

The Power of Connection

ARCADIA CHAMBER OF COMMERCE

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A PUBLICATION OF THE ARCADIA CHAMBER OF COMMERCE

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Shop Arcadia

Something for Everyone! Remember, YOU can make a difference.

In collaboration with the City and with the blessings of the City Council, the Chamber is off and running with the "Shop Arcadia" campaign. Recently proposed at a Board of Directors meeting, board member **Ann Luke** suggested that the Chamber educate the community on the importance of keeping our sales tax dollars in town.

It is important to remember that every dollar you spend in Arcadia supports local jobs, shops, generates sales tax revenue for such city services such as police and fire departments, library, tree maintenance, senior

citizen programs, street and sidewalk maintenance, parks and public landscapes.

Did you know that almost 21 percent of our General Fund comes from local sales tax – over \$9 million total! When you buy in another town, you are helping to pay for someone else's services, not your own. Our taxes come from gasoline, restaurant, non-food grocery items, and traditional retail stores. With today's economy and the shrinking sales tax that all towns are experiencing, it is even more important to shop locally!

REMINDER: INSTALLATION DINNER & CITIZEN OF THE YEAR AWARD

April 1, 6:00 pm
at the Chandelier
Room, Santa
Anita Park, the
Chamber will say
goodbye to
President **Kevin
Zimmerman** and
welcome for the
second time,
**Helen Romero
Shaw.**



Helen Romero
Shaw



Vince Foley

Certain to be a gala event and honoring Citizen of the Year **Vince Foley**, last minute seats may be still available, but you must make a reservation by calling **447-2159**

CONGRATULATIONS TO CITIZEN OF THE YEAR VINCE FOLEY

An amazing and energetic man, **Vince Foley** was chosen as Arcadia Citizen of the Year, 2009. Vince has lived in Arcadia since 1980 and currently serves as a Commissioner for the Arcadia Historical Museum, coordinator of the Police Department VIPS program, volunteers at the Arboretum as a member of the Speaker's Bureau, and at Santa Anita Race Track at Cal Cup and Breeders' Cup events. He began volunteering at the very young age of 18 as an Assistant Boy Scoutmaster. Help him celebrate on April 1st (no fooling) when he receives his Citizen of the Year Award.

At the Chamber Installation Dinner and Citizen of the Year Awards, the Chamber will also honor both the Arcadia Historical Society and Santa Anita Racetrack for their contributions to the community. The Historical Society is instrumental in placing historic plaques throughout the community, five so far. Santa Anita Park is celebrating its 75th Anniversary. Where would Arcadia be without this iconic venue, appropriately named the "most beautiful horse racing track in the world"?



Calendar of Events

April

- 1 8:00am, Government Affairs Forum
APRIL MEETING CANCELLED
- 1 6:00 pm, **Installation Dinner/Citizen of the Year Award – Chandelier Room**
- 2 **Chamber office closed at noon (Good Friday)**
- 6 9:00am, Ambassadors Members only.
Applications available.
- 7 4:30pm, Ribbon cutting, AU79 Tea House,
815 West Naomi – Pavilions Center
- 8 7:00am, Mayor's Breakfast at the FrontRunner,
Santa Anita Park
- 13 City Council Elections
- 13 Noon, Strategic Planning, Boardroom,
Open to all interested. RSVP
- 15 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 8:00am, **Board of Directors**
- 22 5:30pm, MAD Mixer, Sierra Autocars, Monrovia
- 24/25 9am - 3pm, **FREE E-Waste pick-up at Santa
Anita, north parking lot (Colorado Place)**
- 29 11am - 2pm, **FREE WIB Business Seminar
Series, Boardroom, incl. lunch. RSVP**
- 29 4:45pm, Ribbon Cutting - Arcadia Women's
Imaging Center, 622 W. Duarte Road, #104

May

- 4 9:00am, Ambassadors Meeting
- 6 8:00am, Government Affairs Forum
- 11 Noon: Strategic Planning
- 17/18 **California Business & Legislative Summit,
Sacramento**
- 20 7:30am Networking Breakfast at
Santa Anita Golf Course Sunset Room
- 27 8:00am, **Board of Directors**

*Summer Chamber Hours: M-Thurs 9 – 5:30,
Closed following Fridays: June 11, 25, July 9,
23, Aug 6, 20, Sept 3*

June

- 1 9:00am, Ambassadors Meeting
- 3 8:00am, Government Affairs Forum
- 8 Noon: Strategic Planning
- 10 **MAD Golf Tournament,
Sierra La Verne Golf Course - All Day**
- 17 7:30am, Networking Breakfast at
Santa Anita Golf Course Sunset Room
- 24 8:00AM, **Board of Directors**



"A reservation made is a reservation paid."

Minding Our Business



Beth Costanza,
Executive Director

2010 The Year of the Woman:

Mirai Nagasu, Arcadia's teenage Olympic figure skating sensation, **Zenyatta**, the most fabulous filly femme fatale to hit the track EVER, **Meg Whitman** a real contender in the race for Governor, and the Chamber has teamed up with Women at Work to assist women in returning to the workforce.

First: The chamber congratulates Mirai for her amazing accomplishment at the Olympic Games by placing 4th at the tender age of 16. What a wonderful show she put on and certainly made Arcadia proud!

Secondly, let's talk horse talk, or rather mare musings: Zenyatta, amazing athlete and Miss Personality. She is accompanied by her own security force, she prances along to the continuous roar of the crowd, and pauses to observe and yes, soak in, the adoration of her countless and growing hoards of admirers. This is a lady who gets down to business, too. In the Breeder's Cup Classic, she was dead last and won in the stretch to beat the boys in front of the entire world for her 14th straight win. On March 13, again at Santa Anita, she came from dead last to win for the 15th straight time! Arcadia should set aside a Zenyatta Day to honor this wonder horse who can fill the stands at Santa Anita. Did I mention the economic stimulus to our local shops and stores?!

Third: We have a woman running for Governor. Whether you vote for her or not, she is the first real contender from the female side for a very long time. She IS a successful businesswoman, too.

Fourth and last to point out is the partnership between the Chamber and Women at Work. The Arcadia Chamber is proud to be available to women seeking work in our office every Thursday, 10am to 1pm by appointment only. You may call 796-6870 to sign up for a counseling session, at a minimal charge. Yes, men are invited, too.

CHAMBER SPONSORED CITY COUNCIL CANDIDATE FORUM MARCH 23, The Chamber, Association of REALTORS, Arcadia Weekly and the Women's Club held a forum to hear the six candidates for City Council. The Chamber does not endorse any candidate for public office, but we do give all community residents the opportunity to hear each one and to ask questions. For more information, please see our partner **Scott Hettrick's** Arcadia's Best online at www.arcadiasbest.com.



President's Corner



Kevin Zimmerman,
President, 2009-2010

As the year winds down for my term as Chamber President I would like to take this time to thank everyone. I have had so much support from the Membership, Board of Directors, Executive Board and the Chamber staff. Thanks to all of you for such a memorable year.

Our Expo at Westfield Santa Anita was one of the best Expos I can remember. Thanks to **Desiree Alvarado** of EmbroidMe and her committee and to Westfield GM **David Burke** and **Amanda Farnsworth** for being such gracious hosts. The “two level” Expo was a very nice change and the table placement by David and Amanda worked very well. A special thanks to participating businesses, organizations and City Council Candidates.

Chyten Educational Services Arcadia owners **Rob & Kathy Granger** got off to a great start in their relationship with the community. They recently opened their business, joined the Chamber, had an open house, a ribbon cutting and exhibited in the Expo at Westfield. Chyten is one of the country’s premier providers of expert-level private tutoring.

Now that the Gold Line extension is slated to break ground in June, there’s interest in potential art work at the new station, First and Santa Clara Avenues. There are various major entities in town who are interested in getting involved with art work by providing creative ideas, funding or other resources. If you are interested in public art at the Gold Line Station or any other part of the city, contact **Beth** at the Chamber 447-2159.

Please remember the Chamber Installation and Citizen of the Year Award Dinner at Santa Anita Park, the Chandelier Room, 6:00 PM, April 1st. We will be installing new Chamber President **Helen Romero Shaw** and Board of Directors for 2010-2011. Helen was Chamber President in 2005-06 and has stepped up to fill in for **Sho Tay** as he pursues a seat on the Arcadia City Council. Good luck, Sho, we miss you on the Board! And don’t forget that well-deserved Citizen of the Year **Vince Foley** will be honored for his unselfish contributions to this community. We are all very proud of you Vince!

From the bottom of my heart, thank you all for the opportunity to serve you as the President of the Arcadia Chamber of Commerce this past year. Have a great month and “Make this Chamber work for you”.

Chamber Supports State Initiative to “Prohibit State from Raiding Local Government, Transit, & Transportation Funds”

Chamber committees have unanimously voted to support this measure to get it on the November Ballot. A letter of support has been sent from the Government Affairs Forum and Board of Directors to The League of California Cities.

To prevent the state from raiding funds from local governments and transportation, this statewide initiative will help our cities and counties to provide essential services. Restoration of local control and accountability will be returned to our cities if the initiative passes. Please tell your state legislators to support this initiative, and sign the petition that is being circulated until April 10. The chamber has a petition in the office that you may sign or: www.savelocalservices.com.



Habib Balian, CEO Metro Gold Line Foothill Extension: *“To meet the Authority charter and Measure R commitments, our mission is clear: begin construction in June 2010. Today the Authority is on the cusp of doing just that.”*

The Chamber Opposes Independent Contractor Withholding

Other important legislation the chamber is contacting our elected officials about is this proposed “Job Killer Bill” that will force small businesses to pay taxes they don’t owe and force companies to become tax collectors. We are adamantly opposed to this legislation and have told our state legislators so. This piece of legislation would make California, already deemed as business unfriendly, to be the only state to place such a burden on all businesses, and generate little, if any, new revenue for the state. The 500,000 California companies will have to spend millions of dollars serving as the state’s tax collectors, and the independent contractors will be in effect loaning money to the state interest free - another nail in California’s business coffin. Tell your state legislators to oppose this bill.



Which gubernatorial candidate is best for California? Get the facts and decide for yourself. Available exclusively at CalChamber2010.com



Member Profiles

AMS Arcadia Medical Supply, Inc
 616 E Live Oak Ave
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www.arcadiamedicalsupply.com
 (626) 446-4046



Recently opened on East Live Oak, South Arcadia at the entrance to Arcadia Par Three Golf Course, Arcadia Medical Supply is a new business in town specializing in home medical equipment. A friendly, family-run medical supply store, AMS was already busy on their grand opening day. All sorts of wheel chairs, scooters, orthopedic products, canes, crutches, walkers, diabetic shoes, skin wound care products, and more are among the many medical supply products. They even provide free delivery for AMS customers. Their highly-trained employees speak English, Spanish, Russian and Armenian. For your medical supply needs, call or visit Arcadia Medical Supply.

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Government Affairs Forum speaker - Tom McKernan, CEO of Auto Club of Calif. (Center) and left to right: Mary Dougherty, Sho Tay, Bob Hoffman, Don Penman & Peter Ulrich



President Kevin Zimmerman welcomes new members
 Left to right: Ching Chiao, Judy Stevens & Rob Granger



Grand Opening for Chyten Educational Services
 President Kevin Zimmerman, Neil Chyten, and Kathy & Rob Granger



EXPO AT WESTFIELD



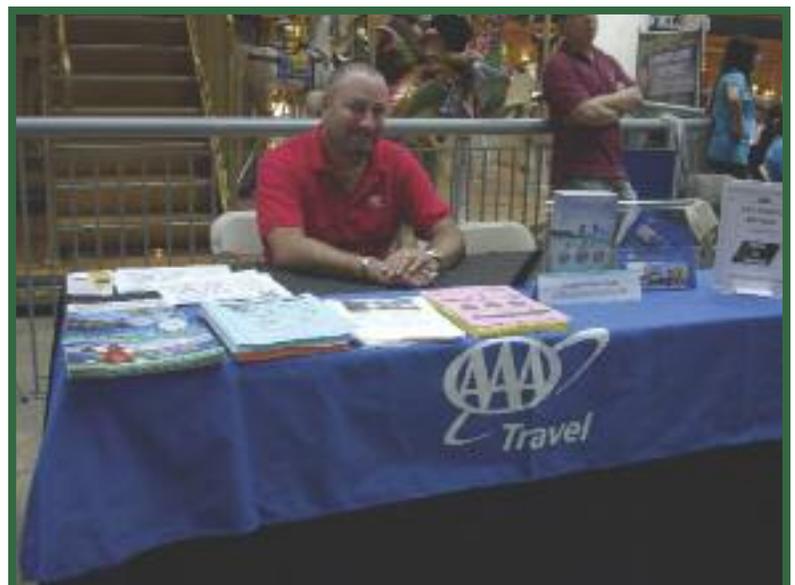
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Bits & Pieces



March was Red Cross Month and our Arcadia Chapter of the American Red Cross saw the retirement of Executive Director **Bob Deao** and the selection of **Kathleen Householder** as the new Executive Director. Congratulations to Board Member Kathleen.



Recently, Senator **Diane Feinstein** was in town at a luncheon presented by the San Gabriel Valley Economic Partnership and the Water Quality Authority. Senator Feinstein is a champion of water quality and conservation. She told us about the dire straits of the San Joaquin Valley farmers who are now able to obtain only about five percent of their water needs due to the drought, fewer water sources available to them, and water being diverted. "California's huge agricultural economy is nearly at a standstill, until certain changes can be implemented," she said.



Reported in Caminos, the Historic Society Publication, is a very little known piece of history about "Chicago Park", Arcadia's light industrial district, south of Live Oak and mostly east of Peck Road, all the way down to Lower Azusa and east to the 605 Freeway. Bet you didn't know this area is part of the City of Arcadia, where the Public Works Services Department is located among some well-known other businesses such as Posey, Nichols Egg Ranch, and Dootson Truck Driving School! As reported in *Caminos*, Chicago Park was sold to easterners as a town subdivision of southern Monrovia. "It was predicted that a dredging project from Anaheim Landing to Chicago Park would make it a busy inland shopping center. Some claimed that posters showing steamboats traveling up the river were used to advertise the town," reports *Caminos*. Chicago Park was just an outrageous not viable real estate developer scheme. This proposed town lay almost entirely in the San Gabriel Riverbed. Periodic flooding changed the landscape and altered the river channel. The land sat idle for decades. In 1957 Chicago Park was annexed to Arcadia after the **Goldring** and **Kardashian** families designed and constructed streets and utilities to serve the area. The rest is history . . .



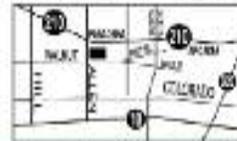
State Appellate Court Upholds Governor's Line Item Veto Power

Reported by Erika Frank in CalChamber's Alert
A state appellate court upheld Governor **Schwarzenegger's** ability to control spending by reducing or eliminating appropriations through the veto powers.



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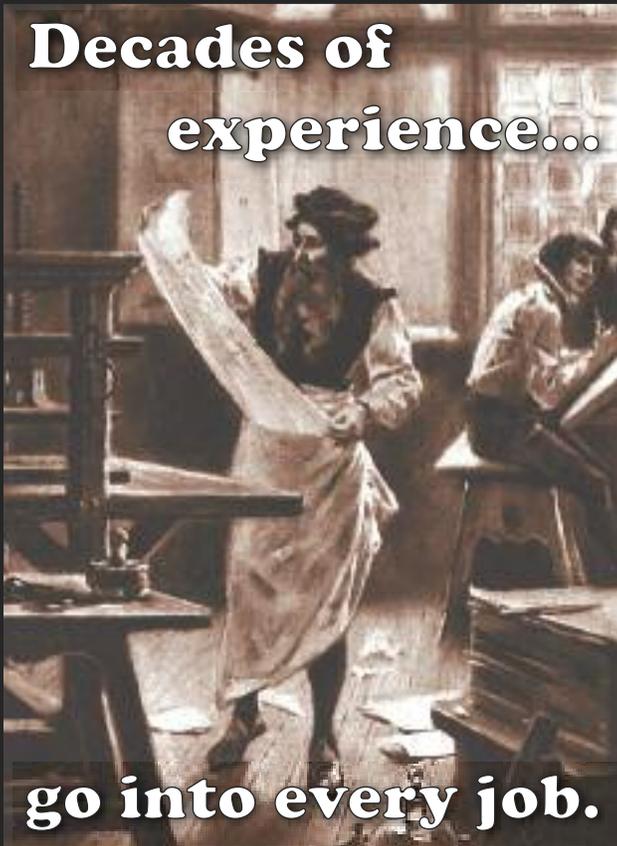
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