

# CALABASAS POST

**Mission Statement:**  
The purpose of the Calabasas Chamber of Commerce™ is to enhance and support our members' business success.

OCTOBER 2011

A CALABASAS CHAMBER OF COMMERCE™ PUBLICATION

WWW.CALABASASCHAMBER.COM

## It's Time for the CALABASAS PUMPKIN FESTIVAL!

Once again the adventure begins at the Calabasas Pumpkin Festival, presented by the Calabasas Chamber of Commerce and the City of Calabasas. The kick-off mixer held at Acura 101 West was the exciting start to the Pumpkin Festival. The 2011 festival will be held on Saturday, October 15 and Sunday, October 16 from 10 a.m. to 5 p.m. at Juan Bautista de Anza Park in Calabasas. Enjoy a weekend of family fun and community celebration with Carnival Games, Arts & Crafts, Marketplace, Car Show, Contests, Live Entertainment, Business Expo, Fabulous Food, Beer and Wine Garden and in keeping with the festivals heritage ...pumpkins, pumpkins, pumpkins - pumpkin patch, pumpkin beer, pumpkin carver, pumpkin pie eating contest, pumpkin painting, pumpkin seed spitting and plenty of gourmet pumpkin eats!

The Calabasas Chamber and the City of Calabasas give great thanks to our kick-off mixer host, Asim Ali, General Manager of Acura 101 West and the terrific sales staff.



### **Become A Corporate Sponsor Or Showcase YOUR BUSINESS In The Business Expo!**

The Calabasas Chamber of Commerce has created various levels of sponsorships and exhibiting opportunities for companies to gain valuable exposure while supporting a great community event! As a "Pumpkin Partner" you can stand out as an exclusive sponsor of a high profile area within the festival or join other organizations in Business Expo and Fun Zone. (Note: Business Expo Sponsorship Includes 10 x 10 Canopy Tent, Table, 2 chairs and a Banner with Company Name). For a complete List of Sponsorship Opportunities Including The Business Expo and Fun Zone, [Click Here](#) and then [Click Again](#) on "Get Involved".

**Official Pumpkin Festival Website goes live! Visit [www.calabasaspumpkinfestival.com](http://www.calabasaspumpkinfestival.com) for the very latest on this year's fun! [Sign up to volunteer!](#)**

The **CALABASAS POST** is a publication of the Calabasas Chamber of Commerce, 23564 Calabasas Road, Suite 101 Calabasas, CA 91302 818.222.5680 / Fax 818.222.5690 E-mail: info@calabasaschamber.com Office Hours: 9:00 a.m. to 5:00 p.m., M - Th 9:00 a.m. to 1:00 p.m., Friday www.calabasaschamber.com

## 2011 Board of Directors

### Chairman of the Board

**Brenda Johnson** (2006)  
Calabasas Pharmacy, 818.223.8656

### First Vice Chair

**Elena Yasno** (2008)  
Lenka Traveler, 818.222.0252

### Vice Chair Finance

**Matthew Pime** (2006)  
New England Financial, 818.999.2800

### Vice Chair Governmental Affairs

**Martin Seda** (2005)  
AXA Advisors, LLC, 818.587.4297

### Vice Chair Membership

**Travis Rucci** (2008)  
New England Financial, 818.264.0347

### Immediate Past Chair

**Kimberly Bordonaro** (2006)  
ProStyle Image, 818.468.4670

### Amanda Beck

(2011)  
Hub Int'l Insurance Services, Inc.,  
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### Jeff Blum

(2007)  
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### Michelle Dornfest

(2011)  
E-Solutions, Inc., 818.438.0999

### Jeff Morton

(2007)  
AmeriFund Lending Group,  
818.621.0308

### Sue Orgen

(2011)  
SRO Business Solutions, Inc., 818.591.2222

### Doug Ridley

(2006)  
Law Offices of Douglas H. Ridley,  
818.208.8437

### Dana Rolland

(2011)  
Atmosphere Events and Catering,  
310.403.1214

### Nate Smith

(2011)  
Caruso Affiliated, 818.222.3444

### Howard Sommers, Esq.

(2011)  
Attorney at Law, 818.222.5439

## Chamber Staff

**Bridget Karl**, President/CEO

**Cheryl Frotton**, Administrative Assistant/  
Membership Coordinator

## Newsletter Design

**Diana LaPointe**

DJW Design, 818.730.7215

## CHAIRMAN'S MESSAGE

By **Brenda Johnson**, Calabasas Pharmacy

I would like to personally welcome back our new President and CEO, Bridget Karl. For those of you who are relatively new to the Chamber, Bridget was previously our Director of Membership and Marketing in 2006-2008. During that time our membership grew to all time highs and our members took advantage of numerous programs that were offered to promote their businesses. Bridget brings her talents, energy, and experience back to the Calabasas Chamber and we are excited and lucky to have her.

Our beautiful new Chamber Directory for 2011-2012 is hot off the press and being distributed. You can also stop by the Chamber office for extra FREE copies for your home, business, car, friends, and clients. This directory should be your first resource when you need a product or service: restaurant, insurance, dentist, realtor, PHARMACY, florist, attorney.... You get the idea. By always using a Chamber member first you'll get the best service and we all prosper! Don't forget to complete a Remember-A-Member card for your chance to win when you use another member's product or service.

The Calabasas Pumpkin Festival is just a couple weeks away, Saturday and Sunday, October 15th and 16th at DeAnza Park. It is our signature event and is produced with the City of Calabasas. There are plenty of opportunities to be involved and increase your visibility. You can expose your business to over 20,000 attendees by hosting a booth at our business expo, you can become a business partner and present your marketing materials at the Chamber Booth, or you can volunteer at the event. We hope to see everyone involved; it is a lot of FUN!



## LEGISLATIVE UPDATE

By **Martin Seda**, Economic & Governmental Affairs Committee Chair

The Committee met on September 12th to review issues that are facing our members and business community. We opened the meeting with a report on the recommended changes to our charter recently presented to the Calabasas Chamber Board. The recommendations were approved by the Board and included the following:

1. Expand the Committee's scope for positions taken on issues and elevated to the Board for approval. In the past, the Board has asked the Committee to focus on issues that are relevant specifically to our Calabasas business community and the City. The Committee believes that we need to broaden our scope beyond just the local issues and add our voice to State, LA City and County concerns that also impact our membership.

2. Establish a vehicle for gaining perspective about what is on the mind of the business community. One strategy would be to invite business leaders to speak at our monthly lunch meetings about what's impacting their businesses.

3. Look for opportunities to leverage resources and experience of other chambers for building the value and effectiveness of the Committee. The Committee believes that it could accomplish more and add greater value if it collaborated more with these other Chambers in achieving its objectives. For example, if we coordinated our agenda with that of other Chamber Government Affairs Committees, our Chamber could benefit through the combined set of resources, perspectives and experience.

As customary, our public representatives then discussed various topics affecting their jurisdictions and stakeholders:

1. Max Reyes, field representative from Senator Fran Pavley's Office, summarized the senator's legislative agenda and highlighted the importance of SB 617:

- a. The bill requires state agencies to review major regulations (estimated by the Department of Finance to cost more than \$50 million) more thoroughly, focusing on how they could impact investment in California; incentives for innovation; creation of new businesses;

*See Legislative Update, page 4*

## GOOD MORNING, CALABASAS!

Ronald Supancic of The Law Collaborative, Los Angeles will moderate October's Good Morning Calabasas! On Thursday, October 13, we'll gather for breakfast and networking at 7:15 a.m. at the Hilton Garden Inn – Calabasas. Kimberly Bordonaro of Kimberly Bordonaro Personal Branding will present "Don't be Everything to Everyone: Defining Your Niche Market".



Make your reservation today and bring plenty of business cards to share...and don't forget company brochures for the Marketing Display table. Why not highlight a new feature or service this month with a new 30-second business introduction?

Thank you to Elena Yasno of Lenka Traveler for moderating the September Breakfast program. Special thanks to the following people for their generous door prizes at the September Breakfast: Kimberly Bordonaro, Kimberly Bordonaro Personal Branding; Saleem Saleem, RMS Direct, Inc.; Ronald Supancic; The Law Collaborative, Los Angeles and Hank Yuloff, Send Out Cards.

***Did you know that bringing a door prize to the Breakfast is a great way to publicize your business!***

Chamber members and the general public are invited to attend the monthly Breakfast program. **The cost is \$20 Members; \$25 for Non-Members.** Please call Cheryl Frotton at 818.222.5680, or e-mail your reservation to [October Breakfast](#). No shows will be charged.

### October Breakfast Sponsor!

Interventional Cardiologist                      Cardiovascular Disease

**Raluca B. Arimie, M. D.**

A Medical Corporation  
Assistant Professor of Medicine- UCLA



**Northridge Office**  
18350 Roscoe Blvd. Suite 401  
Northridge, CA 91325

**(818) 734-4870 Fax: (818) 734-4878**  
E-mail: rarimie@gmail.com

**West Hills Office**  
7320 Woodlake Ave. Suite 290  
West Hills, CA 91307

### Order Your Personal Magnetic Name Badge

Your Name Here

Your Business Here

For the low price of \$12, receive a distinctive green magnetic badge with engraved white lettering to publicize your business at functions you attend. You may place your badge order through the Chamber

office at 818.222.5680.

## Thank You to our September Breakfast Sponsor!

**Thank you to Ronald M. Supancic of The Law Collaborative, Los Angeles for hosting the September Breakfast Program!**

**The Law Collaborative, LLC**

21051 Warner Center Lane, Suite 100  
Woodland Hills, CA 91367

T: (888) 852-9961 F: (888) 852-9962

[ronandrobertondivorce.com](http://ronandrobertondivorce.com)

### Good Morning, Calabasas! Chamber Breakfast

**Kimberly Bordonaro of**

**KIMBERLY BORDONARO  
PERSONAL BRANDING**

**"Don't be Everything to Everyone:  
Defining Your Niche Market"**

**Thursday, October 13, 2011**

**7:15 a.m.**

**Hilton Garden Inn  
24150 Park Sorrento  
Calabasas, CA 91302**

**Members: \$20.00 Non-Members: \$25.00**

**Do you need a comfortable space  
for a small-group meeting  
or client conference?**

*Consider the Calabasas Chamber of Commerce!*

- **Conference Table with Seating for up to 10**
- **Light refreshments and/or catering available**
- **Pre-Arranged Parking Arrangements**

**Call for availability and pricing  
818-222-5680**

## WELCOME, NEW MEMBERS

**CALABASAS SMILES** – Family and cosmetic dentistry with a spa-like environment and state-of-the-art equipment, warm blankets and a caring staff to put you at ease.

**Jenny Schatz**

26787 Agoura Road #E5  
Calabasas, CA 91302  
(818) 878-7300  
[www.calabasassmiles.com](http://www.calabasassmiles.com)

**LABRADOR ENTERTAINMENT, INC.**

Designs and initiates entertainment products and services, which include events and music libraries. One of its event creations is The Calabasas Music Festival.

**Noel Webb**

22400 Sentar Road  
Woodland Hills, CA 91364  
[nw@labradorentertainment.com](mailto:nw@labradorentertainment.com)

**FC PARKING SERVICES** – Provides self and valet parking services for garages, parking lots and public and private events. We also offer mobile car washing at your location whether it be a residential or commercial building.

**Douglas W. Sermenio**

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**MALIBU LOCAL APPAREL** – T-Shirts, tanks, hoodies for women, men, children, babies and dogs. Photos and other gifts available. Buy Local, Wear Local, Malibu Local!™ Custom Designs Available.

**Janet Laird**

22631 Pacific Coast Hwy. #449  
Malibu, CA 90265  
(310) 449-6850  
[www.malibulocal.com](http://www.malibulocal.com)

**TAKE SHAPE FOR LIFE** – Jami Taguchi is a highly qualified Certified Clinical Hypnotherapist who holds a Masters Degree in Applied Psychology. She is deeply passionate in helping individuals to overcome their fears and obstacles to realize their dreams and passions.

**Jami Taguchi, Hypnotherapist**

23777 Mulholland Hwy. #108  
Calabasas, CA 91302  
(818) 585-4403  
[www.innerroadtochange.com](http://www.innerroadtochange.com)

**DEBORAH SCHUCH, CPA**

5023 N. Parkway Calabasas  
Calabasas, CA 91302  
(818) 279-2759  
[dschuch@deborahschuch.com](mailto:dschuch@deborahschuch.com)

**ALEXANDRA GUZMAN, LMFT**

4768 Park Granada #109  
Calabasas, CA 91302  
(310) 557-9974  
[aguzman300@att.net](mailto:aguzman300@att.net)

**MONTESSORI OF MALIBU CANYON**

Is a Brand New Montessori Preschool in Calabasas / Malibu Canyon serving children 2 – 6 years old. Featuring programs for Pre-school aged children 2 – 6, Pre-K and our unique approach to full-day Kindergarten called Elementary Transition.

**Negin Ghaffari, Ph.D.**

4029 Las Virgenes Road  
Calabasas, CA 91302  
(818) 880-0555  
[www.malibumontessori.com](http://www.malibumontessori.com)

## Legislative Update *Continued from page 2*

creation or elimination of jobs; and, equally importantly, the health, safety and welfare of the public, workers, and the environment.

- b. The measure would achieve these objectives by requiring agencies to more rigorously assess the economic impacts, including the benefits, of major regulations before they are adopted.
  2. Cynthia Scott, representative from Supervisor Zev Yaroslavsky Office, reviewed the current status of Supervisorial Redistricting and the three major plans that are being considered. The plans known as T1 and S2 would radically redraw the boundary lines to create a district in which Latinos make up a majority of the citizen voting age population. The proposals would shift up to 3.5 million residents from their current electoral homes and split the San Fernando Valley into three districts instead of the present two. A third plan, A3, would keep current boundaries largely intact but still would reassign more than 277,000 people to new districts. The last public hearing on the plans is scheduled for at 9:30 a.m. on Tuesday, September 27, in Room 381 of the Hall of Administration, 500 W. Temple St.
  3. Matt Barnett, field representative from Assemblywoman Julia Brownley's Office, discussed Julia's 2011 legislative agenda, particularly highlighting the bills awaiting the governor's signature:
    - a. AB 202 - establishes parameters for the Parent Empowerment Program, which allows parents to sign a petition requiring a low performing school to implement one of several defined reforms.
    - b. AB 202 - requires a periodic review of statutes creating a reimbursable state mandate, and a determination whether they should be changed.
    - c. AB 250 - establishes a process to implement common core academic content standards by developing and adopting curriculum frameworks and professional development that are aligned to them.
    - d. AB 815 - establishes the State Seal of Biliteracy program to promote the study of world languages and recognize high school graduates who have attained proficiency in one or more languages
  4. Jeff Reinhardt, representative from the Las Virgenes Municipal Water District, discussed how it is building awareness of its services for the business community. The District has developed a new brochure that explains types of services that can be provided and how businesses can benefit from them.
  5. Tom Bartlett, representative from the Calabasas City Planning Department, reviewed some key development activities including:
    - a. Viewpoint School has completed most of its recent facility improvements for the new school year.
    - b. The City's annexation of the Mount Calabasas community has been completed.
    - c. A new tenant has proposed upgrades to the Finn's Restaurant building that will require approval by the Historic Preservation Commission.
- Due to scheduling conflicts, our next committee meeting will be delayed until Monday, November 7th at 12 Noon at the Riviera Restaurant in Calabasas. If you need further directions, call the Chamber Office at 818-222-5680.

## THANK YOU, RENEWING MEMBERS

1991

*AMF Woodlake Lanes*

1995

*Jacque and Bud Marley, Ed.D*

1996

*The Gas Company*

1997

*Lawrence Simons, O.D.*

1998

*Marmalade Café  
Stylish Dressing by Toni*

1999

*Silverado Senior Living  
Ewing & Associates Sotheby's Int'l Realty – Sherry Radis*

2000

*Providence Tarzana Medical Center  
Alan Berkowitz, Ph.D.*

2002

*Eden Surgical & Wellness Center*

2004

*City of Calabasas*

2007

*Culligan Water*

2009

*Fairwinds – West Hills  
California International Theatre Festival  
Dilbeck Estates, Christie's Great Estates – Donna Beebe  
Fretted Americana, Inc.*

2010

*Adelman & Seide, LLP  
360 Remodeling*

## Business Mixer

## Good Nite Inn

26557 Agoura Road, Calabasas



**Thursday, October 20th**

**5:30 p.m. - 7:00 p.m.**

**Refreshments and Networking**

**Admission: FREE Members; \$10 Non-Members**

*RSVP Preferred*

Please call the Chamber Office at 818.222.5680  
or email, [info@calabasaschamber.com](mailto:info@calabasaschamber.com)

## MEMBER NEWS

The **Kiwanis Club of Calabasas-Agoura** installed its new officers for the 2011-2012 term on Tuesday, September 22 at the Sagebrush Cantina. **Marie White**, owner of **Money Mailer of Conejo, Agoura, Calabasas and the West Valley**, is the incoming President of the Club. The group meets on Tuesdays at 12:10 at the Sagebrush Cantina. Call Marie for details at (818) 968-2482.



(l-r) Lucia Montano the Kiwanis Division Lieutenant Gov.; Marilyn Benca, VP of The Johnston Group, the outgoing President; **Marie White, President**; JoAnne Catran 1st Vice President; and Nick Montano past Lieutenant Gov. Hope.

**ACURA**  
**101 West**

24650 Calabasas Rd., Calabasas, CA 91302

**Asim Ali**  
General Manager



(818) 222-5555  
Fax (818) 222-6847  
[www.acura101west.net](http://www.acura101west.net)

## SAVE THE DATE!

November 17th, 2011

11:30 a.m. - 1:30 p.m.

The Calabasas Chamber of Commerce invites you to the **Chamber's Thanksgiving Luncheon** at the Calabasas Country Club  
4515 Park Entrada, Calabasas

Featuring  
**Senator Fran Pavley**



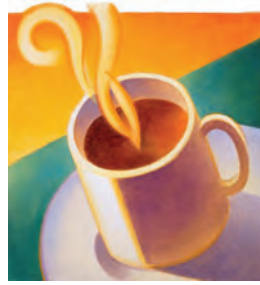
*Sponsorships available*

For more information, contact the Chamber Office  
818.222.5680 or email [info@calabasaschamber.com](mailto:info@calabasaschamber.com)

## CITY NEWS

The **City of Calabasas** organizes two free monthly electronic waste collection events. On the first Saturday of the month (Saturday, October 1, 2011), an electronic waste collection will take place at Albertson's parking lot, 26521 Agoura Road (at Las Virgenes Road) in Calabasas from 10:00 a.m. to 3:00 p.m. A second monthly electronic waste event will take place on the 3rd Saturday of the month (October 15, 2011) in the Vons Shopping Center parking lot at 23381 Mulholland Drive in Woodland Hills from 10:00 a.m. to 3:00 p.m. Acceptable items include but are not limited to CD players, laptops, and personal computers, microwave ovens, printers, radios stereos, telephones and VCR's. For more information, please contact the City of Calabasas Recycling and Solid Waste Coordinator at (818) 224-1600.

The **2011 Calabasas Fall Recreation Brochure** features detailed information about adult and youth classes, senior citizen programs, community news and information about adult and youth activities and much more. Please look for Enrichment classes and other after school programs in the Recreation Brochure. The 2011 Fall Calabasas Recreation Brochure will also be available online and paper copies will be available at City Hall, the Agoura Hills / Calabasas Community Center and the Calabasas Tennis & Swim Center. Classes run until December 2011, so make sure to register early! For more information about Calabasas recreation opportunities or for help with class registration, please call the Recreation Department at (818) 880-6461.



## A MORNING WITH BRIDGET

A monthly meet and greet at the Calabasas Chamber of Commerce office where members can come and discuss their business with our President and CEO, Bridget Karl and members of our Deputy Committee. Together, we will help you find ways to best utilize your membership and help you succeed with your business goals. We encourage you to write out your business goals for this year and bring them with you.

Advance reservations are required and space is limited to foster an intimate atmosphere where everyone will be able to discuss their needs. **Next "Morning" is on Wednesday, October 19th at 9:00 a.m.**

Reserve your spot by calling (818) 222-5680 today!

## ...From the desk of the Chamber Sheriff



Sheriff Amanda Beck of Hub International Insurance "spotlights" Deputy Ron Supancic. I thank him for his dedication to the Calabasas Chamber.

Ron Supancic has been an active and loyal deputy for many years. The Law Collaborative is a full service law firm emphasizing extra-judicial dispute resolution. The goal is to help clients achieve best-interest results while staying out of court, and to offer the finest litigation support system available in instances where litigation cannot be avoided. The firm works with retired judicial officers, mediators, and those committed to the practice of consensual dispute resolution. Partner and co-founder Ron Supancic has been serving Los Angeles County as a Certified Family Law Specialist for over thirty years. A family law attorney for over forty years, Ron has handled hundreds of contested divorce cases, child custody cases, and post-marital disputes. Ron's qualifications and experience give him the unique ability to provide second opinions on complex divorce cases that have reached an impasse, become too costly, or have stalled. For more information please visit: [www.thelawcollaborative.com](http://www.thelawcollaborative.com).

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The Law Collaborative, LLC  
21051 Warner Center Lane, Suite 100  
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T: (888) 852-9961 F: (888) 852-9962  
[ronandrobertondivorce.com](http://ronandrobertondivorce.com)

# CALENDAR

## OCTOBER 2011

- 4 Tuesday, 5:00 p.m. – 6:00 p.m.  
**Deputy Meeting**  
Chamber Office
- 13 Thursday, 7:15 a.m. – 8:45 a.m.  
**Good Morning Calabasas!  
Chamber Networking Breakfast**  
Hilton Garden Inn - Calabasas  
24150 Park Sorrento, Calabasas
- 15-16 Saturday and Sunday,  
10 a.m. – 5 p.m.  
**Calabasas Pumpkin Festival**  
Juan Bautista DeAnza Park  
3701 Lost Hills Road, Calabasas
- 18 Tuesday, 9:00 a.m.  
**Education/Green Task Force  
Committee Meeting**  
Chamber Office
- 19 Wednesday, 9:00 a.m.  
**A Morning with Bridget**  
Chamber Office  
Space limited - Reservations Required
- 19 Wednesday, 5:00 – 6:00 p.m.  
**Chamber Public Relations  
Task Force**  
Chamber Office
- 20 Thursday, 5:30 – 7:00 p.m.  
**Business Mixer**  
Good Nite Inn  
26557 Agoura Road, Calabasas
- 25 Tuesday, 5:00 p.m.  
**Board of Directors Meeting**  
Acura 101 West



**Florence Home Health Care** (l-r) Elena Yasno, Lenka Traveler; Steve Brevodoro, Brevodoro Insurance Services; Bridget Karl, Chamber President / CEO; Ronald Supancic, The Law Collaborative, Los Angeles; **Rahim Bidgoli**; **Florence Home Health Care**; Marcey Verity-Viner, American Cancer Society; Lucy Martin, Calabasas City Council member and Saleem Saleem, RMS Direct, Inc.



**Omega Boutique** (l-r) Jerry Viner, American Cancer Society; Marcey Verity-Viner, American Cancer Society; **Hirono Homme, staff, Kaylin Shin, General Manager, Violet Mkrtychan, Esmeralda Luis, staff**; Brenda Johnson, Chamber Chairman; Kirsten Johnson; Amanda Beck, Hub Int'l Insurance Services, Inc., Ruth Abel, Leonis Adobe Museum; Irwin Zigmond, CPA and Denise Payne, MFT.

## Celebrate Volunteerism



In general terms, **volunteering** is the practice of people working on behalf of others or a particular cause without payment for their time and services. Volunteering is generally considered an altruistic activity, intended

to promote good or improve human quality of life, but people also volunteer for their own skill development, to meet others, to make

contacts for possible employment, to have fun, and a variety of other reasons that could be considered self-serving.

Volunteering takes many forms and is performed by a wide range of people. Many volunteers are specifically trained in the areas they work in, such as medicine, education, or emergency rescue. Other volunteers serve on an as-needed basis, such as in response to a natural disaster or for a beach-cleanup.

**The Chamber would like to recognize Chamber Member's who selflessly volunteer for an organization or a specific cause that's near and dear to the heart. Simply submit 100 words or less about you're volunteering or write about a fellow Chamber Member you feel should be recognized for their tireless efforts.**

Submit entries to [info@calabasaschamber.com](mailto:info@calabasaschamber.com)

## Advertising Opportunities!

Three great ways to reach the local community:

- ✓ Place a flyer in our monthly newsletter
- ✓ Place an ad in the newsletter
- ✓ Advertise online on the Chamber website

Call the Calabasas Chamber Office at 818.222.5680.

CALABASAS

OCTOBER  
15TH & 16TH  
10AM - 5PM

PUMPKIN

FESTIVAL

**\$5 ADMISSION / KIDS UNDER 2 FREE**  
**AT JUAN BAUTISTA DE ANZA PARK**

ADMISSION PRICE INCLUDES:  
INFLATABLE RIDES, HALLOWEEN CARNIVAL GAMES  
PIE EATING & SEED SPITTING CONTESTS  
BUSINESS DISTRICT FUN ZONE & SUNDAY CAR SHOW  
PLUS REPTILES & NATURE PROGRAMS  
& LIVE MUSICAL TRIBUTES TO NO DOUBT, U2 & MORE!



**The Hometown Event With BIG Time Fun!**

YOU'LL FIND PLENTY OF PUMPKIN PIE, SEEDS, ALE  
& OTHER TREATS FOR PURCHASE  
PLUS DON'T FORGET TO PICK YOUR  
HALLOWEEN PUMPKIN IN THE PUMPKIN PATCH!  
ENTER AT LOST HILLS & AGOURA RD OFF 101 FREEWAY  
TO FREE & EASY PARKING & SHUTTLES



**PLAN YOUR PUMPKIN FESTIVAL VISIT AHEAD OF TIME**  
**AT [WWW.CALABASASPUMPKINFESTIVAL.COM](http://WWW.CALABASASPUMPKINFESTIVAL.COM)**

Calabasas Pumpkin Festival Partners  
2011 Sponsorship Opportunities

<b>Welcome Station</b>	<b>\$5000</b>	Be the <i>Premier Sponsor</i> to be seen by all the patrons as they arrive at the park. This GRAND location is the gateway to the Pumpkin Patch. It's where all families gather to choose that perfect pumpkin. A booth will be provided for you and your staff to greet the thousands who are entering and leaving the Festival.
<b>Main Stage</b>	<b>AVAILABLE Call for Details 818.222.5680</b>	Be the "Rock Star" of the event and Sponsor the Main stage with all the live musical entertainment. It's where the crowd gathers to listen and dance to their favorite bands.
<b>Event and Contest Stage</b>	<b>\$2500</b>	Sponsor the event where the crowds gather to cheer on their family and friends as they attempt to eat a pumpkin pie the quickest, spit seeds the farthest, and race miniature pinewood cars the fastest.
<b>Beer Garden</b>	<b>\$1500</b>	Sponsor the place "Where Everybody Knows Your Name." The Beer Garden is the venue to relax and enjoy a cold refreshing beer. Best seats at the festival to sit and watch the bands on the Main Stage.
<b>Pumpkin Carver</b>	<b>\$1500</b>	Sponsor the Pumpkin Carver and have the crowds be amazed and recognize your company's name as it's displayed by this creative crafter in the premier location, "The Pumpkin Patch", a family favorite!
<b>Balloon Artist</b>	<b>\$1000</b>	Excite the crowds with this talented balloon artist. Your company's name will be prominently displayed with the artist's creations. Both children and adults clamor for these wonderful works of art.
<b>Business Expo Booth</b>	<b>\$600</b> <i>Available to Calabasas Chamber Members:</i> <b>\$750</b> <i>for Non-Members</i>	Have a professional presence at the festival in the Business Community. <b>Business Expo Sponsorship</b> Includes: 10 x 10 Canopy Tent, Table, 2 chairs and a Banner with Company Name. Non-Members will be placed on the waiting list.
<b>Corporate Pumpkin Partner</b>	<b>\$350</b>	Be a supporter of the Chamber by having your Company's name on a banner prominently displayed at the event.
<b>Pumpkin Painting</b>	<b>\$1000</b>	The <b>Pumpkin Painting "Gallery"</b> is always one of the most popular activities of the weekend! Inspiring artists (and full-fledged artists!) young and old try their hand at turning a regular old squash into a work of art. The results are downright inspirational! As the sponsor of the Pumpkin Painting Gallery, your name will appear on a banner proudly displayed for all to see.
<b>Face Painting</b>	<b>\$1000</b>	Sponsor the <b>Face Painting Arena</b> and you will have the opportunity to put a smile on the faces of kids and their parents! Your company name will be displayed on a banner over the Face Painting Arena in the Arts & Crafts area.
<b>Hair Painting</b>	<b>\$1000</b>	New this year! The <b>Hair Painting Salon</b> will be THE place for kids to go who want to see their parents' hair stand on end!! Whether they choose to have their hair painted pumpkin orange or goodness-gracious green, mom & dad will heave a sigh of relief when they learn that the color comes out with one (two at the most) shampoos! Sponsor this area and you – and the kids – will surely receive tons of attention!

**2011 CALABASAS PUMPKIN FESTIVAL  
PUMPKIN PARTNER RESERVATION FORM**

**CONTACT**  
**NAME** \_\_\_\_\_ **PHONE** \_\_\_\_\_

**COMPANY** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**EMAIL ADDRESS** \_\_\_\_\_

Please make your reservation ASAP (first come, first serve) for the **2011 Calabasas Pumpkin Festival** to be held **Saturday, October 15 – Sunday, October 16, 2011 at De Anza Park in Calabasas**. Enclose a check payable to the **Calabasas Chamber of Commerce**. (The Calabasas Chamber of Commerce is a non-profit organization pursuant to I.R.C. section 501.C6. Tax ID# 23-7291271)

**I WOULD LIKE TO BE A PUMPKIN PARTNER IN THE FESTIVAL IN THE**

**AREA OF:** \_\_\_\_\_

in the amount of \$ \_\_\_\_\_.

Enclosed is a check made payable to the Calabasas Chamber of Commerce in the amount of \$ \_\_\_\_\_.

Please charge my Mastercard/Visa or American Express in the amount of \$ \_\_\_\_\_.

Name on card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Please send the Reservation Form to: Calabasas Chamber of Commerce  
23564 Calabasas Road #101  
Calabasas, CA 91302  
Phone: (818) 222-5680  
FAX: (818) 222-5690  
EMAIL: [bkarl@calabasaschamber.com](mailto:bkarl@calabasaschamber.com)  
Website: [www.calabasaschamber.com](http://www.calabasaschamber.com)

**Calabasas Pumpkin Festival**  
Saturday, October 15 and Sunday, October 16, 2011  
De Anza Park, 3701 Lost Hills Road, Calabasas

**CALABASAS PUMPKIN FESTIVAL**  
**VOLUNTEER SIGN-UP APPLICATION**  
**(PLEASE PRINT)**

**The exciting Calabasas Pumpkin Festival is just around the corner!**  
We are in need of volunteers to assist with the various activities at the Festival.  
If you would like to help, please complete this application.

**Name:** \_\_\_\_\_ **Age if under 21:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **Zip** \_\_\_\_\_  
**Daytime phone #:** \_\_\_\_\_ **Evening phone** \_\_\_\_\_  
**Email Address:** \_\_\_\_\_

**AVAILABILITY**

Saturday, October 15 ( ) 9:30 am – 1:30 pm ( ) 1pm – 5:30 pm  
( ) All Day 9:30 am – 5:30 pm  
Sunday, October 16 ( ) 9:30 am – 1:30 pm ( ) 1pm – 5:30 pm  
( ) All Day 9:30 am – 5:30 pm

**You may email, fax or send this form to: Calabasas Chamber of Commerce,  
23564 Calabasas Road #101, Calabasas, CA 91302 Fax: (818) 222.5690  
Email: [mwhalen@calabasaschamber.com](mailto:mwhalen@calabasaschamber.com)**





**ADVERTISE ONLINE WITH THE  
CALABASAS CHAMBER OF COMMERCE!  
CONNECT WITH BUSINESS, COMMUNITY...  
THE WORLD!**

Calabasas is an affluent area with savvy consumers and progressive businesses. Don't miss the opportunity to reach this upscale community and offer your products or services to the many consumers, business owners and visitors who utilize our Web site to find what they're looking for. Online advertising is quick, easy and effective!

We offer three different sizes of banners with three month, six month and one year terms so finding a program that fits your budget is easy. Link your banner to your Web site or e-mail address. Sample banner ads are shown below. Please fill out the attached Website Advertising Insertion Order and get started on increasing your exposure and building your business today!

Have questions? Contact Cheryl Frotton at (818) 222-5680 or send an e-mail to [info@calabasaschamber.com](mailto:info@calabasaschamber.com)



**HEADER BANNER**  
(468 x 60 pixels)



**FEATURE BANNER**  
(242 x 120 pixels)



**STANDARD BANNER**  
(120 x 60 pixels)

## MEMBER-TO-MEMBER TRADING POST

The following discounts are provided by Calabasas Chamber members as a service to other members. Discounts apply only to current members of the Calabasas Chamber of Commerce and are nontransferable. Business owners may post their own member-to-member discounts in the *Calabasas Post* by contacting the Calabasas Chamber at (818) 222-5680.

### **A Rental Connection**

Les Sumpter, (818) 883-7368  
10% discount on stock items

### **Acura 101 West**

Asim Ali, (818) 222-5555  
Call for special fleet pricing

### **All Animals Medical Center**

Kerry Milliken, DVM & Attila Molnar, DVM, (818) 591-2773  
10% off medical service for new clients

### **Ameriprise Financial Services, Inc.**

Christopher C. Soulios, (310) 944-2488  
1-hour complimentary consultation

### **Atmosphere Events and Catering**

Dana Rolland, (310) 403-1214  
5% off for new clients!! (first time only)

### **Autism Care and Treatment**

Nancy Alspaugh-Jackson (818) 705-1625  
Buy 2 tickets to Denim & Diamonds, receive 2 tickets half off

### **Beauty Collection**

Lucinda Maestas, (818) 225-9424  
10% off to Chamber Members

### **Bella Skin Institute**

Anna Guanche, M.D., (818) 225-0117  
10% off (not good with any other offer)

### **Alan Berkowitz, Ph.D.**

(818) 223-8670  
10% off psychological services

### **BetterMen.org**

Wayne M. Levine, M.A., (818) 879-1600  
20% off individual coaching services

### **Blue Table**

Gina Marcione, (818) 222-5195  
10% discount

### **Matt Bogosian, Family Law Attorney**

(818) 319-2339  
Free initial consultation to Chamber members & referrals

### **C-Zero Consulting**

Richard Blackledge, (310) 808-4916  
Free initial consultation & Recommendations thru 2009-10

### **Calabasas Air Conditioning & Heating**

Gordon Webb, (818) 222-9236  
10% off all services

### **Calabasas Pharmacy**

Brenda Johnson R. Ph., (818) 223-8656  
5% off all merchandise & prescriptions

### **Calabasas Self Storage**

Leann Miller, (818) 880-6060  
One month free

### **Canoga Park Heating & Air Conditioning, Inc.**

(818) 348-4765  
10% off parts, installation & service

### **Canon Business Solutions**

John Malone, (818) 871-6714  
10% off all systems and solutions

### **Carnahan & Associates**

Tom Carnahan, (818) 884-1500  
Donation to charity of your choice

### **Celebration Portraits**

Stephanie Miller, (310) 210-9560  
20% off all purchases

### **Chase Bank, Calabasas**

Pooran Safavi, (818) 222-1012  
Annual fee waived for 1<sup>st</sup> year on business line of credit

### **Consolidated Disposal Service**

General Manager, (818) 341-4746  
10% off all new customers

### **Crumbs Bake Shop**

Harley Bauer, (818) 225-9013  
15% off

### **Courtyard Salon**

23645 Calabasas Road  
Ashraf Rezaie, (818) 222-9252  
10% off products and services

### **Diamonds and Champagne Wholesale Jewelers**

Grandma Sharon Rose, (805) 660-9336  
Special pricing on jewelry repair

### **DJW Design**

Diana LaPointe, (818) 730-7215  
20% off, one-time only

### **Drivers Ed Direct**

Eric Creditor, (800) 728-1048  
\$15 off online drivers ed, or drivers training;  
use code "CALCHAM"

### **Eden Surgical & Wellness Center**

Board Certified Plastic Surgeons, (818) 444-4244  
Free consultation

### **FC Parking Services**

Douglas W. Sermeno, (818) 730-1028  
10% off parking services

### **Florentyna's A Fine Flower Company**

Shirin Paidar (818) 222-2446  
10% off any arrangement or gift item

### **Foreclosure Express**

Eric Mirzaian, (818) 878-0254  
50% off trustee fees / 20% off other services

### **Good Nite Inn**

Randall Boyd, (818) 880-6000  
Special Rate Code GNICORP

### **Graphic Sales West, Inc.**

Randall H. Pelter, (818) 704-0234  
10% off first order

### **Greathouse Law Firm**

Janet Greathouse, (818) 735-0626  
20% off all legal services

### **Healing Touch Acupuncture**

Lorrie Bailey, (818) 601-2027  
First visit - \$50.00

### **Huntington Learning Center**

Mike Kent, (818) 716-0050  
\$50 off a Diagnostic Evaluation

### **In & Out Painting**

Joseph Balsano, (818) 880-1447  
10% discount

### **Inner-I Security In Focus**

David Scola, (818) 704-1337  
10% off any new security system

### **Kevin Lubera Photographer**

(818) 679-9768  
10% discount

### **LA Pro Forms Printing**

Marc Covert, (818) 775-9500  
10% off first order

### **Law Offices of A. Singer & Associates**

Anne Singer, (818) 597-7700  
Reduced hourly rate

### **Leading Edge Cosmetic Laser Surgery**

Mitra Tahvildarian, (818) 223-9803  
10% off all services (procedures)

### **Lewis R. Landau, Attorney at Law**

(888) 822-4340  
Complimentary initial consultation

### **Leonis Adobe Museum Gift Shop**

Doris Butler, Manager, (818) 222-6511  
10% off all purchases

### **Malibu Local Apparel**

Janet Laird, (310) 499-6850  
Wholesale pricing available

### **Masterpiece Dance Theatre**

Golden Koscuik, (818) 257-2001  
10% off "series" purchases, per person

### **McAllister Office Pavilion**

Sally Desmond, (818) 591-3200, x 117  
Promo price for Herman Miller Aeron and Mirra chairs

### **Montessori of Calabasas**

Dehini Wiratunga, (818) 222-0232  
\$100 discount on registration fee for chamber members

### **New England Financial, A MetLife Affiliate**

Matthew Pime, (818) 999-2800, ext. 363  
Complimentary retirement income analysis

### **NOW Messenger Service**

Jeff Sommer, (818) 774-9111  
First local delivery free (up to \$50 value); open an account  
& receive a 15% discount for 60 days and 5% thereafter

### **On Graphics Design Associates**

Jeff Oliver, (818) 591-0033  
One time discount on creative services

### **Denise Payne, LMFT**

(805) 501-4598  
10% discounted fee for services

### **Payroll Plus**

Jim Meadville, (818) 772-4530  
No set-up fee

### **PGM Technical Services**

Michael Ebbeson, (818) 887-2406  
10% off hourly rates

### **PHILLIPS Law Office**

Carolyn Phillips, (818) 331-1700  
One-hour consultation for Chamber members at no charge

### **Pierce Brothers Valley Oaks-Griffin Memorial Park**

Erin Hickey, (818) 889-0902  
10% off any services

### **Preferred Searches**

Michelle Rubin, (818) 880-5775  
10% off standard fee

### **Quality Parking Service**

Ben Akbary, (818) 382-6699  
10% discount on valet parking

### **Anita Rathee, D.D.S., M.P.H.**

(818) 348-8898  
"Get to Know Us Special"

### **Raymond James & Associates, Inc.**

Jeff Blum, RPC, (805) 373-5682  
Complimentary business needs analyses

### **RC Digital Design**

Richard Chudy, (818) 702-0879  
20% off design services, first order only

### **Renewal Spa & Nails**

Mary Ha & Kirstie Ngo, (818) 223-8696  
10% off on services over \$35

### **RMS Direct, Inc.**

Saleem M. Saleem, (818) 707-2625  
Special Discounts for Chamber Members

### **Royal Service Air Conditioning & Heating**

Noam Sharf, (626) 281-8848  
10% discount for Chamber members

### **Send Out Cards**

Hank Yuloff, (818) 705-4265  
Free Box of Brownies with trial discount

### **Silverstone Consulting**

Robert Silverstone, (310) 359-8482  
20% discount on initial transaction

### **Lawrence G. Simons, O.D.**

(818) 871-9898  
10% off eye examinations and eyewear

### **Souza & Associates, Inc.**

Jacqueline Souza, (818) 223-9647  
Free consultation

### **SRO Business Solutions, Inc.**

Susan Organ, (818) 591-2222  
1<sup>st</sup> hour free bookkeeping services

### **Tapis Rouge Events**

Erika Wirkkaia, (818) 425-0998  
15% reduced fee

### **Team Play Events**

Jamie Rose Plum, (818) 889-3336  
10% discount on all event equipment

### **Torgan-Beard-Fernandez Dental Group**

Nancy Davis, (818) 225-0046  
10% courtesy discount

### **White House Properties**

Deanna Shapiro, (818) 222-2424  
Call for member discount

### **Wilmes-Reitz Psychological**

Joyce Wilmes-Reitz, (818) 591-8270  
One free session for Chamber Members

**Wink Optometry**  
Matthew Alpert & Josh Corben, (818) 222-9465  
*10% off all services and eyewear*