

# BUSINESS Connections

Links are Live!

March/April 2010



Volume 65  
No. 7

WOODLAND HILLS - TARZANA CHAMBER OF COMMERCE

## Meet the New Chairman of the Board



Colleen Langford

The Woodland Hills~Tarzana Chamber of Commerce is pleased to announce that Colleen Langford, General Manager of the Holiday Inn, a full service hotel located on Ventura Blvd, has been named the WHTCC 2010 Chairman of the Board. Ms. Colleen Langford's "Ticket to Ride" as the new chair began as Deborah Sable's dedication to the Chamber Community ended at the Chamber's February 5, 2010 Installation Gala. A fabulous event, aptly named "Ticket to Ride," featured a performance by the Beatles Tribute Band generously sponsored by the Westfield Topanga & Promenade.

Colleen Langford's high energy and enthusiasm will bring a new style of leadership to the board. Meanwhile, she will remain focused on drawing from the past experience of the previous leaders of the community. Rose Goldwater commented "I am so excited to support Colleen as the Incoming Chairman of the Board. The potential to make a difference (cont. page 7)



### Michael John Miller OBITUARY

Honorary Mayor of Woodland Hills for 10 years. Michael was a 27-year member of the Woodland Hills~Tarzana Chamber, serving as Past Chairman of the Board and chairing many of our fundraising events. Michael's accomplishments and contributions are far too numerous to list but we mention several here. Recipient of The WHTCC 2001 Joseph Staller Memorial Award. Topanga Station Boosters-Founders

Circle Member and Vice President of Fundraising.

Michael was 62. Born April 27, 1947 in New York City, raised in Pittsburgh and a devoted Steelers fan. He was a Vietnam veteran decorated with both a Bronze Star for valor and a Purple Heart. After Vietnam he moved out west. He earned his Bachelor of Science from Western New Mexico State and his MBA in accounting from Arizona State University. He started with State Farm Insurance in the Arizona Sunland office in 1971 and was later promoted to the California Westlake office.

Michael's success gave him the opportunity to give back to his community. It was a promise he kept with God for saving his leg in Vietnam.

His greatest joy was his children, Montana and Chandler. Michael is also survived by his wife Jennifer brother, David Miller; sisters, Patti Frank and Denise Shaw; a step sister, Terri Gay Yaria; and all of their respective spouses, nieces and nephews. The Funeral Mass was held Monday, February 15, 2010, at St. Bernardine of Siena Church in Woodland Hills.

Michael was well known in the community as much for his warm and gregarious nature as he was for his deep involvement and tireless efforts on behalf of numerous charities and community organizations. Michael was passionate about the Chamber and always helpful to our members. He will be much missed and long remembered. ■

## Renewing Members, You Rock!

1973

**Beaver's Den Antiques, Inc.**  
Barbara Beaver - Cavaleri  
www.beaversdenantiques.com

1974

**West Valley Occupational Center**  
Richard Wormus  
www.wvoc.net

**West Hills Hospital & Medical Center**  
Beverly Gilmore  
www.westhillshospital.com

1978

**Westfield Topanga and Promenade**  
Erick Klaffer  
www.westfield.com

1979

**Riverrock Real Estate Group**  
Joy Jugovic

1981

**Gerald Gelfand, D.M.D. Dental Office**  
Gerald Gelfand, D.M.D.

1988

**Hank's Tire Service, Inc.**  
Steve Goldberg  
www.hankstire.com

**Hilton Woodland Hills**  
François Khoury  
www.woodlandhills.hilton.com

1991

**Bernard's Office Furniture Inc.**  
Frank R. Bernard  
www.bernardsfurniture.com

**Maria's Italian Kitchen**  
Madelyn Alfano  
www.mariasitaliankitchen.com

1993

**LCK Enterprises**  
Lois Curran-Klein

1994

**Melnick Consulting Group, Inc.**  
Mike Melnick  
www.melinick.com

1995

**I. Allan Oberman**  
Attorney-at-Law

1996

**The UPS Store**  
Leslie Frankel

1999

**Our House - San Fernando Valley**  
Randi Wolfson  
www.ourhouse-grief.org

Continued on page 8.

Plant Trees with Us  
**March 27th!**

Beautify Ventura Boulevard.  
Bring out your Family, Your Staff,  
Your Class, Your Team!  
Join the fun. 1.818.347.4737





**Mailing Address:**  
P.O. Box 1,  
Woodland Hills,  
CA 91365

20121 Ventura Boulevard, Suite 204  
Woodland Hills, CA 91364  
(818) 347-4737 • Fax (818) 347-3321

#### 2010 BOARD OF DIRECTORS

##### **COLLEEN LANGFORD**

Holiday Inn Woodland Hills  
*Chairman of the Board, Chair Beautification*

##### **DEBORAH SABLE**, CoreFit

*Past Chair 2008, 2009  
Chair Education, Co-Chair Programs*

##### **DAVID ASPLUND**

Providence Tarzana Medical Center  
*Executive Vice Chair*

##### **STEVE H. HORNSTEIN**,

**CPA, LL.M., CFP™**, Hornstein Law Offices  
*Chief Financial Officer*

##### **DIANE DEATS**, Deats Design

*Corporate Secretary, Chair Marketing/P.R.*

##### **TRACY MYALL**

Premier America Credit Union  
*Vice Chair Operations*

##### **ANN CARLTON BOSE**, Skyline Financial

*Vice Chair Community Affairs*

##### **MITCHELL DEARMAN**

Westfield Topanga and Promenade  
*Vice Chair Programs*

##### **FRANÇOIS KHOURY**

Woodland Hills Hilton  
*Vice Chair Special Events*

##### **CLAY ANDREWS**, Warner Center Marriott

*Vice Chair Special Events*

##### **CYNTHIA ELKINS**

Elkins Employment Law  
*Chamber Council*

##### **PAUL LAWLER**

Paul Lawler Risk Management

##### **CATHERINE da GAMA**

**GRI, E-PRO, WCR**  
Rodeo Realty

##### **MAX HAGHIGHI, RHU**

Syndicated Insurance Agency

##### **TIMOTHY COLLINS**

World Financial Group

##### **BARRY S. COHN**

RGE Employee Benefits

##### **ROSE GOLDWATER**

Western Commercial Bank  
*Historian, Past President 1978*

#### CHAMBER STAFF

**DIANA WILLIAMS**, Executive Director

**JEN SVEJDA** Director, Business Development

**FELICIA PAUST**, Executive Assistant

**DEATS DESIGN**, Newsletter Production

## Chamber Report



Photo Kathy Rappaport Flash Frozen Photography, Inc.

By Diana Williams,  
Executive Director

### Our Community

David and I fell in love with Woodland Hills and Tarzana about 13 years ago when we moved into our first home right here in Woodland Hills. When we hike to the top of Stunt Road, Reseda Boulevard or Serrania Park with our canine boys and look down at our City, I just want to wrap my arms around it. The Warner Center, standing tall, and all the homes and small businesses are in one sensational view. Before my eyes meet the city, they meet the vast and awe-inspiring canyons. As I turn to the west, the dramatic coast of the Pacific Ocean stretches as far as my eyes can see. What's not to love?

### Many businesses in our community are struggling, but we can do something.

It is difficult that many businesses in our community are struggling. Landmark businesses such as Deforests Patio and Fireside, Bernard's Office Furniture, and Le Bon Bakery packing up and moving from Ventura Boulevard or closing up shop, brings me deep concern.

A few "Business Connection" newsletters ago, I talked about the small businesses in our community driving the economic engine and the importance of support from those of us who live, work and play here. Now, as I drive or walk from Valley Circle to Lindley my heart sinks with the number of "For Lease" signs that sprinkle the boulevard.

Would making Ventura Boulevard more desirable help? Would making the Boulevard a destination for people to come to shop, walk, dine, listen to music and more help increase business? We think it will. We have started working toward this common goal. The price of square footage for these properties and the daily gross

*Continued on page 7.*

## Member Spotlight Parham Nabatian



Parham Nabatian, founder and Chief Marketing Officer of Infinite Communications, an Internet Marketing, Design and Public Relations firm.

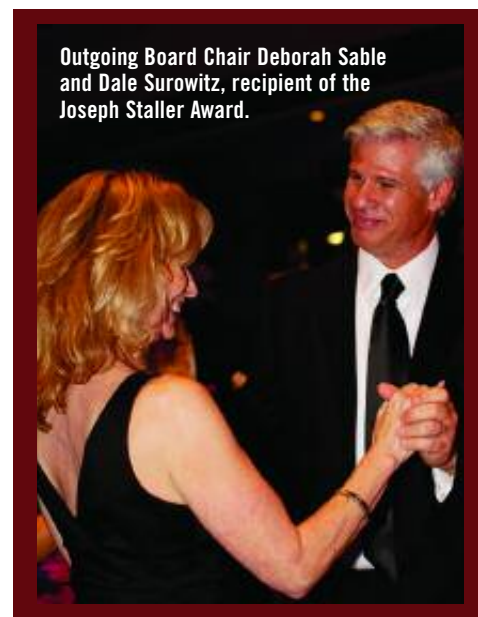
**Q.** What do your duties include? I guide businesses, non-profits and individuals on how to utilize the optimum marketing platforms to increase sales and visibility.

**Q.** What is your greatest business accomplishment thus far? Implementing an integrated marketing campaign, we generated more than \$10,000 of business in a month for one of our dental clients.

**Q.** Why did you join The Chamber? I strongly believe that a community supporting one another will lead to greater achievements than individuals working on their own.

Parham Nabatian, *Chief Marketing Officer*  
Infinite Communications Inc.  
5121 Van Nuys Blvd. Ste. 211  
Sherman Oaks, CA 91403  
www.infinitecomm.net  
parham@infinitecomm.net

O: 818.990.9843 - C: 818.421.8626  
*Possibilities Are Endless* ■



Outgoing Board Chair Deborah Sable and Dale Surowitz, recipient of the Joseph Staller Award.

Photo Kathy Rappaport www.flashfrozenphotography.com



# Motivate your career

*"The graduate campus locations and speed of completion helped me obtain the Pepperdine advantage."*

**Jennifer Belbis-Bassik**

Associate Marketing Manager, Mattel  
Tsunami Aftermath Volunteer, Khao Lak, Thailand  
Fully Employed MBA, Class of 2010

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*Higher Learning*

[www.bs.school.pepperdine.edu](http://www.bs.school.pepperdine.edu)

## Calendar of Events

### Business Networking Breakfast Wednesday, March 3rd

7:00 am to 9:00 am

*Sponsor: Skyline Financial Corp. Ann Carlton Bose*

Woodland Hills Country Club  
Address: 21150 Dumetz Road

**RSVP REQUIRED** by noon on Tuesday.  
Walk-Ins Welcome add \$5

No Jeans please at Breakfast Venue  
Members \$20, One Time Trial Guest Price \$20.  
There will be assigned seating.

### Business Networking Luncheon Wednesday, March 17th

11:30 am – 1:15 pm

*Sponsor: TBA*

Giovanni Ristorante  
Address: 21801 Ventura Blvd.

**RSVP REQUIRED** by noon on Tuesday.  
Walk-Ins add \$5 Members \$25  
One Time Trial Guest Price \$25

### Business Networking Mixer Wednesday, March 24th

5:30 pm – 7:30 pm

Golfsmith: Address: 21419 Victory Blvd.

**RSVP REQUIRED** by noon on Tuesday.  
Members \$0, One Time Trial Guest Price \$10

### Business Networking Breakfast Wednesday, April 7th

7:00 am to 9:00 am

*Sponsor:*

*Bel Air Exteriors, Inc.~Michael Weissenborn*

#### **Notice Venue Change**

Warner Center Marriott  
Address: 21850 Oxnard Street  
Self Parking Complimentary

**RSVP REQUIRED** by noon on Tuesday.  
Walk-Ins Welcome add \$5

No Jeans please at Breakfast Venue  
Members \$20, One Time Trial Guest Price \$20.  
There will be assigned seating.

### New Member Orientation Breakfast Wednesday, April 13th

*Invitation Only*

8:00 am to 9:00 am

#### **Notice Venue Change**

Warner Center Marriott  
Address: 21850 Oxnard Street  
Self Parking Complimentary

**RSVP REQUIRED** by noon on Tuesday.

### Business Networking Luncheon Thursday, April 22nd

#### **Notice Date Change**

11:30 am – 1:15 pm

*Sponsor: TBA*

*Speaker: Bruce Ackerman, Economic Alliance  
of the San Fernando Valley*

Warner Center Marriott  
Address: 21850 Oxnard Street  
Self Parking Complimentary

**RSVP REQUIRED** by noon on Tuesday.

Walk-Ins add \$5 Members \$25  
One Time Trial Guest Price \$25

### Business Networking Mixer Wednesday, April 28th

5:00 pm – 7:00 pm **Notice Time Change**

Nicola's Kitchen

Address: 20969 Ventura Blvd.

**RSVP REQUIRED** by noon on Tuesday.

Members \$0, One Time Trial Guest Price \$10

## **RSVP 818.347.4737**

A guest or One Time Trial Guest is defined as someone who is **interested in membership** in our community. It is our pleasure to welcome you to one of each event (1 breakfast, 1 lunch and 1 mixer). This begins your trial membership. Your interest in membership is very important to us. You will be recognized and welcomed by our staff to one of each event. With respect to our valued members, we limit attendance to guests who are interested in membership. More info at [woodlandhillsc.net/calendar](http://woodlandhillsc.net/calendar)

### **Plant Trees with Us On March 27th!**

Beautify Ventura Boulevard. We need 100 volunteers.  
Bring out your Family, Your Staff, Your Class, Your Team!  
Volunteer and join the fun. Read More on Page 7!

**1.818.347.4737**

# Welcome New Members!

We encourage you to make the most of your membership by becoming involved; join a committee, attend meetings, participate in events, let us get to know you!

## Jonas Scholl

Tangram Interiors  
20950 Warner Center Lane Ste B.  
Woodland Hills CA 91367  
Phone: (562)365-5076  
www.tangraminteriors.com  
jscholl@tangraminteriors.com

## Kathy Long - Acupuncturist

Kathy Long, L.Ac.  
16055 Ventura Blvd. #420  
Woodland Hills CA 91436  
Phone: (818)645-4235  
docmoxa@sbcglobal.net  
I have been a licensed Acupuncturist for over 13 years, a wife for 11 and a mom for 8! I love working with patients who are motivated to make the changes needed to live a more energetic, healthier and happier life. Whether it is getting the PMS to go away, the hot flashes to disappear, the cholesterol numbers to go down or the bone density to go up, acupuncture and holistic medicine has something to benefit everyone.

## The Optimized Life

Kimberly Hawthorne  
7428 Lena Avenue,  
West Hills CA 91307  
Phone: (818)251-6314  
Fax: (818)737-2939  
www.theoptimizedlife.net  
hypnosis@theoptimizedlife.net

## The Enclave at Warner Center Apartments

Victoria Arendt  
6710 Variel Avenue  
Woodland Hills CA 91303  
Phone: (818)226-9006  
Fax: (818)226-9906  
www.enclavewarnerceter.com  
enclavewcmgr@wng.com

## Ruben & Sjolander

David N. Ruben  
1875 Century Park East #1050  
Los Angeles CA 90067  
Phone: (310)788-2828  
Fax: (310)788-9028  
www.rubenandsjolander.com  
david.ruben@rubenandsjolander.com

**Ask Jen how to do a ribbon cutting. 818.347.4737**

## Seniors Benefits

Anthony A. Saccaro  
21150 Oxnard Street, Ste. 300  
Woodland Hills CA 91367  
Phone: (888)540-6240  
www.seniorebenefits.info  
asaccaro@seniorebenefits.info

## Jacques Milon

AceWeb  
PO Box 2160  
North Hills CA 91393  
Phone: (818)891-5941  
Fax: (818)891-6539  
www.aceweb.com  
jmilon@aceweb.net

## Lou Ozonko

Inside Auto  
3625 E. Thousand Oaks Bl. #162,  
Thousand Oaks CA 91362  
Phone: (818)519-6900  
Fax: (805)557-0433  
www.theinsideauto.com  
ozonko@sbcglobal.net

## Anita Kugler

USANA Health Sciences  
Independent Associate  
PO Box 844  
Agoura Hills CA 91376  
Phone: (818)425-4104  
www.livewellintl.com/anitakugler  
Email: akugler@aol.com  
What will you do in 2010 to improve or maintain your health? Let me make your healthy choices easier. USANA offers the highest rated nutritional supplements in the world, to protect your cells from stress and aging. USANA also offers a system for permanent weight loss. Join my 5-week tele-conference "bootcamp" to lose some weight and learn strategies for lifelong wellness. Invest in your health now and you'll have the energy you need to grow your business all year long.

## Ray Andonian

The Venetian Palace  
6740 Corbin Av. Reseda CA 91335  
Phone: (818)343-1161  
Fax: (818)343-1162  
www.thevenetianpalace.com  
@thevenetianpalace.com

## Shaun Brickhandler

LoveMyCharity.com  
26500 Agoura Rd. Ste 400  
Calabasas CA 91302  
Phone: (818)581-1877  
Fax: (818)871-0817  
www.LoveMyCharity.com  
Shaun@LoveMyCharity.com  
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## Kristine Mason

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Phone: (818)618-3160  
www.welcomewagon.com  
kristine.mason@welcomewagon.com  
New homeowners in your neighborhood have so many needs during their first year. Will they find YOU - or your competitor? Welcome Wagon is the nation's trusted leader in connecting businesses with these lucrative new families. For over 75 years, we've helped businesses grow by welcoming this steady stream of new customers. Join our network today. For more information, contact Kristine Mason.

## Mathew Daniel

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19737 Ventura Blvd  
Woodland Hills CA 91364  
Phone: (818) 932-9572  
copperchimneywoodlandhills@gmail.com

## Jeanie Alan-Lee

Divine Salon & Spa  
22124 Ventura Blvd  
Woodland Hills CA 91364  
Phone: (818)346-5551  
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## Golfsmith

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Woodland Hills CA 91367  
Phone: (818)887-7913  
www.golfsmith.com  
stephanie.dolch@golfsmith.com

## Karla Thompson Orthodontics

Karla Thompson  
18981 Ventura Blvd., Ste 200  
Tarzana CA 91356  
Phone: (818)654-7100  
Fax: (818)654-7087  
www.karlathompson.com  
info@karlathompsonorthodontics.com

## Melaleuca

Sondra Pariser  
26520 Mont Calabasas Dr.  
Calabasas CA 91302  
Phone: (818)256-9219  
Fax: (866)347-1074  
sondrapariser@gmail.com

## Love & Wealth Marketing, LLC

Natalie Kaufman  
1409 Kuehner Drive #244  
Simi Valley CA 93063  
Phone: (805)630-4055  
www.loveandwealthmarketing.com  
loveandwealth@aol.com

## Paul Shively & Associates, Inc.

Paul Shively  
22201 Ventura Blvd., #201  
Woodland Hills CA 91364  
Phone: (800)841-6057  
www.paulshivelyassociates.com  
paul@psaservice.net  
Paul Shively & Associates, Inc.

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Fax: (888)658-6807  
www.ChiropractorHorvet.com  
DrHorvet@hotmail.com

### **Jared Gerber**

Imagine IT  
21021 Devonshire St. Chatsworth  
CA 91311  
Phone: (800)569-2260  
Fax: (818)322-1322  
www.imagineit.com  
jared.gerber@imagineit.com

### **Kymm Thorton**

Synergy Business Results  
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Ste. D176, Thousand Oaks CA  
91362  
Phone: (800)898-6816  
Fax: (877)896-9713  
www.SynergyBusinessResults.com  
Kymm@SynergyBusinessResults.com

### **Woodland Hills Athletic Club**

Armando Oliva  
20971 Burbank Blvd  
Woodland Hills CA 91367  
Phone: (818)226-0460  
www.theWHAC.com  
Armando@theWHAC.com

### **Nancy E. Gray**

Resident - Notary  
5211 Yarmouth, Unit 9  
Encino CA 91316  
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ngdancer@sbcglobal.net

### **Aflac**

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michael\_rinke@us.aflac.com  
AFLAC is peace of mind that God forbid someone was faced with an illness or injury their family would not have to experience financial hardship. AFLAC's cash benefits are used for things like co-pays, deductibles, experimental treatment, going out of network, mortgage/rent, utility, food and any other fixed family expenses. The great thing about AFLAC is if offered through a company it does not cost the employer anything to make it available on a voluntary basis to employees. These benefits usually cost the employee anywhere from \$2 to \$12 per week depending on the type of coverage. AFLAC is even available on a direct basis.

### **Lucky Feet**

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luckyfeetwh@yahoo.com

### **Waddell & Reed Financial Services**

Matt Stadelman  
21031 Ventura Blvd., Ste 401  
Woodland Hills CA 91364  
Phone: (818)712-9055  
Fax: (818)227-6474  
mstadelman@wradvisors.com

### **BNI - West Valley**

Red Mann  
PO Box 1348  
Simi Valley CA 913062  
(818)370-6633  
Fax: (805)577-1000  
redmann@sfbni.com

### **VTAC (Valley Traffic Advisory Council)**

Joanne Littleman  
PO Box 300  
Van Nuys CA 91408  
Phone: (818)994-4883  
www.vtac-vtd.org  
joanne@hstowing.com

### **Maureen "Mo" Ruz**

Daily News  
21860 Burbank Blvd. #200  
Woodland Hills CA 91367  
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www.dailynews.com  
Mo.Ruz@dailynews.com

### **Chapter Group**

Kenneth Ley / Donald Plehn  
6303 Owensmouth Av., Floor 10  
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www.chaptergroup.com  
info@chaptergroup.com  
The Chapter Group is committed to helping small businesses succeed by providing strategic business solutions. We provide corporate filing for C-Corporations, S-Corporations and LLCs. Additionally, we offer Corporate Capital Consulting Services. Our goal is to create knowledgeable and successful business owners who can thrive in today's economy.

### **Young Dempsey Productions**

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Canoga Park CA 91309  
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info@youngDproductions.com

### **High Octane Automotive /Cadillac Independent Garage**

Charles Thomas  
8637 Lindley Ave.  
Northridge CA 91325  
Phone: (818)349-4335  
www.highoctaneautomotive.com  
highoctaneautomotive@msn.com

### **Dreams Are Possible (DAP) Foundation**

Lesa Bentley  
6303 Owensmouth Ave., 10th Fl  
Woodland Hills CA 91367  
Phone: (818)484-3242  
Fax: (888)391-2220

www.dreamsarepossible.org  
lbentley@dreamsarepossible.org  
Dreams Are Possible (DAP) Foundation is a non-profit that serves low income communities by providing health awareness, education and resources designed to promote healthier lives. Our programs include oral health exams and obesity prevention activities.

### **Fara Creation & Alteration**

Farnaz Samavi  
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Woodland Hills CA 91364  
Phone: (818)347-3272  
www.faracreation.net  
faracreation@yahoo.com

### **Smiles by Design**

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Email: gregdondds@gmail.com

### **Aflac**

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Fax: (818)285-8644  
www.aflac.com  
diane\_ragsac@us.aflac.com

### **Global Investments Group**

Jennifer Timario  
21900 Burbank Blvd. 3rd Floor  
Woodland Hills CA 91367  
Phone: (818)992-2944  
Fax: (818)992-2971  
jtimario@giggfinancial.com

### **Sherman Sports Injury Center**

Dr. Alan Sherman  
22235 Sherman Way, #100  
Canoga Park CA 91303  
Phone: (818)888-8058  
Fax: (818)702-6289  
www.dralansherman.com  
dralansherman@sbcglobal.net

### **Deforest's Patio & Fireside Center**

Pam Gietzen  
9625 Mason Avenue  
Chatsworth, CA 91311  
Phone: (818)772-5040  
Email: pamgietzen@aol.com ■

Call the office to heap praise upon the beautiful ladies that work there. They won't mind. I promise. **1.818.347.4737**

**Chamber Report** *Continued from page 2.* receipts are not in our control, but we can do something. Our Chamber has always been involved with beautification, legislative issues, and more. That's why large and small businesses recognize the importance of supporting the Chamber.

Our Chamber is working hard with the Woodland Hills Community Coalition, led by Councilman Dennis P. Zine, which includes organizations such as the Woodland Hills-Warner Center Neighborhood Council and the Woodland Hills Homeowners Organization. I am chairing the Tree Planting Committee with 2010 Chairman of the Board, Colleen Langford as Co-chair. Our immediate Past Chair, Deborah Sable is chairing the Streetscape Plan Committee which includes benches, trash receptacles and other "furniture" on the boulevard.

### We are planting 22 trees on Ventura Boulevard from Canoga to DeSoto.

These trees will scrub the air. Absorb CO2 and produce oxygen. Purify the water. Reduce urban stress. Help capture rainwater. Beautify our streetscapes. Ample research with regards to merchants' needs and sidewalk maintenance has also gone into the decision regarding types of trees that will be planted. The Coalition is partnering with Mayor Villaraigosa's office and the Million Tree Initiative. We need 100 volunteers on Saturday, March 27th at 8 am. Our home base is the Holiday Inn at 21101 Ventura Blvd., Woodland Hills. Councilman Zine will be presiding as we launch the tree planting. There will be a demonstration and a Supervisor will head out with each tree planting team to begin our efforts in the Woodland Hills Coalition. Join us. Call the Chamber Office at 818-347-4737 for more information. ■

## WOODLAND HILLS BRANCH

21520 Victory Blvd.

**866-767-5328**

Monday-Friday – 9:00 am – 6:00 pm • Saturday – 9:00 am – 1:00 pm

Yes! You Can Join



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**New Chairman** *(Continued from page 1)* with her knowledge of the community, management skills and past experience as an involved WHTCC board member will bring a fresh approach to executing new ideas while still respecting the history of the WHTCC. I, as the WHTCC Historian, have volunteered to assist & support her in achieving this vision." "Colleen Langford is an excellent choice for the Woodland Hills-Tarzana Chamber of Commerce 2010 Chairman of the Board. Our Chamber Community has witnessed her participation and involvement. I have observed the level of respect and loyalty she has earned from her staff as general manager of the Holiday Inn. We look forward to a prosperous 2010 with Colleen serving as Chairman of the Board." Diana Williams~ Executive Director.

Colleen's vision for the WHTCC 2010 is to build on the foundation that Deborah Sable has started. With the support of the current board members and staff, the 2010 WHTCC is certain to accomplish many goals. Colleen recognizes all Deborah Sable's efforts and hard work and will continue the dedication that she committed to the WHTCC. Colleen stated "With the active, caring and committed members of this community, such as Dennis Zine, I feel we can all make a great impact working together in 2010."

Colleen is actively involved in Dennis Zine's campaign to beautify Ventura Boulevard, Shepherd of the Valley PTF and School Board, the WHTCC's Finance Committee and has been involved with the Education Committee. Additionally she volunteers her time to coach baseball as well as girls' softball and she serves as an active soccer mom.

Colleen has been the General Manager of the Holiday Inn Woodland Hills for 7 years; managing a 24-hour, 7 days a week, 365 days a year operation that never closes its doors; an award winning hotel for Excellence in Service. In the history of the WHTCC, Colleen is the first Chairman of the Board to have young children. She credits her success to her supportive management team and her loving family. Colleen currently lives in Chatsworth, California with her husband, Mel and her 11 year-old twins, Connor & Erin, as well as their 6 month-old son, Melvin III. ■

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**Renewing Members Rock! 2005***Continued from page 1.***2000****Silverado Senior Living**  
Rochelle Dardeau**Promotionally Minded Ad Specialties**Hank Yuloff  
www.promotionallyminded.com**Jackson McCarthy & Associates**Sean McCarthy  
www.jacksonmccarthy.com**Bob J. Epstein Attorney at Law**  
Bob Epstein**2001****California Concierge LLC**Susan Hamersky  
www.calconcierge.com**Money Mailer of Agoura, Calabasas & Woodland Hills**Brian White  
www.moneymailer.com**CoreFit**Deborah Sable  
www.corefit.com**Hornstein Law Offices**Steve Hornstein  
www.HornsteinLawOffices.com**2002****Tarzana Inn**Silvia Eck  
www.tarzanainn.com**2004****Capital Source Bank**Janet Gleason  
www.capitalsourcebank.com**Affirmative Color**Andrew Graham  
www.affirmativecolor.com**Lister Jewelry**Ernest Lister  
www.listerjewelry.com**MMP Printing & Digital Graphics**Pamela Berg  
www.printwithmmp.com**Bruce T. Andersen C.P.A.**  
www.andersencpa.com**RGEb Employee Benefits**Barry Cohn  
www.rgeb4u.com**Touch of Life Physical Therapy, Inc.**Neil Scott Dreben MPT, OCS  
www.touchoflifePT.com**Fleming's Prime Steakhouse & Wine Bar**Samantha Silk  
www.flemingssteakhouse.com**Amazing Memories, Inc.**Paul Gross  
www.amazingmemoriesinc.com**Valley Women's Center**Lulu Kamatoy  
www.valleywomenscenter.com**Rosenheim & Associates, Inc.**Brad Rosenheim  
www.raa-inc.com**AXA Advisors**Michael Higginbotham  
www.axaonline.com**2006****Monty's Steak House**

Michael Levine

**VEDC - Valley Economic Development Center**Allison Urias  
www.vedc.org**Coldwell Banker Real Estate**Debbie Soden  
www.DebbieSoden.com**Woodland Hills Woman's Club, Inc.**Teri Dool  
www.woodlandhillswomansclub.org**The Pacifica Company, L.P.**Richard Bunner  
www.thepacificacompany.com**Tarzana Lions Club**

Pawin Jiramongkolchi

**Tarzana Square**

Richard Joseph

**Nonie Lann****Tarzana Community Cultural Center**Patty McManus  
www.mytarzana.org**VP Self Storage**Kevin Kotarski  
www.vpsselfstorage.com**Hypnosis Motivation Institute**

George Kappas

**Sandler, Powell, Jacobs & Berlin, LLP**

Steve Berlin

**Jay A. Saltzman Insurance Services**

Jay A. Saltzman

**Sherman Oaks Center For Enriched Studies**Robert Weinberg  
www.soces.lausd.k12.ca.us**U Frame It**Adrianna Cruz-Ocampo  
www.uframeit.com**Barbara Allen Enrolled Agent**

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www.1800gotjunk.com**Crazy Inkjets**Yaniv Levi  
www.crazyinkjets.com**2007****Southern California Veterinary Hospital**George Cuellar, DVM  
www.socalvet.com**Mel Sofian****Absolute Best Electric**Jim Allen  
www.absolutebestelectric.com**The Wellness Community Valley/Ventura Valley Satellite**Suzanne Drace  
www.twcvv.org**American Foundation For Suicide Prevention**Laura Levinsky  
www.afsp.org/losangeles**Beds Unlimited**Lucie Volotzky  
www.bedsunlimited.net**Acorn Newspaper**Eve Smith  
www.theacorn.com**Handelman Consulting, Inc.**

Ira Handelman

**Phillips Law Office**Carolyn D. Phillips  
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Dominique Cavelier

**Aaron Albucher Accounting**

Aaron Albucher

**Pests R Us**Bridgettie Matthews  
www.pestsrusinc.com**Guadalupe Community Center Catholic Charities of L.A. Inc**

Moeed Khan

**2008****Network Business Solution**Darren Stanley  
www.networkbusinesssolution.com**Kiwanis Club of the San Fernando Valley**Nelson Tucker  
www.kiwanis.org**CAbi**Adrienne Denniston  
www.adrienedenniston.cabionline.com*Continued on page 9.*Call the office to be an event sponsor. **1.818.347.4737**



**Eli Sank** **Primerica Financial Services**  
**Ambassador of the Month,**  
**November**



Eli has been associated with Primerica for 14 years and prides himself with always doing the right thing for his clients and their hard-earned money. He works with business owners and families every step of the way – from analysis of their current financial situation, to definition of desired results, to customization and implementation of solutions to help them achieve their goals.

Every family deserves financial security and peace of mind! Contact Eli today to schedule your complementary analysis.

**Martin Carmen** **The Computer Doctor**  
**Ambassador of the Month,**  
**December**



Martin Carman, “The Computer Doctor,” will provide you with the expertise needed to make your computer or computer system satisfy all of your needs and requirements. From custom tutorials through comprehensive hardware and software services, Martin’s many years of experience will assist you in making the right choices you need - cost-effectively. Martin is certified by both Microsoft and Novell. “The Computer Doctor” makes house and office calls. Martin Carman, 818.710.0647, [www.synapticssystems.biz](http://www.synapticssystems.biz)

**Renewing Members**  
*from page 8.*

**Yogen Fruz**  
 Susan Mamanne  
[www.yogenfruz.com](http://www.yogenfruz.com)

**Tools 2 Connect**  
 Kay Wallace  
[www.kaywallace.localadlink.net](http://www.kaywallace.localadlink.net)

**AMG Consulting Group, Inc.**  
 Anthony Gartman  
[www.amgconsultinggroup.com](http://www.amgconsultinggroup.com)

**SendOutCards**  
 Casey Eberhart  
[www.sendoutcards.com](http://www.sendoutcards.com)

**Your Executor**  
 Suzanne Kane Bassani  
[www.YourExecutor.net](http://www.YourExecutor.net)

**American Cancer Society**  
 Sonia Lopez  
[www.cancer.org](http://www.cancer.org)

**Sokol - Krieger Consulting**  
 Andrew Sokol  
[www.SokolStrategicConsulting.com](http://www.SokolStrategicConsulting.com)

**IvySelect College Consulting**  
 Michael Goran, J.D.  
[www.ivyselect.com](http://www.ivyselect.com)

**Sushi Ichiban Kan**  
 Hiroshuke Nagahata

**RICOH**  
 Elizabeth Cortez  
[www.ricoh-usa.com](http://www.ricoh-usa.com)

**Bel Air Exteriors, Inc.**  
 Michael Weissenborn  
[www.belairexteriors.com](http://www.belairexteriors.com)

**California Lutheran University**  
 Jeanette Villanueva-Walker  
[www.calluthern.edu](http://www.calluthern.edu)

**Arbonne International**  
 Diana  
[www.Williamshealthybeautydiana.myarbonne.com](http://www.Williamshealthybeautydiana.myarbonne.com)

**2009**

**ACT Today! (Autism Treatment and Care Today!)**  
 Amy Zhang  
[www.act-today.org](http://www.act-today.org)

**Your Health Connection**  
 Tony Alcock  
[www.yhcmagazine.com](http://www.yhcmagazine.com)

**Infinite Communications**  
 Parham Nabatian  
[www.infinitecomm.net](http://www.infinitecomm.net)

**Monarch Art & Frame, Inc.**  
 Jaime Mizrahi  
[www.monarchframe.com](http://www.monarchframe.com)

**Comfort Control Corp**  
 Laura Pablo  
[www.ComfortZ.com](http://www.ComfortZ.com)

**The Team Connection (Pinnacle Real Estate)**  
 Cindy Walkov  
[www.TheTeamConnection.net](http://www.TheTeamConnection.net)

**Farahani Law Offices, A Professional Law Corporation**  
 Vishta Farahani  
[www.ashourilaw.com](http://www.ashourilaw.com)

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

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# RIBBON CUTTINGS! AND A MIXER

Photo: Deats



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**Jane of Tarzana.** 18735 Ventura Bl., 91356 (818) 343-5001, Peggy Sella, Owner/Partner <http://www.janeoftarzana.bizlnk.com/>



**Divine Salon & Spa,** 22124 Ventura Blvd, (818) 346-5551 Jeanie Alan-Lee has been a hairstylist in Woodland Hills for 25+ years and is thrilled to open her own Salon & Spa!



**Bleecker Street,** 5442 Yolanda Avenue, Tarzana CA 91356, (818)996-3008 [steve@thebleeckerstreet.com](mailto:steve@thebleeckerstreet.com)



**Veterinary Specialists of the Valley** 22123 Ventura Bl., (818)883-8387 <http://www.vetspecialistsvalley.com>



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**"We feel so honored to have a ribbon cutting at our 43rd Anniversary!"** says Barbara Beaver - Cavaleri. The Chamber arranged to have certificates presented from Councilman Dennis Zine's office.  
**Beaver's Den Antiques, Inc.,** 19505 Ventura Bl., Tarzana, (818) 881-0690, **Member Since 1973**



**Whole Foods Market Woodland Hills** 21347 Ventura Blvd. (818)610-0000 Fax: (818) 610-0040 Katie Ryan, Marketing Assistant, Brandi Hernandez, Marketing Supervisor, [wholefoodsmarket.com](http://wholefoodsmarket.com)



**Westfield Mixer Multi Chamber Event.** Westfield Topanga and Promenade, Mr. Erick Klafter, Senior General Manager.



**Global Investment Group,** 21900 Burbank Bl. 3rd Floor, Woodland Hills, (818) 992-2944, Fax: (818)992-2971, Jennifer Timario, Chief Executive Officer, [jtimario@gigfinancial.com](mailto:jtimario@gigfinancial.com)



Attendees of the **'Lucky Feet'** ribbon cutting got a special treat! 4882 Topanga Canyon Blvd., Woodland Hills, (818) 340-4088 Teresa Ngo, [luckyfeetwh@yahoo.com](mailto:luckyfeetwh@yahoo.com)



**Weiler's Deli Ribbon Cutting, 25th Anniversary.** 21161 Victory Bl., Canoga Park (818) 884-6611, Frank Mesriani, [weilerswarnerdeli.com](http://weilerswarnerdeli.com), [gmesriani@aol.com](mailto:gmesriani@aol.com)

# A Little Help?

*Call the Chamber office to find out how you can volunteer to make a difference.*



We are proud that Kim Chung is a member of the Woodland Hills ~Tarzana Chamber of Commerce.

A few hours and a few dollars later store owners can make a difference. What are you doing to set an example? It was not that long ago that we would see shop owners sweeping their sidewalks, watering the trees and foliage, washing windows and more. We can return to that. We have chosen Sooz and Son Earth Friendly Dry Cleaners as an example of what a little care and pride can do for our Ventura Boulevard. The more desirable we make our

community the more commerce will be driven to our businesses right here in our own neighborhood. We are proud that Kim Chung is a member of the Woodland Hills ~Tarzana Chamber of Commerce. Take a deep breath, stand in front of your store or your property on the boulevard, be honest with yourself and ask yourself if you are proud. Start at home and know there are many other ways to get involved. Call the Chamber office to find out how you can volunteer to

make a difference. The Woodland Hills ~Tarzana Chamber of Commerce can also direct you to Business Development Alliances that have monies available for projects such as giving your store front or property a "face lift". There are funds available that banks are not providing. Whether it's a face lift, a little help during challenging economic times or funds to grow your facility, call the Chamber to direct you. 818-347-4737 [www.woodlandhillsc.com](http://www.woodlandhillsc.com)

Photo © Jim Brammer / [www.stateoftheheartimages.com](http://www.stateoftheheartimages.com)

## Government Affairs Committee Last Thursday of the Month

12 noon  
Providence Tarzana Medical Center Auditorium  
Confirm place with Chamber Office



Be friends with your Chamber Staff on LinkedIn:  
*Diana Williams,  
Jen Svejda,  
Felicia Paust*

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# Parking Meters *Sean McCarthy*

Mid year 2009, the City of Los Angeles raised street parking meter rates and extended the hours of parking meter operations throughout Los Angeles. The Woodland Hills Tarzana Chamber of Commerce recognizes that the city need the revenues so a parking meter rate hike were understandable.



However, parking meters throughout Los Angeles were recalibrated, restricting the amount of money the meters would take, resulting in increasing parking fines. The parking meters now only take quarters, which is not stated on most meters. Put in a dime or nickel and no time will be credited. Try to pay for a full two hours of parking, the posted maximum, and the meters will eat every additional quarter leaving you with only one hour's time. Further, should you fail to pay attention when you feed the meter and not realize you only have an hour of time, you will receive a \$55 parking fine.

The Woodland Hills-Tarzana Chamber has respectfully requests that the City of Los Angeles remedy this problem. The city should first, roll back parking fees and parking times so parkers are not unfairly fined. Second, that the City release the economic analysis that was used as the rationale for the parking increases and allow for public comment. Finally, if the higher parking fees are justified, replace or

**recalibrate all meters that do not allow for purchase of the maximum posted time so as to stop parkers from being unfairly fined.**

This resolution was passed by the Woodland Hills Tarzana Chamber of Commerce in December of 2009 and was subsequently adopted by the United Chamber of Commerce of the San Fernando Valley. ■

To: [diane@deatsdesign.com](mailto:diane@deatsdesign.com)  
From: [colleen@hiwoodlandhills.com](mailto:colleen@hiwoodlandhills.com)  
Subject: Business Card Designs

Diane, I am going to have my team take a look tomorrow morning. I want them to be proud of the cards and feel part of the process. I LOVE LOVE LOVE the ones on the top left. Great ideas! THANKS so much!  
Colleen P. Langford  
General Manager, Holiday Inn Woodland Hills

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# C O M M I T T E E S

One of the most effective ways to leverage your Chamber membership and raise your profile is to become active on a committee.

## Programs

Deborah Sable  
818-667-8881  
deborah@corefit.com

## Beautification

Colleen Langford  
818-883-6110  
colleen@HIWoodlandhills.com

## Membership/Ambassador

Leslie Kaz  
818-322-1566 ext. 102  
Lesliek@syndicatedins.com

## Government Affairs

Ann Carlton Bose  
818-883-7283  
annbose@skylinefinancialcorp.com

## Special Events

François Khoury  
818-595-100  
Francois.khoury@hilton.com

## Education

Contact: Deborah Sable  
(818) 667-8881  
deborah@corefit.com

## Marketing/PR

Contact: Diane Deats  
(818) 887-7203  
diane@deatsdesign.com



Woodland Hills-Tarzana Chamber member Sean McCarthy Chairs UCC Government Affairs Meeting. United Chambers of Commerce represents Chambers and Organizations in the San Fernando Valley. In addition to members of other chambers in attendance are representatives of the Governor, The Mayor, City, County and State Elected Officials and other stakeholders. *Photo: Deats*



## Your Government Affairs Committee

Meets the

**Last Thursday of the Month**

Contact Chamber Office for Location.

## Neighborhood Councils

United Chambers of Commerce of the San Fernando Valley wishes to encourage all of its member chambers and all businesses generally to participate in their respective neighborhood council meetings.

We live in historic times marked by a dramatic plunge in business and high unemployment combined with dwindling city revenues. Los Angeles and all local municipalities are facing severe cutbacks of services combined with anticipated, first time ever record layoffs of public employees.

While Neighborhood Councils are advisory only, they can and do influence city policy making including planning, zoning and permitting.

Until now, Neighborhood Councils have been dominated by homeowner groups. This is not to say that the homeowners groups do not have a legitimate right to hold the seats they occupy. Rather, that business has been under-represented, leading to decidedly business unfriendly neighborhood council actions.

**“...we will not have a say at the table of government if we do not participate...”**

The United Chambers of Commerce does not fault the Neighborhood councils or home owners groups for their participation in the political process. In fact we celebrate their involvement. What United Chambers of Commerce seeks is a balance between the views of home owners, determined to have their way with legitimate businesses interests in general.

This was brought home recently by the fact that in regard to unfair parking rates, neighborhood councils either did not seek to address the issues or were unable to do anything about the issues. All the while the neighborhood councils have sought tighter and more unreasonable controls on legitimate businesses.

Business needs a voice on the Neighborhood Councils to help the City to deal with budget, planning and operational problems. We need the best and the brightest to advise the City on how to go forward in uncertain times. Tough times require that we all pitch in together. Remember, we cannot and will not have a say at the table of government if we do not participate. Let your voice be heard. ■ *Sean McCarthy*

# TICKET TO RIDE

## THE PROGRAM

Reception with Silent and Chance Auction

Welcome - François Khoury, Event Chair

Opening - Masters of Ceremonies  
Mark and Mindy Sterling

Pledge of Allegiance  
Captain John Sherman, LAPD

Invocation  
Los Angeles City Controller Wendy Gruel

Music  
California Lutheran University Quartet

Dinner

Ambassador of the Year  
Presented by Ann Bose and Max Haghighi

Director of the Year Presented by Jim Kinsey

Presentation of the 2009 Joseph Staller  
Memorial Award by David Asplund  
and 2008 Joseph Staller Award  
Recipient Brad Rosenheim

Outgoing Chair's Message - Deborah Sable

Incoming Chair's Message - Colleen Langford

Program Conclusion - François Khoury

Entertainment  
Ticket to Ride, A Tribute to the Beatles

On February 5, we held our annual Woodland Hills-Tarzana Chamber of Commerce Membership Celebration and Installation of the Board of Directors at the Hilton Woodland Hills.

This is how the evening went.



Dale Surowitz, recipient of the prestigious Joseph Staller Award



L.A. City Controller Wendy Gruell with Outgoing Chairman Deborah Sable



The Woodland Hills-Tarzana Chamber of Commerce Officers.



David Williams catches the action



MCs Mark and Mindy Sterling, brother and sister act first time together



Entertainment "Ticket to Ride" A Beatles Tribute Band sponsored by Westfield Topanga and Promenade



Diana Williams is the action



Dignified guy looks cool

# TICKET TO RIDE

By Kandis Landmann

The Woodland Hills~Tarzana Chamber installed their 2010 Board of Directors Friday night with a stunning Gala held at the Hilton Woodland Hills. Francois Khoury, General Manager of the Hilton, and a Board Member of the Chamber chaired this event. LA City Controller Wendy Greuel officiated the dismissal of the 2009 Board and Installation of the 2010 Board. General Manager of Holiday Inn Woodland Hills, Colleen Langford was installed as 2010 Chairman of the Board. Ms. Deborah Sable, 2008 & 2009 Chairman of the Board, received a bouquet of flowers, while turning her responsibilities over to Colleen Langford who is now the 2010 Chairman of the Board. Recognition plaques and certificates were given to the departing/end of term board members as well as the incoming 2010 Board of Directors. These certificates were awarded by the offices of Mayor Villaraigosa, Councilman Dennis P. Zine, Senator Fran Pavley, LA City Controller Wendy Greuel, and Supervisor Zev Yaroslavsky.

Dale Surowitz, Chief Executive at Providence Tarzana Medical Center, was honored receiving "The Joseph Staller Memorial Award" & was also acknowledged as an "all around wonderful man." Our very dedicated and hardworking chairperson of not just one but two very integral committees, Diane Deats was recognized with Director of the Year. Ambassador of the Year was accepted by a very delighted and surprised Kandis Landmann.

**Our Chamber is the largest in the valley, yet has achieved a true HOMETOWN spirit, evidenced by a large attendance to each event.**

Diana Williams Director, Jen Svejda Membership and Felicia Paust Administrative services, are the extraordinary Chamber Team that keeps that spirit vibrant. Ticket to Ride, tribute to Beatles, wrapped up the event with everyone looking forward to 2010. ■



Like Family!



Photo: John Popoch

Assemblymember Bob Blumenfield 40th Assembly District with Wendy Greuel LA City Controller



Paul Lawler, 2008 Joseph Staller Award recipient and WHCC board member.



New Chairman Colleen and daughter Erin.



Max Haghighi, one of our favs!



François Khoury, Hilton Woodland Hills, GM and Diana Williams



We love music



Diane Deats, here with Stewart was honored with "Director of the Year"



Leslie and Jen don't quit!



Happy Partiers!

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# A Day in My Shoes *Safe Passage Home helps victims of domestic violence.*

Photography By: Sandi Balasco

Joanna Mastopietro

“A Day In My Shoes” was the title of the unique collaboration between photographer Amy Martin Friedman and the charity Safe Passage Home, which transforms the lives of victims of domestic violence. The Valentine's Day luncheon atop the Universal Sheraton Hotel inspired with a spunky black and white photo series of women in their favorite shoes. Jessica Simpson's glamorous, autographed shoes were the focal point of the flirty centerpieces. Goldie Hawn's silver Versace shoes were one of many silent auction celebrity items. A dance lesson with Lacy of Dancing with the Stars was auctioned, along with a coveted Bullet 4 Peace necklace by designer Rafi Anteby. The poignant testimonies of abused womens' extreme life makeovers was followed by heartfelt tributes to doctors Bruce Vafa, DDS and Fardad Forouzanpour, M.D., whose donated restorative services for Safe Passage clients revolutionize their self-image to give them a bold, fresh start. The surprise-filled fete was generously supported by, among others, Love My Charity, Stetson Boots “Made In America” Campaign, Attorney Donald Schweitzer, The Susan Stafford Foundation, and Maxi Med, Inc., which donates medical care to Safe Passage clients. ■



Sponsor Shaun & Lisa Brickhander



Founder of Safe Passage Trish Steele with Actresses Natalie Raitano and Lydia Cornell to honor Dr. Fardad, Cosmetic Surgeon



Sponsor and representatives of Stetson Boots - Lisa Xeros and Gary Mandelbaum.



Bruce Vafa, DDS



Designer Rafi Anteby, Ronda Coallier and Lacey Schwimmer of "Dancing With the Stars".



Kelly Green, Bodine Balasco and Mercy Alpert holding their photo from the exhibit, "A Day In My Shoes".

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