



# The Green Sheet

Volume 15 Issue 3 Sept/Oct 2014

San Marino Chamber of Commerce Newsletter

The San Marino Chamber of Commerce,  
Diana Dee's Stationery, Anneticipation.com, Athens Services, Joanna's Floral Expressions,  
California American Water, the Outlook, So. California Edison and San Marino Security Systems

proudly present the

7th Annual

## Police & Fire Appreciation Luncheon

Thursday, September 25th

11:30am - 1:30pm

honoring:

Police Officer Patrice Garcia

&

Firefighter-Paramedic Shawn Stewart

*\$26 per person\*  
\*reservation required*

\*This event is by pre-paid reservation only - please contact the Chamber Office for reservations.  
To make your reservation online using PayPal please visit [sanmarinochamber.com](http://sanmarinochamber.com)

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!

### 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

### OCTOBER:

- 1st: Board of Directors Meeting 8am @ the Thurnher House- Lacy Park
- 9th: OKTOBERFEST 5:30pm-7:30pm @ The Old Mill
- 21st: Milestone Members Luncheon 11:30am-1:30pm- Fireside Room @ SM Center

### NOVEMBER:

- 5th: Board of Directors Meeting 8am @the Thurnher House- Lacy Park
- 13th: Monthly Mixer hosted by Hodge Podge 5:30-7:30pm
- 27th: HAPPY THANKSGIVING- CHAMBER OFFICE CLOSED

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Elite  
2014

Silver Members



Bronze Members



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626-614-8444

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Anneticipation  
anne@anneticipation.com

# 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-

As summer winds to an end we begin to feel the first touches of Fall, my favorite time of the year. As a child, I remember starting back to school in September, wearing my new corduroy pants and being uncomfortably hot but then enjoying the cool evenings, playing in the neighborhood. Such simple fun days to remember. The beginning of Fall is like watching a cocoon change into a moth. The quiet days of August turn busy as children head back to school, we think warmer clothes and our mood changes, as we start looking forward to the Holidays and the festivities that accompany it. Exciting!

This fall season brings a full calendar of Chamber events starting with the September 11<sup>th</sup> Mixer at Cheveux Hair Salon, hosted by owner Michael Gallego. Then, join us for one of the Chamber's signature events, the Police and Fire Appreciation Luncheon, Thursday, September 25<sup>th</sup> at the San Marino Center. Chamber members Anne Turk and Diana Doi have worked to bring us a spectacular event this year. October welcomes the Chamber's Oktoberfest at the Old Mill and our annual Milestone Members Luncheon, our opportunity to celebrate YOU- our Members! Shortly thereafter we are into Christmas Around the Drive.

I'm very disappointed to have lost our Farmers Market. A huge amount of time and effort went into creating and operating a community market only to be voted down by the City Council at the end of the trial period. Although the market owners considered other

locations in San Marino, none proved viable enough to support a market.

This year the Chamber is working closely with the City of San Marino. My vision for that association is to assess how the Chamber and City can better work together to promote local businesses and to build a strong relationship. On Monday, August 18<sup>th</sup>, I met with City Manager John Schaefer. This meeting reinforced my belief that John supports the San Marino Business Community and the Chamber. He is interested in the needs of the business owners and in working with the Chamber to strengthen our business community.

I encourage you to support your Chamber Events and Mixers. Get involved- host a Mixer, donate a raffle prize, lend your talents to a committee. A lot of effort goes on behind the scenes organizing and managing these events. Your membership and participation is an investment in your business and our community.

I look forward to seeing you all soon.

Pete

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

## School is back in session!

Please be mindful of your speed and be on the lookout for kids crossing streets, riding their bikes to and from school and afternoon activities.



Lets keep the streets of San Marino accident free!



**7th Annual  
Police & Fire Appreciation Luncheon**  
Thursday, September 25th\*  
11:30 am- 1:30 pm  
\*by reservation

**Milestone Members Luncheon**  
Tuesday, October 21st  
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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A very special thank you to Dr. Karl von Tiehl and his staff at Bowtie Allergy for coming to our aid with last minute preparations for our June Mixer. Dr. Karl welcomed us with open arms and put together an evening of fabulous food and great networking opportunities for our members.

Since their Grand-opening in San Marino just months ago, Bowtie Allergy has been a very supportive member of our Chamber and we thank them for their affiliation.



## Mixer Fun

Another spectacular Mixer was held this July at San Marino Security Systems. Phil Raacke and his staff of goddesses put together a fun and festive evening taking us all on an adventure to the Roman ages when gods and goddesses roamed the land. For one evening we were all dressed in white and adorned with gold as we sipped on wine and enjoyed the company of our fellow business

owners. A big thank you to Phil and his staff for always going above and beyond to create a memorable atmosphere. Roaring 20's, Grecians Gods- can't wait to see what they come up with next year!





# Heard Around Town.....

news and notes about San Marino



## 🔊BIG Congratulations to the **San Marino Historical Society.**

The American Association for State and Local History (AASLH) recently announced that the San Marino Historical Society is the recipient of an Award of Merit from the AASLH Leadership in History Awards for the publication **San Marino: A Centennial History.** Ave Bortz, Centennial Book Committee Chair and Ellizabeth Pomeroy, author will accept the award in September in St. Paul, Minnesota. Many hours of hard work went into the publication, and the Chamber sends its heartfelt congratulations for a job well done to all involved. If you haven't purchased a copy yet, we urge you to do so. It is available from many San Marino merchants. (See Ad on page 6)

🔊The end of an era has come as San Marino bids farewell to **San Gabriel Valley Pendleton.** Pendleton owner and past Chamber Treasurer Katie McKenna will close her doors at the end of November. The Chamber wishes Katie much success in the future and thanks her for her many years of dedicated membership to the Chamber and the community of San Marino.

🔊**Diana Dee's Stationery** is having their annual Christmas Card Sale. Now through September 30th enjoy **20% off** your personalized Christmas and photo card orders. Get organized this year and get them ordered early, the Christmas season will be upon us before you know it.

🔊The **San Marino Police Department** will be losing two viable

assets this year when **Police Chief Tim Harrigan** and **Sergeant Paula Byrd** retire in December. Both have been very supportive of the Chamber over the years, attending various Chamber events as well as their continued support and help with the Chamber's annual Police & Fire appreciation luncheon. Paula is a past recipient of the award and the Chamber will miss their smiling faces in the community. Take time over the next several months to greet them at a Chamber event and thank them for their many years of dedication and support to the San Marino business community.

🔊**Farmers Market Update:** After several months of a successful Farmers Market run, the Market has been closed. After numerous City Council meetings with a few boisterous residents voicing opposition to the market and its location, the City Council decided to end its run. The Chamber would like to thank the many business owners and residents who came out to support our efforts, standing up at Council meetings and letting their voices be heard in what was often a hostile environment. We would like to thank the businesses who so quickly and generously came to our aid and helped fund the market bags: **Diana Dee's Stationery, Alice Computerworks, Hodge Podge Gifts, Gail Roque & Associates, Kraemer Jewelers, Hodgkiss Insurance Brokers, RE/MAX - The Loeffler Team, San Marino Security Systems, The UPS Store and Wells Fargo Bank.**

THE SAN MARINO CHAMBER OF COMMERCE  
INVITES YOU AND YOUR GUESTS TO THE

## SEPTEMBER MIXER THURSDAY, SEPTEMBER 11TH

5:30- 7:30PM

HOSTED BY:

**CHEVEUX**

HAIR AND MAKEUP

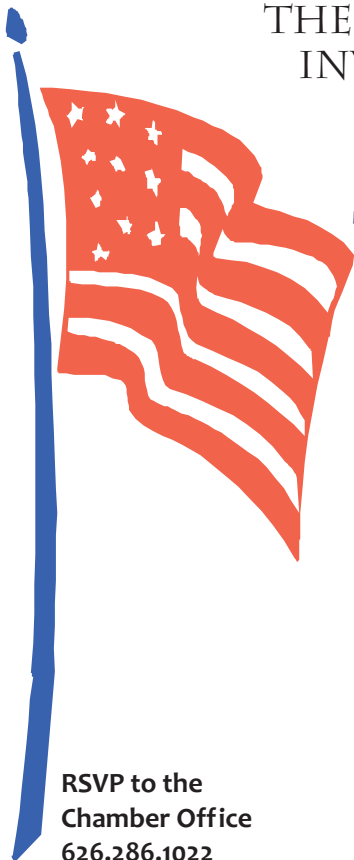
2516 HUNTINGTON DRIVE  
SAN MARINO

**\$10 MEMBERS**  
**\$18 NON-MEMBERS**

PROGRESSIVE RAFFLE- \$250

RSVP to the  
Chamber Office  
626.286.1022

Come one, come all- it's time to kick off a 4th quarter packed with events filled with networking opportunities! Bring your business cards, brochures and a raffle prize to advertise your business to the local community.





# Milestone Members Networking Luncheon

Tuesday, October 21st  
11:30am - 1:30pm

Join us for a special afternoon as we celebrate our members reaching milestones in their membership this year.

Early reservation special:  
\$10- Members  
\$15 non-Members

**-Special Guest Speaker-**  
**Dr. Gene Orlowsky**

**\$20 at the Door**

Chamber Past President and author of

**'The Principles of Inner Success; How to Make Your Dreams Your Reality'**

To make your reservation using PayPal please visit us online at [sanmarinochamber.com](http://sanmarinochamber.com)

~ The following members will be honored during the luncheon ~

5 years  
Alice Computerworks  
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Roque & Associates  
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Dr. Richard Sun  
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15 years  
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25 years  
Law Office of Lillian Tomich  
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30 years  
Huntington Library

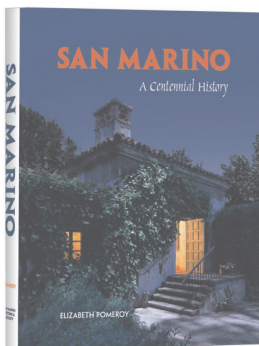
35 years  
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*Luncheon sponsored by GEO Chiropractic*



\$55 + tax

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# Our Parenting Place

## Changing Your Child's Sleep Routine by Teacher, Kira Solomatova

My friend, Nika recently asked me a question: “My three-year-old daughter, Lisa, goes to sleep relatively easily, but I always lie down next to her until she falls asleep. This practice used to be okay with me. I started it when she was a baby when I needed a nap too, but now I would like to change that. What do I do? I want to make sure falling asleep will be a positive experience in her life. I want to make this change in a respectful way.”

I wrote a few tips for Nika. You might want to consider them before you embark on making a change in your child's life. They are:

1. It's really important to make up your mind that you are going to change the routine and accept that it is good for you and your child. It is good for her because she is learning how to sleep independently, and she is learning how to soothe herself.
2. Spend quality time during the day in your child's room: playing together, reading, just sitting and watching your child play; this may help her to feel more comfortable and happy in her room.
3. Changes should not be introduced at a time when you are traveling or when you have house guests. Instead, the situation in the house should be stable and peaceful for the most part.
4. Get a soft and comfortable toy to sleep with. It could be a new toy or an old one that your child really likes.
5. Create a sleep routine. For example: closing windows, putting dolls to sleep, reading goodnight stories, three kisses on the cheeks and one blown kiss, etc. The more consistent you can be with the routine, the easier it will be for your child to adapt.
6. Be sure to tell your child about the upcoming changes. This can be done the same day before you try the new routine. The explanation should be simple and short. “I know that you are used to falling asleep when I lie down next to you. It's time to learn to fall asleep on your own. I will put you to bed and read a story, and then I will lie down with you for a little bit. After that, I will go clean up the kitchen.”
7. Help the child to process. During the day, this scenario can be played out with a doll. Put the doll to sleep in this new way, modeling what will happen with your child.
8. You can create your own book using photos of your child. The book can depict the sleep routine, perhaps including the waking routine as well.
9. The first day of the change, you can stay close a little longer until your child is almost asleep, but not fully asleep. It will be beneficial for her to have a memory of you leaving rather than wake up and be alarmed that you are not beside her.
10. Many children like to hold their parent's hand as they fall asleep but it is preferable to change this habit. When a child holds your hand, she monitors your presence and when you pull your hand gently away, this often causes her to protest. Instead, if she wants to hold your hand, gently pat her on the

back or stroke her forehead.

11. Patting, stroking, and singing a song are better not to do too steadily; change the rhythm sometimes. Then your child will not be anticipating when you will stop. This anticipation may cause anxiety.
12. The last movement should be more pronounced, as it signals that you have finished helping her settle down and you are ready to depart. After all, you are not trying to sneak out. Another thing you can do is to always sing a certain song last, as a signal that you are about to depart.
13. There is a high probability that in the first few days of these changes, your child will get up and follow you to the kitchen or call to you. Be prepared for this. Gently take her into her room and place her back to sleep. Keep speaking to her at a minimum. You may tell her ahead of time, “If you come out of your room to get me, I will bring you back here silently.”
14. Mark the first day of the new routine on the calendar. Prepare yourself for the fact that a new habit can take at least 21 days to create. (<http://www.willbowen.com>).
15. Show empathy, by touching, hugging, holding and using an understanding tone of voice, but don't use this time to reason with your child. You want to keep the talking at a minimum. You can acknowledge by saying, “I see you want me to sleep with you ...”
16. When you notice even slight changes in the routine, recognize them: “I noticed that today, after we read the story and I lay down with you for a bit, you stayed in bed by yourself.”
17. Try to stay calm and do your best not to show that you are expecting to hear her cry or that you are anxious about it.
18. You might want to talk about it the next day: “Lisa, I am helping you learn to fall asleep by yourself. I know you can handle it and I will be right here.”

This method can help your child slowly adjust to this new routine, create new routines, and discover self-soothing techniques.

Cheers,

Teacher Kira

To learn more about RIE Certified Parent-Infant Guidance® classes and Enrichment classes, visit our website:

<http://www.ourparentingplace.com>

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## Member Spotlight



Since 1975, San Marino Toy & Book Shoppe has been a staple in San Marino. Providing quality toys and books for children of all ages, and putting San Marino on the map for some of the most famous author/book signings. From educational toys and games to an in-depth selection of children's books including both new releases and timeless classics. San Marino Toy & Book has earned a reputation for excellence in selection and service.

Visit their NEW location at 2476 Huntington Drive and thank them for their Chamber affiliation.

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### WHATSHEBUYS

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Launched in 2003 this top-rated online retailer is the brain-child of husband-wife team Raul and Cathy Pallares. Cathy is the "she" in WHATSHEBUYS and was sold on the idea of owning her own internet company when Raul promised all she would have to do is "shop".

With a little help from Oprah Winfrey, their business soared when one of the items they sold made it on Oprah's Favorite Things list just 7 months after they launched. Eleven years later, their business, which began in their guest house is now headquartered in San Gabriel, with their only retail location on Huntington Drive in San Marino.

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*The San Marino Chamber of Commerce  
invites you and your guests to join us for*



**THURSDAY, OCTOBER 9th**  
**5:30 - 7:30 pm**

*Hosted by:*



**SOUTHERN CALIFORNIA  
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*\$15 pre-paid reservation  
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*Reservations must be received by October 6th*

*Names of Guests:*

*#of guests \_\_\_\_ x \$15 = \$ \_\_\_\_\_ enclosed*

*Mail check payable to :*

*San Marino Chamber of Commerce  
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San Marino, CA 91108*

*To pay via PayPal visit us online at [sanmarinochamber.com](http://sanmarinochamber.com)  
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