



TOLUCA LAKE

C H A M B E R N E W S

Honorary Mayor Fritz Coleman
Honorary Sheriff Tippi Pyle

P.O. BOX 2312, TOLUCA LAKE, CA 91610 / 818-761-6594 / January 2004 Edition

Get Ready for the All-new Chamber Website

As you read this newsletter our Chamber technology consultants are hard at work designing our all-new Toluca Lake chamber website. Each day our current website is visited by a number of people from around the country and around the world. Every month the number of visitors grows. Our website forms the first impression that many visitors have of our area.

Our new site will showcase our community, direct visitors to our member businesses and present information about our Chamber in a clear, precise and easy to access way.

Our new website also signals a change in the way we will deliver information to our members in the future. In order to disseminate information to our members as quickly as possible, we will begin to utilize more virtual and electronic delivery, including our website, e-mail and by facsimile. To do so we need to know how to contact you. Please complete the enclosed communications form and fax it to us at (818) 508-0787.

United Chambers of the San Fernando Valley

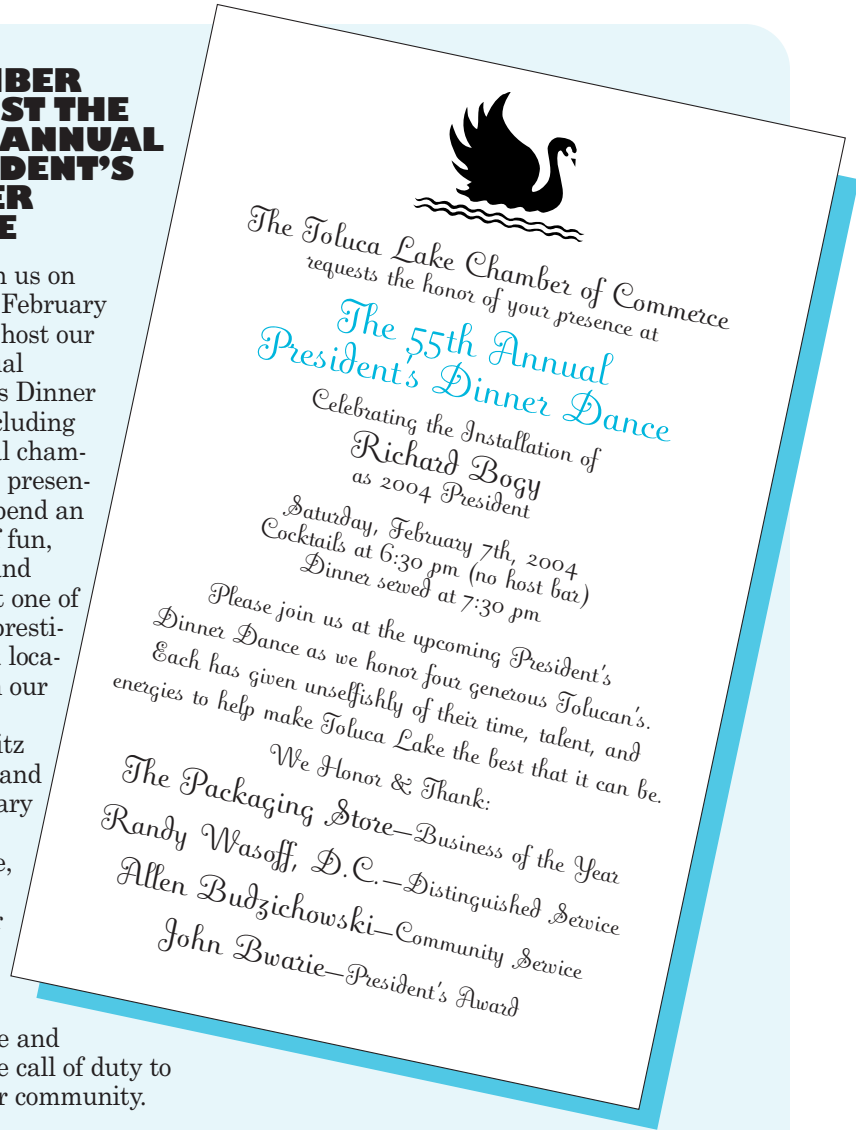
Congratulations to our 2004 director and past Toluca Lake chamber president, Allen Budzichowski, on his election as area director for the United Chambers of Commerce for the San Fernando Valley. The United Chambers is comprised of the various chambers of commerce in the San Fernando Valley. Allen will serve as the director for the south-east Valley.

CHAMBER TO HOST THE 55TH ANNUAL PRESIDENT'S DINNER DANCE

Please join us on Saturday, February 7th as we host our 55th annual President's Dinner Dance, including our annual chamber award presentations. Spend an evening of fun, fine food and dancing at one of the most prestigious area locations. Join our honorary mayor, Fritz Coleman, and our honorary sheriff, Tippy Pyle, as we honor four fellow Tolucan's that have gone above and beyond the call of duty to benefit our community.

Join us as we thank outgoing President Shirley Duenkel, and welcome our incoming chamber officers and directors.

For further information and reservations, call Kim at The Enchanted Florist—818-840-8556. Space is limited. Please respond ASAP.



The Toluca Lake Chamber of Commerce requests the honor of your presence at

The 55th Annual President's Dinner Dance

Celebrating the Installation of Richard Bogy as 2004 President

Saturday, February 7th, 2004
Cocktails at 6:30 pm (no host bar)
Dinner served at 7:30 pm

Please join us at the upcoming President's Dinner Dance as we honor four generous Tolucan's. Each has given unselfishly of their time, talent, and energies to help make Toluca Lake the best that it can be.

We Honor & Thank:

- The Packaging Store—Business of the Year
- Randy Wasoff, D.C.—Distinguished Service
- Allen Budzichowski—Community Service
- John Bwarie—President's Award

Watch for our new website and please let us know how you like the changes.
TolucaLakeChamber.com

JANUARY 2004 PRESIDENT'S MESSAGE



Welcome to the 55th year of the Toluca Lake Chamber of Commerce. For more than half a century our organization has proven itself to be unique and special. We are an organization managed completely by a group of devoted volunteers. Despite having no paid staff, we are an organization that is revered by many other chambers throughout the city. Many other chambers, often with paid staff, strive to accomplish many of the things that we do so well. We are unusual in that we are an organization comprised of business professionals and area residents, and our board of directors is representative of that mix. Some ask why a chamber of commerce would include residents as members and leaders. The answer is simple. Toluca Lake is unique. Almost everything that we might advocate to help improve the business climate of Toluca Lake will have an affect on residential Toluca Lake. The same holds true in reverse. By working together as one group we can accomplish the greater good for our entire community. As an example, the chamber is currently working diligently to find long-term solutions to the ongoing parking problem in our community. A workable solution must consider the affects of any proposed changes on both Riverside Drive businesses and on the adjacent residential streets. This chamber has one of the most affordable dues structure of any area chamber. Our basic business dues are about \$10.50 per month (\$125.00 per year) and a residential member pays \$3.75 per month (\$45.00 per year).

In the next months you will hear about a number of exciting changes and new programs planned for the coming year. We have a great group of officers and directors who are all enthusiastic. In the coming months you will hear more about our leadership.

As we end 2003 I have to pause to recognize and thank our outgoing president, Shirley Duenckel. Having worked with Shirley over the past years I know how much time and energy she has committed to leading this organization. We owe Shirley much and I look forward to her counsel. I hope that you will all join us on Saturday, February 7th, as we host our annual President's dinner dance and as we honor our 2003 Chamber award winners.

—Richard Bogy, President, Toluca Lake Chamber of Commerce

The Toluca Lake Chamber continues to grow, welcoming Businesses and Professionals as well as Residents to our membership.

BUSINESS/PROFESSIONAL MEMBERSHIPS

■ **Back In Balance**
Erin McGuire PT, OCS
6711 Forest Lawn Drive
#101
Los Angeles, CA 90068
323 851-7876

■ **Bella Vita**
Allison Latt
12729 Riverside Drive
Valley Village, CA 91607

■ **Capitol Financing**
Ana Hatamian
333 E. Glenoaks Blvd.
#200
Glendale, CA 91207

■ **Katherine and Company**
Katherine Lerner
3002 Arrowhead Drive
Los Angeles, CA
90068-1602
323 469-2856

■ **Pamcoco Financial Services**
Pamela Corradi
120 N. Sunset Canyon Dr.
Burbank, CA 91501
818 846-0024

■ **Press Media Marketing Assistance**
C.J. Franz/ C.J. Franz Ltd.
P.O. Box 2602
Toluca Lake, CA 91610
818 487-9194

■ **Toluca Lake United Methodist Church**
Rev. Karin Ellis
4301 Cahuenga Blvd.
Toluca Lake, CA 91602
818 761-5897

RESIDENTIAL MEMBERSHIP
Thomas (Tim) Hawkins
William C. Lally
Sue Rokaw
Judy Schendunger

Toluca Lake Chamber of Commerce

STATEMENT OF PURPOSE

The Toluca Lake Chamber of Commerce is organized to preserve and enhance the competitive economic climate of the Toluca Lake Community. The Chamber does this by undertaking positive programs to strengthen and educate our business and residential communities in matters that directly impact the growth and development of the Community, promoting and assisting businesses by encouraging patronage, expanding relationships and performing charitable acts.

2004 OFFICERS & DIRECTORS

Richard Bogy—*President*
The Bogy Company
Kathleen Marshall—*Vice President*
The Falcon Theatre
Randy Wasoff, D.C.—*CFO*
Kim Randolph—*Secretary*
The Enchanted Florist
Shirley Duenckel—*Past President*
Ramsey-Shilling Associates
DeeDee Barreras—*Director*
Ryan Barreras—*Director*

John Bwarie—*Director*
Joseph Leo Bwarie—*Director*
Allen Budzichowski—*Director*
Peter Generales—*Director*
Amy Grey—*Director*
Byron Hayes—*Director*
Eddie Kandela—*Director*
Cathy Saliba—*Director*
Paul Arney—*Honorary Director*
Office of Dario Frommer
Ana Munsell—*Honorary Director*
Office of Tom LaBonge
Officer Nancy Reeves
Honorary Director
Senior Lead Officer, LAPD

CHAMBER NEWS

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BEAUTIFUL PEOPLE AWARDS 2004

Annual Beautiful People Awards Celebrates Thirty Years of Giving and Sharing

The Awards Brunch 2004 benefiting Poseidon School promises to be a particularly distinctive one with very special invitations being mailed to past Beautiful People honorees.

The First Sunday Awards Brunch in 1973 was hosted in the Smoke House Restaurant by then owners Jim and Stan Stockton. Honorary Chairman for the awards event was Toluca Joseph Campanella. At \$5 per person, the event raised a whopping \$500, and it was given to the East Valley YMCA in North Hollywood for its swimming pool building fund.

Other beneficiaries benefiting from the *Beautiful People Awards* fund raiser over the years include Ozzie Nelson Memorial Cancer Fund at Saint Joseph Hospital, American Cancer Fund, Toluca Childrens Hospital, Saint Joseph Medical Center Health and Hospice Care, John Wayne Cancer Clinic, the establishment of a Charity Patient Endowment Fund, Boys and Girls Club of Burbank, Women's Care Cottage, Safe Passage and Poseidon School.

This year's *Beautiful People Awards* will benefit Poseidon School, a non profit 501 (c)(3) serving youngsters grades 7-12 who have average to above intelligence and have learning and/or behavior problems. Executive director of Poseidon is Toluca Joanne Saliba.

Sunday,
March 7, 2004,
Roof Garden, Sheraton
Universal Hotel
For further information call
Beautiful People Awards
at 818-509-1392 or
Poseidon School at
310-477-1268

Chamber Celebrates Another Successful Holiday Open House

It seems as though the annual Toluca Lake Chamber holiday open house just becomes better and better. Each year the number of attendees grows and judging from the feedback that we receive everyone enjoys the evening.

The event would not be possible without the financial support of our members and our friends, and without the exhaustive work of a small group of hardworking committee members.

Our thanks go out to our open house committee. Special thanks to the committee leadership, including Shannon Hartman, Kathleen Marshall, Joseph Leo Bwarie and Sherry Santillano. Deep appreciation to Santa, Toluca's Graham Bloxham, who once again was a real draw as he posed for those special Holiday pictures at The Falcon Theatre. As always, we thank our honorary mayor, Fritz Coleman, who gives unselfishly of his time and his talent to our community.

This year brought a new challenge to our committee. Due to a difficult economic climate and impending changes in corporate ownership our major event sponsor of the last years was not able to offer their support. The community answered our call for help and a group of friends stepped forward with their financial support. We offer our gratitude to the following list of donors.



2003 TOLUCA LAKE CHAMBER HOLIDAY OPEN HOUSE FINANCIAL SPONSORS

The Falcon Theatre
Priscilla's Gourmet Coffee & Tea
The Bogy Company
Milt and Edie's Dry Cleaners
Steven's Nursery
Roxana and John Palmer
Sit N' Stitch, Inc.
Special Care Nursing Services
The Packaging Store
Bungalow 3
Randy Wasoff, D.C.
Honeybaked Hams
Toluca Lake Cleaners
Don Kobashigawa, DDS

Lakeside Carwash
Terry Meurer
Pergolina
Mickie Zupanic
Darla's Unique and Chic
Cathy Saliba
Toluca Lake Crossroads
Weekendz Only
Pulse Marketing International
Terry Davis and Andrew Weyman
Fast Frame
Loretta Scherer
Lily and Sol Ajalat
Mardi Gras

Cinema Secrets
Wireless Pavillion
Gabrelov & Albarian
Sandie and Fred Edwards
Shear Pleasure Babershop
Bonnie Lamber/Lambert Design
Larry and Kerry Stickney
Andrew Johnston
Karen Hearn-Abbott, LAC
Envision Wealth / David Weible
Byron and DeAnne Hayes
Edward and Mary Matveld
Magnum Graphics
Shirley Duenckel

Ken and Ollie Vick
John Molin
Lillian Heimer
National Organization for Renal Disease
Pat and Ted Lobinger
B. J. Canterbury
David & Renee Lopez
Toluca Lake Tennis Club

If we missed your name please let us know.



JOIN TODAY! Membership Application

Name _____

Company _____

Address _____

City/State _____/ _____

Zip _____

Home Phone () _____

Business Phone () _____

Fax () _____

Email _____

I do not want my name/business published in Chamber materials.

I would be interested in serving on a Chamber committee to help out.

Please contact me. I have a few questions.

Your application for membership or payment of your Chamber dues will serve as your authorization for the Toluca Lake Chamber of Commerce to communicate with you by phone, facsimile, email or by other electronic means.

If you do not wish to be contacted by us, please mark this box.

Please bill my credit card:

MasterCard Visa

Card # _____

Expiration Date _____

Signature _____

PLEASE CHECK THE APPLICABLE BOX:

Business Member

1 to 25 employees—\$125.00

26 to 50 employees—\$150.00

51 & up employees—\$250.00

Associate Member—\$50.00

Residential Member—\$40.00

Non-Profit Member—\$40.00

Renewal for current membership

PLEASE MAIL TO:

T.L.C.C., PO Box 2312
Toluca Lake, CA 91602

New for 2004
TOLUCA LAKE CHAMBER OF COMMERCE
BUSINESS RESOURCES SERIES

Luncheon Meeting

Tuesday, February 17, 2004, 12 Noon – 1:30 pm
Tastebuds Restaurant, Toluca Lake Tennis Club
6711 Forest Lawn Drive, Los Angeles, CA

TOPIC

Growing Your Business Through E-Commerce

■ Link your web page ■ Build your web page ■ Improve your e-commerce

SPEAKER: Jerry Washburn, President Netconsultant Internet Services

Please RSVP by February 10
Contact: Randy Wasoff, D.C.—818 845-8500

LUNCHEON FEE \$15.00

JANUARY 2004
TOLUCA LAKE CHAMBER
Calendar
of Events

FEBRUARY

Saturday, February 7
**55th Annual President's Dinner
Dance**

Wednesday, February 11
Board of Directors Meeting

Saturday, February 14
Valentine's Day

Tuesday, February 17
Resources Series



TOLUCA LAKE CHAMBER OF COMMERCE
P.O. BOX 2312
TOLUCA LAKE, CA 91610