

**AZUSA CHAMBER OF COMMERCE**  
IN CONJUNCTION WITH AZUSA GOLDEN DAYS WEEK  
PROUDLY PRESENTS

# Taste of the Town

**WESTERN MEMORIES**  
7<sup>TH</sup> ANNUAL TASTE OF THE TOWN  
**OCTOBER 6TH, 2009**  
5:00 P.M. TO 8:00 P.M.  
ENJOY A VARIETY OF FOOD, ENTERTAINMENT  
AND A SILENT AUCTION

AT THE  
CA-ARMY NATIONAL GUARD,  
AZUSA READINESS CENTER (ARMORY)  
1351 W. SIERRA MADRE AVE.  
IN AZUSA




240 W. FOOTHILL BLVD. AZUSA, CALIFORNIA 91702

Phone: 626-334-1507

Fax: 626-334-5217

PRESORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
PERMIT No. 41  
SAN DIMAS, CA

Stop by and check out our website! [www.azusachamber.org](http://www.azusachamber.org)



AZUSA CHAMBER OF COMMERCE  
240 West Foothill Blvd.  
Azusa, CA 91702  
(626) 334-1507 Phone  
(626) 334-5217 Fax

## THE AZUSAN

### 116TH ANNUAL BOARD OF DIRECTORS INSTALLATION DINNER

On July 13, 2009 Anthony Glassman of California Amforge along with the Executive Officers and Full Board was duly installed by our Honorable Mayor Joe Rocha. Tony decided since this was his Second Term of Office as Chairman he wanted to Rock and Roll into the new year with fun and excitement.

The dinner was held at Il Forno Café and a wonderful Italian buffet was served to all the guests. A special guest celebrity, Elvis sang his hits during the Cocktail Reception, it was

really Jeff Wisner. We had no idea Tony knew Elvis. Our Councilman Angel Carrillo presented the Flag Salute while Ginny Dadaian, Board Member presented our Invocation.

During the Program our 2008-2009 President's Club members were

honored and thanked for their sponsorship and contribution to the Chamber. The program also included acknowledgements to Committee Chairs and the Ambassadors as well. The Ambassadors serve as hosts and hostess for all events. They donate their time before, during and after to the success of each of our events. This year the honor of Ambassador of the Year was presented to Yelena Mardoyan of Direct Processing. She has been an outstanding Ambassador and has been selected to also serve as our Taste of the Town Co Chairwoman along with Rona Lunde.

The event could not have been so successful without our Sponsors. The Big Bopper Sponsor was Athens Services Company, Twist and Shout was Anglemyer Crane, Century 21-Your Realty Advisors and Silverado Senior Living. We held our Annual Pop the Balloon where the following companies and individuals donated gifts or services.



We would like to thank Jayne Foote of Veolia Environmental, Ruben Cesena of RCS Heating & Air Conditioning, Yelena Mardoyan of Direct Processing, Anita Hernandez of Miller-Coors, Speed School and Physicians Formula. Every year the Chief Executive Officer honors one or two special chamber members who exemplify outstanding service to the Chamber. It an honor to recognize, Paul Reid of Azusa Light and Water and Don & Lana Hiti, owners of Canyon City Barbeque for their dedication to the chamber during the 2008-2009 year.



pictures on page 7).

The evening concluded with the \$5,000.00 Raffle and we're proud to present the winning check to Bonnie Taguchi. Second prize was won by Athens Services who donated the \$1,000.00 back to support the Chamber of Commerce. As Chief Executive Officer, it is an honor and a pleasure to be affiliated with a strong organization who believes, if we continue to focus on supporting the Azusa businesses, we will continue to grow and keep the economy viable.

*Irene C. Villapania*  
Chief Executive Officer



Lastly, our Mayor Joseph Rocha shared with the guests his positive comments to the Azusa Chamber and appreciates working with a strong organization whose goal is to continue to make a difference in the City of Azusa. He duly installed the board members to the 2009-2010 Chamber year (names and



#### "Who Am I?"

Listed below are 3 things that you probably wouldn't know about our featured Board Member of the month.

- Former teacher
- Fifth generation Californian
- Married to a famous person



**A Z U S A**  
CHAMBER OF COMMERCE

**BOARD OF DIRECTORS  
2009-2010**

**Asusca ADULT SCHOOL**  
Ria Benbow  
1134 S. Barranca Ave  
Azusa, CA 91702  
626-852-8400

**Eagle Photography**  
Steve Castro  
13 Sagebrush Way  
Azusa, CA 91702  
626-969-4242

**Ruben's Custom Services**  
Heating & Air Conditioning  
Ruben Cesena  
848 Myrtle Ave #2  
Monrovia, CA 91016  
(626)599-9768

**Scempra Energy Unity**  
Bob Cruz  
196 E. Third Street, SC8047  
Pomona, CA 91766  
909-469-2268

**AZUSA PACIFIC**  
Ginny Dadaian  
Mark Dickerson, Alternate  
901 E. Alostia Avenue  
Azusa, CA 91702  
626-387-5764

**AZUSA Chamber of Commerce**  
City Representative  
Paul Reid  
James Makshanoff, Alternate  
729 N. Azusa Avenue  
Azusa, CA 91702  
626-812-5154

**Athens Services**  
1st Vice Chair  
Mary McKenrick  
P.O. Box 600009  
City of Industry, CA 91716  
626-336-3636

**Vulcan Materials Company**  
Angela Driscoll  
Rosemary Naranjo, Alternate  
3200 San Fernando Rd  
Los Angeles, CA 90065  
323-474-3232

**VEOLIA ENVIRONMENTAL SERVICES**  
Treasurer  
Jayne Foote  
107 S. Motor Avenue  
Azusa, CA 91702  
626-815-2214

**California Amforge Corporation**  
Chairman of the Board  
2nd Year  
Tony Glassman  
750 N. Vernon Avenue  
Azusa, CA 91702  
626-334-4931

**PROforma PRINTING & PROMOTIONS**  
Past Chairwoman  
Mercedes Castro  
680 E. Alostia Ave # 102  
Azusa, CA 91702  
626-969-3385

**REICHHOLD**  
Stewart Fletcher  
237 S. Motor Avenue  
Azusa, CA 91702  
626-334-4974

**Century 21 COMMERCIAL**  
2nd Vice Chair  
Dan Bacani  
433 W. Foothill Blvd  
Monrovia, CA 91016  
(626) 930-9339

**Lana Hiti**  
347 N. San Gabriel Ave  
Azusa, CA 91702  
(626)815-4227

**Century 21 COLONIAL**  
Kathy Miller  
Cynthia Cervantes-McGuire,  
Superintendent, Alternate  
546 S. Citrus Ave  
Azusa, CA 91702  
626-858-6152

**Tom Sanchez**  
903 N. Grand Ave  
Covina, CA 91724  
(626)664-4222

**Community News**  
M'chel Northrop  
912 E. Carroll Avenue  
Glendora, CA 91741  
(626)650-0100

**Century 21 COLONIAL**  
Rona Lunde  
1045 W. Kirkwall  
Azusa, CA 91702  
626-334-1383

As October approaches, The Azusa Canyon City Lion's Club is starting to solicit funds to protect the children of Azusa with bicycle helmets.

Last year, with the help of generous sponsors like yourself and your company, the Lion's Club was able to purchase and distribute at the Golden Days Parade, over 300 bicycle helmets. Please let the Lion's Club know if your company will be able to help again this year. Thanks again, if we save one life .....

**Mercedes Castro**

Please make checks payable to Azusa Canyon City Lions c/o 680 E. Alostia, Ste 102 in Azusa, CA 91702



# Meet n' Greet Breakfast Fiesta

Thursday, July 30, 2009

7:45am-9:30am

Come meet our new Chamber Members and hear what the Chamber can do for you.

Join the fun and networking opportunity and watch your business grow.



635 N. Azusa Ave.,  
Azusa

**Athens Services**  
Waste Collection • Recycling • Transfer • Disposal • Street Sweeping

Providing environmentally-sensitive waste collection and recycling services to Los Angeles and Riverside Counties for over 50 years

**Toll Free: (888) 336-6100**  
[www.AthensServices.com](http://www.AthensServices.com)

**SILVERADO SENIOR LIVING**

For your memory care needs, Silverado is the solution.

Sierra Vista  
**(626) 812-9777**  
Lic. #197802663

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

**SILVERADO**  
Your Memory Care Resource  
AT HOME • SENIOR LIVING • HOSPICE

**Century 21 COMMERCIAL**  
CENTURY 21 ADAMS & BARNES

**Dan Bacani**  
Commercial Manager

433 W. Foothill Blvd.  
Monrovia, California 91016  
Office **626.930.9339**  
Fax 626.628.3022  
Mobile 626.242.7790  
E-Mail [Dan.Bacani@Century21.com](mailto:Dan.Bacani@Century21.com)  
Web Site [www.yourrealtyadvisors.com](http://www.yourrealtyadvisors.com)

Each office is independently owned and operated

**VEOLIA ENVIRONMENTAL SERVICES**

Jayne Foote  
Technical Training Specialist, Environmental Health & Safety  
California Branch, Technical Solutions, North America

Veolia ES Technical Solutions, L.L.C.  
107 South Motor Avenue, Azusa, CA 91702  
tel: 626 815 2214 - fax: 626 334 4563  
cell: 626 353 6827 - jayne.foote@veoliaes.com  
[www.VeoliaES.com](http://www.VeoliaES.com)



**A Z U S A**  
CHAMBER OF COMMERCE

**AZUSA ROCKS**  
Chamber

**Cazuelas Chicken & Grill**  
(626)969-5599

**Eagle Photography**  
(626)367-6123

**Allstate**  
You're in good hands.  
(626)812-0345

**PRIMERICA**  
(626)964-2627

**Century 21 COLONIAL**  
(626)664-4222

**Direct Processing**  
FAST SET UP  
(626) 487-3827

David Martinez Sr.  
**Germane Litko**  
QUALITY PRINTING

5140 FIRESTONE PLACE, SOUTH GATE, CA 90280  
(626) 827-0891 • FAX (323) 564-4312  
email: [grmane1@sbcglobal.net](mailto:grmane1@sbcglobal.net)

**ANGLEMYER** JOHN ANGLEMYER

**CRANE RENTAL**  
2 Ton to 225 Ton

1190 W. Gladstone Street, Azusa, CA 91702  
(626) 334-5109 Fax: (626) 969-9110

[www.anglemyercrane.com](http://www.anglemyercrane.com)  
e-mail: [sales@anglemyercrane.com](mailto:sales@anglemyercrane.com)

**AMERICAS CHRISTIAN CREDIT UNION**

**John Meeks**  
Azusa Branch Manager  
924 E. Alostia Ave.  
Azusa, CA 91702  
Main: 800-343-6328, ext. 5250  
Local: 626-969-3180  
Fax: 626-969-1617  
[jmeeks@americascuu.com](mailto:jmeeks@americascuu.com)  
[www.americaschristiancu.com](http://www.americaschristiancu.com)

Your Mission Is Our Business



*I am..*

Steven Alex Castro, owner of Eagle Photography, affectionately known as “ your community photographer,” who despite his youthful energy and appearance, has been a part of many families special occasions for over 30 years. Trained as a photojournalist in the United States Air Force he has had the pleasure of photographing many politicians and celebrities including Jerry Ford, Jimmy Carter, and Robert Kennedy Jr and his personal favorite, Tiger Woods. His artistic abilities



and trained eye find beauty in many scenes others just pass by. Community involvement is very important to Steve, he is a current member of the Azusa Chamber of Commerce and sits on the Board of Directors. He is the past president of the Azusa Canyon City Lions Club, a position he has held for the past three years. Steve is a great photographer for the Chamber and we appreciate his time and For more information on Eagle Photography please visit their website at [www.eagle-photography.com](http://www.eagle-photography.com) or call him at 626-367-6123.



### Discover Tuscany

Presented by the Azusa Chamber of Commerce  
April 15 - April 24, 2010



#### Highlights...

- Rome • Assisi • Basilica of St. Francis • Montecatini Terme • Florence • Tuscan Feast • San Gimignano • Winery Tour • Siena

10 Days • 13 Meals:  
8 Breakfasts • 5 Dinners

A presentation will be held on  
**Tuesday, August 18th, 2009 at 6:00 pm**  
Azusa Light & Water - 729 N. Azusa Ave., Azusa

Come to presentation and see how you can receive \$100 for your trip!

<http://www.collettevacations.com/group-page/index.cfm?ID=361315>

Azusa Chamber of Commerce  
(626) 334-1507 [info@azusachamber.org](mailto:info@azusachamber.org)



M'chel Northrop  
Co-Publisher

626/914-7945 626/650-0100 Fax 626/852-2952  
[www.glendoracommunitynews.com](http://www.glendoracommunitynews.com) [www.azusacommunitynews.com](http://www.azusacommunitynews.com)



Kalpana Mehta  
Director  
412 N. San Gabriel Ave  
Azusa, CA 91702  
(626)334-4646  
[www.gemkids.com](http://www.gemkids.com)

For advertising opportunities contact the Azusa Chamber at (626)334-1507

## Chairman Tony's Featured Business of the month

I would like to introduce you to our newest Board of Directors member, Mr. Ruben Cesena, owner and operator of Ruben's Custom Services Heating & Air Conditioning.

It was my pleasure meeting Ruben at last year's Azusa Golden Days Parade, to my Family's and my delight, he Chauffeured us that day in the parade, in his beautiful Classic Black Cherry 1951 Power Glide Deluxe Chevy convertible. Talk about riding in style, this is the same guy who Chauffeured the Cast of Kevin Ubanks in one of the past Hollywood Parades.



Now to give you a little incite on what makes Ruben tick, he proudly states that he has been a life time resident of the San Gabriel Valley. He grew up and attended school in Duarte. After High School, Ruben joined the Navy where he was stationed in South Carolina and then transferred to Spain. His job consisted of working on a submarine and missile Supply ship. After the Navy, Ruben started working in the Air Conditioning trade. He started out by roughing in new systems, installing vents and then the AC systems, themselves. He also has worked as a mason, building block walls and spent some time as a carpet cleaner.

When it comes to his profession, Ruben has been in the AC trade for 36 years. He is very experienced and has a worldwide EPA certification for his field. One of Ruben's biggest highlights in the trade, includes working in Laguna, California, where he serviced many restaurants and hotels. At this time, Ruben has over 240 customers. In 1994 Ruben opened up his own business and is now known as Ruben's Custom Services – RCS Heating & Air Conditioning. He can handle everything from electrical to plumbing. Ruben states he is very creative and can make something out of nothing. His specialty is custom house designs. He knows his stuff! His most recent largest client is BNI where he services 13 units. Another client is the Pasadena Recovery Home which is owned by celebrity Doctor Drew Pinsky.



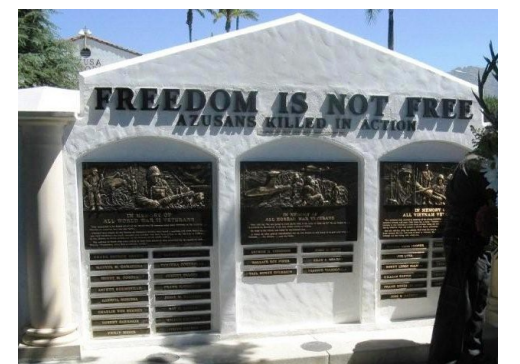
**Ruben's Custom Services**  
Heating & Air Conditioning  
Lic# 919205  
Ruben Cesena  
Phone: (626) 599-9768 • Fax: (626) 599-9568  
Cell: (626) 622-7497  
[rcshtac@verizon.net](mailto:rcshtac@verizon.net)  
[www.rcshtac.com](http://www.rcshtac.com)

Ruben really enjoys being a part of the Chamber and getting to know businesses that he can be of service to. He first became familiar with Chambers through Duarte, by serving as their Ambassador, and later as Director & served on their Executive Board. He plays an active role in

the Azusa Chamber and attends events where he passes out his marketing materials. Some past events included being Santa at last year's Food & Toy Drive which benefited all Food Drives in the City of Azusa. Without Ruben as our Santa this would have not been a successful event. He is thrilled to be one of the newest members to the Azusa Chamber Board of Directors. We look forward to his involvement in the Chamber.

*Anthony F. Glassman*  
Chairman of the Board - Second Term  
Azusa Chamber of Commerce

### City of Azusa Independence Day Unveiling of the newly renovated Memorial



# San Gabriel Valley CAER

COMMUNITY AWARENESS & EMERGENCY RESPONSE



## Presents Tips for Parents & Businesses

GUEST SPEAKER DETECTIVE TERRY HENSON  
AZUSA PD



**Olga Bruno**  
Emergency Services Coordinator

KEEP YOUR KIDS  
**SAFE Online**

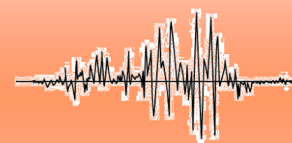


SESSION 1:  
11:00AM-12:00 PM

# IDENTITY THEFT PREVENTION

SESSION 2:  
12:30 - 1:30 PM

GUEST SPEAKER DIANE GONZALEZ  
FBI AGENT



**Earthquake  
SOLUTIONS**  
Consulting • Seminars  
Emergency Products  
**April Kelcy**

## JOIN US TUESDAY, AUGUST 11, 2009

FOR THIS VITAL INFORMATIONAL FORUM

LUNCH WILL BE SERVED FROM 12:00 PM - 12:30 PM  
PROVIDED BY CANYON CITY BBQ

COST: \$15.00

(INCLUDES BOTH SESSIONS AND LUNCH)

CALIFORNIA ARMY NATIONAL GUARD AZUSA READINESS CENTER  
1351 W. SIERRA MADRE AVE., AZUSA

RSVP TO AZUSA CHAMBER 626-334-1507 BEFORE AUGUST 7, 2009

### A snapshot of the Azusa Chamber Board of Directors & Staff



### Rotary Blood Drive Challenge

The Rotary Clubs of the San Gabriel Valley are invited to participate in this life saving challenge. Azusa Rotary Club, invites you to join in the *Rotary Blood Drive Challenge* as they fight to keep the Rotary Blood Drive Challenge trophy!

Rotary Blood Drive Challenges are held two times a year preferably in winter and summer. The Rotary club with the highest number of points per club will be declared the winner.

Whole Blood Donation = 1 point

Platelet Donation = 2 points

Double Platelet = 3 points

Triple Platelet = 4 points.

The winning club will have their name and month/year engraved on the trophy and will be the challenging club defending their trophy and making the challenge! Participation is not limited to Rotary members and is open to friends and family as well.

More participants = more points = more donors = more lives saved!

There will be food, fellowship, fun and people in service to others.

**APPOINTMENTS REQUIRED!**

To schedule an appointment or for more information on the requirements for blood and platelet donation please call Jill Schwarz at 626-471-7236 or email Jill at [jschwarz@coh.org](mailto:jschwarz@coh.org)

**When: Monday, August 3 through Saturday August 8<sup>th</sup>**

**Where: City of Hope Blood Donor Center**

