

# CALABASAS POST

JANUARY 2011

A CALABASAS CHAMBER OF COMMERCE PUBLICATION

WWW.CALABASASCHAMBER.COM

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

## Meet the New 2011 Chairman of the Board Brenda Johnson

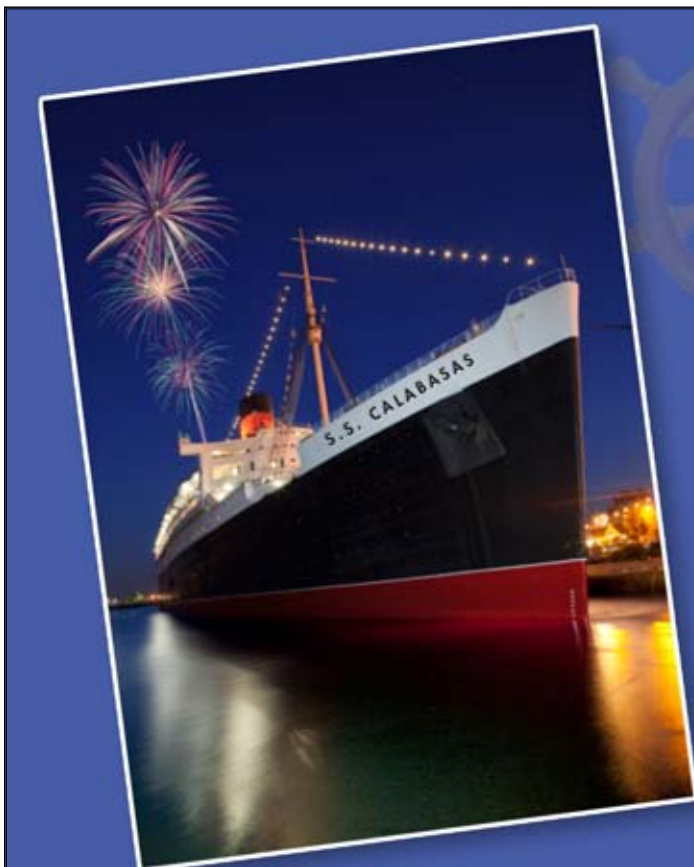
The Calabasas Chamber of Commerce is pleased to announce that Brenda Johnson, R. Ph., owner of Calabasas Pharmacy in Calabasas, has been named the Chamber's 2011 Chairman of the Board.

Brenda has been a Calabasas Chamber member since opening her pharmacy almost 15 years ago and has served on the Board of Directors from 1999 to 2001, and again in 2006 until present time.

After graduating from the University of Wisconsin – (Go Badgers!), in their school of Pharmacy, Brenda moved to southern California to start work with Thrifty Drug as their Pharmacist. There she was promoted to Director of Pharmacy Training & Development, then promoted again to Regional Pharmacy Manager. After Thrifty merged with Payless, Brenda opened her own pharmacy, Calabasas Pharmacy located in the Gelson's Market at Gelson's Village off Mulholland Highway in Calabasas and is open seven days a week providing a service level you won't find in the big chain drugstores. Brenda knows most customers by name, answers their questions, and fills prescriptions in a timely manner.

Brenda has served on the Board of Directors of Pharmacists Professional Society of San Fernando Valley since 1997, and serving as Treasurer since 2004.

Brenda is married to her husband, Craig, and has a nine-year-old daughter named Kirsten.



The Calabasas Chamber of Commerce  
Presents

### "Welcome Aboard the S.S. Calabasas"

Annual Installation Gala & Awards Ceremony

Honoring Outgoing Chair, Kimberly Bordonaro  
Installing Incoming Chair, Brenda Johnson, R. Ph.

Presentation of the 2011 Board of Directors  
Chairman & Spirit of Calabasas Awards

**Saturday, January 29, 2011**

Calabasas Country Club  
4515 Park Entrada, Calabasas

18:00 Hours – Captain's Cocktail Reception

19:00 Hours – Ship Sails

19:15 Hours – Gala and Dinner

23:00 Hours – Travelers must disembark

Sumptuous International Cuisine served Buffet Style  
Dancing to a Live Band – Silent Auction

**Admission:** \$70 per person / \$500 for Table of Eight

**Dress:** Cocktail Attire

**Warning:** Sea Legs not Provided!

R.S.V.P. to Cheryl Frotton at 818.222.5680

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

#### 2010 Board Of Directors

##### Chairman of the Board

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

##### First Vice Chair

**Elena Yasno** (2008)  
Ticket to Travel, 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 Chamber Development

**Michelle Paquette** (2009)  
All Ways Consulting, 310.429.7117

##### 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.,  
805.435.3112

**Jeff Blum** (2007)  
Raymond James & Associates, Inc.,  
805.218.8914

**Rick Lemmo** (2008)  
Caruso Affiliated, 323.900.8100

**Jeff Morton** (2007)  
AmeriFund Lending Group,  
818.621.0308

**Doug Ridley** (2006)  
Adelman Enterprises, 805.436.0410

**Dana Rolland** (2011)  
Atmosphere Events and Catering,  
310.403.1214

**Howard Sommers, Esq.** (2011)  
Attorney at Law, 818.222.5439

#### Chamber Staff

**Carol Washburn**, President/CEO  
**Tinalyn Firestone**, Business Development Consultant  
**Cheryl Frotton**, Administrative Assistant

#### Newsletter Design

**Diana LaPointe**  
DJW Design, 818.730.7215

## CHAIRMAN'S MESSAGE

By **Brenda Johnson, Calabasas Pharmacy**

Happy New Year! It is my great honor to serve as your 2011 Chairman of the Board. I pledge to provide the chamber of commerce with the dedication, exemplary code of professionalism, and enthusiasm as displayed by our immediate past chair, Kimberly Bordonaro. I thank her immensely for her years of service and ongoing support of the success of our chamber.

Additionally, it is a great privilege to work along side our 2011 Board of Directors. They are a dynamic group of professionals, representing a diverse cross section of businesses. I am pleased to introduce our 3 new board members: **Amanda Beck, Hub International Insurance Services, Inc.; Dana Rolland, Atmosphere Events & Catering and Howard Sommers, Attorney at Law.** Our Board is committed to upholding our mission statement; **"The purpose of the Calabasas Chamber of Commerce is to enhance and support our members' business success."**

Finally, I would like to thank our Board members whose terms have expired, **Barbara McDaniel, Prudential California Realty and Don Lucove, CPA from Lucove, Say & Company and Jami Taguchi from Take Shape for Life.** They have given the chamber their expertise and countless hours of hard work and dedication. I hope you will be able to join me in thanking them at our Annual Installation Dinner, **"Welcome Aboard the S.S. Calabasas"** on Saturday, January 29th.

The future has never been brighter! I wish you a year full of success. I hope that, as you set your business goals for 2011, the Calabasas Chamber of Commerce will be an integral component in achieving them.

## "Welcome Aboard the S.S. Calabasas!" Chamber Installation Gala January 29th

The 2011 Calabasas Chamber of Commerce invites you to **"Welcome Aboard the S.S. Calabasas"** on Saturday, January 29, from 6 p.m. to 11 p.m. at the elegant Calabasas Country Club located at 4515 Park Entrada in Calabasas.

The new 2011 Board of Directors will be introduced and two deserving people will be presented the **Chairman's Award** and the **Spirit of Calabasas Award** for community service. Also being honored for their dedication and service are 2010 Chairman of the Board, Kimberly Bordonaro as well as the outgoing Board Members.

Dance the night away with the official 2011 Board of Directors: **Chairman of the Board, Brenda Johnson; First Vice Chair, Elena Yasno, Ticket to Travel; Vice Chair Finance, Matthew Pime, New England Financial, A MetLife Affiliate; Vice Chair Governmental Affairs, Martin Seda, AXA Advisors, LLC; Vice Chair Chamber Development, Michelle Paquette, All Ways Consulting; Vice Chair Membership, Travis Rucci, New England Financial, A MetLife Affiliate; Immediate Past Chair, Kimberly Bordonaro, ProStyle Image; Amanda Beck, Hub International Insurance Services, Inc.; Jeff Blum, Raymond James & Associates, Inc.; Rick Lemmo, Caruso Affiliated; Jeff Morton, AmeriFund Lending Group; Doug Ridley, Adelman Enterprises, Inc.; Dana Rolland, Atmosphere Events and Catering and Howard Sommers, Attorney at Law.**

We are indebted to the service of **Barbara McDaniel, Prudential California Realty, Don Lucove, CPA, Lucove, Say & Company and Jami Taguchi, Take Shape for Life** who retired from the board this past year.

To make a reservation for the Installation Gala, please call the Chamber office at (818) 222-5680. It's a wonderful opportunity to network and meet our esteemed honorees. Individual tickets are \$70 per person; includes a sumptuous buffet. Sponsorship opportunities are available.



## GOOD MORNING, CALABASAS!

Elena Yasno from **Ticket to Travel** will moderate the **Good Morning, Calabasas! Breakfast** on Thursday, January 13th starting at 7:15 a.m. at the Hilton Garden Inn – Calabasas. Guest speaker Stephen Freuh will present, **Connecting the Dots Between Vision, Goals, Action and Your Brand**. Make your reservation today and bring plenty of business cards to share and company brochures for the Marketing Display table. Don't forget to rehearse your 30-second business introduction.



Thank you to Bob J. Epstein, Attorney at Law moderating the December Breakfast program. Special thanks to the following people for their generous door prizes at the December Breakfast: Bob J. Epstein, **Attorney at Law**; Nelson Lopez, **Wine Shop at Home**; Al Rosenberg, **Beds Unlimited**; Robert Salinas, **Grand National Auto Body**; Ronald Supancic, **The Law Collaborative, Los Angeles** and Hank Yuloff, **Send Out Cards**. 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 \$15 Members; \$18 for Non-Members. Please call Cheryl Frotton at 818.222.5680 to make your reservation. No shows will be charged.

### January Breakfast Sponsor:

Adam Goldberg

Adam@FreshBrothers.com



FRESH THINKING. FRESH PIZZA.

4751 Commons Way, Calabasas, 91302 Phone: 818.225.7555

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**Joe Donato**  
Senior Sales Consultant



(818) 222-5555  
Fax (818) 222-6847  
www.acura101west.net

## Business Mixer

### Pure Hair and Shave Studio

Carol Kiarashpour, Owner/Partner

Gelson's Village

22247 Mulholland Hwy., Calabasas

Thursday, January 20, 2011

5:30 p.m. to 7:00 p.m.

**Refreshments and Networking**

**Admission: FREE Members; \$5 Non-Members**

**Reservations Required!**

Call the Chamber Office at 818.222.5680

or Email: [info@calabasaschamber.com](mailto:info@calabasaschamber.com)

## Did You Know?

For each business referred to the Chamber, you will receive a \$25 discount on your membership dues



## Mayor's State of the City Address



Monday, January 31

**Calabasas Civic Center  
Founders Hall**  
200 Civic Center Way,  
Calabasas

6:30 p.m. - Check in/seating

7:00 p.m. - State of the City Address

7:30 p.m. - Reception hosted by the  
Calabasas Chamber of Commerce

*Free and Open to the Public*

To make a reservation, call the  
Chamber Office at 818.222.5680

## WELCOME, NEW MEMBERS

**JILL FM** - Plays the widest and best variety of music in Southern California.

**Pat Duffy, Station Manager**

99 Long Court #200  
Thousand Oaks, CA 91360  
(805) 497-8511  
[www.927jillfm.com](http://www.927jillfm.com)

**A1A 24/7 LOCKSMITH** – We provide prompt and professional service 24/7 for your entire locksmith needs.

**Nathan Davar, Owner**

License #CC04972  
5727 Canoga Avenue  
Woodland Hills, CA 91367  
(818) 914-8559  
[www.a1a247locksmith.com](http://www.a1a247locksmith.com)

**PURE HAIR AND SHAVE STUDIO** – Boutique salon dedicated to helping you look

your best. Services for men and women.

**Carol Kiarashpour, Owner/Partner**

22247 Mulholland Hwy.  
Calabasas, CA 91302  
(818) 224-4200  
[www.purehairandshave.com](http://www.purehairandshave.com)

**GUITARPARTSDEPOT** – Carries a great assortment of top quality guitar parts and accessories. One-Stop-Shop!

**Ellen Ferro**

5311 Derry Avenue #J  
Agoura Hills, CA 91301  
(818) 735-7944  
[www.guitarpartsdepot.com](http://www.guitarpartsdepot.com)

**LAW OFFICES OF A. SINGER & ASSOCIATES** – We are a full service law firm

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well as civil litigation.

**Anne Singer, President**

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**MADDY'S MARKET** – Managed and run by an experienced team of specialty grocery store operators, Maddy's Market features the finest fresh meat and seafood, locally grown produce, gourmet prepared foods, fresh baked goods, organic and kosher grocery items, a large selection of raw foods, natural supplements, a one-of-a-kind tonic bar, and wellness clinic.

**Mitzi Poulin**

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

## LEGISLATIVE UPDATE

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

The Committee held its monthly meeting on December 6th at a new location, the Riviera Restaurant in Calabasas. The chairman opened the meeting with some comments about the Calabasas Board Retreat that had occurred on December 4th. A key focus of the retreat had been the impact that the recession has had on chambers throughout Southern California and what our chamber needed to do to continue its vitality and growth.

The anemic economic environment expected in the year ahead, has caused our Board to rethink the services the Chamber provides to the business community. In the months ahead, the Chamber will survey the membership to better understand those services that are most valued and how it should change them to further improve their value. As a result of this feedback, the Board may ask the Committee to change its current focus and scope of work if necessary to better serve the needs of the membership.

Following the opening remarks, the Committee heard from our public representatives as they highlighted key issues and concerns affecting their jurisdictions and stakeholders:

1. **Calabasas City Planning** – Tom Bartlett, a senior representative from the Calabasas City Planning reported that:
  - a. New businesses continue to open in the recently completed Summit Center on Agoura Road.
  - b. A new development project, the Malamut Vintage Auto Museum, will be going before the Planning Commission in the near future.
  - c. The Mount Calabasas annexation is progressing with a po-

tential hearing before the Local Agency Formation Commission for LA County (LAFCO) in February.

d. Mountain View Estates annexation is still pending also.

2. **Water Conservation** – Jeff Reinhardt, from the Las Virgenes Municipal Water District (LVMWD), shared a number of developments:
  - a. Potentially, Hoover Dam may not be able to generate power due to reduced Lake Mead water level caused by dry conditions in the Upper Colorado River Basin.
  - b. The City of San Diego is considering litigation against the Metropolitan Water District (MWD) due to the method the agency uses to charge member agencies like LVMWD.
  - c. The District will impose a minor rate increase to account for an MWD wholesale water rate increase to its member agencies.
3. **County Update** – Cynthia Scott, representing Supervisor Zev Yaroslavsky's Office, discussed some recent news from his office:
  - a. Continuing the efforts to improve road safety in the Santa Monica Mountains, particularly with regards to illegal racing activities.
  - b. Invited the Committee to a Holiday Open House on Wednesday, December 15th at their Calabasas Offices.

Our next committee meeting will be on February 7th at 12:00 noon at our the Riviera Restaurant at 23683 Calabasas Road in the Courtyard at the Commons. Please join us to learn about key issues facing your community.

# Courtyard Holiday Fest Highlights!



## THANK YOU, RENEWING MEMBERS

1987

*Torgan-Beard-Fernandez Dental Group*

1989

*Rotary Club of Calabasas*

1992

*Pacific Lodge Youth Services*

1999

*Bob Smith BMW*

*Edward Jones*

*Courtyard Salon – Formerly Fantastic Sams*

2001

*Lois Julien*

2002

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

2003

*Renewal Spa & Nails*

2008

*Launa Stone Medical Aesthetics*

*Barrister Executive Suites, Inc.*

*Muse School CA*



The Chamber welcomes new member **Nelson Lopez of Wine Shop at Home** at a **Ribbon-Cutting ceremony** – (L-r) Carol Washburn, Chamber President/CEO; Saleem Saleem, RMS Direct, Inc.; Marcey Verity-Viner, American Cancer Society; Jami Taguchi; Take Shape for Life; **Nelson Lopez, Wine Shop at Home**; Jacqueline Souza; Souza & Associates, Inc.; Tinalyn Firestone; Chamber Business Development Consultant; Mike Higginbotham, AXA Advisors, LLC; Dana Rolland, Atmosphere Events and Catering and Steve Brevidoro, Brevidoro Insurance Agency.

### 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.

### 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.



Did you know Home-Based Businesses can book a ribbon cutting ceremony by the Calabasas Chamber of Commerce?

Please call Carol Washburn at 818.222.5680 for more details and to set up an appointment.



The December Breakfast program at the Hilton Garden Inn Calabasas was the setting for introducing the Calabasas Chamber's newest members who received their Member Plaques. (L-r) Tinalyn Firestone, Chamber Business Development Consultant; **Robert Salinas, Grand National Auto Body**; Bob J. Epstein, Attorney at Law and **Nelson Lopez, Wine Shop at Home**.



Chamber Board Members and Deputies welcome **Robert Salinas of Grand National Auto Body** to the Chamber – (L-r) Nelson Lopez, Wine Shop at Home; Saleem Saleem, RMS Direct, Inc.; Dana Rolland, Atmosphere Events and Catering; Jami Taguchi, Take Shape for Life; **Robert Salinas, Grand National Auto Body**; Jacqueline Souza, Souza & Associates, Inc.; Marcey Verity-Viner, American Cancer Society; Steve Brevidoro, Brevidoro Insurance Agency; Tinalyn Firestone, Chamber Business Development Consultant; Mike Higginbotham, AXA Advisors, LLC and Carol Washburn, Chamber President/CEO.

## Calabasas Chamber of Commerce President and CEO Carol Washburn to retire

Carol Washburn, President and CEO of the Calabasas Chamber of Commerce, announced her plans to retire from the chamber on February 28, 2011.

“I have enjoyed over 23 years of Chamber of Commerce life and most rewarding, with the Calabasas Chamber of Commerce for the past ten years of that time,” Washburn said. “I have always given the Chamber my best professional commitment and I am proud of my accomplishments. I plan to take time to write my next chapter as an individual and will work with our board of directors to find just the right person to continue our efforts in Calabasas.”

Washburn said she is grateful to be a part of the Calabasas Chamber of Commerce history, accomplishments and the great times together. She concluded, “The Chamber has been a central part of my life and I will miss the many personal, professional and day-to-day relationships that I have developed while serving here.” “I hope to be an active part of the Chamber’s future, but as a Calabasas citizen and business advocate in this great community.”



### COFFEE WITH CAROL

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, Carol Washburn and our Chairman of the Board Kimberly Bordonaro 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 “Coffee” is on January 11th.**

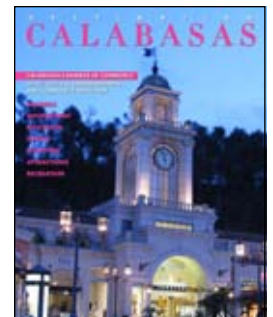
Reserve your spot by calling (818) 222-5680 today!

### Happy New Year from the Calabasas Chamber!

*Thank you for your business this year. It has been a pleasure helping you reach your goals, and we look forward to contributing to your success in 2011.*

### 2010-2011 Calabasas Chamber Directory Available at the Chamber

DESTINATION CALABASAS, the 2010-2011 Calabasas Chamber of Commerce Business Directory & Community Guide is available at the Chamber and locations throughout the community. Call the Chamber for additional copies to give away to your customers at 818.222.5680.



### Remember-A-Member

**Congratulations to Elegance Hippolyte of All Saints Home Care & Referral Services and Steve Brevidoro, Brevidoro Insurance Agency, for winning the Remember-A-Member drawing this past month. Both won a free admission to the January Breakfast.**

# C A L E N D A R

## JANUARY 2011

- 4 Tuesday, 5:00 p.m.  
**Deputy Meeting**  
Chamber Office
- 10 Monday, 12:00 Noon  
**EGAC Committee Meeting**  
No meeting this month
- 11 Tuesday, 8:30 a.m. - 10:00 a.m.  
**Coffee with Carol**  
Chamber Conference Room  
23564 Calabasas Road, #101  
Reservations required!
- 13 Thursday, 7:15 a.m. – 8:45 a.m.  
**Good Morning, Calabasas!  
Chamber Networking Breakfast**  
Hilton Garden Inn - Calabasas  
24150 Park Sorrento, Calabasas
- 17 Monday  
**Martin Luther King Day**  
Chamber Office closed
- 18 Tuesday, 9:30 a.m.  
**Education/Green Task Force  
Committee Meeting**  
Chamber Office
- 25 Thursday, 5:30 - 7:00 p.m.  
**Business Mixer**  
Pure Hair and Shave Studio  
Gelson's Village  
22247 Mulholland Hwy., Calabasas
- 29 Saturday, 6:00 p.m. – 11:00 p.m.  
**Installation Dinner &  
Awards Ceremony**  
Calabasas Country Club  
4515 Park Entrada, Calabasas
- 31 Monday, 5:30 p.m.  
**P.R. Task Force Committee Meeting**  
Chamber Office
- 31 Monday  
**Mixer and State of the City Address**  
6:00 p.m. - Mixer  
7:00 p.m. - Mayor's Address  
Calabasas Civic Center - Founders Hall  
200 Civic Center Way, Calabasas



## FEBRUARY 2011

- 1 Tuesday, 5:00 p.m.  
**Deputy Meeting**  
Chamber Office
- 7 Monday, 12:00 Noon  
**EGAC Committee Meeting**  
Riviera Restaurant  
23683 Calabasas Rd., Calabasas
- 8 Tuesday, 8:30 a.m. - 10:00 a.m.  
**Coffee with Carol**  
Chamber Conference Room  
23564 Calabasas Road, #101  
Reservations required!
- 10 Thursday, 7:15 a.m. – 8:45 a.m.  
**Good Morning, Calabasas!  
Chamber Networking Breakfast**  
Hilton Garden Inn - Calabasas  
24150 Park Sorrento, Calabasas
- 15 Tuesday, 9:30 a.m.  
**Education Committee Meeting**  
Chamber Office
- 17 Thursday, 5:30 - 7:00 p.m.  
**Business Mixer**  
TBD
- 21 Monday  
**President's Day**  
Chamber Office Closed
- 22 Tuesday, 5:00 p.m.  
**Board of Directors Meeting**  
Acura 101 West



## Chambers Celebrate at Holiday Mixer and Announce the “Westfield Rose Goldwater Community Service Award” Winner

The Calabasas Chamber, Canoga Park-West Hills and Woodland Hills-Tarzana Chambers of Commerce gathered together at the Westfield Holiday Mixer held on December 2nd at Westfield Topanga to celebrate the holiday season and to announce Lois Curran-Klein, owner and President of LCK Enterprises, the winner of the “**Westfield Rose Goldwater Community Service Award**”. The Award recognizes an individual within the chambers who exemplifies all that community service could be.

Celebrating at Westfield Topanga’s center court are (l-r) Kimberly Bordonaro, Calabasas Chamber Chairman of the Board; Lois holding her award; Erick Klafter, General Manager of Westfield Topanga; Carol Washburn, Calabasas Chamber President and CEO and Rose Goldwater, the award’s namesake.

