

March 15, 2019



To support, strengthen and enrich our community with a business culture that provides for a strong economy.

"Your success is our success."

Happy St. Patrick's Day
Sunday, March 17, 2019



"From Your "Altadena Chamber of Commerce"

In This Issue

- [Happy St. Patrick's Day](#)
- [Highlighted New Business](#)
- [Huntington Hospital](#)
- [Community Town Hall](#)
- [Fences, Walls, Hedges](#)
- [Red Cross](#)
- [The Chamber Board](#)
- [Events](#)



Chamber of Commerce meetings are held on the 1st Tuesday of each month at **9am at the Altadena Community Center.**

Please email us if you would like to be added to the agenda.

The next meeting will be on **Tuesday, April 2, 2019**

Chamber email address:
office@altadenachamber.org

Events



Fair Oaks Car was is family is a family owned and operated business. Opening in Altadena in 2006. We are open Mon-Sun 8AM-5PM (winter hours) and until 6PM in summer. Tuesday is for seniors 55+ our regular carwash is \$15.95 usually \$18.95. Wednesdays are customer appreciation day for \$16.95 usually \$18.95. We also have a daily special which cannot be combined with any other and that is \$2 off your total bill if you are qualified, the qualifications are Uber/Lyft drivers, teachers, nurses, EMT, Law enforcement, doctors, JPL employees, Military, Firefighters,). Open Mon-Sun 8AM-5PM (winter hours) and until 6PM in summer.



Altadena Town Council

Census Tract 4610 Residents:

Your Town Council Representatives,
Veronica L. Jones & Antonio Becerra
cordially invite you and your family to a

Community Breakfast & Town Hall



Saturday, March 23, 2019
9:30 am – 12pm

9:30 am – Breakfast with your representatives and neighbors
10:00 am – Community Speakers and Presentations

Location: Union Station Homeless Services
2105 N Lincoln Ave, Altadena, CA 91001

There is limited on-site parking. Carpooling and street parking
encouraged.

Join us & meet face to face with the local, state and federal
representatives that serve our community and get up-to-
date information about Altadena.

For more information and to RSVP contact:

Veronica L. Jones, ATC Representative
veronica.jones@altadenatowncouncil.org
Antonio Becerra, ATC Representative
Antonio.becerra@altadenatowncouncil.org

*graphic created by Tatiana from Moon Project

MEET YOUR ELECTED REPRESENTATIVES Invited*

**State Senator
Anthony Portantino**

**State Assemblymember
Chris Holden**

**L.A. County Supervisor's
Office**

**Pasadena
Councilmember
Tyron Hampton**

Altadena Town Council

ON-SITE RESOURCES

**Union Station Homeless
Services**

Day One

**Los Angeles County
Community Development
Public Works**

**Sheriff's Department –
Altadena Division**

California Highway Patrol

**Pasadena Federal Credit
Union**

**Southern California
Edison**

Los Angeles Metro

Altadena Public Library



Do you have any events,
promotions or sales coming
up? Let the Chamber of
Commerce know!
We'd be happy to include it in
the monthly Newsletter or
send out a special
announcement to the 300+
members we have on our
mailing list. Feel free to
contact the Chamber for any
information, requests or
concerns.

Sincerely,

The Altadena Chamber of
Commerce

**Please note Chamber and
Altadena Center will be
closed on Monday, 25th for
Cesar Chavez Day.

Join Our Mailing List

Give us your email address to
add on our listing.

Office email address:
office@altadenachamber.org

Contact Us

Altadena Chamber of Commerce
Office email:
office@altaenachamber.org
626-794-3988

Town Council



Altadena Town Council

The Altadena Town Council
meets every **3rd Tuesday of
the month** at 7pm at the
Altadena Community
Center. The next meeting is
Tuesday March 19, 2019. The
meeting is open to the public
and all are encouraged to
attend.

Are you a business owner or community member who is impacted by sidewalk vending?

Join us at the

SAFE SIDEWALK VENDING ACT ROUNDTABLE

to learn more about the Act and discuss sidewalk vending policy.



Presented by the Los Angeles County Office of Small Business

Tuesday, April 2, 2019

9:00 a.m. - 10:00 a.m.

Altadena Community Center Building
730 E. Altadena Drive, Altadena, California 91001

For more information, contact the Los Angeles County Office of Small Business:

CALL

(323) 881-3964

EMAIL

sidewalkvending@dcbalacounty.gov



LOS ANGELES COUNTY
CONSUMER &
BUSINESS AFFAIRS
OFFICE OF SMALL BUSINESS



Los Angeles County
Department of
Regional Planning



Height standards for fences, walls, and hedges in the front yard have recently been relaxed.

However, you could still be out of compliance and be subject to zoning enforcement if a complaint is received.

REGISTER TODAY!

Protect your existing overheight fence, wall, or hedge through the compliance registration program.

- Registration Deadline: **April 1, 2019**
- Registrants allowed until January 1, 2034 to comply with new development standards
- Free online/in-person registration

For the new standards and registration, please visit:
planning.lacounty.gov/altadena or contact (213) 974-6411

LA County Business Resources



LOS ANGELES COUNTY
CONSUMER &
BUSINESS AFFAIRS
OFFICE OF SMALL BUSINESS

Contracting with L.A. County

From automobiles to medical supplies, the County purchases billions of dollars in goods and services each year.

L.A. County's Office of Small Business



L.A. County Resources to Help Your Small Business Grow!

Small Business Initiative (SBI)

SBI is a five-year program designed to help small business owners (25 or fewer employees) save money, make money, and grow their business during the yearly minimum wage increases. SBI makes various County resources available to small businesses located in Los Angeles County.

can help you get in on the action with L.A. County's Contracting Connections program, which aims to help grow and strengthen the region's small businesses. Some of the benefits of certifying include:

Bid Preference:

Eligible small businesses may receive a 15% bid price reduction or 'preference' when bidding competitively on certain County solicitations for goods and services.

15-day Prompt Payment:

If you are certified as an Local Small Business Enterprise you can receive payment within 15 days of receipt of an undisputed invoice.



Business Development & Access to Capital

L.A. County can help you find the resources you need, including:

- Small Business Concierge
- Procurement Technical Assistance
- Workforce Development
- Business Management Assistance
- Business Retention & Layoff Aversion
- Talent Management
- County Loan Programs
- Expedited Plan Checks (Restaurants)
- Minimum Wage Compliance
- And More!

GET CERTIFIED TODAY!

Call L.A. County's Office of Small Business at

(323) 881-3964

or visit

dcba.lacounty.gov/osb

View the complete L.A. County Small Business Resource Guide by scanning this QR Code. ▶



SBA Announces National Small Business Week

WASHINGTON - Today, the head of the [U.S. Small Business Administration](#), [Administrator Linda McMahon](#) announced that this year's National Small Business Week will be held from May 5-11, 2019.

Administrator McMahon will start the week in Washington, D.C., where she will recognize and award outstanding small business owners and SBA Resource Partners from around the nation. She will continue the week meeting with local entrepreneurs, visiting small businesses, and holding roundtable discussions with community leaders in Florida, Texas and Utah.

"We are extremely proud to honor America's most successful small businesses during National Small Business Week," McMahon said. "These small business owners have shown tremendous dedication and perseverance. They are the job creators that fuel our economy and best represent the nation's 30 million small businesses."

SBA will also co-host a free, two-day virtual conference featuring educational workshops and networking. Additionally, recognition and educational seminars throughout SBA's 10 Regions and 68 Districts will be held throughout the week.

National Small Business Week is the SBA's annual celebration of entrepreneurship and innovation. For a profile of last year's winners from across the nation, click [here](#).

Details and registration information will be posted on www.sba.gov/NSBW as events are finalized.

ALTADENA GUILD OF HUNTINGTON MEMORIAL HOSPITAL PRESENTS
THE SIXTY-EIGHTH ANNUAL HOME AND GARDEN TOUR

SAVE THE DATE!



Marvelous
Midwick
Drive

Home & Garden
Tour 2019

Sunday, May 5, 2019 • 10 am to 4 pm

\$35 per person — \$40 Day of the Tour

Altadena

- Five Beautiful Homes and Three Exquisite Gardens to Tour!
- Live Entertainment
- Plein Air Market
- The Bakery
- Classic Car Show
- Expanded Sidecar Café

Benefiting Huntington Medical Research Institutes and
Huntington Hospital's Constance G Zahorik Appearance Center
and the Altadena Guild Community Service Scholarship

To buy tickets, visit www.altadenaguild.org

Join Us for Red Cross Month 2019

Landmarks, Buildings, and Businesses

For more than 130 years, the American Red Cross has been helping people in need. Now, your business or landmark can help the Red Cross thank its volunteers here in Los Angeles.

March Is Red Cross Month

March was first proclaimed "Red Cross Month" in 1943 by President Franklin D. Roosevelt to raise awareness of the organization and its humanitarian mission. Since then, every March has been designated Red Cross Month across the United States.

Celebrating Los Angeles

Here in Los Angeles, the Red Cross helps people every day. In the last year the Red Cross has responded to over 650 home fires, deployed over 300 volunteers to disasters across the country, and assisted over 3,600 military families and veterans right here in your community. Last November, over 1,500 Red Cross workers provided comfort, care, and recovery resources to those affected by the Woolsey Fire.

Be a Part of the Celebration

Your organization can help us celebrate the great work of the Red Cross here in the Los Angeles Region by lighting your business or venue in red on Friday March 1, Wednesday March 27 (Red Cross Giving Day), and/or throughout the month of March. All you need is one or more of the following:

- Interior or exterior decorative lighting
- Electronic billboards
- Marquees with red letters

All participating landmarks, buildings, and businesses will be featured on the Red Cross website and social media channels and listed in a Red Cross Month kickoff press release.

For more information on how you can help celebrate Red Cross in your community, please contact Erica Freusto at 626-714-8483 or erica.freusto@redcross.org.



American Red Cross
Los Angeles Region

Ongoing Chamber Activities

- **April 2, 2019 Side Walk Vending**

Altadena Community Center
Chamber Board Meeting 9:00 a.m.

- **Wednesday, April 17 Chamber Power Breakfast**
8:00 - 9:30 at ATCC

Guest Speaker

Joseph M. Nicchitta, Director

County of Los Angeles Department of Consumer and Business Affairs

Mixer at Grocery Outlet April 25th. (more details to come)

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- **Do we have your promotional materials/flyers?** Your Chamber Board Members are attending at least 2 to 3 networking events each month. To each event, we take all the Chamber Member promotional materials that we have. If you have not already given us your flyers/brochures, feel free to drop off a stack any time during business hours.
- **Community Day.** Get out from behind your desk and join us and your fellow Chamber Members on the 4th Wednesday of each month at the Altadena Farmer's Market. This is a great opportunity to meet your community.

Questions email: membership@altadenachamber.org

Welcome to the Chamber

Chamber Board



President: Doug Colliflower
Vice President: Kelly Bennett
Treasurer: Craig Sloane
Secretary: Leslie Aitken

Board of Directors
Billy Malone
Diane Marcussen
Judy Matthews
Ed Myers
Jayson Sohi
Dr. Sandra Thomas
Ed Myers