



Chamber to Install New Officers



Incoming President Jeff Keating of Western University discusses the agenda with President-Elect Jillian Reiff of Valley Vista.

Jillian Reiff of Valley Vista Services, currently the chamber's Vice President for Membership, will be president-elect. Other officers include Stephanie Benjamin (Pomona Valley Workshop), Vice President, Networking; Adriana Robledo (Consultant), Vice President, Governmental Affairs; Ken Chan (DeVry University), Vice President, Education; and Kurt Weinmeister (Pomona Valley Hospital Medical Center), Treasurer. Simon Concepcion will serve as Past President.

Tickets are \$50 each; a table of 10 is \$500. For more information and reservations, please contact the chamber office at 909-622-1256 or at info@pomonachamber.org

The Pomona Chamber of Commerce will honor Pomona Unified School District Superintendent Richard Martinez with the Community Service Award during the chamber's 123rd annual Awards and Installation Dinner on Wednesday, June 22 at the Sheraton Fairplex, 601 W. McKinley Ave., Pomona.

The event begins with a social hour at 5:30 p.m., followed by dinner at 7 p.m.

Businesses and individuals also will be recognized with a variety of other honors, including the Image Award; New Business of the Year; Community Service Organization of the Year; Employer of the Year, and Member of the Year.

The chamber also will install its new officers and board members for 2011-12. Jeff Keating, Executive Director of Public Affairs at Western University of Health Sciences, will serve as president for 2011-



PUSD Superintendent Richard Martinez To Receive Chamber Community Service Award

The Pomona Chamber of Commerce plans to deliver its Community Service Award to Pomona Unified School District Superintendent Richard Martinez during its upcoming awards and installation dinner.

Citywide Clean Up 2011



Cal Poly Latino Business Students Association President, Joslin Salazar, and Mayor Elliott Rothman work together to clean up Pomona.



Greetings!

We are well into spring, the weather is warming up, and the signs of recovery are beginning to blossom. Consumers are beginning to spend more confidently, but gas prices have gone through the roof. Now more than ever, we need to take a look at our

operating costs and make every dollar count. If the state budget eliminates redevelopment funding, it will be another blow to our business economy -- and your chamber specifically -- because we get city support from the redevelopment agency for the city of Pomona.

I remain confident that working together with you, we can weather this economic crisis, as we have for the past 123 years. Your Chamber was formed when the city was founded in 1888. The city has been very supportive of our efforts to assist the business community, and I am confident we'll continue to be assisted in this endeavor.

We want to thank all of you, as well as our sponsors and participants, for an outstanding Taste of Pomona Valley last month. The food, drink and entertainment was par excellence. The camaraderie between the participants and the businesses is always what I enjoy the most.

The Citywide Cleanup that the Chamber initiated five years ago was a great success, with more than 2,800 participants this year cleaning up our city parks, streets and schools. Mayor Elliott Rothman and I toured the cleanup sites, and I can't tell you how gratifying it is to see everyone coming together for such a positive common purpose. I want to congratulate Pastor Rick DeBruyne; his co-chair, Nancy Matarrita; and our sponsors, Fairplex and Pomona Valley Hospital, as well as all of the participants, for a job extremely well done. Cal Poly continues to bring the largest number of student participants through their Greek society, and Pomona City Manager Linda Lowry and the city directors, along with the Chamber, painted the Ganesha Park bandshell in time for the summer concerts. Join us next year for the best deal in town: Work for four hours, get two fair tickets, and join in a barbecue celebration at the fair.

In closing, I ask that you join us in sponsoring Pomona Unified School District graduates in our annual scholarship luncheon at the Sheraton Fairplex on June 7. Promote your business by purchasing tables for our high achievers and their parents. And please join us at our Chamber President and Board installation and Community Service Awards banquet on June 22 at the Sheraton hotel.

Sincerely,

Frank Garcia

Executive Director

Pomona Chamber of Commerce

Office Ph# 909-622-1256 Fax 909-620-5986

Cell Ph# 909-241-4249 garcianet@yahoo.com

Reciban un cordial saludo,

Estamos en primavera, el calor se empieza a sentir y las señales de recuperación financiera están dando indicios de florecer, los consumidores empiezan a gastar con más confianza; pero por otro lado el precio de la gasolina esta por las "nubes". Ahora más que nunca tenemos que dar un vistazo a nuestros costos de labor y hacer un recuento de cada dólar. Si el presupuesto del estado elimina la reurbanización financiera, será otro golpe a nuestra economía e impactara a los negocios y a su cámara de comercio, ya que el apoyo económico que recibimos es a través de la ciudad por parte de la agencia de re-desarrollo de la ciudad de Pomona.

Confío en que trabajando juntos, podremos superar esta crisis económica como lo hemos hecho durante los últimos 123 años. La cámara de comercio se formo cuando la ciudad fue fundada en 1888. La ciudad ha dado mucho apoyo a nuestros esfuerzos con el fin de ayudar a nuestra comunidad empresarial y confió en que seguirán apoyándonos.

Deseamos darles las gracias a todos y cada uno de ustedes, así como a nuestros patrocinadores y participantes del Sabor del Valle de Pomona el cual se llevo a cabo el mes pasado, los platillos, bebidas y entretenimientos fueron excelentes. Lo que más disfruto de este evento es la camaradería entre los participantes y los empresarios.

El evento de Limpieza y Embellecimiento de la ciudad se inicio hace cinco años por la cámara de comercio y en esta ocasión se llevo a cabo en Abril lo cual también fue todo un éxito. Más de 2,800 voluntarios participaron en la limpieza de parques, calles y escuelas de nuestra ciudad. El Alcalde Elliott Rothman yo recorrimos los sitios de limpieza y puedo decirles lo gratificante que es ver que todos se unen para un fin común y positivo. Quiero felicitar al Pastor Rick DeBruyne y a su Co-Presidente Nancy Matarrita, a nuestros patrocinadores: Fairplex y Pomona Valley Hospital, así como a todos los que participaron en este proyecto. Cal Poly continua llevando el mayor número de estudiantes a que participen a través de su Sociedad Griega y nuestra administradora de la ciudad Linda Lowry, los directores de la ciudad junto con la cámara de comercio pintaron la concha acústica en Ganesha justo a tiempo para los conciertos que tendrán lugar este Verano. El próximo año lo invito a unirse a nosotros trabajara 4 horas y recibirá dos entradas a la feria del condado de Los Angeles y después celebraremos con una barbacoa en Fairplex.

Para terminar, pido que nos acompañen y patrocinen a nuestros estudiantes graduados de PUSD en el almuerzo Anual en el Hotel Sheraton el día 7 de Junio. Promueva su negocio mediante la compra de mesas para nuestros triunfadores egresados y sus padres. Por ultimo acompáñenos a la comida que la junta de directivos y el presidente de la cámara de comercio efectúan para dar un reconocimiento al ganador de Servicio Comunitario, dicho festejo está programado el día 22 de Junio en el Hotel Sheraton.

Saludos

AMBASSADOR PROFILE



Edlyn Delano

I first started out as an Ambassador with the Pomona Chamber of Commerce two years ago. I have been with DeVry University for four years,

starting first in Human Resources before joining the Career Services team.

As an Employer Liaison for Career Services, I am responsible for developing ongoing business relationships with companies in the surrounding Southern California region with the goal to create job opportunities for our graduates. My job allows for me to network, attend events and be a part of professional organizations such as PIHRA (Professionals in Human Resources Association) and the Pomona Chamber of Commerce.

My experience with the Pomona Chamber of Commerce has been truly awesome and rewarding because Pomona holds a special place in my heart and I have had the opportunity to meet new and existing members and successful Pomona business owners. It is truly an honor to be recognized as "Ambassador of the Month" because I know it would not have been made possible without my willingness to support this great organization and how it gives back to its community.

Edlyn Delano, MBA
Employer Liaison
DeVry University & Keller Graduate School of Management
901 Corporate Center Drive, Pomona, CA 91768
909.868.4158 edelano@devry.edu www.devry.edu



Community celebrates Citywide Clean Up at the Fairplex with a barbeque and lots of fun activities for kids and students.

Western U President Named Ellis Island Medal of Honor Recipient

Philip Pumerantz, PhD, founding president of Western University of Health Sciences, has received the 2011 Ellis Island Medal of Honor from the National Ethnic Coalition of Organizations (NECO) Foundation.

The medal was presented to Dr. Pumerantz on May 7 during a dinner ceremony at the restored Great Hall on Ellis Island in New York Harbor. The dinner was followed by a fireworks display as dinner attendees sailed from the island back to the Battery in New York City.

This year marks the 25th anniversary of the award, which according to NECO is bestowed up U.S citizens who:

- Exemplify lives life dedicated to the American way of hard work, self-improvement and community service.
- Preserve the history, traditions, and values of his or her ancestry.
- Dedicate themselves to supporting and defending the values of American life.
- Build bridges between ethnic, racial, and religious groups in the U.S. and/or abroad.
- Reinforce the bonds between an American heritage group and its land(s) of origin.
- Nurture the life of a particular ethnic or heritage group, enabling that group to participate more fully in American society.
- Share their personal and professional gifts with the local, national, or international community.
- Contribute distinguished service to humanity in any field, profession, or occupation.

"I am honored to receive the Ellis Island Medal of Honor and am grateful to the NECO Foundation for considering me for it," Dr. Pumerantz said.

Dr. Pumerantz was nominated for the medal by Vincent Naimoli, a member of the WesternU Board of Trustees and himself a past Ellis Island Medal of Honor recipient. The list of past Medal recipients reads like a



who's who of American cultural, political and educational life, including President George H.W. Bush, Kathleen Kennedy Townsend, Dr. Constantine Papadakis, Madeleine Albright, Muhammad Ali, Anthony Quinn, Deepak Chopra, and Joe DiMaggio.

Dr. Pumerantz led the way in establishing the College of Osteopathic Medicine of

the Pacific in Pomona, Calif., in September 1977. The first class of 36 osteopathic medical students was admitted in August 1978 and graduated in 1982, when COMP also received accreditation. Since then, the school – renamed Western University of Health Sciences in 1996 – has added eight more health professions colleges, expanded the main campus facility, created multiple centers of excellence, and increased its student population to nearly 3,000. WesternU also will open a campus in Lebanon, Oregon, in July of this year, admitting 100 osteopathic medical students to COMP-Northwest, the state's first new medical campus in more than 100 years. COMP-Northwest is expected to grow to 400 students by fall 2014.

Western University of Health Sciences (www.westernu.edu), located in Pomona, Calif., is an independent nonprofit health professions university, conferring degrees in biomedical sciences, dental medicine, health sciences, nursing, optometry, osteopathic medicine, pharmacy, physical therapy, physician assistant studies, podiatric medicine and veterinary medicine.



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OF HEALTH SCIENCES

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SNAP SHOTS



Left: Vocalist, Nidara, from the Harmonix, with incoming president, Jeff Keating, Western U, address the Taste of Pomona crowd.

Below: The setting was festive at the Avalon for the Taste of Pomona.

7th Annual Taste of Pomona



Above: Jaime Lepe of Mexico Lindo, serves up a hearty taco.

Below: Roberto Flores of Casa de Salsa, shares a drink with Emillianos owner, Rudy Gomez.



At the Emillianos Restaurant mixer the crowd was impressed with the fantastic Mexican cuisine and friendly service.

**College to Commerce Committee
Bringing Students Together**

Pomona Chamber of Commerce members and staff, and students from Pomona-area schools, have for the past several months been meeting on a monthly basis as part of the Chamber's College to Commerce Committee.

The goal of the committee – which includes representatives from the Pomona Unified School District, Cal Poly Pomona, the Claremont Colleges, Mt. San Antonio College, DeVry University, and Western University of Health Sciences – is to bring together the service learning entities from each of those organizations to create a coordinated, unified front as students reach out to the communities they serve.

Students involved in community service now are able to coordinate their service event schedules – and participate in one another's events – as a result of the College to Commerce effort, which the Chamber would like to expand to include even more schools and local businesses.

"Community service by students represents a tremendous commitment to the people of the Pomona Valley, and reflects the outstanding quality of the young people we have in our area schools," said Jeff Keating, the Chamber's vice president of

public relations and incoming president for 2011-12. "College to Commerce is an ongoing opportunity for these groups to help one another deliver their services even more effectively, and to promote good relationships between schools, business, and the communities we all serve."

For more information about College to Commerce, please contact the Chamber office at 909-622-11256, info@pomonachamber.org.

**Pomona Unified Grads Headed for
America's Best Universities**

By Richard Martinez

We are now getting into a very exciting time of the school year. Our graduating seniors are starting to hear back from colleges they've applied to. As I write, with still a month and half to go in the school year, our seniors have already been accepted at schools including USC, UCLA, Berkeley, Stanford, Georgetown, Harvard, and many other top schools across the country.

A number of seniors are opting to stay a little closer to home and plan to attend Cal Poly, University of La Verne, University of Redlands, Cal State Fullerton, Mt. SAC, UC Riverside, UC Irvine, several of the Claremont Colleges, and more. I'm sensing that this may end up being our most successful graduating

class so far in terms of college attendance.

Some of our seniors have been helped by a non-profit organization based in Pomona called Bright Prospect, which mentors low-income, high-achieving high school students, guiding them toward college and helping them along the way to overcome obstacles to getting there. Then they help them apply to colleges – in many cases to the most prestigious colleges in America. Bright Prospect has been very successful in helping open doors for our students that they and their families never even knew existed, let alone thought they could knock on and enter.

As we get closer to graduation, I know we'll have even more great news about student achievement at Pomona Unified, and our graduating seniors' college plans for the fall. Keep an eye out for our summer district newsletter, which, as always, will list all our graduates and include a map showing where many of them will be studying and making their mark.

Our students' increasing college attendance is just one more reason Pomona Unified is one of California's great school districts!

Editor's Note: Richard Martinez is superintendent of Pomona Unified School District, serving 29,000 Pre-K-12 students and 14,000 adult learners at 44 schools in Pomona and Diamond Bar.

ANNIVERSARIES
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Instead of focusing on their individual agendas, collaborative partnerships establish common goals. In order to address problems that lie beyond any single agency's exclusive purview, but which concern them all, partners agree to pool resources, jointly plan, implement, and evaluate new services and procedures, and delegate individual responsibility for the outcomes of their joint efforts.

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NEW MEMBER PROFILES



Frank, Charlie, owner of Parts411, Jason and Elliott cut the ribbon.

PARTS411

Parts411 is located on 157 Start St. in Pomona CA 91767. They are open Monday through Friday from 9:30am-5:30pm and on Saturdays from 10am-2pm. They can be reached at 909-593-8768. They provide motorcycle and ATV service, parts and accessories for all brands. Parts 411 initially started in a 750 sq. ft location in 1999 with the goal of offering everything they carry at the lowest prices. In less than 10 years, they are currently occupying a 7,500 sq. ft. building with a full service department. They are a full service motorcycle shop with custom dyno tuning capability. They service ATV's, dirt bikes, sport bikes, V-Twins and scooter. Computerized tire balancer, dual touch less tire machines, experienced mechanics with friendly attitude plus fast turn around on all services. They are authorized dealers for S&S, Drag Specialties,

Biker's Choice, Custom Chrome and all the rest of other brand names. They provide lowest out the door price guarantee on everything they carry.

POMONA COMMUNITY HEALTH CENTER

Pomona Community Health Center (PCHC) is located at 750 S. Park Ave #101 Pomona, CA. They can be reached at 909-622-6516 on Mondays 8am-5pm, Wednesday 12:45pm-5pm, Thursday 8am-7pm and Friday 8am-12pm. Their new location is due to completion in August 2011 at 1450 E. Holt Ave in The Village. Owned by Jamie Garcia, MD, CEO, PCHC has been in business for 16 years and provides:

1. Primary care services to patients of all ages
2. Homeless services onsite and in community at homeless shelters
3. Urgent care
4. Pediatric Care
5. Women's services, including prenatal and family planning
6. HIV testing and early intervention education
7. Immunizations
8. Cancer screenings
9. Adult internal medicine
10. Dental services (referred out to community providers)

11. Optometry and ophthalmology
12. Diabetes education, nutrition and exercise education
13. Specialty medical and diagnostic services referred to Los Angeles County providers with transportation vouchers available.

They also strive to provide high quality healthcare to the uninsured and underinsured of the community. They will soon be able to provide over 27,000 medical visits when our new site is completed (up from almost 9,000 visits each year). Their Board of Directors is composed of an equal number community leaders and people who receive medical services from the PCHC. They wish to know better the businesses and non-profit organizations that are involved with the chamber. They would like to find ways to raise the awareness of the community to the service offered by the PCHC. They wish to take advantage of the networking opportunities that the Chamber offers. Their service area has a population of approximately 275,000 persons (as per 2000 census) and serves the cities of Pomona, Chino, Chino Hills, Fontana, Montclair, Mount Baldy, Ontario, Rancho Cucamonga, Diamond Bar, Roland Heights, San Dimas, Claremont, La Verne, and Upland.

PCHC has two outreach clinics, one at the House of Ruth Woman's and Children's Domestic Violence Shelter and the Pomona Emergency Shelter.

One Stop Permitting Shop is Here!



Linda Lowry, City Manager

In response to demand from the development community for a more customer friendly permitting process in the City, the Planning, Building & Safety and Code Compliance divisions have been consolidated at one counter inside City Hall.

This move will allow staff to address and respond to new businesses seeking to open in Pomona, with a streamlined process, coordinate the permitting process and demystify the development process for developers and homeowners looking to improve their properties or address deficiencies with respect to current City codes.

Business licensing will also be better integrated into the new layout so that prospective business owners can pull permits for tenant improvements and secure a business license from the same counter. In support of our new one stop shop, the City has

initiated the purchase of software that will standardize communications between the divisions and allow City staff and the public, better access to information related to their projects. This new process will help to avoid unforeseen conflicts between the planning, permitting and code functions that could potentially delay projects.

After an estimated six month implementation process, online permitting will also be available to allow stakeholders to apply for permits from their home or office. Code Compliance complaints and customer service requests will also be handled within this same system, providing a current data interface between City departments based on property locations and a recognizable process for everyone doing business with the City of Pomona. Contractors will be able to schedule inspections online and residents will be able to check the status of permits or code cases online, as well. We encourage you to stop by City Hall and see how we are changing. Pomona is open for business.

Pomona Police Department Celebrates 100 Years of Service!



Pomona PD celebrates 100 years of service, from left to right: Frank Garcia, Richard Martinez, PUSD Superintendent, David Keetle, Pomona Police Chief, Linda Lowry, City Manager, and Fernando Mesa, PUSD Community Administrator.



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