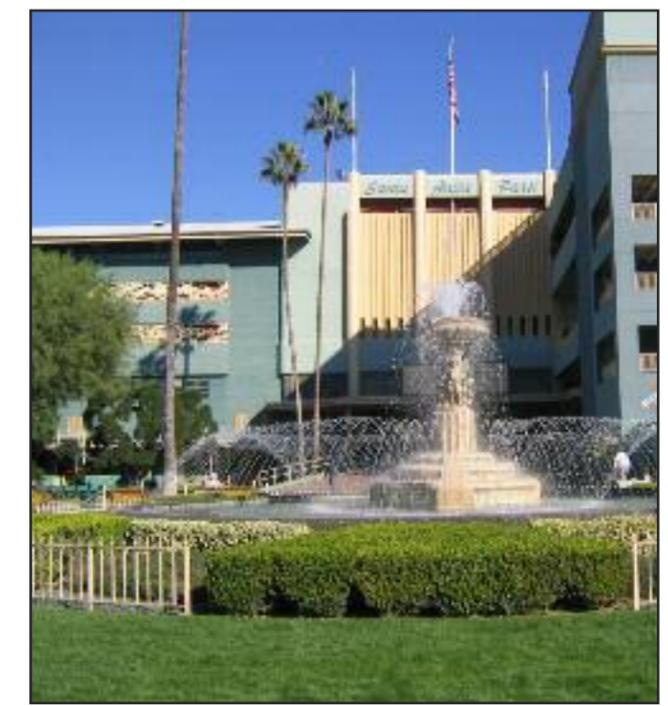
Mr. Chillingworth explained that of the races that are already written for Oak Tree, many will need to be rewritten. There is no downhill racing course at Hollywood Park such as the downhill turf course at Santa Anita, among other variances between tracks. As I understand it, those races have already been written and horses have already entered those races. Another factor is that the crowds are thin enough at Santa Anita, and they are certainly not going to be larger at Hollywood Park.

And there is much more. Oak Tree will now be going exclusive with TVG due to a \$100,000 commitment, but many other sponsorships are up in the air. Right now, there are basically no horses at Santa Anita and, of course, no workouts. Has this ever happened at Santa Anita other than during WWII, I am wondering?

We ended the interview with the discussion returning to the CHRB decision to not allow racing at Santa Anita due to "safety concerns". Mr. Chillingworth disagreed with those findings, as did most of the Oak Tree staff and officials, veterinarian, and most trainers. A sidelight to this conundrum is a quote in the Pasadena Star News by Arcadia City Councilman **Mickey Segal**, in which he called the CHRB decision to close Santa Anita race track due to safety concerns, "terrible".

Both "Chilly" and **Pete Siberell** told me that the first weekend of the Oak Tree Meet at Hollywood Park there will be 4 stakes races, so if you are looking for excitement and class act horses, make sure you go to Hollywood Park Saturday and Sunday, Oct 2 and 3. Santa Anita Park will begin installing the "new" dirt track Nov 1, to be completed by Dec 5, to be ready for the Santa Anita Meet, with opening day, Sunday, Dec 26.

The Chamber is looking into ideas to encourage, cajole, and arm twist Mr. Stronach to bring Oak Tree racing in its present non-profit form back to Santa Anita. What do you think? Any suggestions? [arcadiac@pacbell.net](mailto:arcadiac@pacbell.net)



## President's Corner



Helen Romero Shaw, President, 2010-2011

### Taste of Arcadia

**A**s Chamber President, I am so very proud of Taste of Arcadia, Arcadia's "Signature Event" for 36 years. Please look at the photos on pages 6 and 7 taken on Sept. 20th this year and enjoy! (Also available on our website [www.arcadiacachamber.org](http://www.arcadiacachamber.org).) I had a wonderful time and hope you did, too. Remember, the restaurants, wineries and breweries GAVE their food and beverages to you in the hopes that you will patronize them in the future. If you ate or drank something you liked, visit that place of business and make sure you tell them that you found them at Taste of Arcadia.

### Cash for Appliances Rebate Program Expanded

Recently, the California Energy Commission (CEC) voted to expand the Cash for Appliances rebate program, offering savings on a wider range of new, energy-efficient appliances. The expanded program, now called California Cash for Appliances PLUS, adds qualifying energy-efficient dishwashers, freezers, water heaters and heating ventilating and air conditioning (HVAC) systems to existing rebates on qualifying refrigerators, clothes washers and room air conditioners.

#### New Rebate Options

The Gas Company<sup>SM</sup> is encouraging customers to take advantage of the nearly \$20 million in remaining CEC program funds. Cash for Appliances PLUS rebates include \$50 for freezers, \$100 for dishwashers, \$300 to \$750 for water heaters and \$500 to \$1,000 for HVAC systems. The CEC program is completely separate from The Gas Company's rebates, so customers can apply for both kinds of rebates on qualifying appliances. Full details and rebate forms are available when you visit the "Cash for Appliances" Web site. \* By clicking the link, you will be transferred directly to the website of a third party provider which is not part of the Southern California Gas Co. Terms, Conditions & Privacy Policy on website will apply.

\* The Cash for Appliances programs are administered by the California Energy Commission. California Cash for Appliances is a service mark of the California Energy Commission.

\* Southern California Gas Company's rebate program is funded by California utility customers and administered by Southern California Gas Company under the auspices of the California Public Utilities Commission. Rebates are available on a first-come, first-served basis, until program funds are no longer available. Other terms and conditions apply. Southern California Gas Company is not responsible for goods or services selected by the customer. © 2010 Southern California Gas Company. All copyright and trademark rights reserved.



## Member Profiles

**ZAPATA VIVE! Mexican Restaurant**  
**101 S. First Ave., Arcadia**  
**626 254-9111 – zapatavive@live.com**  
**Open 7 days, 10am to 10pm**

A family-owned restaurant, Zapata Vive is a true neighborhood restaurant, according to **Brenda Magdaleno**. Brenda is the public figure, sometimes the bartender, hostess and waitress, and her dad is the chef, sometimes the waiter and a pretty good "front man" himself. Delicious fajitas, chili rellenos, flautas, and even margarita specials every Monday and Wednesday, \$2.25 all day! Also try their Happy Hour, 3 – 7pm daily. Outside catering and a banquet room for parties, meetings and events are also available at Zapata Vive in downtown Arcadia. For a delicious, inexpensive meal, try Zapata Vive!

**BALDWIN REAL ESTATE MANAGEMENT**  
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Baldwin Real Estate Management has been a local business located in Arcadia since 1981. Their specialties are: Condos, Planned Unit Developments, Single Family Homes, Apartment Complexes and Commercial Property management.

"We can help!" Janna Havener tells us. The responsibility of running a Homeowner's Association grows more challenging every day, with the new and ever more stringent laws governing property management. Baldwin can offer a management proposal tailored to your property or HOA needs at no cost to you. Their management packages are tailored to suit the needs of an individual or association from financial management to full service management.

**JAN'S TOWING, INC.**  
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The official towing service for Arcadia and many other San Gabriel Valley cities, Jan's Towing is locally owned and operated by Jan Qualkenbush and has been in business for over 25 years.

Facilities are in Glendora and Azusa where a large fleet of trucks including 35 and 50 ton big rigs, wheel lifts, flatbeds, a state mandated ADA handicapped unit, and a live crew operates 24/7. AAA includes Jan's Towing as one of their providers for assisting disabled cars.

Towing services offered include local and long distance towing, tire changes, lock outs, jump starts, impounding, and battery replacement. A very special service they provide is being the official towing company for Irwindale Speedway.

Jan's initiated the "Don't Drink and Drive Detour" program 15 years ago. Anyone who is drinking impaired may request a free tow home for both the vehicle and driver – no questions asked. After 7 miles, it is \$2.50 per mile. Way to go, Jan! Thanks for your service.

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**Arcadia Body Shop expands in July 2010**



**Awardees at Business Awards Luncheon on July 29**



## 10 Tips for Promoting Your Business to the Press

*From the California SBDC, Los Angeles Regional Network*

You don't need a degree in public relations to effectively publicize your business. What you do need is to learn how to reach the press and what they're looking for.

### These 10 tips will get you started

1. Know what makes you newsworthy. This differs for each media outlet. For a restaurant, the town newspaper may be interested in a grand opening. Industry magazines may be interested in a chef's unusual management style. A "green" publication may write about your commitment to the environment.

2. Join a free press release distribution site. Sign up with sites like PR.com (www.pr.com), PRLog.org (www.prlog.org) or Free Press Release.com (www.free-press-release.com) to distribute your PR info to search engines for free. You'll also find guidelines for writing a good release.

3. Make your website media-friendly. Create a pressroom or media area with links to past publicity, and an "About Us" section highlighting your mission and key employees. Make it easy for the press to contact you - you'd be surprised how many sites don't.

4. Go where the reporters are. At ProfNet (https://profnet.prnewswire.com) and Help a Reporter Out (www.helpareporter.com), members of the media post queries seeking sources for articles. Use both sites to open your business to a world of publicity opportunities.

5. Know your target. Before pitching a media outlet, be familiar with the website or publication. Know what topics the reporter covers (his or her "beat") and what angles he or she is likely to be interested in, helping you tailor your pitch to the person's needs.

6. Become a resource. When you see information that might help a reporter-such as industry statistics or a local trend-pass it on. If you're helpful on a regular basis, you'll be top-of-mind when the reporter needs a source.

7. "Sell" your pitch. Most press releases today are sent by e-mail, and reporters get hundreds of e-mails a day. Break through the clutter with a subject line clearly conveying the benefit to the reporter and why your news should interest him or her.

8. Offer an exclusive. If you have a ground-breaking product or service, or really want your company mentioned in a particular media outlet, offer an exclusive. Giving an influential reporter the first chance to publicize your news can create more incentive to write about you.

9. Network. Find out reporters' beats and their interests. Get active on social networking sites such as LinkedIn, Facebook & Twitter, connecting with the media to see what they're working on.

10. Don't forget bloggers. PR once meant targeting print publications or TV shows, but bloggers have become equally important. Many bloggers post multiple times a day, so they're hungry for news. Read their blogs, post comments and cultivate them as carefully as you would any other member of the media.

*The Arcadia Chamber of Commerce is dedicated to education for our members. We believe that an informed business community will make sound business decisions and has the best potential for success. Promotion of your business to the press can enhance your businesses survival.*

## SHOP ARCADIA - Where there is something for everyone!

The campaign continues. . . A post card mailed out to Arcadia residents in early summer gave diners 15% off at participating restaurants in the downtown area designated as the Redevelopment Zone, and resulted in a very positive feedback.

Keep in mind, every dollar spent in Arcadia supports local services such as police, fire, library, recreation, senior citizen, parks, street and traffic engineering and more. Buying anything that sales tax is charged on, including dining out, hotel stays, gasoline, clothing, cars, household furnishings and appliances, etc., helps the local economy.

Sooo, you are reminded to Shop Arcadia! You can make a difference!

### Arcadia's Top 25 Sales Tax Producing Businesses (alphabetically)

**Abercrombie & Fitch**  
**Allstar Fire Equipment**  
**Arcadia Mobile**  
**Burlington Coat Factory**  
**Cheesecake Factory**  
**Colorado Chevron**  
**CVS Pharmacy**  
**Daimler Financial Services**  
**Daimler Trust**  
**Dave & Busters**  
**H & M**  
**JC Penney**  
**John's Arco**

**Macy's**  
**Mega Arco AM PM**  
**Nordstrom**  
**Olive Garden**  
**Ralphs (Grocery Store)**  
**REI**  
**Roy Gasperini Unocal**  
**Rusnak Arcadia**  
**Sephora**  
**Sport Chalet**  
**Vons**  
**Western Medical Supply**



## 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.

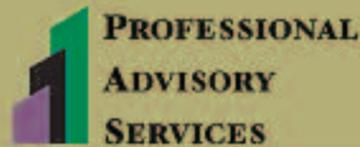
Whatever the financial climate, longtime Arcadia money expert Wayne L. Williams remains focused on two things — preserving his clients' assets, and producing a prudent level of growth. His method is just as straightforward: Wayne personally and actively manages every account on a daily basis. The results 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
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Thank you to Post Alarm for hosting the great Tri-Chamber Mixer on August 19.



Ribbon cutting for Ralph's Florist celebrating their new owners in August.



Arcadia Royale Open House and RC celebration on August third

### November Ballot Issues, continued from page 1

state from borrowing local government property taxes and from borrowing Prop. 42 (gas tax) funds.

Prop. 22 – Local Taxpayer, Public Safety & Transportation Protection Act: Support.

Prop. 23 – Suspension of AB32 Discussion at Oct 7 Govt. Affairs Forum: AB32 includes the Governor's right to suspend the bill's provisions in the event of an economic downturn. This suspension has not been utilized even though this is the worst economy in recent history. A suspension seems to be critical to stabilize the economy and grow. Support.

Prop. 24 – Repeal Corporate Tax Loopholes Act: Oppose. This initiative repeals recently enacted tax benefits that are critical for business investment, long term success and thus will save jobs and encourage new hires. Highly oppose.

Prop. 25 – On Time Budget Act of 2010: Oppose. Our State Legislators main purpose is to create a balanced budget each year. We oppose this measure because it will exempt the budget bill and other bills providing for appropriations (spending money) related to the budget bill from the existing two-thirds vote requirement and provide that those appropriations take effect immediately. The 2/3 majority is necessary to prevent either party from passing unreasonable budgets that would in effect force tax increases to cover the approved appropriations.

Prop. 26 – Stop Hidden Taxes Initiative: Support. Supporting this measure closes a loophole in the law allowing the State Legislature to raise, by a majority vote rather than the two-thirds vote, taxes on products and services by calling them "fees" not "taxes." Hidden taxes and fees work against job creation, driving businesses out of state and forcing many small businesses to close.

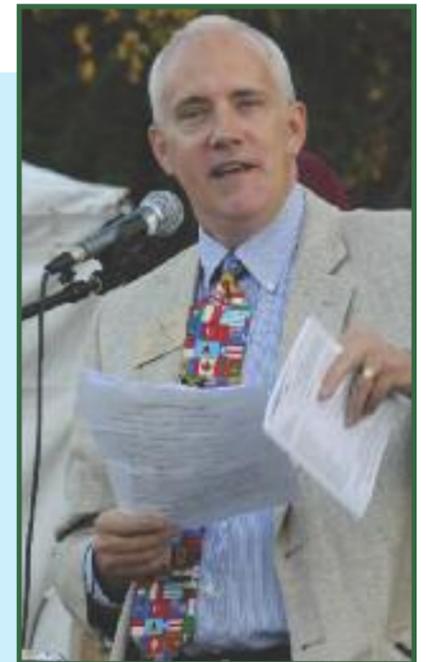
Prop. 27 – Eliminates State Commission on Redistricting: Oppose. Opposition to this initiative because it overturns the California Voters First Act reform (Prop 11, 2008). California cannot afford to return to a system where politicians select their voters by drawing the district lines.



# A TASTE OF ARCADIA



Rarely-seen image of the Los Angeles County Arboretum after dark.



Our Master of Ceremonies, Scott Hettrick.



Happy diners.



The happy crowds peruse the variety of offerings from ?? participants.



Our gift to the Arboretum.



A view of the gorgeous San Gabriel Mountains. The weather certainly did not disappoint!



Foothill Unity Center receives a check for \$1000.



Helen visits with guests from The Gas Company.



An opportunity to greet old friends.



Relaxing chat as the evening winds down...