

## February Mixer Hosted By Diana Dee's



Soma Warn (Coldwell Banker), Patricia Woolman, Annette Ousterhout (Jan's Towing), Ceil Mortimer (Chamber Secretary) and Mixer Host Dian Doi (Diana Dee's)

Special Thanks to our  
Check In Staff: Rita Rodriguez,  
Bartenders: Anne Turk  
(Anneticipation.com) and Lt. Steve  
Johnson (SMPD) and our  
Raffle Ticket Sellers: Wally Lee (W2  
Kitchen & Bath Inc.) and  
Jim Frawley (SMFD)  
And thanks to Anneticipation.com  
for hosting our bar,

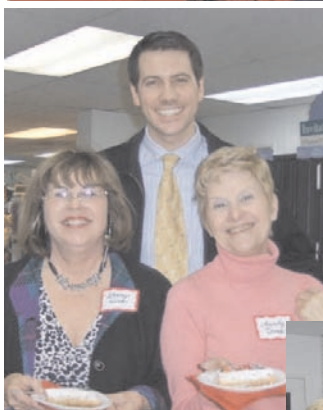


Nancy Ward, Jo Schmal and Marta O'Rourke (Diana Dee's Stationery) welcomed Chamber members with friendly smiles.



New Board Member Lt. Steve Johnson tends bar.

Loyal Diana Dee's customer Ms. Link, Dr. Mike Milinkovic (GEO Chiropractic) and new Board Member Sandra Troup (The Alternative) gather for a little food and conversation.



Annette Ousterhout (Jan's Towing) accepts one of many prizes from Chamber VP Wally Lee (W2 Kitchen & Bath inc) who filled in for Pres. Chris Carlos.



Sandra Troup (The Alternative) watches as Tom Bristow (the UPS Store) buys the winning ticket from Chamber VP Wally Lee (W2 Kitchen & Bath Inc.).



Foster Denker (Ambiance Party Lighting) wins a prize from Chamber VP Wally Lee (W2 Kitchen & Bath Inc.).

*Diana Dee's*  
Stationery & Fine Gifts

Chamber members gathered the evening of February 12th for a pre-Valentine's Day celebration as **Diana Dee's Fine Stationery** opened their doors after-hours for our monthly gathering. Members were treated to a delicious assortment of specialties from Sweet Nora's. Scrumptious desserts lined the tables to satisfy the sweet tooth in all.

Diana's shelves were full of treasures for lots of last minute shoppers who had yet to buy their "Valentine" something special. Vera Bradley bags seemed to be the big seller and practically flew off the shelf.

The monthly raffle had a common theme as Champagne and chocolates were donated by many. Annette Ousterhout (Jan's Towing) was the big winner- congratulations Annette! She has donated raffle prizes every month for over a year, and has never won a raffle prize. Patience and persistence paid off as she won big! The biggest loser of the night was David Jones (Anthony's Art & Frames) who missed out on the Progressive Raffle. Had David attended, \$550 would have been his prize.

Don't miss out on your chance to win the cash- next months Progressive Raffle is \$575, but you must attend to win.

**Big Round of Applause to our Raffle Donors:**  
Jan's Towing, Anneticipation.com, W2 Kitchen & Bath Inc., Ceil Mortimer, Pete Loeffler-(Re-Max Premier Properties), Ellen's Silkscreening, Embroidery & Promotional Products, Athens Services and W2 Kitchen & Bath Inc..

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www.sanmarinochamber.com  
snmarinocofc@earthlink.net

Rita Rodriguez- Office Manager  
Office Hours- Monday-Thurs 9-5

The ORIGINAL San Marino Directory  
2304 Huntington Drive #202  
San Marino, CA 91108  
Ads@sanmarinodirectory.org  
Anne Turk-Advertising Manager  
626-437-3179

## President's Message.....

by Dr. Chris Carlos

*This past month, the Board of Directors of the Chamber of Commerce as well as community volunteers from Southwestern Academy, the Boy Scouts of America and many others were very busy delivering the 2009 Original San Marino Directory to each residence and business in the City of San Marino. That's right folks- the Original San Marino Directory is still delivered the old-fashioned way- by hand! And we salute and thank all of the volunteers that made the distribution project possible. This year's directory honors the memory of San Marino's beloved librarian Carolyn Crain. The cover of the directory features Carolyn's smiling face, a group of children enjoying their favorite books and a photo of the beautiful Crowell Public Library. The directory is distributed each year, free of charge, as a public service to the community. If you haven't taken the time to look through your copy of the directory, you owe it to yourself to do so. The directory is so much more than a local phone book. It is chock-full of information useful to residents and businesses alike such as- Earthquake preparedness tips, important city ordinances, information about schools in the community, information about community non-profit organizations, historical facts about San Marino and much more!*

*The "original" San Marino Directory has been in existence since 1937. The printer of the Directory is Sinclair Printing, founded in 1929, and is owned and operated by brothers Robert and Dan Sinclair, 4th generation of the Sinclair family to run the business. They are lifelong residents of San Marino, assisting the Chamber to keep the tradition alive as a community directory! The San Marino Chamber of Commerce purchased the "original" San Marino Directory in August 2005, from long time owner Gloria Hooker*

*and is pleased to continue this community tradition. By the way- if you're wondering why I keep referring to the "Original" San Marino Directory, it's because the success of this publication has caused a company outside of San Marino to attempt to imitate our directory by selling advertising for a different publication and using a similar name. Don't be fooled. There is only one "Original" San Marino Directory and I'm sure you'll agree it is a beautifully, professionally compiled publication.*

*Especially during our current economic climate, small businesses rely on the loyalty and support of local residents to keep their doors open. Please be sure to patronize the businesses that advertise in the Original San Marino Directory. Their continued generosity has sustained the directory for more than 70 years and we deeply appreciate their participation and support! Finally, I would like to say a big thank you to the Advertising Manager of the Original San Marino Directory- Anne Turk and Office Manager Rita Rodriguez for their dedication to the Directory this past year. For Advertising inquiries for the 2010 edition of the Directory contact Anne Turk at 626-437-3179 or you can email [Ads@sanmarinodirectory.org](mailto:Ads@sanmarinodirectory.org)*

*I hope to see you all at our March Mixer as new member, Jasmine Café welcomes us all into their restaurant. I hope you'll take the time to come out and network with our members.*

Chris Carlos-Athens Services  
Chamber President 2008-2009  
CCarlos@athensservices.com

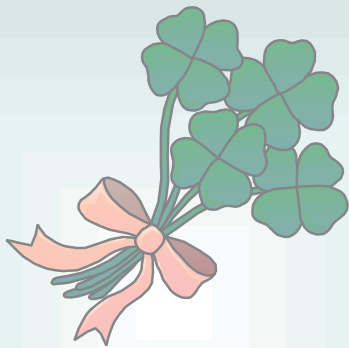
*Founded in November of 1959 the mission of the San Marino Chamber of Commerce is to promote the economic well-being of the community, to be an advocate for its members and to provide community leadership.*



The San Marino  
Chamber of Commerce  
invites you and your guests to the

# March Mixer

Thursday, March 12th  
5:30-7:30pm



Hosted By:  
**Jasmine Cafe**  
2148 Huntington Drive  
San Marino

Progressive Raffle- \$575

Last Months Loser was  
**David Jones-**  
**Anthony's Art & Frames**  
Don't join him- Attend  
for your chance to win!



Members-\$8  
Non-Members-\$11

## Renewing Members

Jack G. Hamilton, D.D.S.  
Ronald P. Estrada, D.D.S.  
San Marino Historical Society  
Miller Accountancy Corporation  
Coldwell Banker Sarah Rogers  
Law Offices of Diane M. Comi  
Wells Fargo Bank  
Silverado Senior Living  
The Fair Oaks  
Lincoln Financial Group - Tom Mills  
TRC Financial- Emile Bayle  
BlueSky Outdoor Environments

## Welcome New Member:

Jasmine Café  
Vivian Chan & Earlene Cheung  
2148 Huntington Drive  
San Marino  
626-284-8877

Thank you for your continuing support of the Chamber and your investment in your business thru Chamber membership. We encourage you to be active members and participate in Chamber events.

## MARCH CALENDAR

4	8:00am	Board of Directors Meeting
8		<b>DAYLIGHT SAVINGS BEGINS!</b>
11	7:30pm	City Council Meeting- City Hall
12	5:30pm	Monthly Mixer @ Jasmine Cafe ALL ARE WELCOME!
17		<b>ST. PATRICK'S DAY!</b>

## APRIL CALENDAR

1	8:00am	Board of Directors Meeting
8	7:30pm	City Council Meeting- City Hall
9	5:30	Monthly Mixer: hosted by Friends of the Crowell Public Library in the Barth Community Room- All are welcome.
12		<b>HAPPY EASTER!</b>
<b>BEAT PROGRAM (Business Emergency Action Team)- will be scheduled for April- date to be announced- all members invited to attend!</b>		

## MAY CALENDAR

6	8:00am	Board of Directors Meeting
8	7:30pm	City Council Meeting- City Hall
10		<b>HAPPY MOTHER'S DAY!</b>
14	5:00pm	<b>ANNUAL EVENING AT THE HUNTINGTON LIBRARY- ALL ARE WELCOME!</b>
25		<b>MEMORIAL DAY- Chamber Office Closed!</b>

# The 2009 ORIGINAL San Marino Directory is HERE!



A huge round of applause for the students from Southwestern Academy, and the boys from Troop 355 and 358. Adults and kids came together Saturday February 21st to deliver over 5,000 Directories to the residents of San Marino. Each book was pre-stuffed into a bag, then hand delivered to every home in San Marino.

A big thank you to those who helped stuff the 5,000 Directories into bags: Anne Turk (anneticiaption.com), Rita Rodriguez, Ceil Mortimer (Chamber Secretary), Beverly Nocas, Jim Frawley (SMFD) and friend, and Betty Brown. It was a long tedious process, and the help was greatly appreciated.

A huge round of applause for our Delivery Crew. Drivers: Wally Lee, Jim Frawley, Chris Carlos, Steve Johnson, Rita Rodriguez, Marci Donovan, and City Club members Jean & Lynn Willhite. And a big round of applause and a sincere 'thank you' to our youth who walked, ran and scootered their way to each doorstep in San Marino: Boy Scouts- Trenton Kohno, Christian Hochhausler, Alex Trinh, Eric Lin, Jason Hu, Even Frawley and Spencer Frawley, Southwestern Academy Students- Chris Yeh, Jordan Wang, Jenny Chen, Shilin Li, James Xu, Earth Teeravas, Ruby Tow, Minji Leah Choi, Tom Zhou, Henry Ye, Jason Zhang, and volunteers- Andrew Rodriguez, Ashley Rodriguez, Danny Hernandez, Michael Torga, Beto Alvear and Alonzo Abarca. We could not have completed the job without their unwavering dedication on that day. We are sincerely grateful to them all!

Snacks for our youth were  
provided by:

anneticiaption.com

Ceil Mortimer

W2 Kitchen & Bath Inc.

Jim Frawley (SMFD)

Lunch for our youth was  
provided by:

Athens Services

Special Thanks to our loyal advertisers. Please patronize their businesses as they continue to support the local community of San Marino through their advertising in the Directory. The yearly Directory would not be possible without them.

Smith Brothers Restaurants  
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Advanced Construction Co.  
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Integrated Learning Solutions  
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Diana Dee's Stationery  
San Marino Toy & Book Shoppe  
Titan Travel  
Stepping Stones to Learning  
San Marino Tree Care  
San Gabriel Valley Pendleton

# Green Sheet Update

The Green Sheet may not be going green after all. The plans to send the Green Sheet 'green' have been temporarily put on hold. With many Chamber members not online, and advertisers and others with beliefs that our Green Sheet is our largest marketing tool for our members, the idea of going green with the Green Sheet has taken a back burner until the Board of Directors can better analyze the value of a hard copy of our Green Sheet to our members.



Many members had a representative of the Board of Directors personally hand deliver this month's Green Sheet. If your business is on Huntington Drive or Mission Street, you should have been visited by a Board Member who delivered a Green Sheet as well as the 2009 issue of the ORIGINAL San Marino Directory. The Board of Directors is reaching out to members to find out how the Chamber can better serve the membership, as well as recruiting new members from the Business District of San Marino.

Keep in mind that our monthly Green Sheet reaches not only members in the business community, residential members and City Officials as well. It is also posted on the web for viewing by any visitor. It can be a very good marketing tool for your business. Business card Ads as well as seasonal ads announcing sales and special events can give your business extra exposure.

Make sure you're taking advantage of the Green Sheet by providing regular updates about your business. You can email the Green Sheet Editor at [makeupguru@att.net](mailto:makeupguru@att.net) with any business information you would like included in the Green Sheet. Keep in mind if it's time sensitive, material must be in by the 15th of the month for the following month's issue.

*The San Marino Chamber of Commerce  
invites you and your guests to our*

*April Mixer*

*Thursday, April 9th*

*5:30-7:30pm*

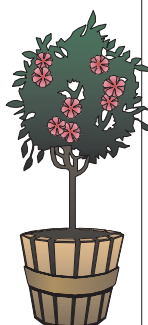
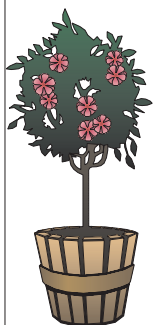
*Hosted By:*

*Friends of the Crowell  
Public Library*

*1880 Huntington Dr.  
San Marino*

*Members: \$8*

*Non-members: \$11*



## A Look Back....

This year marks the 50th anniversary of the San Marino Chamber of Commerce. In celebration, each month we will venture back in time to Chamber events throughout our history. Special events, Mixers and moments in time that have formed who we are today. Very special thanks to Judy Carter, for taking such good care of the facts of the Chamber's history. Judy's impeccable filing of the Chamber facts and photos has made this journey back in time a memorable one.

### Circa 1960's



The Chamber of Commerce started decorating the bus stop at the corner of San Marino Avenue and Huntington Drive back in the 1960's, which is known today as the Little Christmas House. Today, it is still being transformed each year the weekend after Thanksgiving. Members of the Chamber come together with Rotarians, Boy Scouts and local residents to make the transformation a fun and festive beginning to the holiday season.

This past December the Little Christmas House got a transformation of a shiny new coat of paint on the front door and shiny new bells courtesy of Dr. Jack Hamilton and Dr. Larry Goodreau. Their efforts each year to keep the house looking fresh and new are greatly appreciated. These two have been spearheading the transformation of the bus stop for many years along with Dr. Ron Estrada, Jeff Scott, Fred Sohl, Dan Hodgkiss and many others who came out for the yearly event. We thank the many Chamber members, Rotarians, City Club members and residents who take on the task each year. A big round of applause to these men for keeping this community tradition alive for the Chamber. We thank them for their dedication to this holiday landmark.



# Marketing Your Business during tough times...

**M**any business owners are sitting down these days trying to map out a strategy to make sure their business is one that will emerge from these tough economic times we are facing. And while the news focuses on the Stimulus package from the Federal government, most of the answers we need lie within our own businesses.

One doesn't have to look farther than the local drive to see that San Marino and surrounding cities are not immune to the economic crisis. We have businesses closing their doors everyday, and the vacancy rate on Huntington Drive continues to climb.

Yet, there is hope. While some businesses close, others open with great hope in their own dreams. When times are good, we tend to relax a bit, and often spend frivolously not only at home, but in our businesses as well. There are many steps you can take in the workplace to stretch your business dollars.

Reduce, reuse and recycle is not only good practice at home but in the workplace as well. Keeping lights off in hallways, bathrooms and lunchrooms when not in use not only reduces energy bills but helps cut down on unnecessary energy use.

While cutting costs in many areas might help you get over the hump, this is not the time to cut your advertising dollars. Keeping your business visible to the local community is one way to gain exposure. Keep in mind removing yourself from the public eye only gives the advantage to your competition. There is always another business ready to fill the void you will leave, so make sure you keep your business first on your customers and clients minds.

Donating Raffle prizes for monthly Mixers and to local school events is a great way to advertise your business. If you donate gift certificates that are never used you haven't lost a thing. A gift certificate used could possibly bring in a new customer or gain loyalty from a current one, and while in your business, they may spend even more. If you offer a service, donating a Gift certificate for the service, or a partial service is a great way to advertise your business. If the certificate is never redeemed you've lost nothing. Since most of these are non profit organizations the donation is also tax deductible by law. Also consider advertising in local programs for school events. Keep in mind that parents of the children who attend these school are your customers and potential customers.

The best marketing tool you have is YOU. Get involved. Organizations such as the Chamber offer many networking opportunities for members to get involved. Doing so will bring you together with other members you may not know, and could give your business more exposure to other business owners. Attending our monthly Mixers will keep your business in the public eye, as well as keep you involved with City officials.

Consider hosting a monthly Mixer. This is a great way to market your business location to other Chamber members. To help cut down the cost, consider co-hosting with a business neighbor or colleague, or getting a restaurant member to co-host the food. This is an excellent opportunity to showcase your business to Chamber members, local residents and City officials.

Be creative. Now is not the time to sit back and worry- now is the time to get out there and market your business, your service and yourself. Stay positive, keep your staff and employees positive and encourage them to attend Mixers, meetings and events on your behalf.

Your staff is a reflection of you and your business- so make sure the image you are putting out there is a positive one. Smiling faces, and polite employees will gain the loyalty of customers for years to come. It's no secret that a positive experience in a business will gain customers and a bad experience will not only lose the same customer, but word of mouth could lose more than just one.

I've always said there is no greater compliment than a referral. Aim to please your clientele and you will be way ahead of your competition. Go out of your way, and when necessary during this difficult time, go back to basics. The same formula that grew your business to where it is, may very well be the one that will keep you alive and strong.

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### **INSERTS- \$75 PER MAILING**

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AND ANNETICIPATION.COM**



# The Cops Corner

by Lt. Steve Johnson-SMPD

The City of San Marino is a safe community, and has one of the lowest crime rates in Los Angeles County. This is particularly true for robberies. Several communities surrounding San Marino have a much greater number of robberies, especially when measured per capita. However, when a robbery does occur, it is a traumatic incident, since there is a possibility someone might be harmed. By definition, a robbery is different than a burglary or theft, due to a force or fear element. Even if no one is injured, a robbery is a stressful, frightening incident. With this in mind, I would like our residents and business owners to consider the following issues for robbery prevention:

## Business Robbery Prevention

### Opening & Closing Procedures:

- Use two people
- Check surroundings for suspicious persons or vehicles.
- Check store exterior for signs of break-in. NEVER ENTER, CALL POLICE.
- Enter through a visible door. One employee goes in and checks the store before giving the "all clear" sign. Then the other employee enters and the doors are locked again until the regular business hours.
- Never open early for anyone.
- When closing just reverse the opening procedure

### Be Alert to Suspicious Customers:

- Robbers usually "case" their target.
- Loitering in the store parking lot.
- Early shoppers.
- Acts nervous or "just not right"
- Tries to keep you later than you are supposed to be.
- Same car keeps driving by or is parked outside the building for an extended period.

### Security Awareness:

- Post robbery prevention posters.

- Display height markers for identifying suspects.
- Keep small amounts of cash on hand if possible.
- Use a drop safe that is visible.
- Use CCTV.

### Robbery Alarm System:

- Different from burglar alarms.
- Employee activated. Easy to activate.
- Serves two purposes 1) Alert police and neighboring businesses. 2) Deterrent to robbery when existence is evident
- Employees should be trained to use the system. se

If you believe a robbery is about to take place, immediately call 911 and advise the Police Dispatcher about the incident. While this is stressful, please remain calm so that you may answer the Dispatcher's questions. The Dispatcher will ask for a location where the robbery is occurring or about to occur. The Dispatcher will also ask for a description of the suspect or suspects, including race, gender, approximate age and a clothing description. The Dispatcher will also ask for a vehicle description, especially a license plate, if viewable. The Dispatcher will also ask if the suspect is armed, and if so, with what type of weapon.

If you are the caller, there will be an overwhelming desire to tell the Dispatcher to just send officers to the location. By this time, the officers will normally be responding to the area, but need your assistance so that they know who to look for, and what vehicle the suspect or suspects may be using. Further, the type of weapon the suspect possesses will determine how the officers respond to the location. When the officers arrive, they will direct the Dispatcher to call the business to get an update on the situation. Depending on the situation, the Dispatcher will give the owner and/or employees further instructions on how to complete the incident.

If you have any questions, please contact me at (626) 300-0732, or via e-mail at [sjohnson@smpd.us](mailto:sjohnson@smpd.us).

Lt. Steve Johnson

San Marino Police Department

**Editor's Note:** The Cops Corner is a new addition in our monthly Green Sheet, and I thank Chief John Schaeffer and Lt. Steve Johnson for their support. If you have a particular issue you would like addressed in this monthly column or a question for Lt. Johnson, you may email him directly or you may send your question to me at [makeupguru@att.net](mailto:makeupguru@att.net) and I will see to it that your idea, question or comment is passed along.



San Marino Chamber of Commerce  
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626-286-1022  
www.sanmarinochamber.com

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**Music by Richard Rodgers**

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**Adapted from the Pulitzer Prize winning novel "Tales of the South Pacific"  
by James A. Michener**

**Saturday, March 21, 2009 8:00pm**

**San Gabriel Mission Playhouse**

**320 South Mission Drive. San Gabriel, CA. 91776**

**Tickets On Sale Now!**

**626-282-1440**

**[www.svgmusictheatre.org](http://www.svgmusictheatre.org)**

**Ticket Prices: \$20, \$30, \$40 and \$60**

**Synopsis:**

Set in an island paradise during World War II, two parallel love stories are threatened by the dangers of prejudice and war. With Unforgettable Music and Enchanting Characters, this Island Love Story will be a Night to Remember!

**SPECIAL!!!!**

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