



# The Green Sheet

Volume 15 Issue 2 July/Aug 2014

San Marino Chamber of Commerce Newsletter

## History of the Green Sheet



During her 1998-99 term of office, Chamber President Nancy Billings assisted by Judy Carter decided that the San Marino Chamber of Commerce needed a newsletter to keep members informed. At that time the Chamber consisted of a desk, a telephone and some office supplies. Among the later was half a ream of light green, 8 ½ by 11 inch copy paper. Nancy and Judy both had roots in the San Francisco Bay area where the San Francisco Chronicle sports page was printed on green paper and referred to as the "green sheet." Since green was also the color of money and the Chamber's purpose was to promote business, it seemed logical to call the one page publication The Green Sheet.

Along the way, Reva Mattson, a professional designer, volunteered her services resulting in a multi-page publication on white paper with a green masthead.

When Judy Carter retired as Editor, the reigns were passed on to Anne Turk, who volunteered to take on the task and has continued this 16 year tradition. Once a monthly publication, the Green Sheet is now delivered 6 times a year. This bi-monthly tradition keeps members informed on Chamber events as well as gives members a tool to market their businesses to other members.

The Green Sheet is BACK! Six issues a year:

Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec

Business Card Ads, Insert Fliers and articles are all welcome!

Call the Office for advertising deadlines 626-286-1022



Mark Your Calendars  
so you won't miss  
any Chamber Events!

July:

- 2nd: Board of Directors Meeting 8am @ the Thurnher House-Lacy Park
- 4th: Annual 4th of July Parade and Fireworks at Lacy Park
- 10th: Monthly Mixer hosted by San Marino Security Systems- 5:30-7:30pm

August:

The Chamber is DARK in August- No Board Meeting or Mixer. The office will be CLOSED August 18th-22nd, re-opening on the 25th

September:

- 1st: Labor Day- Chamber Office CLOSED
- 3rd: Board of Directors Meeting 8am @ the Thurnher House- Lacy Park
- 11th: Monthly Mixer hosted by Cheveux - 5:30-7:30pm
- 25th: 7th Annual Police & Fire Appreciation Luncheon 11:30am-1:30pm by reservation only

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Elite  
2014

Silver Members



Bronze Members



## BOARD OF DIRECTORS

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# President's Message....

by  
Pete Loeffler



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.

Dear Members-

"Here's to" a good start of summer to all members of our Chamber of Commerce. Hard to believe half the year is gone

May was a busy month for the Chamber hosting our signature event "An Evening at the Huntington". Always a spectacular event with good food, entertainment, friends, and Peter Dills to acknowledge the best of the best in the food selection. A special thanks to Diana Doi and her committee for spending literally hours upon hours planning and setting up the event. And a big thank you to our food, beverage and raffle donors. Without their continued support the Chamber could not continue to put on such a fabulous event year after year. They are the stars of the night, and once again they shined.

Up next is our July Mixer at San Marino Security, hosted by owner Phil Raacke and his staff. The event is always well attended and Phil and his staff go all out with decorations, food, and entertainment. They are excited to announce their theme this year is "Greek". That's white togas or white anything if you have it...wear it. At the event and thereafter we will affectionately refer to Phil as "Phil the Greek".

The San Marino Farmer's Market goes back to Council on July 9<sup>th</sup> for their decision on its future in San Marino. The market was approved by the Council with the stipulation that it be moved to a different location. Other locations are being reviewed and taken under consideration. Please try to be at the Council meeting to lend your support.

Next month I will be meeting with City Manager John Schaefer and his staff to discuss how the Chamber can work better with the City to promote business in San Marino. This will hopefully be the beginning of a regular meeting schedule. Please call or email me with any thoughts or suggestions I can share at this meeting.

As summer wades in, vacations seem to go hand-in-hand. Lisa and I have two vacations planned. You may have seen us running and biking around San Marino the last few months as we train for a Half Ironman Triathlon on July 13<sup>th</sup> in Sonoma, California. As part of that we plan to spend a week on the Russian River. In August we head for Newport Dunes for a week with our kids and grand-kids for a week playing in the sun. The week will end with a Loeffler family reunion with a mire 100 attending.

Great Summer to you all. Remember we are dark in August. I look forward to seeing you all soon.

Pete

Pete Loeffler | Chamber President  
626-660-1106  
pete.loefflerteam@gmail.com



### 7th Annual

## Police & Fire Appreciation Luncheon

Thursday, September 25th

11:30 am- 1:30 pm

## Milestone Members Luncheon

Wednesday, October 22nd

11:30 am - 1:30pm

## OKTOBERFEST

Thursday, October 9th

5:30pm- 7:30pm

## Christmas Around the Drive

Friday, December 5th

5- 8:30pm

# Green Sheet Advertising

## Business Card Ad- \$50/ issue

A jpg copy of the business card must be submitted.

## Insert Fliers- \$100/insert

Must deliver 300 Fliers to the Chamber Office for insertion.

Fliers are limited to 3 per issue, and are on a first come first serve basis. Call the Chamber Office @ 286-1022 for more information on advertising.



## The Green Sheet wants to hear from YOU!

Let us know what's going on in your business.

Email us your sales, anniversaries, special events, awards or anything you want advertised to the membership. Heard Around Town is about YOU- the members, but we can't advertise it if we don't about it.

Email any info to the Green Sheet Editor at [makeupguru@att.net](mailto:makeupguru@att.net)

Get the most out of this FREE tool!

## Get Social



Social Media can be a great benefit and free tool for your business. If you have not yet set up a **Facebook** Page, we encourage you to do so. **Twitter** is a great way to connect with your customers and clients in real time. **Instagram** is a great tool for retailers. It gives you the opportunity to let customers SEE what just came in your back door or what's NEW since your last correspondence.

Make sure to connect with us so we can help spread the news about your business!

[Facebook.com/SanMarinoChamber](https://www.facebook.com/SanMarinoChamber)

[Twitter.com/SMarinoChamber](https://twitter.com/SMarinoChamber)



Dr. Pan Music Academy was founded by Dr. Penny Pan in 2012 with the goal of making a happy musical life for every student.

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# An Evening at the Huntington

A very warm Spring evening was the backdrop for our annual evening showcasing local area restaurants, beverage donors and merchants donations of fabulous raffle prizes. Scrumptious, delicious and decadent were the common words of the night. Over 225 attendees braved the warm temperatures to sample the culinary delights and test their luck at taking home a prize.

Event Chair Diana Doi (*Diana Dee's Stationery*) and Office Manager, Rita Rodriguez went above and beyond to make sure every detail was fine-tuned before guests arrived.

Four vendors took home top prizes: Best Entree- New Moon, Best Dessert- Sweet & Savory, Best Presentation- Estate Catering, and the People's Choice award was presented to Heirloom Bakery. For a complete list of vendors, raffle prize donors and more pictures please visit our facebook page at: [www.facebook.com/SanMarinoChamber](http://www.facebook.com/SanMarinoChamber).



Special Thanks to: Ellen's Silkscreening, California American Water, San Marino Tribune, Gail Roque, Peter Dills, Chris Datwyler, Mitch Lehman, Athens Services, Diana Dee's Stationery, Joanna's Floral Expressions and Anneticipation.com.





# Heard Around Town.....

news and notes about San Marino



- ☞ **San Marino Toy and Book Shoppe** has a new home at 2476 Huntington Drive. Just a block East of their old location on the same side of the street. Stop in and wish Betty and her staff much success in their new home.
- ☞ San Marino Mayor Dennis Kneier resigned his position June 18th. He will remain on the City Council through the end of his term in 2015. The Chamber looks forward to our continued relationship with Dennis, and we thank him for his service to the community and his unwavering support of the Chamber and business community in San Marino.
- ☞ **Sweet & Savory** will be introducing Summer Specials and featuring Sunset dinners until 8pm starting July 11th. They also have boxes ready for your Hollywood Bowl and Pasadena Symphony excursions. For complete details stop in or visit [www.sweetandsavorysm.com](http://www.sweetandsavorysm.com)
- ☞ Did you see **Dr. Mike Milinkovic** of **GEO Chiropractic** on PBS SoCal TV show "Health Matters with Dr. Larry Santora"? He discussed the benefits of Chiropractic treatment for older adults and the latest advancement in Chiropractic care. Make an appointment to get that aching back checked out.
- ☞ Summer and ice cream go together like hotdogs and baseball. **Cal Oaks Pharmacy** has a flavor that is sure to keep you cool. Stocked and ready to go with old fashioned summer-time favorites from Fosselmans.
- ☞ Busy making summer travel plans? Don't know which day is the best for booking airfare? Not sure which hotel is walking distance from all the attractions you're headed to? Let Debbie at **Titan Travel** take care of all those travel details for you. With many years of experience in her corner, she will have you packed and ready to go in no time. Well, she won't actually come over to do your packing, but she will have every detail taken care of that all you'll need to do is decide which bikini to pack.
- ☞ President Obama and the best-selling author Malcolm Gladwell have raised concerns about "summer learning loss." **Stepping Stones** has designed a program for every grade level to help combat losing all the knowledge kids learn throughout the year. They offer a summer six sessions tutoring package special for \$330 to make sure when school starts your kids are ready to roll. Each grade level has specific material the student will cover. Check out their website: [www.steppingstones.net](http://www.steppingstones.net) for more summer workshops including their Lego Engineering Workshop.
- ☞ **Farmers Market Update:** After several months of a successful Farmers Market run, the City council has voted to re-address the future of the Market at a July council meeting. While many Chamber businesses have seen an increase in business thanks to the Market, a disgruntled building owner has the council re-thinking the event. If you like the market and location, please let your council members know. Now is the time to let your voices be heard if you are in support of the San Marino Farmers Market.

We cordially invite all you Gods & Goddesses  
to help celebrate

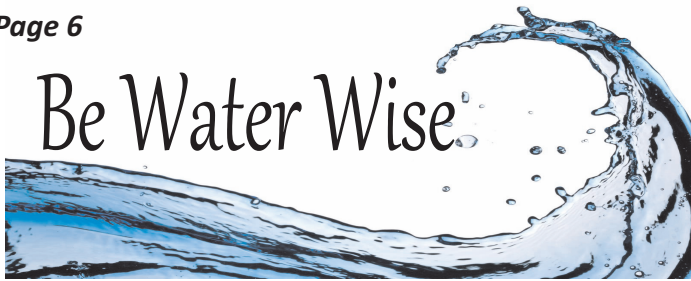
## THE SAN MARINO CHAMBER JULY MIXER

Thursday, July 10th  
5:30 - 7:30 pm  
Hosted By:

San Marino Security Systems  
2405 Huntington Drive  
San Marino

We will be feasting on food of the Gods and indulging in  
Dionysus' wine, so get out your most fashionable toga & sandals  
and let the games begin!

Grecian or All White attire  
encouraged but not required



## Be Water Wise

It is no secret that California is in a severe drought. Making sure to make water conservation part of your daily routine will save both water and money every day. Here are a few easy tips you can follow:

### Outside your home:

- ◆ Water your lawn only when it needs it. An easy way to tell if your lawn needs water is to simply walk across the grass. If you leave footprints, it's time to water.
- ◆ Make the most of your watering by watering in the early morning. As much as 30 percent of water can be lost to evaporation by watering during midday.
- ◆ Plan for fewer, deep-soaking waterings to encourage deep root growth and stronger turf.
- ◆ Set your lawn mower one notch higher to make your lawn more drought-tolerant.
- ◆ Use drip irrigation hoses to water plants, and water in the early morning or evening.
- ◆ Consider using porous pavement (gravel is a good example) instead of asphalt for driveways and walkways, the rain will soak into the soil instead of running off and contributing to erosion.
- ◆ Adjust sprinklers to make sure you are watering your lawn and not your driveway, wall or street.
- ◆ Use a broom instead of a hose to clean your sidewalk, driveway, or patio.
- ◆ Plant appropriately for your local climate. Check with local nurseries for non-invasive, drought-tolerant plants.
- ◆ Check your water meter before and after a two-hour period when no water is being used. If the meter changes at all, you probably have a leak.

### Inside your home:

- ◆ Run dishwashers and clothes washers only when they are full. If you have a water-saver cycle, use it.
- ◆ Adjust the water level of your clothes washer so it matches your load size.
- ◆ Regularly check your toilet, faucets, and pipes for leaks. American Water offers leak detection kits, which are available online at [amwater.com](http://amwater.com). If you find a leak, have it fixed as soon as possible.
- ◆ Showers use less water than baths. Limit your showers to 5 minutes, and don't use them as a source for waking up in the morning, instead try a few morning stretches.
- ◆ Keep a bucket in your shower to collect water while running it to get hot. Use that water for your pets, or to water plants.

For more waterwise tips visit  
[www.amwater.com](http://www.amwater.com)



## Summer Sun Tips

By now, unless you've been living under a rock, you should know that sun-screen with both UVA & UVB protection should be a regular part of your daily routine. As we get older what once was considered a cute freckle is now somehow morphed into an age-spot or sun-spot, or worse- skin cancer. The damaging rays of the sun are at work everyday whether you're just out walking the dog, jogging, driving to church or sitting in your window lined cubicle at work.

Choosing the right sun-screen is only half the battle, using enough is the bigger and much more important part of the equation. So how much do you use? A drop, a dollop, a quarter sized squirt out of the tube? The American Cancer Society says you should be applying at least one ounce prior to exposure. One ounce is equivalent to a shot glass. That's just for an average day. The ACS also recommends re-applying every 2 hours, or after swimming, toweling off or excessive sweating. Now lets say you are heading out for a day at the beach, river or lake with the family. That means that an average family of 4 who heads off to the beach for a day of catching waves, should not only empty an 8 ounce bottle of sun-screen, they should use half of the 2nd bottle. Now tell me, are you using enough sun-screen?

The average person purchases a new bottle of sun-screen at the beginning of Summer and is still using that same bottle by Labor Day. And we wonder why Skin cancer is on the rise. If you do nothing else this Summer, please pledge to your loved ones that you will challenge yourself to apply a shot-glass full of sun-screen every time you head out the door. Keep in mind that lotions and creams are recommended over the fun misting sprays. They offer more complete coverage.

For more tips on sun-screen and skin safety visit:  
[www.cancer.org](http://www.cancer.org) and [www.skincancer.org](http://www.skincancer.org). Stay safe and protected this summer.



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The IBody takes a holistic approach to weight loss by understanding your body and understanding your food to create a healthy lifestyle. According to Roberto Tostado M.D, The IBody teaches you about fat burning not by endless hours at the gym or eating only cabbage for weeks but by common sense understanding of your body to nourish your body to health and vitality. He says that the IBody is the solution to ones endless failed dieting and when one is fed up with being fat and tired and wants to escape the endless pills and prescriptions. Dr. Tostado and his wife, Teresa Tostado N.P, have helped many clients over the years to understand the root causes of their weight gain, fatigue and cravings: Losing weight without losing your mind.

You are losing fat while increasing energy and transforming your body from a toxic "carboholic" state to a fat burning healthy lean body. The way they achieve this Dr. Tostado says, is a blueprint of a clients body is obtained to specifically address the issues that promote fat production in that persons body since everyone is not created equal. Losing fat can be complicated by hormonal imbalances, toxins and digestive issues and that is why traditional dieting ultimately fails.

You need to address the factors that promote fat in your body; otherwise, fat will continue to accumulate out of necessity. Fat is a defense mechanism to protect us from toxins and hormonal imbalances so treating the root causes of fat eliminates unnecessary fat production. Your body needs balance and order to burn fat consistently. Teresa Tostado N.P. says that the medical staff at the IBody is experienced in giving you an understanding of how your body works. By learning how mood relates to ones bodies one can maintain hormonal levels, liver function and fat metabolism in balance to restore health, energy and well being.

The IBody incorporates Smartlipo laser body sculpting to address specific areas of fat that may not respond to healthy lifestyles like love handles, male breasts and upper arms.

Low testosterone is prevalent in this modern world of

everything processed causing significant hormonal imbalances resulting in decreased sexual function, chronic fatigue, low libido, fat accumulation of the belly and insomnia. Restoring low levels of testosterone can bring back energy and verve into your life without the harmful side effects of synthetic medications. The IBody only uses Bio-identical testosterone pellet therapy which is plant derived and the most effective and convenient form of testosterone replacement applied only twice a year.

Dr. Tostado continues that the uniqueness of the IBody clinic is that anti-aging procedures for the skin and hair have been an integral part of their ISKIN division with stem cell treatments for aging skin and hair as a certified Vampire Facelift provider. Acne scarring and pigmentation are treated with Fraxel laser and skin lightening protocols.

The IBody is Dr. Roberto Tostado and Teresa Tostado N.P, who combined, have over forty years experience in the medical field but don't let their youthful appearance deceive you. Their passion and proactive approach to health, beauty and vitality has brought success to many clients. The warm staff and calm ambience of The IBody makes your experience personal and positive. According to IBody client Sally Martinez of Montebello," In one year of treatment, I look 20 years younger. Looking younger makes me feel good. My neck was sagging and now I have changed my life. I would definitely recommend them!"

The IBody

956 Huntington Drive San Marino 91108

626-593-5993

[www.theibody.com](http://www.theibody.com)

*San Marino*  
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## Member Spotlight



Bill and Donna Hoover developed a passion for home care in 2002 when they opened their first home care business. The Hoovers are dedicated to making it possible for their clients to retain their independence and to remain in their homes as long as possible.

Knowing very well what it was like to be faced with the decision to put an aging parent in a home, the Hoovers opened Care4You with one goal in mind, to allow one to live their golden years with dignity in their OWN home.

Since opening their doors, the Hoovers have served hundreds of clients and families in Southern California's San Gabriel Valley and the Inland Empire. On Oct. 1, 2012, they changed the name of their company to Care4You.

Serving the greater San Gabriel Valley & Inland Empire

470 S. San Dimas Ave.  
San Dimas, CA 91773  
(909)-599-0555  
care4youathome.com



## Tony's Pizza

Founded in 1973 by Tony Scott-Belli. Tony came to New York from Italy where he combined his love of Italian cuisine with the New York pizza style. At the age of 31 Tony moved to California and with \$3,000.00 opened Tony's Pizza.

Today, Tony's Pizza has served three generations of families in San Marino. Tony's son Michael, who first started working with Tony at the age of 11, took over management in 2000.

Tony's Pizza serves New York style pizza and traditional Italian favorites using Scott-Belli family recipes with fresh, healthy ingredients.

Pizza ~ Catering for all Occasions ~ Free Delivery ~ Fundraising  
Supporting the Community of San Marino since 1973

Sun-Thurs 11am - 9pm  
Fri & Sat 11am - 10pm

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