



Published by the San Pedro Chamber of Commerce
and the Downtown Business Improvement District

www.sanpedrochamber.com

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Opportunities abound for seekers of "walkable" urban-living environment

New residential projects in downtown San Pedro offer superior quality of life

Dense, walkable neighborhoods are "in" and auto-dependent, energy wasting suburban housing tracts are "out" with many Americans today. Economic and demographic changes have made city living, where one can walk, bike or use public transportation to jobs, restaurants, shopping, entertainment and social gathering places, very popular with both the younger and older generations.

According to the U.S. Census Bureau, married couples with children now make up less than 25 percent of American households. Today's fastest growing households are young professionals, "empty nesters," single parents, couples without children and senior citizens. These smaller household units create a demand for the live/work/walk experience primarily offered by condominiums, townhouses and apartments in mixed-use neighborhoods.

Based on an Urban Land Institute study done in 2002, downtown San Pedro has been positioning itself to take advantage of these demographic changes for the last several years through the planning and construction of several new housing projects.

For an update on San

Pedro's new downtown housing options, the *Business Journal* called on Walter Beaumont, Harbor Area Assistant Project Director for the Los Angeles Community Redevelopment Agency. His recap follows:

Downtown Housing Project Update - Spring 2009

Despite the recent sharp downturn in the U.S. housing market, several new residential projects have recently opened and are available for sale

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SA Recycling makes investment in technology development project

Cutting-edge metals recycling company cites common goals with Port Technologies Development Center



Presenting the first of two pledged \$25,000 checks from SA Recycling, are Moises Figueroa (far left), Regional General Manager and Terry Adams (center), Director. Accepting the check on behalf of the San Pedro Bay Port Technologies Development Center are (l. to r.) Gary Dwight, Herb Zimmer and Paul Spiering.

On March 13th, Terry Adams, Director, and Moises Figueroa, Regional General Manager of SA Recycling, presented the first of two pledged checks for \$25,000 to the San Pedro Bay Port Technologies Development

Center (PTDC), citing the common goals of the two organizations: a clean environment, good jobs and increased economic opportunity.

SA Recycling, at its metals recycling

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SET YOUR DVR

San Pedro shopping, dining and art will be featured on



EYE ON LA
Channel 7
Sat. April 4th
6:30 p.m.

Your Board in ACTION

The San Pedro Chamber of Commerce Board of Directors took the following actions during the months of February and March.

February 2009

- The Board approved political endorsements for the March 3rd elections for: LA City Mayor Antonio Villaraigosa; LA City Council Member for the 15th District, Janice Hahn; and candidate for LA City Attorney Carmen Trutanich
- The Board continued to participate in and support its Partnership Programs with the ACE (Arts/Culture/Entertainment) District, PBID (Property Owners Business Improvement District), and the Port Technologies Development Center
- The chamber sponsored and /or supported the following Community events in February
 - ◆ Continued sponsorship of Friday Farmers Market in Downtown San Pedro
 - ◆ Continued support of First Thursday events and ribbon cuttings for members
 - ◆ LA City Municipal Elections Forum sponsored by the San Pedro Neighborhood Councils
 - ◆ A Business Showcase for its members and the general public at Ports O' Call Restaurant
 - ◆ The Kick-off of the 2009 Honorary Mayors Race at Ports O' Call restaurant
 - ◆ What A Pair! Fundraiser for Breast Cancer
 - ◆ The Peninsula Toastmasters' 25th Anniversary Celebration

March 2009

- The Board continued to participate in and support its Partnership Programs with the ACE (Arts/Culture/Entertainment) District, PBID (Property Owners Business Improvement District), and the Port Technologies Development Center.
- The Board along with PBID will continue to look for solutions to parking issues in Downtown.
- The Board sent letters of support for (1) the renewal of the Harbor Enterprise Zone; (2) The Alameda Corridor Transportation Authority/CalTrans SR-47 Project's recirculation of the draft EIR; and (3) Union Pacific's Expansion of the Intermodal Transportation Container Facility.
- The Board supported the campaigns for the two Honorary Mayor candidates and their non-profit organizations: Joey Pallares for Cabrillo Marine Aquarium and Helene Pizzini for San Pedro Rotary Club
- The Board accepted the recommendations of its Nominating Committee for three open three-year terms on the 2009-2010 Board, and for the renewal of additional three-year terms for five members. Open Position recommendations: Craig Andrich, Co-chair Taste in San Pedro, SA Recycling; Paula Bills, Volunteer Ambassadors Program, Mattucci Real Estate-Western Ave.; and Ralph Perez, Jr, owner 7th St Chop House and new florist shop at Weymouth Corners. Renewing for second three-year terms: James Allen, Irene Mendoza, Anthony Pirozzi, Kevin Williams, and Jayme Wilson. (According to bylaws, members may serve two consecutive three-year terms and then must be off the Board for a minimum of one year). Information on elections was sent to all members in good standing along with information on nomination by petition. Petitions need to be returned by 5:00 pm April 10. If additional nominations are received as a result of petitioning, a ballot will be mailed to all members in good standing by April 24th.
- The Board directed that information to nominate recipients for Restaurant of the Year and Business of the Year be included in the nomination packet. The Board will select the Leadership and Bold Vision Awards. All awards will be presented at the Annual Luncheon on Thursday, June 11th.
- The Board approved changing the structure of one of the Standing Committees: the former Membership and Marketing Committee co-chaired by Irene Mendoza and Mona Suttons will now be two Standing Committees: Membership Committee chaired by Irene Mendoza, Marketing Committee chaired by Mona Sutton. In addition, the Membership Committee will meet jointly with the volunteer Ambassadors Committee. The Ambassadors will help with Membership Services.
- The chamber sponsored and/or supported the following Community events in March
 - ◆ Continued sponsorship of Friday Farmers Market in Downtown San Pedro
 - ◆ Continued support of First Thursday events and ribbon cuttings for members
 - ◆ The Business/Education/Arts Committee's Women's History Month Luncheon Honoring Seven Women in our community who have The Courage to Create
 - ◆ Little Heart: The Story of Corita Kent; a staged reading –sponsored by fiNDings Art Center, Inc. and supported by the Arts, Culture, and Entertainment District

San Pedro Chamber Annual Membership Dues

# of Employees	Rate per Year
1-5	\$240
6-10	290
11-20	350
21-50	450
51-100	680
101-150	780
151-200	890
201-300	1000
301-600	1750
601+	2500
Individual.....	90
Non-profit.....	140
Home-based	170
Associate	90

For information or to join:
www.sanpedrochamber.com

San Pedro Chamber Board of Directors 2009-2010 Elections

The nominating committee of the Board met to recommend candidates for three open positions, and to recommend the re-election of five of its members for second three-year terms. According to the Chamber bylaws, directors may serve two consecutive three-year terms, and then must go off the Board for a minimum of one year.

The recommended candidate slate for 2009-2010 is:

NEW THREE-YEAR TERMS

Craig Andrich – Craig has co-chaired the Taste in San Pedro for several years and is employed by Chamber Corporate and Community Partner, SA Recycling.

Paula Bills – Paula is a member of the new volunteer Ambassadors, and is a General Partner of Mattucci Real Estate on Western Avenue.

Ralph Perez, Jr. – Ralph is the owner of the 7th Street Chop House, and a new florist shop to open in Weymouth Corners.

SECOND THREE-YEAR TERMS

James Allen – James is owner and publisher of Random Lengths News, and one of the founders of the Arts, Culture, Entertainment District.

Irene Mendoza – Irene is a Vice-president with Svorinich Companies, Inc., and serves as President of GAP (Gang Alternatives Program).

Anthony Pirozzi – Anthony is employed by Chamber Corporate and Community Partner, The Boeing Company, and is an advocate for youth sports in San Pedro including working with Eastview Little League and the planning committee for Knoll Hill.

Kevin Williams – Kevin owns and operates Find Your Way Around LA, a touch screen tourist directory.

Jayne Wilson – Jayne is the owner of Spirit Cruises, Inc. and Boardwalk Café, and president of Ports O' Call Restaurant and the Ports O' Call Merchants Association. He serves as chair of the Community Redevelopment Agency's Pacific Corridor Advisory Committee, co-chairs the Port Community Advisory Committee, and serves on the Boards of many non-profit agencies including the Boys and Girls Clubs of the Los Angeles Harbor, and Grand Vision Foundation.

All chamber members in good standing (paid dues) received a packet in March that included the recommended list of candidates, the process of nomination by petition, and the commitments made by all Board Members. According to the Chamber bylaws, any member in good standing may file a petition signed by fifteen (15) chamber members in good standing to have his/her name placed on the ballot. Petitions and candidate statements need to be received by Friday, April 10, 2009 at 5:00 pm in the Chamber office.

If no valid petitions are submitted by April 10th, the Board will accept the recommended slate at their April meeting. If petitions are submitted, ballots will be sent out by mail to all chamber members in good standing. Ballots will be returned no later than 5:00 pm, May 8th at the Chamber office. Results of the election will be provided to the Board at their May meeting. New and returning members will be installed in June, and will assume their Board positions July 1, 2009.

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OUR MISSION... to promote, support and advocate the interests of the business community by actively working to develop a vital and sustainable local economy that also enhances the social and environmental resources of the community.

BOARD OF DIRECTORS

Chair:

John Ek, Ek & Ek Public Advocacy
Chair-Elect & Co-Chair, Economic Policy:

Jayne Wilson, Spirit Cruises & Boardwalk Café
Treasurer & Co-Chair Finance:

Sal Sotomayor, Bay Cities National Bank
Chair, Business, Education & Arts:

Tony Cordero, Conoco Phillips
Co-Chair, Economic Policy & Finance:

Anthony Pirozzi, The Boeing Company
Chair, Membership:

Irene Mendoza, Svorinich & Associates, Inc.
Chair, Marketing:

Mona Sutton, Omelette & Waffle Shop
President, Business Improvement District:

Eric Eisenberg, Renaissance Group
President, Arts, Culture & Entertainment District:

James Preston Allen, Random Lengths News
President, Port Technologies Development Center:

Herb Zimmer, PriorityOne Printing
Immediate Past Chair:

Anthony Santich, Vopak Terminal
Jack Baric, Pirate Town Productions

Tony Cordero, Conoco Phillips

Mitch Harmatz, Plaza Automotive Center
& Park Plaza Shell

Steve Kleinjan, Clean San Pedro, Inc.

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Carol Mizrahi, Mizrahi Enterprises, Inc.

Dr. Lanny Nelms, Harbor Community Adult School
James O'Callaghan, LA Inc.

Robert C. Santich, Contessa Premium Foods

Andrew Silber, The Whale & Ale

Tim Tess, Pasha Stevedoring & Terminals LP

Dwainia Tullis, Lanta Salon

George A. Van Buren, Van Buren & Associates

Kevin Williams, Find Your Way Around L.A.

CHAMBER STAFF

CEO: **Camilla Townsend**

Manager, Chamber Operations:

Judith Blahnik

Financial Manager: **Carolyn Brownell**
Associate, Sales & Membership Services:

Laura Duarte

Receptionist/Office Assistant:

Wilma Going

Communications & Media Consultant:

Sandy Bradley

Consultants:

Louis Dominguez, Linda Alexander,

Sharon Creal

Project Manager, Port Technologies Development Center

Paul Spiering

Publisher, San Pedro Business Journal

Herb Zimmer, PriorityOne Printing

4 City of Los Angeles



**From the
Council Office**
by
**Los Angeles City
Councilwoman
Janice Hahn**

Let's Talk Parking

Let's talk parking. It's been on everyone's minds, so it's time we get all of the issues out in the open and on the table. Last year, the City approved Mayor Villaraigosa's entire budget on one vote, which included several types of fee increases, including citywide parking hikes. Since the rate increase, meters in some areas of

**"We need
to work
together
to look for
solutions"**

the city now cost as much as four dollars an hour, whereas in downtown San Pedro, they have been increased to a dollar an hour.

I realize that these increased rates are affecting businesses and consumers, and I understand the frustration. But if we were to roll back the rate increase, we would have to come up with a creative

alternative for finding the \$18 million in revenue that the parking meter rate increase is projected to generate.

Like everyone else, the City is feeling the effects of the current economic crisis. Right now, Los Angeles faces a \$400 million-plus budget shortfall and we are desperately in need of revenue in

order to keep our city functioning. Meter revenues go toward maintaining our police and fire departments, and avoiding layoffs in these departments. They also go toward vital street services.

I understand that residents and businesses are really feeling the pinch right now when it comes to increased fees of any kind. I think we need to work together to look for solutions and come up with a workable compromise between the City's need for revenue and citizens' needs for access to convenient and affordable parking.

I have asked DOT to change the metered lots back to \$1 for ten hours at the two lots east of Pacific Ave between 7th and 9th streets. Between these two underutilized lots, there are a total of 97 spaces. I am also working with DOT to develop a discounted permit parking system for employees of Downtown San Pedro. In addition, I am currently exploring the feasibility of getting the meter hours returned to the 6pm cutoff time, particularly in the area around the Warner Grand Theater. Furthermore, I am examining the prospect of building parking structures in downtown San Pedro.

In the meantime, as we work toward solving these issues, there are some existing options available to employees of downtown San Pedro businesses. Employees looking for a free place to park can do so for free at Ports O' Call and take the Red Line at Utros to 6th street, then walk a few blocks to their places of business. Keep in mind that the Downtown Business Improvement District is paying for security for the downtown business area, which will ensure that you get to your destination safely. Additionally, I advocated for the 40 free parking spaces in the Center Street Lofts structure, which are available to the public and are rarely occupied.

No one has championed the revitalization of downtown San Pedro as much as I have, and no one wants to see it come to fruition more than I do. I have been responsible for putting in new lighting throughout downtown, shepherding the development of new residential and commercial space, and moving the waterfront redevelopment process forward. I also pushed through the creation of our downtown ACE district. Believe me when I say that I want each of your businesses in San Pedro to thrive, and I would never try to stand in the way of that happening.

However, we are in a very difficult economic time where everyone is being forced to face hard realities and make some sacrifices. I remain committed to working with the San Pedro community to arrive at parking solutions for the downtown area that will meet the needs of businesses, patrons, and employees. Together, I hope that we can resolve this issue to everyone's satisfaction.



Northwest San Pedro Neighborhood Council

"Your Community Voice"

www.nwsanpedro.org

We do our best to address our neighborhood's challenges and opportunities. Please share your concerns with us (you can share good news as well!) Just write or email us, or better yet, join us at our monthly meeting

NWSPNC meets the second Monday of the month, 6:30 pm, Peck Park Auditorium

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Port Updates by Port Executive Director Geraldine Knatz, Ph.D.

Facing a “New Normal”

Today, we are experiencing the worst economic storm since the Great Depression and the impacts can be seen throughout the harbor complex where ships come and go with less frequency and less cargo. Our unusually quiet docks are a front row seat to the reality of our current global economic crisis.

Adjusting to a period of slower growth and more competition

The Port’s February container volume, when compared to 2008, showed an almost 33% decline. January and February, which is typically a slow time for us, was down nearly 21% as compared to last year.

However, rest assured that our Port staff is committed to helping our customers get through these tough

times and to position our Port for a secure post-recession future. In other words, we are preparing the Port of Los Angeles for “a new normal” an era marked by increased competition and an annual growth rate that is more modest than the robust seven-percent average we have enjoyed over the past decade.

As you know, our Port is not taxpayer supported, so the decline in cargo volume has required us to throttle back on our operating and capital expenses. Unfortunately, that also means that we will not be able to continue to participate in the many community events and programs that we have supported in recent years.

With cargo operations as our highest priority, we have implemented a three-pronged approach to helping our customers. After all, cargo creates the lion’s share of Port jobs and it provides funds for all our development and maintenance. For the first time in history, we have rolled back our rates, and have also provided a discount program to help keep intermodal or “discretionary” cargo in LA. (Discretionary cargo is import or export containers that move by rail to and from locations outside of California.) In addition, we have instituted an incentive for new intermodal business brought into San Pedro Bay over last year’s volumes. It’s a significant rate incentive, but our goal is to keep everyone working, even if we don’t make a lot of money on the new business.

Staff has also been meeting one-on-one with our customers to keep abreast of their situations and to devise ways to further assist them through these critical times. Keeping cargo in the Port of Los Angeles means keeping jobs here.

The “new normal” also includes maintaining our environmental leadership. We began taking steps years ago that have put us ahead of the environmental curve, enabling us to be well positioned for a post recession world where the

economy and the environment will be directly connected.

Facing unprecedented hurdles, we have worked with the Port of Long Beach and with our customers to invest heavily to develop, test and certify clean technology applications. For example, we helped fund the first-ever hybrid tugboat, the cleanest short-line railroad in North America, and the first all-electric heavy-duty drayage truck. That prototype truck performed so well that we placed the initial fleet order of 25 trucks, creating 47 jobs at a new production facility in Harbor City.

Yes, things are really tough right now. But this storm, as they always do, will subside. We are confidently moving into the future when the Port of Los Angeles – and the entire region – will emerge stronger than ever.

Rentals in San Pedro

Employee Housing

The Cabrillo Hotel

Rent 1 to 20 rooms by the month.

Retail at 437 W. 6th St. • 1850 sq. ft. @ \$1/Sq. ft.

Offices at 429 W. 9th St. @ \$525/mo. up

Vacant Lot, Heart of Downtown (429 W. 6th, 5700 sq ft) @ \$2700/Mo.

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Downtown housing projects

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or lease. Other projects are under construction and others have chosen to wait out the financial downturn before starting construction. These transformational projects represent the continued revitalization of San Pedro. The mission of the CRA/LA includes the creation of new and affordable housing for a variety of needs and incomes. These projects have eliminated blight, increased the local tax base and have been reviewed by the Pacific Corridor Community Advisory Committee and the Design Advisory Panel.

Centre Street Lofts

The \$41 million project developed by the Lee Group with over \$9 million in assistance from the CRA/LA and the



City, the development is unique for San Pedro as it features 20,000 s.f. of ground floor commercial space currently occupied by Starbucks and if negotiations are successful, they will be joined by a Subway and dry-cleaners. Over 40 parking spaces are set aside for these retailers and 40 free public parking spaces for downtown shoppers. In addition, the development generated 248 construction jobs, 37 new permanent jobs, 17 first time homebuyer units on a site that had sat vacant for nearly thirty years

Centre Street Lofts, 285 West 6th Street, 310-241-1011 www.centrestreetlofts.com 116 unit condominium project, completed in March 2007. 93 units sold, 23 remaining. 2 Bedroom, 1,227 s.f. listed at \$349,000 and a larger 2 Bedroom, 1,233 s.f. unit listed at \$353,000.

Vue

Vue is the newest, tallest and most expensive project completed in San Pedro in several decades. Featuring 135 one-bedroom units; 140 two-bedroom units and 43 three-bedroom units the building is 16 stories (170 feet high) and features a pool and exercise room. There are 725 parking spaces in a five-story parking garage adjacent to the tower. The \$175 million building with its modern design replaced



a derelict office building that stood vacant for 13 years and has already added millions to the local tax base and created over 1,000 construction jobs.

Vue, 255 W. 5th Street, 310-833-9900. www.vue-living.com 318 unit condominium project, completed in December 2008. 20 units sold, 249 units had pre-sales deposits. Contact the sales office for availability and prices.

Bank Lofts

These two buildings, the Vault and the Mint, were built on two sites on 7th and 8th Streets across Mesa Street and contain 89 units in four stories, 154 parking spaces in subterranean parking garages and the Vault has 3,500 s.f. of ground-floor commercial space.

Based upon the design of an award winning building in Houston, the \$23 million Bank Lofts development retained the historic façade of the former Bank of San Pedro building that served the San Pedro community for over 80 years when closed in 2005.



Bank Lofts, 407 W. 7th Street (the "Vault") and 390 W. 8th Street (the "Mint"), 310-548-6585. 89 unit-condominium project completed as apartments in March 2008 (Mint) and January 2009 (Vault). 36 units have been leased as of February 2009.

Grand View Condominiums

These units were sold at auction during the last 12 months. Replacing several dilapidated vacant cottages, this project cost \$3.8 million to construct.

Grand View Condominiums, 815 S. Grand Avenue, completed in November 2007.



8th Street Lofts

This \$4 million conversion of second story office space into eight residential apartments and the rehabilitation of ground floor commercial space that began in March 2006 is now finally completed. Several new businesses have opened and several

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residents have moved in where previously was a swap meet and vacant offices.



8th Street Lofts, 800 S. Pacific Avenue 8 Loft Apartments, 310-483-6965 Completed in December 2009 and five apartments rented.

Under Construction

366-74 W. 8th Street Lofts

This four story 18-unit condominium project began construction in January 2007 replacing a one story light industrial building. The project is valued at \$3.6 million and is located adjacent to the Bank Lofts Mint Building. Completion is pending a restructuring of the construction loan.



Asbai Construction and Development Lofts, 366-74 W. 8th Street.

LaSalle Lofts

This former SRO hotel was built in the 1920's and is currently undergoing a \$6 million conversion to 26 condominium units. The developer, TEAM expects construction be completed by late summer 2009. The CRA/LA sold the property in 2004 and



required that the developer retain the historic façade of the building and provide public art. The units will range in size from 780 to 1,510 square feet and there are 52 parking spaces onsite.

LaSalle Lofts, 255 W. 7th Street 26 Condominium Units, www.lasallesanpedro.com

SA Recycling

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Members of the Port Technologies Development Center from the San Pedro Chamber, Wilmington Chamber and Port of Los Angeles toured the SA Recycling facility on Terminal Island in March.

facility on Terminal Island, employs over 100 people engaged in recycling society's leftovers: old cars, refrigerators, electronic waste, building materials and other metal scrap.

Although frequently overlooked by the general public, scrap metal recycling is one of the key elements to a cleaner environment. Recycling these items keeps harmful elements from entering the environment through landfills, and also reduces the need for additional virgin ore extraction.

SA's state-of-the-art mega-shredder shreds large volumes of scrap in just seconds. Ferrous metals (those containing iron) are separated out first. Non-ferrous items go through further processing to recover copper, aluminum and brass items. SA is now working on technologies aimed at recovering plastics and rubber. Each new step in the recovery process further benefits the environment and improves SA's ability to invest in innovative technologies and employ more people.

PTDC team members from the San Pedro Chamber, Wilmington Chamber and the Port of Los Angeles were recently invited to tour SA's facilities. They followed the entire recycling process, starting with a flattened auto and ending with several piles of scrap representing ferrous metals and non-ferrous items sorted in sizes down to about an inch in size.

"SA Recycling is exactly the kind of good 'triple-bottom-line' company that the Technology Center is looking to attract, assist and advocate for," said Herb Zimmer, chair of the Founding Board of the PTDC. "They are profitable financially, environmentally and socially, and the recycling business is only going to grow as we seek to create a more sustainable society."



PUBLIC ADVOCACY

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Chamber leaders travel to Washington D.C. to lobby for community projects

San Pedro Chamber of Commerce members traveled to Washington, D.C. March 15th through the 18th. Delegations were formed around several strategic initiatives of the Chamber, including the Port of Los Angeles High School (POLAHS), the Business Improvement District (BID) and the San Pedro Bay Port Technologies Development Center (PTDC).



Leading the delegation was Camilla Townsend (Chamber President/CEO), joined by Jayme Wilson (in-coming Chamber Chairman), Eric Eisenberg (BID President), James Cross (POLAHS Executive Director) and Bill Walles (PTDC founding member).

The delegation received a warm welcome from our elected officials, having met with Senator Barbara Boxer, Senator Diane Feinstein, Representative Dana Rohrabacher, Representative Jane Harman and Representative Laura Richardson.

The officials and their staffs were briefed on the exciting and positive efforts the San Pedro Chamber is making on behalf of the San Pedro community. The officials offered suggestions and assistance on further developing the programs presented.

The delegation was also invited to meet with the U.S. Maritime Administration, which is an organization within the Department of Transportation. The meeting focused on the unique and compelling Maritime industry curriculum of the POLA High School, and also introduced the San Pedro Bay Port Technologies Development Center. A positive relationship was formed, with suggestions for access to other programs and organizations emerging.

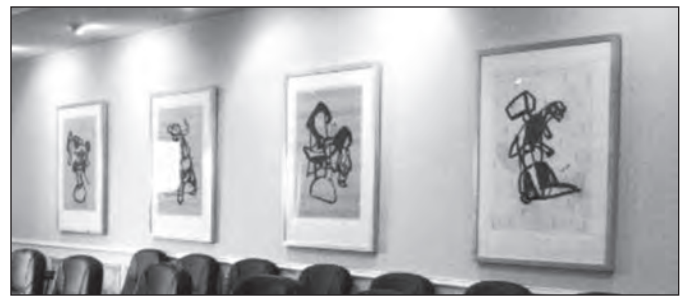
Overall, there was tremendous receptivity and genuine interest in the exciting work being performed in the San Pedro community. It was noted that POLAHS and PTDC are evidence of a strong, visionary and active (often volunteer) group of people striving to build a positive, sustainable community. The delegation will work with their respective groups to follow up on possible appropriations, or other Federal program opportunities.

Chamber Board Room Gallery Celebrates First Anniversary

by Judith Blabnik

Once the wallpaper and carpet were replaced by clean walls, hardwood floors and gallery lighting, it was clear to Chamber CEO Camilla Townsend the Chamber of Commerce Board Room should become a shared art space.

Robin Hinchliffe of Angels Ink. and Ron Linden, painter and gallerist, responded with interest to shaping the visual life of the room. In April 2008, they assumed shared artistic leadership agreeing to curate alternating shows every 2 months and in the ensuing year, the Board Room Gallery hosted 7 exhibits, showing the works of 38 artists to an estimated 2500 visitors.



“At first I hadn’t envisioned the room as a gallery with regularly curated shows,” says Linden. “My impulse,” he says, “was to set a visual standard for the room, make it presentable and reflective of our community of serious and talented local artists.” But from his first outing, the inaugural exhibit about the Port, which featured stunning photographs by Gil Mares, Dan Thompson, Mark Dunham and Ray and Arnee Carafano, to his subsequent shows, featuring the works of Ted Twine and Craig Keith Antrim, he has met and exceeded his resolve.



Hinchliffe has invigorated the room with group shows exhibiting the variety of ways each artist approaches the same concept. “What better place to demonstrate there are different, yet very effective ways of communicating, than in a room that’s been set aside for communicating,” says Hinchliffe. It delights her too, that the work can be revisited several times in the 2-month life of the show, giving people the chance to see something new in what they have seen before...the ultimate joy of being with art.

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New Chamber Website Debuts April 2

The Chamber website is receiving a new look courtesy of Ann Lee, S'PACIFIC IMAGE, and Mary A. Vassilakis, RealLife WebDesigns.

The first phase will debut April 2 with the same web address www.sanpedrochamber.com. Familiar features such as the Business and Directory, Business Journal, Community Guide and Business Directory, and Discover San Pedro brochure will continue. The new format for the calendar will give users the option of selecting individual calendars and printing out the calendars. Calendar items for the current week will also appear on the Home Page.

The Taste in San Pedro website will also have a new look this year and will debut in early April. The address will be www.tasteinsanpedro.com.

Additional phases will be added to the site that will include opportunities for sponsorships and advertising, a members' interactive section, tourism information, and links to the home pages of the Chamber's partnership programs.

The Chamber thanks VUE, Inc. for initial sponsorship of the site development.

Board Room Gallery

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For the Chamber, exhibiting the work of local artists is a tangible give to the community. The gallery is busy with numerous meetings and improvised gatherings; there are ample opportunities for visitors to see the art. More to the point, for the staff and leadership at the Chamber, there is no better atmosphere for creative thinking and dialogue. Therein lies the tangible gift of the artist to all who convene in the room.

For the newest show opening April 2nd, Robin Hinchliffe draws on a dozen artists for Drawing on Experience—drawings from such artists as Neil Nagy, Jon Nakamura, Phoebe Barnum, Holly Borak, Geoff Guerero, S. Ian Song and more.

Board Room Gallery, 390 W. 7th St., in the offices of the Chamber of Commerce. Open daily, 9-5, subject to availability and every First Thursday until 9 PM. For information, call 310-832-7272.

San Pedro ACE District Requests Qualifications from Artists & Organizations!

RFQ paperwork is at www.sanpedrochamber.com — ACE District RFQ. Print and submit by May 1, 2009. RFQ paperwork is also available at 390 W. 7th Street. Need help? A pre-submittal conference will April 13, 2009 at 6 pm, Croatian Cultural Center, 510 W. 7th Street. Call Judith Blahnik at 310-832-7272 for more info.

Business Tips

The Importance of Positive Cash Flow to Your Business

Positive cash flow is essential to the success of any business. Inadequate or negative cash flows, (“cash crunch”) can cause a business to stumble or even fail. Cash flow troubles can develop even when sales seem strong, so business owners must be prepared to take immediate action to resolve cash flow problems. The following tips can help you to avoid or deal effectively with a cash flow problem.

Principles of Positive Cash Flow

- Turn sales into cash from receivables as soon as possible. (Cash is “real money”)
- Make certain more cash comes into the business than goes out.
- Manage receivables closely-Know who owes what the when due.
- Manage collected cash carefully.

Essential Steps for Creating and Maintaining Positive Cash Flow

- Create an operating budget for your business and record both receivables and payables and note due dates for both-this provides a snapshot of your overall cash flow position at any given time.
- Create a detailed “aging schedule” for receivables-this will help you know what you are owed, by whom, and for how long.
- Determine specifically which of your customers are “slow-pay” or “non-paying”.
- Make phone calls to customers who are overdue-focus first on the largest amounts due and ask for payment.

Additional Ways to Create Positive Cash Flow

- Accept credit cards and encourage customers to use this option-sign up for a merchant account that allows this. Yes, there is a fee for this but it is relatively small and credit card payments will speed cash into your bank account.
- Consider asking customers for all or a portion of payment up front-this can jump start your cash flow. Done fairly and properly this will not alienate customers.
- If phone calls to non paying customers do not result in payment, consider offering discounts. Note:do this only after you have asked a customer for full payment.

by Dal Corsaro

SCORE (Service Corps of retired Executives)

To schedule an appointment,

please call the San Pedro Chamber of Commerce at: 310.832.7272

10 San Pedro's Historic Waterfront District

Business Improvement District

BID Property Owners Rank Downtown Maintenance Needs

The results of a survey mailed to all San Pedro BID property owners have been tallied.

What was the highest priority on the list? Porter services, which includes: trash collection, litter collection, weed removal, tree well maintenance, bulk item pick-up, graffiti removal, and sticker / decal removal. "This validates the Board's decision to keep Beacon House crews on the job, cleaning the streets as the first service provided," to be provided said Camilla Townsend. BID President Eric Eisenberg added: "I insisted that the first check prepared by the new property-based BID be made to this vendor in recognition of the importance of their

services to our business community."

Second on the priority list was street sweeping. At its March meeting, the BID Board approved an agreement with Clean Streets, Inc. to provide this service, which will begin Monday, March 16 at 5:00 A.M.

Third and fourth priority services for BID property owners were landscape maintenance and sidewalk pressure washing. An agreement to provide sidewalk pressure washing has been approved by the BID Board and those services will begin in March. Landscape maintenance services are being pursued with a recommendation for action expected at the BID Board's April meeting.

The BID Board in Action

The San Pedro Property Owners Alliance took the following actions during February and March:

- Prepared, distributed, and analyzed a mail survey of all BID assessment paying stakeholders about their maintenance services preferences.
- Conducted in-depth review of BID Security Patrol operations.
- Announced the launching of the new BID website at www.sanpedrochamber.com as a service to those wanting detailed information about the BID and its operations.
- Awarded a contract to Clean Streets Inc. to perform sidewalk pressure washing of all of the BID's core area sidewalks on a monthly basis; and, all other BID sidewalks on a quarterly basis.
- Awarded a contract to Clean Streets Inc. to sweep all BID streets every week.
- Fine tuned BID Security Patrol schedules to expand coverage and reduce costs.
- Planned for "Spring Cleaning" of Downtown San Pedro by agreeing to collect proposals from local vendors to perform a one-time clean-up of all weeds in the BID area public rights of way.
- Approved the initiation of a street tree pruning and concrete repair project along all of the BID's core area streets.
- Laid the ground work for possible sponsorship of "solutions" forums with local businesses directed at improving their business success.

Street tree trimming was the lowest priority. A comprehensive program of tree pruning (both root pruning and branch pruning) and public right of way concrete repair is being developed as a cooperative effort between the BID, the City, and the Community Redevelopment Agency.

The BID Board wants to know your thoughts as well. Let either BID President Eric Eisenberg or Executive Director Don Duckworth know your thoughts by telephoning (310) 832-7272.

Board of Directors Business Improvement District San Pedro

Eric Eisenberg, Property Owner
The Renaissance Group

Jayme Wilson, Owner Operator
Spirit Cruises & Ports' O Call Restaurant

Alan Johnson, Property Owner
Jerico Development, Inc.

Camilla Townsend, President & CEO
San Pedro Chamber of Commerce

Dave Mathewson, Director of Planning
Port of Los Angeles

Lauren Cohen, Vice President
Galaxy Commercial Holding

Anthony Bilas, Property Owner

Want More Information about the Historic Waterfront District?

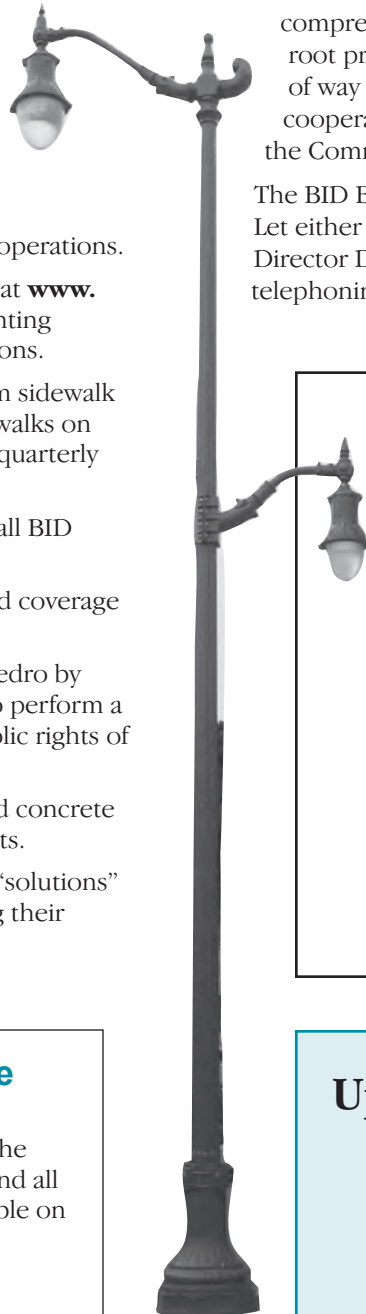
Copies of important BID documents including the Management District Plan, the Engineers Report, and all BID Board Meeting Agendas and Minutes are available on the Chamber of Commerce website:

www.sanpedrochamber.com.

Upcoming BID Meetings

April 1st (no foolin')
May 6th, June 3rd

638 S Beacon Street, Room 462
9am - 10:30am



Business Improvement District



While visiting Washington D.C. to lobby for community projects, BID President Eric Eisenberg met with officials of the Washington D.C. BID

BID Security Patrol Success Continues

Accolades from customers, merchants, and others in the downtown area continue to pour in for the new BID Security Patrol.

Year to date, the Patrol has achieved the following statistics:

Historic Waterfront BID Security Patrol Statistics, 2009	
Radio Calls.....	37
Business Contact.....	691
Citizen Contact.....	583
Referral.....	45
Extra Patrol.....	542
Assist Other.....	25
Arrests.....	3

RAND Corporation study shows BID patrols lead to significantly less crime

At the March 4 BID Board meeting, Executive Director Don Duckworth reported about an article in the L. A. Times (February 20, 2009) on a new Rand Corporation study that said "the districts [BIDs] are having a significant effect on crime in their neighborhoods and that areas with such districts have significantly less crime than those without them."

"The Rand study focused on a 12-year period from 1994 to 2005. In their examination of the city's 30 improvement districts, researchers found that crime dropped on average an extra 8% compared to the drop throughout the city during that period."

Contact the BID office for a copy of the L. A. Times article.



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12 Arts, Culture and Entertainment District

ACE in the Whole

by James Preston Allen

So often in our society people are dismissive of the arts and artists as being superfluous to matters of substance or deficient in economic importance—that is unless you are talking about Hollywood and the multi-million dollar movie industry that promotes artists as “stars.” It’s a lot like professional sports. Only a few players at the top get all the notoriety and the big salaries, while far more players play on the farm teams just to make a living. But what frequently gets overlooked is the overall impact the arts have on smaller communities like ours. Unlike the jobs at the ports where only a small percentage of

\$100,000 in ACE funding approved by Los Angeles City Council

the gross value of trade goes to wages, jobs related to the arts are often labor intensive. The dollars generated by those jobs tend to circulate some seven-plus times in a very local economy. The obvious differential is that billions of dollars per year get spent on shipping and only a few hundred thousands get spent on the arts.

Furthermore, the arts attract other kinds of economic activities that spread beyond just the presentation of the performance or the gallery drawing patrons to the local restaurants, nightclubs and certain retailers in a strictly local circulation of dollars. This is important because this economic activity is not dependent upon whether trade with China is up or down!

It is to this end, as well as to the inherent value that the arts in general bring to a community, that I initiated the move to create an Arts, Culture and Entertainment District (ACE) some seven years ago. Yes it has taken that long to develop the idea, the study, the support and the plan, and eventually the \$500,000 funding to make this happen right here in downtown San Pedro. The Los Angeles City Council approved the first year’s funding of \$100,000 just last month.

Although this is really a very modest down payment on the arts by the CRA/LA, it is a tacit recognition of the importance that arts and artists play in creating substance to a redevelopment district. It is a resource that doesn’t need to be outsourced or imported. Many locals like to remind you that their families have been here for some five generations. Well guess what? By my estimation, there has been at least that many incarnations of art scene that have risen up and then died here after being displaced by “economic development” or just plain greed.

There is a new recognition on the part of some newer landlords in the downtown area and business leaders as to the long-term benefits the arts play in revitalizing this community—particularly in how it addresses blight. Those property owners who look towards long-term investments see that retaining artists and art-related activities in their buildings actually enhances their value even if in the short-term they make a few less bucks on rent. It is one of the long term goals of the ACE District, as adopted by the City of Los Angeles, to build sustainable support systems for the arts here and to retain working artists in our community by creating affordable live/work spaces and renovating vacant commercial/industrial spaces for artist-in-residence zoning.

Within this realm of possibility, the economic recession we are currently experiencing is actually the perfect time to create the infrastructure to support the arts because of the decline

in property values and the necessity to create new economic activities—if even on a relatively small scale. Furthermore, with a new perspective on funding the arts coming from the Obama administration, there may be new revenue streams for this kind of stimulus that supports the arts unseen since the 1970s.

In the end, the arts, culture and entertainment portion of our community should not be looked upon as mere window dressing or wall decoration, but as an integral part of any economic plan on sustaining our community well into the next generation.

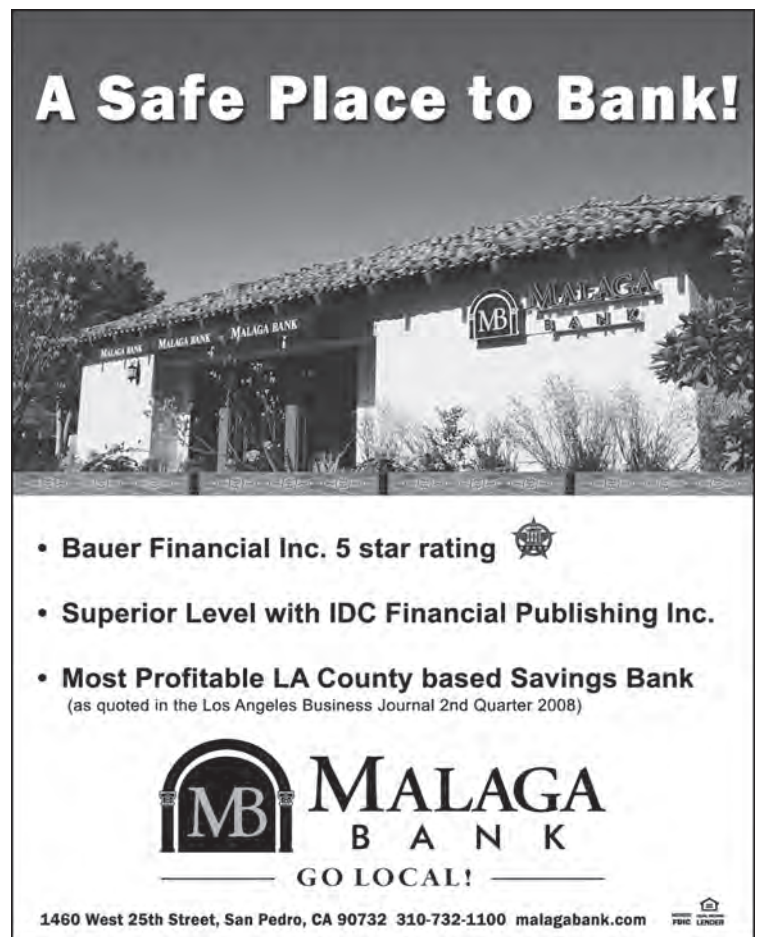
James Preston Allen is the founding Publisher of Random Lengths News, San Pedro’s oldest newspaper, Chairman of the ACE District and board member of both the S.P. Chamber and the CRA/LA Community Advisory Committee.



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Chamber and Community Meetings Calendar 13

Listed below are chamber meetings and events, and community meetings, for more information on these events and additional community and business events, please visit the chamber's website at www.sanpedrochamber.com or call 310-832-7272 to be added to the chamber's events email distribution list.

APR-MAY

Wednesday, Apr. 1

- 9:00-10:30 am **Property Owners Business Improvement District Meeting (PBID)**
San Pedro City Hall – Room 462
- 6:00 pm **Pacific Corridor Community Advisory Committee (CAC) Meeting**
Crowne Plaza LA Harbor Hotel

Thursday, Apr. 2

- 8:30 am **Business/Education/Arts Committee Meeting**
San Pedro Chamber of Commerce
- 8:30 am **Port of Los Angeles Harbor Commissioners**
Port of Los Angeles Administration Building

Tuesday, April 7

- 4:30 pm **Harbor Area Planning Commission**
Port of Los Angeles Administration Building

Wednesday, Apr. 8

- 8:30 am **San Pedro Chamber Executive Council Meeting**
San Pedro Chamber of Commerce

Thursday, Apr. 9

- 9:30 am **Membership/volunteer Ambassadors Joint Meeting**
San Pedro Chamber of Commerce

Monday, Apr. 13

- 4:00 pm **Arts, Culture, & Entertainment District Meeting**
San Pedro Chamber of Commerce
- 6:30 pm **Northwest San Pedro Neighborhood Council Meeting**
Peck Park Community Center

Tuesday, Apr. 14

- 8:00 am **Economic Policy**
San Pedro Chamber of Commerce
- 6:30 pm **Central San Pedro Neighborhood Council Meeting**
Port of Los Angeles High School

Wednesday, Apr. 15

- 7:30 am **San Pedro Chamber Board of Directors Meeting**
San Pedro Chamber of Commerce

Thursday, Apr. 16

- 6:00 pm **Port of Los Angeles Harbor Commissioners**
Banning's Landing Community Center

Monday, Apr. 20

- 6:30 pm **Coastal San Pedro Neighborhood Council Meeting**
Cabrillo Marina Community Center

Tuesday, Apr. 21

- 5:30 pm **Port Community Advisory Committee (PCAC)**
Port of Angeles High School

Wednesday, Apr. 22

- 5:30 pm **San Pedro Chamber Mixer**
VUE – 255 W. 5th St. San Pedro

Thursday, Apr. 23

- 8:30 am **Beautification Meeting (formerly Adopt-a-Spot)**
San Pedro Chamber of Commerce

Wednesday, May 6

- 9:00-10:30 am **Property Owners Business Improvement District Meeting (PBID)**
San Pedro City Hall – Room 462
- 6:00 pm **Pacific Corridor Community Advisory Committee (CAC) Meeting**
Crowne Plaza LA Harbor Hotel

Thursday, May. 7

- 8:30 am **Business/Education/Arts Committee**
San Pedro Chamber of Commerce
- 6:00 pm **Port of Los Angeles Harbor Commissioners**
Port of Los Angeles Administration Building

Monday, May. 11

- 4:00 pm **Arts, Culture, & Entertainment District Meeting**
San Pedro Chamber of Commerce
- 6:30 pm **Northwest San Pedro Neighborhood Council Meeting**
Peck Park Community Center

Tuesday, May 12

- 8:00 am **Economic Policy**
San Pedro Chamber of Commerce
- 6:30 pm **Central San Pedro Neighborhood Council Meeting**
Port of Los Angeles High School

Wednesday, May 13

- 8:30 am **San Pedro Chamber Executive Council Meeting**
San Pedro Chamber of Commerce

Thursday, May 14

- 9:30 am **Membership/volunteer Ambassadors Joint Meeting**
San Pedro Chamber of Commerce

Monday, May 18

- 6:30 pm **Coastal San Pedro Neighborhood Council Meeting**
Cabrillo Marina Community Center

Tuesday, May 19

- 5:30 pm **Port Community Advisory Committee (PCAC)**
Port of Angeles High School

Wednesday, May 20

- 8:30 am **San Pedro Chamber Board of Directors Meeting**
San Pedro Chamber of Commerce

Thursday, May 21

- 8:30 am **Port of Los Angeles Harbor Commissioners**
Banning's Landing Community Center

Monday, May 25

- Memorial Day Observance – CHAMBER CLOSED**

Wednesday, May 27

- 7:30 - 9:00 am **San Pedro Chamber Breakfast Forum**
Location TBD (Check website)

Thursday, May 28

- 8:30 am **Beautification Meeting (formerly Adopt-a-Spot)**
San Pedro Chamber of Commerce

SAVE THE DATE:

Thursday, June 11

- 11:30am-1:30 pm **San Pedro Chamber of Commerce Annual Luncheon**
DoubleTree Marina Hotel

For a continuously updated calendar of Chamber and community events, go to:

www.sanpedrochamber.com

Business Counseling at the Chamber

Mondays

9:30am -12:00 noon

Call 310-832-7272 to schedule an appointment

Downtown Farmers Market

Fridays

9:00am-2:00pm • 6th Street, between Pacific & Mesa

14 Central San Pedro Neighborhood Council

Letter from President John Delgado

Dear Stakeholders,

As we all know, these are difficult economic times. Los Angeles Mayor Antonio Villarigosa and his staff presented the budget realities to representatives of the Neighborhood Councils several months ago. Everyone was encouraged to review the current budget and make recommendations through a budget survey, which was available at the council meetings and on-line. The results for the survey are available at:

http://www.lacityneighborhoods.com/budget_day_09_10.htm

The Neighborhood Councils, like others receiving city funds, have been asked to justify our funding by providing examples of some of our best projects. The Central San Pedro Council has chosen to highlight three projects.

Over the years, our council has carefully funded projects, including assistance for homeless families and at-risk youth, sponsorship of community events, neighborhood cleanups and support for the arts. Not only do these projects improve our quality of life, they also provide jobs and encourage participation in the business and arts community.

Central San Pedro Neighborhood Council needs you! Our board members and interested stakeholders attend a number of community organization meetings such as: The Port of Los Angeles, Community Redevelopment Agency, Knoll Hill Steering Committee, San Pedro Property Owners alliance, and San Pedro Chamber of Commerce. We can be your representatives; we want to reflect your concerns – please let us know your thoughts, better yet, attend our meetings and express them directly.

See you at our next meeting!



The Warner Grand Theatre

Ask anyone to identify the “gem” of Central San Pedro and most people very quickly answer the Warner Grand Theater.

After the City of Los Angeles purchased the theater the community-based, nonprofit Grand Vision Foundation was formed with a mission to raise the \$4 million needed to completely restore this beautiful landmark.

Without hesitation, the Central San Pedro Neighborhood Council agreed to contribute \$10,000 for the theater’s Save the Seat Campaign. The Council continues to encourage and support the Warner Grand, the Grand Vision Foundation, the Golden State Pops Orchestra and The Relevant Stage, which are providing important cultural opportunities and economic well-being in our neighborhood.

Angels Gate Cultural Center

Angels Gate Cultural Center is a place of creative discovery, exploration and enlightenment. It offers a year-round schedule of gallery exhibitions, classes and international residencies. The Center also provides professional work-studio space for 52 artists, including musicians, ceramists, painters, sculptors, writers, photographers, printmakers and jewelers.

We, the Central San Pedro Neighborhood Council, know that the arts instill pride and respect for one’s community and should be fostered at all costs, so we are proud to have provided \$2,500 to assist with programming.

The Greening of San Pedro

Central San Pedro Neighborhood Council formed a partnership with Treepeople, Clean San Pedro, City Engineering and Urban Forestry departments to plant 24 trees along Pacific Avenue in our business district.

Working for Our Community

Treepeople, a nonprofit organization supporting Los Angeles area tree planting for more than three decades, supplied labor, equipment and expertise and acted as the grant coordinator to obtain the trees.

This was a challenging project because sidewalk cuts had to be made for each tree well. That meant city inspections and fees. Our neighborhood council contributed \$5,000 to make it happen, and today, the trees are thriving, contributing to community pride and providing the well known environmental benefits of urban trees.

Youth Programs

Central San Pedro Neighborhood Council is especially proud of its consistent support for youth activities and educational programs in our district. CSPNC has funded the Dana Middle School PTO to provide an after school soccer program (\$3,500), a downtown holiday snow celebration put on by the SP Chamber “Miracle on Mesa” (\$3,000), the annual Teen Police Advisory Board Conference (\$3,000), summer camps hosted by numerous organizations - among them the YMCA (\$500) and San Pedro Neighbors for Peace and Justice (\$1,500), a “Safety Forum” at San Pedro High to inform students and the community on how to work together peacefully (\$500), uniforms and athletic gear for the San Pedro Saints youth football team (\$1,500), support for local non-profit recreational facilities (\$4,000 Toberman Settlement House, \$2,500 Harbor Boys & Girls Club), and programs for teaching theatre and music in our local schools (Relevant Stage Youth Horizons Workshop \$1,500, Golden State Pops Orchestra Youth Music Outreach Program in the Schools \$10,000). Outreach and support for our local youth has been a CSPNC focus since our inception and continues to be a priority in all our efforts.

Contact: Central San Pedro Neighborhood Council at 310-918-8650 or ksmith@klct.com

Stakeholder meetings are held on the second Tuesday of each month at the Port of Los Angeles High School, 250 W. 5th St
Finance Committee meeting is held on the Third Monday at 6:30 in the upstairs meeting room at the Whale and Ale, contact Linda Alexander; treasurer@sanpedrocity.org

Land Use Planning Committee meets on the last Wednesday of each month

Agenda setting, Outreach and Arts and Culture meetings; times, dates and locations can be found listed on the www.sanpedrocity.org website.



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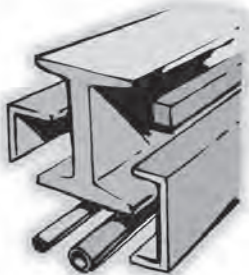
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Green Hills Mortuary
H & R Block Tax & Business Services
Harbor Acupuncture

Hussey Insurance Agency
Keller Williams LA Harbor
Keller Williams Realty L.A. Harbor
Lions Club of San Pedro, Inc.
Marie Callender's Restaurant
Mattucci Real Estate
O'Brien & Martinetto, CPA'S
Office Depot #2270
Plaza Automotive Center & Park Plaza
RED Home Design and Staging
Rich Development Company
Scan Health Plan
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18 Honorary Mayor of San Pedro

Honorary Mayor Candidates Get Busy for San Pedro's Worthy Causes

by Sharon Creal

Last month the race for Honorary Mayor kicked off at the Ports O' Call Business Showcase, and two stellar candidates emerged—Helene Pizzini and Joey Pallares. The two-year office is “won” by the candidate who raises the most funds, through donations and special events, and offers a great opportunity for these citizen-leaders to champion San Pedro's amazing cultural offerings and humanitarian efforts. It's also a really great time. Here are some brief introductions to the candidates.



Joey Pallares

Charity:
Cabrillo Marine Aquarium

Quote:
“The Aquarium provides a great, hands-on learning experience. People like to participate because they can be a part of real scientific research.”

Events planned at press time (please visit the Chamber website for updates and details):

Thursday, March 26, 6–10 p.m. — “Single Mingle Trivia Night”

The Whale & Ale Restaurant, 327 W 7th St, San Pedro—\$25 per person.

Tuesday, April 7 – Evening seating. Ten percent (10%!) of Joey-supporter's tabs to be donated by the restaurant. Think Prime, 29602 S Western Ave, RPV.

As candidate for Honorary Mayor, Joey Pallares aims not for the stars but for the sea, probably an appropriate goal for a native of the L.A.'s Port Town. He wants to benefit the impressive research efforts underway at Cabrillo Marine Aquarium (CMA), where he works officially as Public Relations Coordinator while pursuing his avocation of marine-life student and aficionado. The Aquarium, a facility of the City of Los Angeles Dept. of Recreation and Parks, is operated in cooperation with FRIENDS of Cabrillo Marine Aquarium, and offers more than just stunning exhibits of marine life for visitors of all ages. It is a learning environment as well.

Joey's enthusiasm for CMA started at the tender age of about fourteen, when he volunteered at the facility and basically never looked back. “The Aquarium is a top-notch research facility,” Joey says, “whose staff are published and presenting work literally all over the world—including Japan, Canada and other locations.”

The grunion run is an annual, Southern-California-only, natural phenomenon in which the little fishes beach themselves to engage in a bizarre, elaborate mating ritual, then head back to sea while the babies are hatched in the surf. In San Pedro, this occurs right at the Aquarium's doorstep. Scientists the world over focus their attention on the event and CMA's “Meet the Grunion” research program is a major focus of the facility, and one that Joey's campaign will support. School kids and older San Pedrans alike get to participate in this and other programs at the Aquarium. “Currently our youngest volunteer is seven,” says Joey. “Our oldest is 85.”



Helene Pizzini

Charity:
The Rotary Club of San Pedro

Quote:
“The most important thing the mayor can do is help all San Pedrans work together to achieve an even greater sense of community.”

Events planned at press time (please visit Chamber website for updates and details):

Tuesday, March 31, 6 p.m. — Seafood Buffet
Top of the Market, Ports O' Call Village, San Pedro—\$25 per person.

Sunday, April 5th, 2–5 p.m. — “Chocolate & Champagne” celebration for women at the VUE, 255 W 5th St, San Pedro—RSVP (310) 547-1973.

Sunday, April 19, 4:45 p.m. — Harbor Cruise
Spirit Cruises, Berth 77, Ports O' Call Village, Mexican Fiesta and Margaritas—\$25 per person.

Thursday, May 7, 6 p.m. — “Get Your Kicks”
Happy Hour
Auto Palace, 460 W. 5th St., San Pedro,
Drinks and drive-in food—\$20 per person.

Helene decided to run for Honorary Mayor for two reasons: first, she loves San Pedro and, second, she loves the Rotary. As the current President of the San Pedro Rotary Club, she knows firsthand the great work the organization accomplishes by helping such key local organizations as the YWCA (of which she was Executive Director for 19 years), Harbor Interfaith Services, Boys & Girls Club, Toberman Settlement House and many others.

The Rotary Club, through its supported organizations, helps accomplish vital work on many levels, including providing basic resources such as food and shelter, along with general medical care, immunization from a variety of diseases, car/booster seats which stem the alarming tide of preventable traffic deaths, collecting DVDs for veterans, education on mediation and conflict-resolution skills, and organizing environmental work such as an upcoming “Cleanup the Beach” effort.

Helene also cites the important work of San Pedro's Ernest P. Willenberg Special Education Center, which helps students with severe impairments “learn simple skills, that enable them

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Raising Big Bucks for What Matters

Joe Donato

San Pedro's Honorary Mayor
2007–2009



It's probably safe to assume no one ever accused Joe Donato of being shy. Two years ago when he entered the San Pedro Honorary Mayor's race, Joe announced to the field of four competitors "I'm going to win." Then he added, "If you want to beat me, you're going to have to raise over \$100K."

The race, held every two years, is officially "won" by the candidate who raises the most cash to benefit his or her stated charity of choice, with 30 percent going to the San Pedro Chamber of Commerce, which sponsors the race and many other events, projects and activities designed to improve our town. Joe won the office with a whopping tally of \$106,000, more than twice the amount raised by any other candidate—ever. His nonprofit beneficiary was Harbor Interfaith Services (HIS), a local group whose mission it is to "empower the homeless and working poor to achieve self-sufficiency."

"Harbor Interfaith offers a hand 'up,' not a handout," says Joe. He enthusiastically praises the group, which provides shelter, transitional housing, food, clothing and comprehensive services to the homeless and working poor in our community. Each year, HIS helps more than 14,000 people who find themselves out of work or in tough situations. Most clients are single moms and their children. HIS provides job training and interviewing skills, information about creating family budgets, general money management, and more.

Despite its name, Joe points out that HIS is not a religious organization and offers help to everyone without regard to their beliefs.

On the subject of speaking up for what matters, Joe makes the most of being a self-described, controversial figure in town. "People either like me or hate me," he says. "There's really no 'middle-of-the-road.'" The product of a proud union family, Joe displays self-confidence and high-energy in all aspects of his life.

"I don't sit on the fence," he says. "God has blessed me with a good life" and, as part of his way of giving back, Joe puts out what sounds like about 110 percent, every day. "When I rest my head at night, I'm at peace—I know I've done my best." And when you talk with Joe, you really get the feeling that he means it.

Joe describes his winning campaign strategy as "jumping in with both feet." He and campaign manager Caroline Brady-Sinco started many days at 5 a.m. and often worked well into the night

Joey Pallares

Continued from page 18

On the topic of running for mayor, Joey appreciates the opportunity to give back to San Pedro. He sees the campaign as a chance for him to show his pride and support this community that offers so much.

"I've been a part of this town on so many levels," Joey says. "Running for mayor is a chance to do something positive, show my support for the community and inspire others to do the same."

To donate, send to: Joey Pallares, Honorary Mayor Campaign 2009, 3720 Stephen M. White Dr., San Pedro, CA 90731.

without stopping. Approaching likely donors—whether they might pony up \$10 or \$1,000—they targeted both individuals and businesses. California Harley-Davidson owner, Mark Ruffalo, helped the campaign significantly when he donated a beautiful Dyna Wide Glide Harley, which generated about \$40,000 in raffle sales.

Tommy Amalfitano put on a dinner at the fish market and Jayme Wilson donated a cruise around the Harbor. Little Fish Theater put on a play night, catered by A-1 Market.

"A lot of people pitched in to help," Joe said. "I couldn't have done it without them."

Without question, Joe's approach propelled him into the winner's spot and provided quite a lift to the work of HIS, and to San Pedro.

One of the projects Joe would like to see come to fruition is the construction of an Urban Skate Park. He has been lobbying the office of Councilwoman Janice Hahn to get it done. The ideal park, according to Joe, would provide a world-class draw for skaters—with stairs, rails and half-pipes—that would free up areas that are currently serving as unofficial skating grounds, such as local banks and office properties. He would like to see the park named in honor of one of San Pedro's favorite sons, football hero Mario Danelo, whose untimely death in 2007 rocked the community.

For the next Honorary Mayor, Joe advises taking a prominent place in San Pedro affairs—being front-and-center in activities of the Chamber as well as in all the concerns of the community. He would even like to see a regular Honorary Mayor's column here in the Business Journal, so that there is a high level of awareness about the mayor's activities and issues he or she would like to see on the front burner.

As Joe has shown over the last two years, the Honorary Mayor has a real opportunity to do something positive for San Pedro, and he certainly has our gratitude for his efforts.

Helene Pizzini

Continued from page 18

to hold down jobs" that would be otherwise unattainable. This year, Rotary adopted the Willenberg School and provided them with a new computer system

This type of work has been Helene's focus for 25 years, including her work as YWCA administrator and as a Rotary Club member for two decades and counting. She holds a bachelor's degree in Psychology and a master's in Education of the Disadvantaged. Born in New York City, Helene moved to San Pedro with her husband, Quentin, in 1985.

Helene believes that the most important thing for the mayor to do is to engender an all-inclusive sense of awareness and appreciation for everyone in San Pedro, from kids to seniors. "San Pedro is a treasure in the middle of this enormous city of Los Angeles," she says. Her sense is that the Honorary Mayor can create the focus we need to help each other develop an even stronger community through support and participation.

To donate, send to: Helene Pizzini, Honorary Mayor Campaign 2009, PO Box 1021, San Pedro, CA 90733.

Honorees speak of courage at Women's History Month luncheon

On Thursday, March 5, 2009, the San Pedro Chamber of Commerce Business/Education/Arts Committee honored seven incredible women at their annual Women's History Month Luncheon at the Crowne Plaza Los Angeles Harbor Hotel. The over 300 attendees included 170 young women students from local high schools and adult education programs, their business and community sponsors, and friends and family of the honorees.

The courageous stories told by these honored women who had the courage to utilize their creativity to fulfill their dreams and open pathways to share their dreams with the community-at-large were inspirational.

Each one spoke to the young women about never giving up, having the courage of their convictions, and of following their hearts.

Each attendee was gifted with a special heart made by the women of the fINDings Women's Project.

Honorees this year were:

Annette Ciketic

- Educator, artist, and founder of the Women's fINDings Project, a program of the fINDings Art Center, Inc., a non-profit 501(c) (3). She trained as an artist under the guidance of Corita Kent, and the fINDings Art Center features the work of Sister Corita.

Lisa Coffi - Founding member and Producing Artistic Director of Shakespeare by the Sea and Little Fish Theatre. With her entrepreneurial spirit, determination, and passion for theatre, she has spent the last 18 years involved with theatre as a performer or producer.



Lisa Coffi



Annette Ciketic



Martha de la Torre

Martha de la Torre - Chief Executive Officer of El Clasificado, a leading interactive media company that has connected buyers and sellers in the Hispanic marketplace since 1988, and Al Borde, Los Angeles' leading source for news and original entertainment featuring Latin artists.

Melba Johnson - Founding partner of a start-up digital Cable Network and a co-founder and Vice President of Berkhemer Clayton Inc., a.k.a. Diversity Search Partners. She also serves on the Boards of several non-profit foundations including Toberman Neighborhood Center.

Dr. Susan McNary, an accomplished child psychologist and educator who uses her creative spirit to help create educational opportunities for students, empowering them to realize their potential and follow their dreams. She has long been a friend and mentor to the Renaissance School for Arts & Sciences, a sister school to Rolling Hills Preparatory School.

Sgt. Catherine Plows, the officer in charge of the Harbor Division's Community Relations Office. Many of the programs she champions are teen and family growth related and she uses her great creative mind to inspire her fellow officers and key community members to give of their time, resources, and money to make these great programs a success.



Sgt. Catherine Plows



Melba Johnson



Muriel Olguin

Muriel Olguin, a renowned San Pedro artist and founding board member of Angels Gate Cultural Center and the Loft Art Galleries in San Pedro. Her paintings reveal her respect for the other animals of the earth and our relationship with them. Her murals and banners can be seen in schools, churches, museums and libraries.

Sponsors sought for Teacher Recognition Luncheon

The next event for the Business/Education/Arts Committee is the Teacher Recognition Luncheon on May 15, 2009 at Ports O' Call Restaurant. This special event honors a selected teacher and his/her administrator from the public, private, and parochial schools in San Pedro. Each school is sponsored by one of our generous business sponsors who attend with the sponsored school. The program includes a keynote speaker who has exhibited a passion for education, and individual recognition of each teacher by the reading of his/her most memorable moment in teaching. Each teacher also receives certificates and commendations from elected officials, and a keepsake gift sponsored by one of our chamber businesses.

To sponsor a school, please contact Sandy Bradley at the chamber 310-832-7272.

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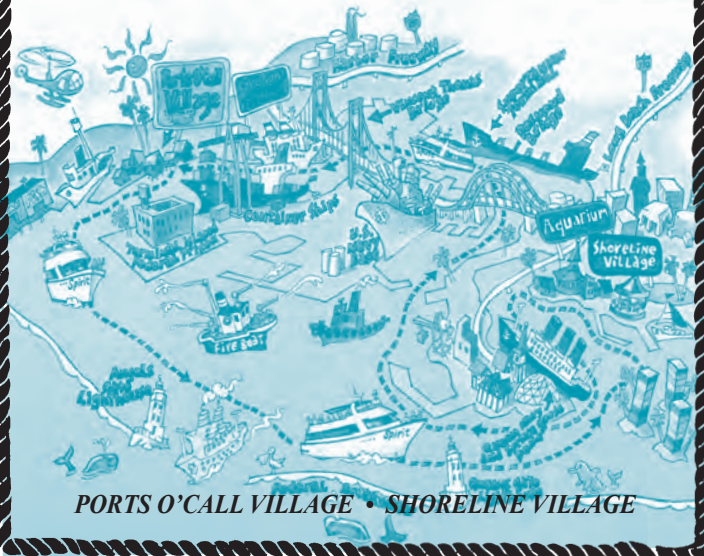
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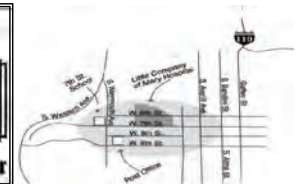
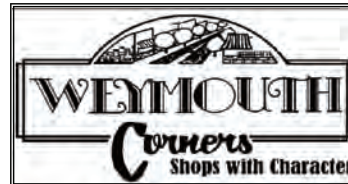
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Weymouth Corners Neighborhood Merchant Association

Three companies have been members for total of 271 years

by Sharon Creal

The current national economic climate reveals that no organization, no matter how huge it's revenues or secure its appearance, is guaranteed success or longevity. So it may be that we all come to those that do make it for the long haul with more awe and civic pride than ever before. Three such businesses have been San Pedro Chamber of Commerce members for nearly its entire 100 year existence: The Gas Company, Seaside Pharmacy and Chevron.

The key to a successful chamber of commerce has to be its membership. We asked the oldest members of the San Pedro Chamber of Commerce for some insight into what made them stay with us for a combined total of—gasp—271 years!

Member 91 years

The Gas Company – Est. 1869

San Pedro Chamber of Commerce Member Since 1918

Dennis Lord, Director of Public Affairs for The Southern California Gas Company, the Chamber's oldest member, cites business advocacy as the best function of the Chamber of Commerce. "The Chamber allows us to communicate with other members and our customer base," says Lord, "while acting as an avenue for us to give back to the communities we serve."

"The San Pedro Chamber," Lord explains, "has always been a viable Chamber. We have enjoyed our membership over the years and will renew again." It's important for the Gas Company to be in touch with customers' needs and concerns. Lord emphasizes that his organization explores and conveys better ways to lower energy costs, helps customers save money and makes sure the public is informed about everything from rebates to information about safety and emergency preparedness.

The nation's largest natural gas distribution utility, The Gas Company has been supplying natural gas to its customers for more than 140 years (that's since 1869). The company currently serves 20.3 million consumers through 5.7 million meters in more than 500 communities. Its service territory encompasses approximately 20,000 square miles throughout central and Southern California.

A former Honorary Mayor—"Lord Mayor," as he was known—Dennis works from his office in town and values San Pedro as few others can. His participation in the Chamber has been an invaluable, positive force for the community.

Member 90 years

Chevron Products Company – Est. 1879

San Pedro Chamber of Commerce Member Since 1919

Rod Spackman, Chevron El Segundo's Manager of Public Affairs, cites its commitment to the broader area it serves as the reason for its membership in the San Pedro Chamber of Commerce. "We invest in a variety of operations in the area and San Pedro is obviously critical for our Marine Operations business," says Spackman.

A (really) local company, Chevron traces its earliest roots to an 1879 oil discovery at Pico Canyon, north of Los Angeles. This led to the formation of the Pacific Coast Oil Co., which later became Standard Oil Co. of California and, subsequently, Chevron. The name "Chevron" emerged when the company acquired Gulf Oil Corp. in 1984, nearly doubling its worldwide proven oil and gas

reserves. The merger with Gulf was, at that time, the largest in U.S. history.

Today Chevron is one of the world's largest integrated energy companies. Headquartered in San Ramon, California, Chevron conducts business in more than 100 countries. They are engaged in every aspect of the oil and natural gas industry, including exploration and production, manufacturing, marketing and transportation, chemicals manufacturing and sales, geothermal, and power generation; they are also investing in renewables and advanced technologies. The Chamber appreciates the support and participation of Chevron over the years.

Member 90 years

Seaside Prescription Pharmacy – Est. 1889

San Pedro Chamber of Commerce Member Since 1919

As the fifth owner of Seaside Pharmacy in downtown 'Pedro, Joe Seibert can readily attest to the vast changes that have affected the business since its startup in the 1880s. He credits the Chamber of Commerce with being a consistent force over the decades in encouraging the growth and prosperity of the downtown business community.

"All of the positive elements we currently see in San Pedro's business community would not have been possible without the Chamber of Commerce."

The changes have been enormous. When the canneries were in full swing and the hospital was downtown, Joe explains, Seaside Pharmacy was situated in the heart of the medical establishment. In those days, there were no national chain stores in the picture, and Seaside was a logical choice.

Now that the landscape is very different in a number of ways, Joe and his staff still rely on their attitude of professionalism, service and exceptional product knowledge on a full line of medical equipment to keep customers loyal and their enterprise successful. Joe recognizes the Chamber's continual efforts to create a positive business environment and in doing what it can to influence flow of consumer traffic to the downtown district.

Joe sees as key growth areas for San Pedro: creating a more secure downtown area, encouraging people to come shop from PV and the Port, pursuing a Cruise Passenger Center which could bring traffic into the business district, improving Ports O' Call in terms of appearance and offerings and making all of it easily accessible.

"There are lots of great people here in San Pedro," Joe says, "and lots of potential."

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