



The Green Sheet

Volume 15 Issue 4 Nov|Dec 2014

San Marino Chamber of Commerce Newsletter



Annual Holiday Celebration

Friday, December 12th
5:30p.m. - 8p.m.

Hosted By:

The Loeffler Team- Re/Max
1539 Mirasol Drive
San Marino
\$20 per person

Come celebrate the holiday season as we toast to a new year. We'll say goodbye to old Board members, welcome new ones, and present our CLASS Award & Business Person of the Year.

This is a pre-paid reservation event- look for your invitation to arrive soon.

The Green Sheet is BACK! Six issues a year:

Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec

Business Card Ads, Insert Fliers and articles are all welcome!

Call the Office for advertising deadlines 626-286-1022



Mark Your Calendars
so you won't miss
any Chamber Events!

NOVEMBER:

5th: Board of Directors Meeting 8am @the Thurnher House- Lacy Park
13th: Monthly Mixer hosted by Hodge Podge 5:30-7:30pm
27th: HAPPY THANKSGIVING- CHAMBER OFFICE CLOSED

DECEMBER:

5th: CHRISTMAS AROUND THE DRIVE- 5:00 - 8:30pm Huntington Drive, between Bedford Rd. and Del Mar
12th: Annual HOLIDAY CELEBRATION- 5:30-8pm hosted by The Loeffler Team- RE/MAX
Chamber Office CLOSED Dec. 30th - Jan. 2nd, re-opening Monday, January 5th.

Note: NO Board Meeting in December

JANUARY:

8th: Monthly Mixer hosted by Dr. Fary Yassamy D.D.S. 5:30-7:30pm
21st: Networking Luncheon 11:30-1:30pm @ the San Marino Center- Fireside Room

Presidents
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2014

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Bronze Members



BOARD OF DIRECTORS

Pete Loeffler- PRESIDENT
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626-660-1106
pete.loefflerteam@gmail.com

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626-451-0288

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Gilda Moshir
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Sandra Troup
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626-641-4319

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sanmarinochamber@att.net
www.facebook.com/sanmarinochamber
We Tweet- @SMarinoChamber

Rita Rodriguez- Office Manager
Office Hours- Monday-Thurs 9-4

Green Sheet Editor
Anne Turk
Anneticipation
anne@anneticipation.com

President's Message....

by
Pete Loeffler



Dear Members-

While shopping in town the other day, I was standing in line to pay and a woman mentioned to me "sure feels like Fall is in the air". And then with a puzzled look she went on to say, "but our San Marino trees have not gotten the word". I replied, no worries, she could expect to see the Fall leaves soon, as I had noted just that morning that San Marino had dropped below 60 degrees for the first time since early in the year. These cool fall mornings, the changing of the leaves, and sweaters arriving on the store displays, beckon to us that the "Holidays" are just around the corner and with that comes a string of great Chamber events.

As we enter the 4th quarter of 2014 and the Fall Season, your Chamber committees are gearing up for some festive events. Board member Gilda Moshir, worked diligently to bring us a very successful October Networking Luncheon with guest speaker Dr. Gene Orlowsky, Past Chamber President and author of "The Principles of Inner Success; How to make your Dreams Your Reality". The upcoming, fun and always well attended, November 13th Chamber Mixer is hosted again this year by Alison Hodgkiss, owner of Hodge Podge. I had stopped at Hodge Podge the other day to purchase a gift certificate for the November raffle and Alison reminded me that Christmas was only 9 weeks away. Yikes! Amazing.....where has the year gone?

Christmas Around the Drive is Friday,

December 5th. Applications for businesses to participate and posters announcing the event are in the works. Your Annual December Holiday Celebration will be hosted this year by my wife Lisa and me and our partner Eddie. As the RE/MAX Loeffler Team we will open our home on December 12th for an evening of good food and celebration of an outstanding year.

As I noted in our last Green Sheet, the Chamber has opened a new channel of communication with the City, inviting City Manager John Schaefer to be a liaison to the Chamber. We kicked off this relationship at our September Board of Director's meeting with John sharing his thoughts and giving the Board some insight into the direction the City is going. We need YOUR input! Tell us your thoughts and ideas on how the Chamber and the City can improve the experience of owning a business in San Marino. With your input, this can easily become the best communication option, for businesses to express their opinions and concerns.

I look forward to seeing many of you at Hodge Podge on the 13th as we welcome in the Holidays with Dan and Alison.

Pete

Pete Loeffler | Chamber President
626-660-1106
pete.loefflerteam@gmail.com



November Mixer

Thursday, November 13th

5:30pm - 7:30pm

Little Christmas House Transformation

Saturday, November 22nd

8:00am - 10:00am

Christmas Around the Drive

Friday, December 5th

5- 8:30pm

Annual Holiday Celebration

Friday, December 12th

5:30pm - 8:00pm

January Mixer -Thursday, January 8th

5:30-7:30pm

Networking Luncheon- Wednesday, January 21st

11:30 am - 1:30 pm

Green Sheet Advertising

Business Card Ad- \$50/ issue

A jpg copy of the business card must be submitted.

1/4 Page Ad- \$75/issue

a jpg copy of the Ad must be submitted

Insert Fliers- \$100/insert

Must deliver 300 Fliers to the Chamber Office for insertion.

Fliers are limited to 3 per issue, and are on a first come first serve basis. Call the Chamber Office @ 286-1022 for more information on advertising.

The Green Sheet wants to hear from YOU!

Let us know what's going on in your business.

Email us your sales, anniversaries, special events, awards or anything you want advertised to the membership. Heard Around Town is about YOU- the members, but we can't advertise it if we don't about it.

Email any info to the Green Sheet Editor
at makeupguru@att.net

Get the most out of this FREE tool!

Get Social



Social Media can be a great benefit and free tool for your business. If you have not yet set up a **Facebook** Page, we encourage you to do so. **Twitter** is a great way to connect with your customers and clients in real time. **Instagram** is a great tool for retailers. It gives you the opportunity to let customers SEE what just came in your back door or what's NEW since your last correspondence.

Make sure to connect with us so we can help spread the news about your business!

[Facebook.com/SanMarinoChamber](https://www.facebook.com/SanMarinoChamber)

[Twitter.com/SMarinoChamber](https://twitter.com/SMarinoChamber)



Dr. Pan Music Academy was founded by Dr. Penny Pan in 2012 with the goal of making a happy musical life for every student.

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A beautiful afternoon of honor and tribute as the community joined the Chamber to honor our local heroes of the SMPD and SMFD. For the second year in a row, Rotarians joined the Chamber for this annual celebration. Guests dined on delicious Italian fare from Bella Italia Restaurant.

The Chamber thanks Committee Chair **Anne Turk** (anneticipation.com) and her committee; **Diana Doi** (**Diana Dee's Stationery**), **Marci Donovan** (**San Marino Security Systems**) and **Office Manager Rita Rodriguez** for their hard work on this annual event.

Special thanks to Ken Veronda and his Interact students at Southwestern Academy for their dedicated work, and to Gilda Moshir and her crew of Rotarians who helped us with Check In.

To our sponsors- our eternal gratitude for your continued financial support. Without you, this event wouldn't be possible.

Thank You

-Event Sponsors-

*Anneticipation - Diana Dee's Stationery - Joanna's Floral Expressions
San Marino Security Systems - Southern California Edison -The Outlook
California American Water Co. - Athens Services*

Mixers, Luncheons and more....

The Chambers calendar has been quite full the last 2 months. We enjoyed a fabulous September Mixer when Board member and Cheveux owner, Michael Gallego hosted our monthly gathering at his San Marino salon. Michael's staff welcomed our members and everyone enjoyed a nice evening of networking after a Dark Chamber August.

October brought with it our annual OKTOBERFEST at the Old Mill. Southern California Edison sponsored members to a

a traditional German feast of brats, sauerkraut, beer and more. Live music was once again the hit of the evening as it set the mood for an authentic evening of German faire. A big thank you to Office manger Rita Rodriguez for handling all the details of the evening and making sure that it all came together.

Our annual Milestone Members Luncheon was once again, all about YOU, our members! It was time to celebrate a group of members who reached milestones in their membership this year. Thank you to those who made time in their schedules to come out and let us celebrate them. GEO Chiropractic sponsored our luncheon and our members to a delicious array of fabulous food from New Moon. GEO founder and Chamber past president, Dr. Gene Orlowsky was our guest speaker. Dr. O gave a wonderful presentation on successful business practices. If you missed it, you can check out his book **'The Principles of Inner Success; How To Make Your Dreams Your Reality'**. It's available at Diana Dee's Stationery.

Police & Fire Appreciation Luncheon



Fire Chief Jim Frawley, 2014 recipient Firefighter-Paramedic Shawn Stewart, Chamber President Pete Loeffler, recipient Officer Patrice Garcia, Police Chief Tim Harrigan.



2014 Milestone Members

Grand Opening



Dr. Robert T. Lin, M.D. and his staff at IQ Laser Vision were joined by Chamber and City officials for a Grand Opening Ribbon Cutting.

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Christmas Around the Drive

a San Marino tradition continues

Friday, December 5th
5 - 8:30pm

Join the merchants along Huntington Drive *
as they open their doors after hours for an
evening of holiday cheer.

Hop aboard a trolley, or stroll the drive as you visit
shopkeepers while listening to Carollers on your way.
Santa arrives at 6pm on Old #1 at City Hall.

Sponsored by:

The San Marino Chamber of Commerce
The City of San Marino
Huntington Drive Merchants

*Huntington Drive between Del Mar Avenue & Bedford Rd.

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



*Thursday, November 13th
5:30- 7:30pm*

Hosted By:

*Hodge Podge / A Stitch in Time
Hodgkiss Insurance Brokers*

Featuring food compliments of:
Mamma's Brick Oven Pizza & Pasta

*2465 Huntington Drive
San Marino*

Join us for one of the biggest Mixers of the
year as Dan & Alison Hodgkiss host
this annual evening of food, fun and lots
of holiday shopping.

They've decked the halls and welcome the
Chamber for a fun & festive evening.

*Food - Networking - Raffle
Progressive Raffle- \$300*



\$10- Members
\$18-Non-members

RSVP to the
Chamber Office 626.286.1022



Learning to Learn- Breaking Down the Latest Research

By, Anna Hasbun, Director/Owner

There are so many best-sellers on the bookshelves today touting the latest and greatest on learning, memory and cognition. As little as we know about how the brain actually works, we do live in an exciting time as more and more information comes to light about what's happening in these noggins of ours.

As a kid, I remember distinctly learning that we are born with a certain number of brain cells. That notion was driven home by a lovely police officer frying an egg in front of me saying "this is your brain on drugs."

"Got it!: We were born with as much brains as we were going to get! Don't fry those brain cells!"

Now we know that our brains change and grow throughout our lives. And what we've found particularly motivating to students is that WE have the power to make ourselves SMARTER! Not only do we have the power to learn anything we want to learn, as Malcolm Gladwell so kindly pointed out, we only need 10,000 hours of practice and... poof! We win! But what is even more important to know is that we increase our capability to learn new things... by learning new things. As we build the connections in our brain, learning actually happens more easily. Our brains actually get physically heavier the more connections we make!

Dr. Carole Dweck and her team's research found that just by teaching students this fact, that we have the power to change our learning capabilities, achievement improved dramatically.
(<https://www.mindsetworks.com/webnav/whatismindset.aspx>)

At Stepping Stones we've used this information and adopted a program called Brainology, based on the science of Dr. Dweck, to teach students about how to adopt a "growth mindset."

When students and educators have a growth mindset, they understand that intelligence can be developed. Instead of worrying about how smart they are, students focus on ways to learn and they value learning as a goal even if it entails hard work and dedication.

Now, we know that with enough effort, students can learn just about anything, but how do we make the most of our brain's natural inclinations to learn in the most efficient ways?

Hot off the presses is Benedict Carey's How We Learn, The Surprising Truth About When, Where, and Why It Happens. Benedict Carey is an award-winning science reporter who has been at The New York Times since 2004 and is now devoted to reporting on how learning occurs in the brain. We've found the research presented in How We Learn to be incredibly valuable in teaching students that it isn't all about the

number of hours invested, and that there are ways to study to make a bigger impact on their learning.

At Stepping Stones we love when research is broken down and presented in a tangible and practical way, and Benedict Carey does just that for us. For instance, we've learned that a large body of research shows that changing circumstances around you while you're learning such as the environment, time of day, background noises, deepens your learning. This is a contradiction from the tired advice of "finding a consistent place and time for studying." -- Great news for our most squirmy students! We've also learned about the importance of daydreaming... not just wasted time in the day, but actually crucial to learning. Daydreaming is our brain's natural way of taking a break- allowing for creativity, better focus and deeper learning.

So, here are just a couple pieces of advice we like to share with students- whether they are preparing for the next test, or just trying to improve their ability to remember where their keys are!

- 1- Get enough sleep! The amount of sleep you get directly impacts your ability to learn. Sleep IS learning. Your brain is working as you sleep to make what you've learned "stick."
- 2- Mix up your learning environment! Learning about the same thing in different environments strengthens the new connections you're making.
- 3- Break up study time across days and weeks. Even if you are spending the same amount of time on the task total, cramming does not work nearly as well.
- 4- Study the material and then test yourself. Self-testing strengthens learning better than studying it the same way multiple times.
- 5- Use different "learning styles" when learning a new topic. The idea that each student has one "learning style" has almost zero scientific support... rather than trying to identify your individual "learning style" try using different methods to learn one subject- visual, auditory, kinesthetic... etc.

We love the subject of "learning" at Stepping Stones and are thrilled that so many researchers are focused on discovering how our brains accomplish such astonishing tasks. Want to learn more? Follow us on Facebook or give us a ring at (626) 449-5986 and ask about our one-to-one tutoring or next workshop!

Stepping Stones to Learning, LLC
2233 Huntington Drive, Suite 1
San Marino, California 91108
www.steppingstones.net



The Green Sheet is brought to you compliments of:
Pete & Lisa Loeffler - www.TheLoefflerTeam.com
626.660.1106

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Heard Around Town.....

news and notes about San Marino



❧BIG Congratulations to Past President **Joanna Jimenez**

(Joanna's Floral Expressions) who was honored by Assemblyman Ed Chau for Latino Hispanic Heritage month. Joanna was recognized for her service to the local community, charities and schools.

❧The Chamber bids farewell to another longtime member this month. **Margie's** will close after over 25 years of serving the community of San Marino. Margie's has been an asset to the Chamber and an invaluable member of the community. We wish Elizabeth Saldebar much success in the future and thank her for her Chamber affiliation.

❧Congratulations to **Diana Dee's Stationery** for being voted the Readers Choice 2014 BEST Stationery Store in the San Gabriel Valley by Beacon Newspapers. Stop in and congratulate Diana, Jo and the crew of Diana Dee's.

❧**Kolook** owner Gilda Moshir would like to remind members that she is ready to take orders for your holiday needs. Kolook has a full line of Persian condiments that make perfect holiday gifts. Let Gilda create a custom basket filled with edible delights. Email her at gmoshir@gmail.com.

❧It's that time of year again- time to transform the bus stop at Huntington Drive and San Marino Avenue into the **Little Christmas House**. Anyone who would like to help out can meet at the corner on **Saturday, November 22nd at 8am**. Bring a pair of gloves and your holiday spirit. With many hands our project will be complete by 10am. Great opportunity for students to get community service hours! Call the

Chamber office for more details- 286-1022.

❧The Chamber would like to encourage all members to enjoy their Thanksgiving at home with loved ones and let the turkey have its day! Save the shopping for **SMALL BUSINESS SATURDAY, NOVEMBER 29th** and take the pledge to SHOP SMALL this holiday season and support the local businesses in our community. Many of our retail Chamber members offer FREE gift wrap, as well as shipping conveniences. Lets do our best to keep our business community going strong during this holiday season.

❧The City of San Marino would like to invite all Chamber members to join them as they pay tribute to Police Chief Tim Harrigan, Police Lieutenant Paula Byrd and Planning and Building Director, Dave Saldana. Tim, Paula and Dave are all retiring this December. The City will be having a special reception in their honor, **Thursday, December 4th** from 5pm - 7pm in the Fire bay at the fire department. The program will begin promptly at 5:30pm. Please join the Chamber as we say "thank you" to each of them for their many years of service to the community of San Marino, and their dedication and involvement with the business community and the Chamber of Commerce. We will miss them greatly.

❧When it's time to deck your halls this holiday season, **Joanna's Floral Expressions** has you covered. Beautiful wreaths and holiday poinsettias are available for all your holiday needs. Call Joanna for any special orders at 626-844-0339.



New Members

Bank of America

Pamela Martin
2180 Huntington Drive
San Marino, CA 91108
(626) 588-3800
bankofamerica.com

JLee Engineering

Jae Lee
430 S. Garfield Ave. #301
Alhambra, CA 91801
jleeengineering.com

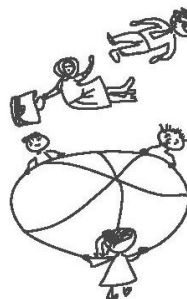
IQ Laser Vision

Dr. Robert Lin | Steven Liga
375 Huntington Drive
San Marino, CA 91108
iqlaservision.com

Chamber membership is an investment in your business.
We invite you to get involved, be active and participate in Chamber events.
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San Marino Seafood

Member Spotlight



San Marino Seafood Restaurant and Market has provided the highest quality fresh seafood to customers for over 12 years. Owner, George Banks, who you can find behind the counter almost every day, takes pride in his ability to locate almost any type of seafood for his customers. If it's not on the menu, and you really want it, George will make every effort to locate it for you. However, if George believes that quality of a special order item may be sub-standard, he'll come right out and tell you so. San Marino Seafood Restaurant and Market affords its customers a very spacious and comfortable outside dining experience.

It's not just a fish market, but also a favorite dining destination for many who reside in the greater San Gabriel Valley. And it's not just about the fish- two years ago George introduced the best array of pies this side of Grandma's kitchen! From holiday favorites like pumpkin and pecan to key lime, their desserts can compete with award winning bakeries.

Mon-Thurs 10:30-8
Fri 10:30-9
Sat 10:30-8
Sun 10:30-7
San Marino Seafood Restaurant & Market
2150 Huntington Drive
San Marino
626-943-TUNA(8862)
www.sanmarinoseafood.com

Diana Dee's
Stationery & Fine Gifts



Diana Dee's was founded in 1985 by the mother/daughter team of Jo Schmal and Diana Doi. They bring the benefits of their experience and creativity to the San Marino and Pasadena area. Diana Dee's offers a variety of invitations for all occasions and gifts with a personal touch.

Their experienced and knowledgeable staff is ready to assist you. Working closely with every customer, the Diana Dee's team will help you select the perfect invitation as you celebrate all of life's events.

Although they have a website, they're a bit old-fashioned and think that the best way for you to experience Diana Dee's is to drop in and take a look at their wide selection of invitations and gifts firsthand. They carry a wide selection of Vera Bradley, exclusively theirs in San Marino.

Follow them on Facebook for all the latest- facebook.com/DianaDees

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