



1959-2009

# The Green Sheet

Volume 12 Issue 9 October 2009

San Marino Chamber of Commerce Newsletter



Officer Candice Campos  
and Firefighter  
David Tannehill  
honored by Chamber-



Police Chief John Schaefer, Officer Candice Campos, Assembly member Mike Eng, Chamber President Chris Carlos, Firefighter David Tannehill, Fire Chief John Penido.

**O**n a warm September day, a large crowd gathered at the San Marino Center (formerly the Women's Club) for the Chamber's 2nd Annual Police & Fire Appreciation Luncheon. In its second year, the luncheon gives attendees the chance to pay homage to the men and women of San Marino's Police and Fire Departments. Each year an honoree is chosen from each department, who best fits the Chambers criteria of "going above and beyond the call of duty" and displaying outstanding dedication to the community of San Marino.

Our 2009 recipients were very deserving of the award. Firefighter David Tannehill has taken on the task of organizing the Firefighters annual Pancake Breakfast at Lacy Park for the past several years. In

(Continued on page 5)

## The Alternative welcomes Chamber as they host September Mixer-

**T**he Alternative design team of, Sandra Troup and Jennifer Eidem welcomed Chamber members on a warm September evening as they hosted our monthly mixer. Guests were treated to an array of delicious cuisine and desserts as they toured the home of Sandra Troup for a sample of her work, and enjoyed the ambiance of her garden patio. Members gathered on the patio to share stories of their Summer travels and welcomed several new members to the Chamber.

Chamber President Chris Carlos thanked members in attendance for their dedication to their business membership, and reminded everyone that during these difficult economic times, networking is one of the most efficient tools we have to keep our business name out in the community. Business networking not only can prove to be a source of future clients and customers, but also quite often friends.

Many members took advantage of the Raffle opportunity to advertise their businesses, and donated fabulous prizes. Raffle prizes were compliments of:  
**Anneticipation.com, Athens Services, Ceil Mortimer, San Marino Directory, Ellen's Silkscreening, Pasadena Service Federal Credit Union, The UPS Store, W2 Kitchen & Bath Inc.** (Continued on page 5)

Mixer hosts  
Sandra Troup &  
Jennifer Eidem  
(The Alternative)  
welcome  
Chamber  
President Chris  
Carlos and  
Chamber  
members to the  
September Mixer



Presidents Elite Club  
2009



## BOARD OF DIRECTORS

### PRESIDENT

Chris Carlos  
Athens Services  
626-336-3636  
CCarlos@athensservices.com

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W2 Kitchen & Bath Inc.  
626-568-3388

Ceil Mortimer - Secretary  
Residential Member  
626-795-2800

### DIRECTORS:

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Promotional Products  
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626-285-7778

Chief Jim Frawley  
SMFD  
626-300-0738

Lt. Steve Johnson  
SMPD  
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Pete Loeffler  
Re/Max Premier Properties  
626-660-1100

Dina Lopez  
Pasadena Service Federal Credit Union  
626-351-9651

Sandra Troup  
The Alternative  
626-792-4319

Anne Turk  
anneticipation.com  
626-300-0996

San Marino Chamber of Commerce  
2304 Huntington Drive #202  
San Marino, CA 91108  
626-286-1022  
www.sanmarinochamber.com  
sanmarinochamber@att.net

Rita Rodriguez- Office Manager  
Office Hours- Monday-Thurs 9-5

The ORIGINAL San Marino Directory  
2304 Huntington Drive #202  
San Marino, CA 91108  
Ads@sanmarinodirectory.org  
Anne Turk-Advertising Manager  
626-437-3179

## President's Message..... by Dr. Chris Carlos

Dear Members;

Recent anecdotal reports from politicians have given the impression that the recession is over and the American economy is on the rebound. But, in as much as the housing market is an accurate measure of our economic stability, it behooves us to be more realistic when assessing how quickly we will rebound from the current downturn. It is true that, nationally, home sales have been steady, thanks largely to an abundance of cheap foreclosed properties, government incentives and record low mortgage rates. Housing construction starts have flattened out, helping to bring supply into balance with demand. The rate of housing price declines has slowed as well, even turning up in some communities. However, a recent new wave of foreclosures this summer depressed home values, pushing more homeowners underwater. Mark Zandi of Moody's Economy.com estimates that 15.4 million homeowners -- or about 1 in 5 of those with first mortgages -- owe more on their homes than they are worth.

Even as defaults among subprime borrowers have trended lower this year, newly initiated foreclosures involving prime mortgage loans saw a significant increase in the first quarter, jumping 21.5% from the fourth quarter, according to a government report of loan data from national banks and federally regulated thrifts.

Also, consumer confidence is already at record lows, and another jolt to the housing market could further crimp spending, which has been pummeled by the deep recession and persistent weakness in the job market. The latest unemployment rate, for June, rose to 9.5%, and many analysts predict that it will keep rising until the middle of next year.

The rapid pace of layoffs is of particular concern. Employers shed nearly a half-million jobs in June. Homeowners who are out of work have little chance of having their mortgages modified. That puts many homeowners, who don't meet the criteria of

Obama's "Home- Stability" Plan, on a collision course with banks that are preparing to take a more aggressive stance.

I share this information at the risk of sounding like Eeyore, the pessimistic donkey from Winnie the Pooh. But America's economy has become almost exclusively consumer-driven, largely because so much of our manufacturing industry has been moved over-seas to foreign countries. Without jobs, unemployment remains high and consumer confidence remains low. When consumers are not spending, our economy cannot grow-it's not rocket science. So, what to do?

The San Marino Chamber of Commerce exists to support the business community and in San Marino, that means mostly small businesses. The most effective way to generate new business in this current recession, wherein there is a limited customer-pool for goods and services, is through networking. The San Marino Chamber of Commerce provides many networking opportunities and each of our members who have taken advantage of these opportunities have garnered new business as a result.

The most important time to be a Chamber member is when the economy is bad, so renew your membership or become a new member today. Call the Chamber Office at (626) 286-1022 and let the Chamber help you and your business survive and thrive!

I hope to see all of you at our next networking event, our OKTOBERFEST at the Old Mill. Southern California Edison will be our host for the evening, and you can look forward to traditional German faire.

Dr. Chris Carlos

Chamber President 2008-2009

CCarlos@athensservices.com

Founded in November of 1959 the mission of the San Marino Chamber of Commerce is to promote the economic well-being of the community, to be an advocate for its members and to provide community leadership.

## Welcome New Members:

*Visage Hair Salon*  
*Kristine Sansevieri*  
 1459 San Marino Ave.  
 San Marino, CA 91108  
 (626) 795-1888  
[www.visagesalonsm.com](http://www.visagesalonsm.com)

*Partnership Painting Inc.*  
*Scott Penn*  
 25 Fulton Ave.  
 Pasadena, CA 91107  
 626-449-4097  
[www.partnershippainting.com](http://www.partnershippainting.com)

*Brandon Cuccia D.D.S.*  
*Brandon & Lori Cuccia*  
 2384 Huntington Drive  
 San Marino, CA 91108  
 (626)287-0797

*Honest Deception*  
*Matt Vizio*  
 1054 Seco Street #106  
 Pasadena, CA 91103  
 (626)372-3995  
[www.mattvizio.com](http://www.mattvizio.com)

Welcome to the  
 San Marino Chamber of Commerce!  
 We value your membership and  
 encourage you to get involved.  
 Let us get to know  
 you, by attending Chamber events.  
 Contact us with any information you  
 would like shared about your  
 business with our membership.  
 Once again, on behalf of our  
 membership-  
**WELCOME!**

## Renewing Members:

*Asanti Fine Jewellers*  
*San Marino Security Systems*  
*The Gas Company*  
*San Marino City Club*

*Thank you for your continuing support of the  
 Chamber and your investment in your business thru  
 Chamber membership. We value your membership  
 and encourage you to be active members and  
 participate in Chamber events.*

### The Green Sheet wants to hear from YOU!

Special Events, Sales, Trunk Shows, Awards,  
 Anniversaries, New Staff, New Services- no matter  
 what it is, lets tell our members. Its **FREE** advertising.  
 Take advantage of it! Put the Green Sheet Editor  
 on your mailing list, email list or email info to:  
**makeupguru@att.net by the 15th of the month.**

## OCTOBER CALENDAR

- |    |        |  |
|----|--------|--|
| 7  | 8:00am | Board of Directors Meeting-  |
| 8  | 5:30pm | <b>OKTOBERFEST at The Old Mill- \$15/person<br/>All are Welcome!</b>                 |
| 14 | 7:30pm | City Council Meeting- City Hall  |
| 28 | 8:00am | <b>MILESTONE MEMBERS BREAKFAST @The<br/>Crowell Public Library- All are welcome!</b> |
| 31 |        | <b>HAPPY HALLOWEEN!</b>  |

## NOVEMBER CALENDAR

- |    |        |  |
|----|--------|--|
| 4  | 8:00am | Board of Directors Meeting   |
| 6  | 7:00pm | <b>50TH ANNIVERSARY GALA-<br/>ALL ARE WELCOME!</b>                         |
| 11 | 7:30pm | City Council Meeting- City Hall  |
| 26 |        | <b>HAPPY THANKSGIVING! OFFICE WILL BE<br/>CLOSED NOV. 26th &amp; 27th!</b> |

## DECEMBER CALENDAR

- |    |        |   |
|----|--------|---|
| 2  | 8:00am | Board of Directors Meeting                              |
| 4  | 5:00pm | <b>CHRISTMAS AROUND THE DRIVE!<br/>ALL ARE WELCOME!</b> |
| 9  | 7:30pm | City Council Meeting- City Hall                         |
| 10 | 5:30pm | <b>HOLIDAY MIXER @ HODGE PODGE<br/>ALL ARE WELCOME!</b> |

**\*\*The Chamber Office will be CLOSED December 23rd-25th  
 and December 30th-Jan. 1st.\*\***



The San Marino Chamber  
of Commerce  
&  
Southern California Edison  
cordially invite you  
to  
**OKTOBERFEST**  
Thursday, October 8th  
5:30-7:30pm  
at  
The Old Mill  
1120 Old Mill Road  
San Marino



Join us for an evening  
of authentic German  
food, fun, and festivities.  
Beer, Brats and more at  
one of San Marino's own  
treasures- the Old Mill.

**\$15 per person**

RSVP to the  
Chamber Office @  
(626)286-1022 or  
email: [sanmarinochamber@att.net](mailto:sanmarinochamber@att.net)

## News & Notes about San Marino

- 🌀 All Chamber members are invited to a re-Grand Opening of **Visage Hair Salon- 1459 San Marino Ave.** New owner and new Chamber member, Kristine Sansevieri is planning a Grand Opening and Ribbon Cutting on **Thursday, October 22nd 3pm-8pm.** Join Kristine and her staff for hors d'oeuvres, and a Ribbon Cutting at 4. Stop by and welcome Kristine to the Chamber and the business community of San Marino.
- 🌀 The Chamber extends a sincere thank you and big round of applause to Bridget Ochoa (**ReMax Premiere Properties**). Bridget has taken on the task each month this year of printing our monthly Green Sheet. RE/Max donates the paper, ink and personnel to print the Green Sheet. Bridget works the Green Sheet into her schedule at RE/Max, and we are grateful for her efforts. Next time you see Bridget at a Chamber function, please thank her for her dedication to our newsletter, and RE/Max's Chamber affiliation.
- 🌀 Have you paid your Chamber membership on time? Don't forget the newest marketing tool available to you by paying your membership **BEFORE** the due date. Chamber renewals are sent out the beginning of each month, and are due by the end of the month. Pay your renewal by the **15th of the month** and receive a **FREE flyer insert (\$75 value-FREE)** in any newsletter of your choice in the following 12 months. An \$80 membership ends up costing \$5 - now there's a bargain! Call the Chamber Office for any questions or details 626-286-1022.
- 🌀 Flu shots are now available at **Huntington Pharmacy- 2300 Huntington Drive- San Marino.** It's that time of year again, and Huntington Pharmacy is stocked and ready to go. Consult your physician if you are unsure if you should have a flu shot. Flu Shots are available for **\$25 Monday, Wednesday and Fridays from 9:30-5:30.** There is no appointment necessary. For any questions, contact Huntington Pharmacy at **626-287-9921.**
- 🌀 Many insurance companies are offering discounts for Chamber members, including Progressive. The Chamber is happy to supply members with a letter for their insurance company. Ask your insurance carrier if they offer discounts, and call the Office **286-1022** to receive membership verification.

## Police & Fire contd.

2009, the event raised more than it has in recent history, bringing in over \$13,000 for the San Marino Schools Foundation. David's fearless dedication to the Fire department of San Marino is a blessing to the business community.

Police Officer Candice Campos, was the chosen honoree representing the Police department. In Candice's short career with the San Marino PD, she has displayed an exceptional desire to make the streets of San Marino safer. An expert in Drug Recognition, Candice put herself through the extensive training required to recognize people under the influence of narcotics and alcohol, and leads the department in felony arrests. including several high profile narcotics arrests.

It is no surprise that our streets and community of San Marino are safer with David and Candice on duty. The Chamber of Commerce salutes these individuals for placing their lives in harms way each and every day to make sure our homes and businesses are safe.

### THANK YOU TO THE GENEROUS SPONSORS OF OUR 2ND ANNUAL POLICE & FIRE APPRECIATION LUNCHEON:

**-ATHENS SERVICES-  
-DIANA DEE'S STATIONERY-  
-ANNETICIPATION.COM-  
-SAN MARINO POLICE  
OFFICERS ASSOCIATION-**

**SPECIAL THANKS TO:  
PAT SALVATY  
JUDY CARTER  
CEIL MORTIMER  
JULIENNE**

**THE EVENT WAS NOT POSSIBLE  
WITHOUT THE DEDICATION FROM:  
RITA RODRIGUEZ, ANNE TURK,  
DIANA DOI AND NORMA OLIVOS**

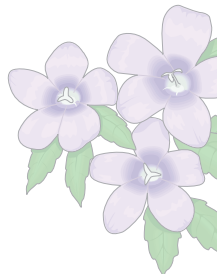
## Sept. Mixer Contd.

The Chamber thanks those members who helped work various tasks at the Mixer. **Chamber Office Manager, Rita Rodriguez, Chamber Secretary Ceil Mortimer, Chamber VP Wallace Lee (W2 Kitchen & Bath Inc.), Lt. Steve Johnson (SMPD), Anne Turk (Anneticipation.com), Dina Lopez (Pasadena Service Federal Credit Union).** Our Biggest Loser of the Month was- who missed out on a cash prize of \$675 for the Progressive Raffle. Mark your calendars and so you won't be the next Loser to join the list!

Chamber President  
Chris Carlos  
welcomes new  
members Kristine  
and Alex Sansevieri  
(Visage Hair Salon)  
to the Chamber and  
presents them a  
membership plaque



Jose Guzman  
(Oak Knoll  
Barber Shop)  
Paul Maurin (City  
Club) and Tom  
Bristow (The UPS  
Store) enjoy a  
little networking.



Fire Marshal, Jim  
Anderson accepts  
his prize from  
Chamber VP  
Wallace Lee (W2  
Kitchen & Bath  
Inc.



*Your presence is requested at the  
Milestone Members Breakfast*

*Wednesday, October 28th  
8a.m. - 9:30a.m.*

*Crowell Public Library- Barth Community Room  
1890 Huntington Drive  
San Marino*

*All members are welcome to help us celebrate those members who reach milestones in 2009! Chamber membership is an investment in your business, and the business community of San Marino. Come out and enjoy an opportunity to network with your fellow Chamber members and help celebrate those members being honored this year.*



*\$12 per person\**

*\*See attached reservation form  
or Call the Chamber Office  
at 626-286-1022*

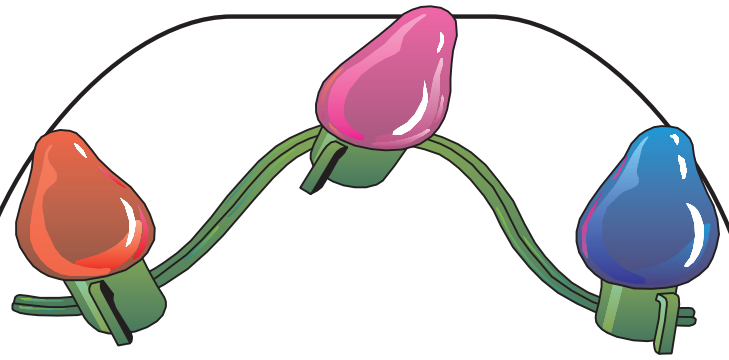


*Christmas Around the Drive...  
a San Marino tradition continues  
Friday, December 4, 2009  
5:00 p.m. - 8:30 p.m.*

*Join merchants on Huntington Drive, between  
Del Mar Ave. and Bedford Rd. for this  
Huntington Drive tradition.*

*Santa arrives on Old #1 at City Hall at 6pm!  
Enjoy snacks and treats as the shopkeepers open  
up their businesses after hours. Take a ride around the  
drive on a Trolley, listen to Carolers as you  
stroll the drive and get in the Holiday spirit.*

*Call the Chamber Office for any details- 286-1022*



*The San Marino Chamber of Commerce  
invites you to join us for a*

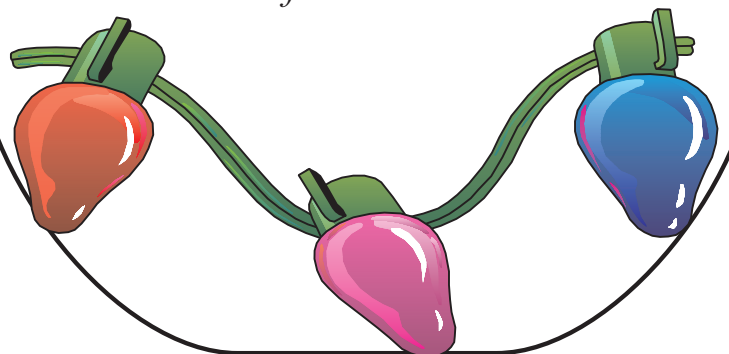
## *Holiday Celebration*

*Thursday, December 10, 2009  
5:30 pm - 7:30 pm*

*Hosted By:  
Hodge Podge- A Stitch in Time  
and  
Hodgkiss Insurance Brokers  
Huntington Drive  
San Marino*

*\*Pre-Paid Reservations: \$20 per person\**

*Join us as we celebrate the  
holiday season,  
say goodbye to outgoing  
Board Members, as we welcome  
new Board Members  
for 2010!*







## The Cops Corner

By Lt. Steve Johnson

The San Marino Police Department provides a free service that is of great benefit for our residents, businesses and other interested parties. That service is **C.L.E.A.R.**, which is an acronym for Communicating Law Enforcement Alerts to Residents system.

C.L.E.A.R. provides the opportunity to supply our residents and businesses with press releases, crime bulletins, information about wanted or missing persons, crime trends, and crime prevention techniques. As an example, the San Marino Police Department recently used the C.L.E.A.R. system to remind subscribers to drive cautiously near schools zones, due to the number of students and parents in the area. This broadcast reached the subscribers in seconds, providing a secure, cost effective method to keep our residents and businesses informed of this community safety concern.

How does a resident or business person subscribe to this service? An interested party should access the San Marino Police Department website through City of San Marino parent website at <http://www.cityofsanmarino.org>. Along the left side of the Police Department website, there will be a series of elongated boxes. The subscriber should click the box labeled **"CLEAR Program."** This will allow the party to e-mail their subscription request to Police Department. Other options allow the subscriber to complete a subscription card that is available in the police department lobby, or the subscriber may call the Investigation & Support Services Division at (626) 300-0720. The list of e-mail addresses are confidential, and will not be distributed for commercial purposes.



## The Fireman's Feature

By Div. Chief Jim Frawley

### The Great California Shakeout

On October 15<sup>th</sup>, the City of San Marino along with the rest of California will be participating in the 2<sup>nd</sup> annual Great California Shakeout. The Shakeout is based on an extreme 7.8 magnitude earthquake in southern California which would create extensive damage throughout our infrastructure (electricity, water, gas, communications) and neighborhoods. It has been estimated that 1 in every 16 structures will be rendered uninhabitable. Imagine the ground shaking violently for over two minutes. It can be overwhelming to try to comprehend the damage. However, there are things you can do to prepare yourself. We encourage you to visit the Shakeout website (<http://www.shakeout.org/>) and participate in the events of that day. At a minimum, practice your duck, cover, and hold skills that day. Make a promise to yourself to get prepared now.

### City-wide Full Scale Disaster Exercise

Building upon the Great California Shakeout, the City of San Marino will be conducting a city-wide full scale exercise on **November 17<sup>th</sup>** between **9am and noon**. Utilizing the same devastating Earthquake scenario as the Great Shakeout, all City resources will be mobilized in a response to a variety of simulated emergencies across San Marino. Participating with the city departments will be The Huntington Library and Botanical Gardens, the San Marino Unified School District, the San Gabriel / Pomona Valley Chapter of the America Red Cross, the San Marino / South Pasadena YMCA, along with many other partners and organizations throughout San Marino. This exercise will provide an unparalleled opportunity for these resources to work together so that when a real disaster strikes, San Marino will be more than prepared. If you or your organization are interested in participating in this full scale exercise, please contact Division Chief Jim Frawley at **626-300-0739** or at [volunteer@sanmarinofire.org](mailto:volunteer@sanmarinofire.org).



San Marino Chamber of Commerce  
2304 Huntington Drive #202  
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www.sanmarinochamber.com  
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www.hodgkissins.com



*The San Marino Chamber of Commerce  
&  
Southern California Edison  
cordially invite you  
to*

# OKTOBERFEST



Thursday, October 8th

5:30-7:30pm

at

The Old Mill  
1120 Old Mill Road  
San Marino

Join us for an evening of authentic German food, fun, and festivities. Beer, Brats and more at one of San Marino's own treasures- the Old Mill.

**\$15 per person**

RSVP to the Chamber Office @ (626)286-1022 or  
email: [sanmarinochamber@att.net](mailto:sanmarinochamber@att.net)



# *President's Elite Club*

## **Your Invitation to Success**

As we approach the Chambers 50<sup>th</sup> Anniversary, the San Marino Chamber of Commerce would like to introduce the President's Elite Club to you. This elite program is designed to recognize those businesses that show their support of the Chamber throughout the year. Their commitment to the business community is appreciated and deserves to be recognized through this program.

As a President's Elite Club member, your business name will be in each issue of the monthly Green Sheet, listed in all event programs, and any other major advertising that we do. In addition your company's name will appear on our President's Elite signboard that will be present at Check In of every function we hold. Depending on the level your business chooses to participate in, there will be additional benefits, including your yearly membership to the San Marino Chamber of Commerce. These are just a few ways to send a message to other businesses that you are a strong supporter of the San Marino business community.

## **Club Membership Levels:**

### **Platinum Level: \$3,000**

- Yearly Chamber Membership (\$250 value)
- Newsletter Insert 4 times a year (\$300 value)
- Blast email 5 times a year (\$500 value)
- Recognition in all event programs (\$150 value)
- Recognition w/ logo in each newsletter of the year (\$1,000 value)
- Priority seating at all events
- Special signage at Check In for all Chamber events (\$500 value)
- Special recognition in Chamber Directory listing (in San Marino Directory)
- Table of 8 for Police & Fire appreciation Luncheon (September) (\$300 value)
- Four reservations to the Milestone Appreciation Breakfast (October) (\$60)
- 10 minute commercial at Milestone Appreciation Breakfast (October) (\$300 value)
- Opportunity to present a promotional item to every attendee of Milestone Appreciation Breakfast (\$250 value)
- Free admission for 4 to each Mixer of the year (\$320 value)

## **Gold Level: \$2,000**

- Yearly Chamber membership (\$250 value)
- Newsletter Insert 3 times a year (\$225 value)
- Blast email 3 times a year (\$300 value)
- Recognition in all event programs (\$150 value)
- Recognition w/ logo in each newsletter of the year (\$1,000 value)
- Priority seating at all events
- Special signage at Check In for all Chamber events (\$500 value)
- Special recognition in Chamber Directory listing (in San Marino Directory)
- Table of 8 for Police & Fire appreciation luncheon (September) (\$300 value)
- Four reservations for the Milestone Appreciation Breakfast (\$60 value)
- Opportunity to present a promotional item to every attendee of Milestone Appreciation Breakfast (\$250 value)
- Free admission for 2 to each Mixer of the year (\$160 value)

## **Silver Level: \$1,000**

- Yearly Chamber membership (\$250 value)
- Newsletter insert twice a year (\$150 value)
- Blast email twice a year (\$200 value)
- Recognition in all event programs (\$150 value)
- Recognition in each newsletter of the year (\$500 value)
- Priority seating at all events
- Special signage at Check In for all Chamber events (\$500 value)
- Special recognition in Chamber Directory listing (in San Marino Directory)
- 4 Reservations for Police & Fire Appreciation luncheon (September) (\$100 value)

## **Bronze Level: \$500**

- Yearly Chamber membership (\$250 value)
- Newsletter insert once a year (\$75 value)
- Blast email once a year (\$100 value)
- Recognition in all event programs (\$150 value)
- Recognition in each newsletter of the year (\$500 value)
- Special signage at Check In for all Chamber events
- Special recognition in Chamber Directory listing (in San Marino Directory)
- 2 Reservations for Milestone Appreciation Breakfast (October) (\$30 value)

***San Marino Chamber of Commerce***  
2304 Huntington Drive #202- San Marino, CA 91108  
(626) 286-1022  
[sanmarinochamber@att.net](mailto:sanmarinochamber@att.net) [www.sanmarinochamber.com](http://www.sanmarinochamber.com)





# President's Elite Club

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Business Contact: \_\_\_\_\_

Email

Address: \_\_\_\_\_

Dear San Marino Chamber of Commerce;

\_\_\_\_\_ is proud to support the San Marino Chamber of Commerce  
(Business Name)  
and the San Marino business community and will gladly enter the President's Elite Club. Enclosed is a  
check for:

\_\_\_\_\_ \$3,000 - Platinum Member

\_\_\_\_\_ \$2,000 - Gold Member

\_\_\_\_\_ \$1,000 - Silver Member

\_\_\_\_\_ \$500 - Bronze Member

*San Marino Chamber of Commerce*  
2304 Huntington Drive #202- San Marino, CA 91108  
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[sanmarinochamber@att.net](mailto:sanmarinochamber@att.net) [www.sanmarinochamber.com](http://www.sanmarinochamber.com)