

# CALABASAS POST

JULY 2004

Calabasas  
CHAMBER OF COMMERCE

A PUBLICATION OF THE CALABASAS CHAMBER OF COMMERCE

## Chamber Honors Don Lucove, CPA

Congratulations to chamber member **Don Lucove** who received the **2004 UCC Small Business Award**. The United Chamber of Commerce recognized 16 nominees from chambers located throughout the San Fernando Valley at its annual



awards breakfast held recently at the Hilton Hotel in Woodland Hills. More than 180 businesses and civic leaders attended the ceremony.

Longtime chamber member Donald Lucove is a partner in **Lucove, Say & Co.**, a certified public accounting firm and tax specialists. He became a certified public accountant after graduating from California State University, Los Angeles in 1966, and is a longstanding member of the California Society of Certified Public Accountants and the American Institute of Certified Public Accountants. His expertise in management and profitability of small businesses and tax issues has been shared with more than 400 southern California businesses.

Please see Award, page 5

*Please see Award, page 5*

*Please see Award, page 5*

## Coming Attraction!

Need more Customers, more clients, and more exposure in your life? The Calabasas Chamber has got the thing for you! **Calabasaschamber.com** will be arriving on the World's computer screens this summer and will highlight your businesses and our community.

Over a year ago we formed a committee to put together the **best** website in the world. This website was to be designed to highlight our businesses and community. We searched throughout the country to find a web designer who could translate our ideas onto web pages. It turned out the best was right here in the valley. **RC Digital Design** was chosen and has created the most incredible site.

The site is designed to be visually pleasing and informative to members and the public looking for goods and services. Every chamber member will be listed in our online directory,

*Please see Website, page 2*

## Just Released! The 2004-2005 Chamber Directory

Ready to work for you, the **2004-2005 Calabasas Chamber Directory** is available. The attractive 2004-2005 neighborhood directory features member businesses, shopping, entertainment, important numbers, recreation, and civic information. It is a comprehensive, easy-to-access guide for everyone in Calabasas and the surrounding communities. Each member will receive a free directory, and they will also be distributed throughout the area to residents, businesses and public facilities.

"Our 2004 Directory makes it easy to access your neighborhood services and support fellow members," says Carol Washburn, President/CEO of the Calabasas Chamber. "The directory is one example of the Chamber's commitment to help members effectively promote their business." If your business is a good location to help distribute the new directory, please contact Arlene Bernholtz at the Chamber office: (818) 222-5680.

The Chamber wishes to thank members who helped produce this year's quality publication: Direct Access International, Inc., CGD Graphics, Black Ball Publishing and Wilson Printing.

## Business Workshop 3

*Business Owners...  
Solve Your H.R. Problems!*

*Guest Speaker:*  
**Michael F. Carroll, Human Resources  
Director, National Notary Association**

*Topics:* **Human Resources – Labor Law –  
Workman's Comp**

**Tuesday, July 20 ~ 5:00 - 6:30 p.m.  
Calabasas City Library  
\$10 Members - \$15 Non-Members**

*Light refreshments*  
**Please RSVP to the Chamber office**

The **CALABASAS POST** is a publication of the Calabasas Chamber of Commerce, 23564 Calabasas Road, Suite 101 Calabasas, CA 91302 (818) 222-5680 / Fax (818) 222-5690 E-mail: calabasas@earth2net.com Office Hours: 9:00 a.m. to 5:00 p.m., M - F www.calabasascommerce.com

#### 2004 Board Of Directors

##### Chairman of the Board

**Shirlee J. Kingsley, CPM** (2000)  
Caruso Affiliated (818) 222-3444

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Stylish Dressing by Toni (818) 880-8183

##### Vice Chair Business Development

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##### Vice Chair Finance

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**Ronna Lubash** (2003)  
Union Bank of California (818) 595-2013

**Jerry Magel** (2004)  
Pep Boys (818) 710-1299

**Philip Strauss, CPA** (2003)  
BDO Seidman LLP (818) 419-8018

**Marie White** (2002)  
Money Mailer (818) 597-9668

##### Chamber Staff

**Carol Washburn**, President/CEO

**Arlene E. Bernholtz**, Marketing Director

**Cheryl Frotton**, Administrative Assistant

**Editorial Services Judi Uthas**  
Black Ball Publishing (818) 224-3782

**Designer George Gura**  
Studio One Design (818) 595-1695

## Chairman's Message

by *Shirlee J. Kingsley, CPM, Caruso Affiliated*

It seems hard to believe that only six months has passed since we embarked on accomplishing our 2004 goals for the Chamber. Due to the hard work and dedication from a number of Chamber members, we are extremely proud to report that we are right on target!

Over the past six months we have launched our brand new website, which has been overwhelmingly embraced by the members, we hosted the annual Golf Tournament and Wine Tasting events, providing terrific venues for your business development plans, the Workshop Programs have commenced, a new Chamber Logo was designed and unanimously adopted, the first Calabasas Business Roundtable has been activated through a strong alliance with the City of Calabasas and talks are underway to initiate a membership alliance package with neighboring chambers.

As we celebrate our Independence this month, please take a moment to reflect upon how fortunate we are to reside in this beautiful community and have the ability to pursue our dreams to whatever extent we so desire.

We wish you a Happy Independence Day!

## Website

*Continued from page 1*

which will be searchable by name, company name and business type. We have pages for Dining, Shopping, Real Estate, and others to highlight your business with opportunities for everyone to spotlight their business with a banner ad at **very** reasonable advertising rates. Give our Marketing Director Arlene Bernholtz a call at the Chamber for more information.

We are also adding online access to newsletters, event information, committee information, historical prospective, community information, federal, state and local business issues and services,

and the ability to pay for all chamber services and events. If you are part of the Chamber Trading Post or would like to provide member discounts, we will be having a member-to-member section as well.

The site will be constantly updated and we hope to have up-to-the-minute information available at your fingertips. If you have any questions about this new opportunity or would like to serve on the website committee please contact the Chamber Office at (818) 222-5680.

## Calabasas Business Roundtable Offers Business Assistance

The Calabasas Chamber of Commerce in collaboration with the City of Calabasas has established the **Calabasas Business Roundtable**. If you have any business issues that you would like to address concerning the operation of your business in the City of Calabasas, please provide the Chamber office with your topic and a brief history two weeks

before the meeting date. The Calabasas Business Roundtable meets on the second Monday of every month. **The next meeting will be held on July 12 at 6:00 p.m. at City Hall.** If you would like the opportunity to participate, please contact President/CEO Carol Washburn at (818) 222-5680.



## Business Mixer

Thursday, July 15

5:30 to 7:00 p.m.



**Kaufman Realty/  
Superior Mortgage**

23759 Roscoe Blvd.

(near Valley Circle in West Hills)

**Admission:**

**\$5 Members, \$10 Non-Members**

**Fun ~ Business Networking ~  
Refreshments**

## July 22 Luncheon

### "The Time of Your Life"

**Guest Speaker:  
Susan Hamersky**

*I don't know what I did today... I never seem to get anything done... There's just never enough time... If only I had more time...*

**July 22 ~ 11:30 a.m.**

**Calabasas Inn**

23500 Park Sorrento, Calabasas

**Cost: \$25 Members ~ \$30 Non-Members**

*Susan Hamersky, owner of California Concierge, provides 3 pieces to the time management puzzle. It's not about "having more time." It's about how you use the time you have. California Concierge is "on call" 6 days a week to fulfill the requests of time-strapped clients, requiring that time be used effectively and efficiently, both on the job and off. Being a business owner and a mother of 3, Susan, a former teacher, relies on the time management principles she shares.*

#### ~ Luncheon Menu ~

Mixed Lettuce with Grapefruit, Goat Cheese  
Marinated Salmon with Mustard Sauce  
Wild Rice Medley, Chef's Choice of Vegetables  
Chocolate Chip Ice Cream Pie, Coffee - Tea - Ice Tea



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## Students Honored by Chamber



The Calabasas Chamber of Commerce presented its annual Education and Scholarship Awards at five local school ceremonies in June recognizing graduating middle school students and high school students for their scholastic honors, positive attitudes, academic efforts and their contribution in the community.

The Calabasas Chamber congratulates the recipients of the 2004 Education and Scholarship Awards:

**Alice C. Stelle Middle School - Katie Kargari**  
**A.E. Wright Middle School - Katy Stover**  
**Calabasas High School - Stacy Klein**  
**Indian Hills High School - Matthew Pink**  
**Indian Hills High School - Alex Ozerksky**  
**Viewpoint Middle School - Amanda Martin**  
**Viewpoint Upper School - Stefanie Shih**

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# Good Morning, Calabasas!

Chamber members and guests are invited to attend the monthly Good Morning, Calabasas! Breakfast on Thursday, July 8, at 7:15 a.m. at the Calabasas Tennis and Swim Center. The Breakfast Committee lead by **Marie White** from **Money Mailer** is organizing the breakfast program. The topic is “**Interactive Networking.**”



Thank you to our June speakers **Jennie Ayers, Wild Birds Unlimited; Toni Yamin, Stylish Dressing by Toni; Karen DeJesse, Longaberger; Anita Rathee, D.D.S., M.P.H. and Scott Miller, AT&T Wireless Services.**

In addition to our speakers' door prize contributions, **Tom Casey of Calabasas Car Care Center and Sophia Corbett of Salon Sarafina** also made contributions. Door prizes are a great way to publicize your business. If you would like to donate a door prize for the breakfast meeting, just bring the item to the breakfast.

Breakfast is \$12 for members and first time visitors. Please call (818) 222-5680 to make your reservation. Thank you to **Sean Michael Catering** for our full-service breakfast buffet.



*Shirlee J. Kingsley, CPM, Chairman of the Board and First Vice Chair Toni Yamin present membership plaques at the May luncheon. (front row, l-r) Shirlee J. Kingsley; Bill Davis, **Davis Research**; Daria Artem, **Lady Fortunes, Inc.** and Toni Yamin; (back row, l-r) Bob Davis, **Davis Research**; Matthew Pime and Martin Seda, **AXA Advisors** and Richard Chudy, **RC Digital Design.***



*Professional cosmetic laser services are yours at **ABM Medical Clinic & Cosmetic Laser Services** with Dr. Mortezaiefard. (l-r) Lee Lieberstein, Best Printers; **Maryam Mortezaiefard, M.D.**; staff Mahtab Shokoohiazar; Talint Mortezaiefard; Gigi Haddad and Robin Chesler, VALPAK/Cox Target Media.*



*The beautiful **ZenSpa** is back under the new ownership of Susan and Dan Schechter. Stop by for a restful and healthful experience. (l-r) Stephanie Warren, Prudential California Realty; Lee Lieberstein, Best Printers; Pamela Hutchinson, Hypnotherapist; Robin Chesler, VALPAK/Cox Target Media; **Susan and Dan Schechter, Owners**; Toni Yamin, Stylish Dressing by Toni and staff member Kitty Pangos.*



***Specialty Shipping and Services** provides the finest care in handling your delicate shipping needs, as well as offering eBay service, bookkeeping services, notary service and much, much more. (l-r) Lee Lieberstein; Jerry Magel, Chamber Sheriff; Marie White; **Ellen and David Sperling, Owners**; Carol Washburn; Adam Lowey; Pamela Hutchinson and Barbara McDaniel.*



*The **Ruth Loring Collection of Southern California History** is dedicated at the Calabasas City Library. (l-r) Arlene E. Bernholtz, President, Calabasas Historical Society; Jon Loring and Linda Loring (children of Ruth Loring); James Bozajian and Dennis Washburn, Calabasas City councilmembers. The **Calabasas Historical Society** appreciates the book donated by the **Calabasas Chamber of Commerce.***

## Welcome, New Members

**NAILISSIMO's** artistic nail services are performed under high standards with professionalism and delivered under the utmost sanitary conditions. Their services include all amenities for hands and feet. Their spa pedicure allows you to luxuriate in a heated chair while enjoying a foot massage. Paraffin treatments and "WAX BAR" complete your 1 stop treatment.

**Judy Tran, Owner**

23677 Calabasas Road  
Calabasas (818) 222-6633

*Referred by Shirlee J. Kingsley,  
Caruso Affiliated*

**PRUDENTIAL CALIFORNIA REALTY, JOHN AAROE DIVISION** is represented by Rena Duchowny. Her email address says it all... [lovesellinghomes@msn.com](mailto:lovesellinghomes@msn.com). Ten plus years of energy, dedication and commitment to professional real estate representation for both buyers and sellers.

**Rena Duchowny, Realtor**

21021 Ventura Boulevard  
Woodland Hills (818) 251-2493

*Referred by Chris Humphrey, Prudential  
California Realty, John Aaroe Division*

**COAST ATM, LLC** provides ATM deployment in major malls and casinos. Locally they are in The Commons at Calabasas.

**Howard W. Regen, President/CEO**

4766 Park Granada, Suite 106  
Calabasas (818) 591-2866

*Referred by Shirlee J. Kingsley,  
Caruso Affiliated*

**LAS VIRGENES VAN LINES** are providers of moving and storage services from anywhere to anywhere in the world! They specialize in corporate relocations and office and industrial moving.

**Robert Smith, Vice President**

420 E. Easy, Suite 3  
Simi Valley (805) 582-0557

*Referred by Rick O'Bryant,  
Direct Access International, Inc.*

**ALLIANCE TITLE** is the fastest growing title company in California. They have done this by having outstanding customer service, up to the minute technology and employing the most qualified people in their industry.

**Laurie Ramsey**

101 East Glenoaks Boulevard  
Glendale (877) 983-0464

*Referred by Barbara McDaniel,  
Coldwell Banker - Calabasas*

**DAMON & PYTHIAS** is a fast-casual restaurant featuring original California cuisine, highlighted by chef-tossed salads, freshly-made sandwiches, including hand-carved turkey and a full dinner menu. Hours are daily from 11:00 a.m. to 9:00 p.m.

**Jeff McNeal and Steven Brauer,**

**Founding Members**

4719 Commons Way  
(near the Rolex clock tower)  
Calabasas (818) 224-1555

*Referred by Shirlee J. Kingsley,  
Caruso Affiliated*

**WILSON PRINTING** is the printing company of our 2004-2005 Calabasas Business & Community Directory. They do commercial printing, offset and digital printing.

**Bob Reichmann,**

**Ventura Account Manager**

5777 Hollister Avenue  
Goleta (805) 258-2515

*Referred by Rick O'Bryant,  
Direct Access International, Inc.*

**LEXIS-NEXIS & MATTHEW BENDER** provides authoritative legal, news, public records and business information; including tax and regulatory publications in CD-ROM, on-line or print formats.

**Stephanie Rowen, Sales Executive**

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**David Fox, Vice President**

**Bill Westmiller, Sales Manager**

28714 Canwood Street  
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**SMOOCH** is a children's clothing and gift boutique. Infant to 14 for girls and boys.... A fabulous store for that special gift.

**Kris Jenner and Kourtney Kardashian,  
Co-Partners**

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Calabasas (818) 222-4211

*Referred by Holly Sadlon, Always in Bloom*

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**Lotay Yang, Private Client Advisor**

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**Daria Artem, Owner**

**Alice Sakharov, Marketing Director**

21350 Nordhoff Street, Suite 113  
Chatsworth (818) 993-1277

*Referred by Shirlee J. Kingsley,  
Caruso Affiliated*

the City of Calabasas. He has served as treasurer and president of his synagogue, and is currently on the Board of Trustees of the High Holy Days Association.

Professionally Don is recognized for his accounting expertise and is often quoted in the media, most recently in the *Los Angeles Times* and *Business Week*. He has taught curriculum in accounting and taxation at Los Angeles Valley College and lectured on taxation at UCLA.

## Award *Continued from page 1*

Among Don's years of service to the Calabasas Chamber of Commerce, he is currently Vice Chair of Finance on the Board of Directors. He has also chaired the inaugural Mayor Recognition Dinner and the annual Calabasas Pumpkin Festival in October. In addition to his active participation in the Chamber, Don assists the Calabasas Old Town Business Owners and lends support to

## Member Business News

Watch the menu prices roll back to 1974 on July 6 & 7 as the **SAGEBRUSH CANTINA** celebrates their 30th Anniversary.

**TELESIS COMMUNITY CREDIT UNION** has been granted Preferred Lender Program status from the U.S. Small Business Administration. This is the top status a lender can hold in the SBA guaranteed loan program.

**VIEWPOINT SCHOOL** recently began construction of the school's Cornerstone Project. Upon completion they will have a Performing Arts Center, an upper school Academic Center and new roads and parking lots.

**SILVERADO SENIOR LIVING** in Calabasas has developed a reputation for giving life to those who others have given up on, in their specialized assisted living setting. They now offer professional Geriatric Care Management combined with carefully selected and trained home care companions to seniors choosing to reside in their homes. For more information contact **John Peters, LCSW**, Director of Senior Services at (818) 222-0955.

**CONEJO VALLEY EXAMINER** celebrates their 3rd year of operation and continues to expand their readership and have started a second paper, the *Simi Valley-Moorpark Examiner*. Further expansions are planned later this year.

**ABILITYFIRST** celebrates 50 years of helping disabled adults and children. Their professional facility is located at 6530 Winnetka in Woodland Hills. For more information about their programs and services, please contract (818) 884-6612.

**Randall Boyd** is the new general manager of the **GOOD NITE INN**.

**THE PRIVATE BANK AT BANK OF AMERICA** has named **Lotay Yang** as the newest member of its Westlake team.

**CALIFORNIA NATIONAL BANK** announces **Christina Ketsoyan** as their new branch manager. **Kathy Audelo** remains at the branch as Operations Manager.

**DILBECK REALTORS GMAC REAL ESTATE** announces the new formidable mother and daughter sales team - **Sherry Keowen** and daughter **Michele Odle**.

Congratulations to **Jodi Archer** and **Bob Davis**, **DAVIS RESEARCH** on their marriage on June 12. Their exotic honeymoon destination was Kenya, Africa.

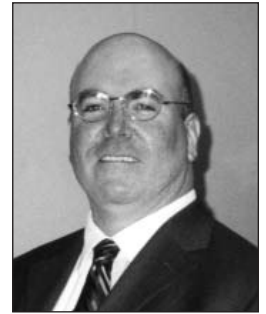
**Jay Huggins** and **Tori Shuken**, **VISTA LEXUS** announce the arrival of their twins born January 30, 2004. Kendall Olivia weighed in at 5 lbs. 9 oz. and was 19" long. Her brother Cade Logan was 6 lbs. 10 oz. and 19 1/2" long.

## Name Badges Available

Now you can proudly wear your own magnetic badge with your name and business on it. As a new service, you can place your badge order with the chamber office for only \$12. It can be stored for Calabasas chamber events or you can keep it for other functions you attend to publicize your business. Adhesive name badges will still be available.

## Member Spotlight

**Vince Kernaghan**  
**Praxis Media**



With his professional background in advertising and marketing, Vince Kernaghan formed Praxis Media, a business consulting firm, to help clients improve marketing results, optimize performance and increase bottom lines profits. "My strategies are so effective when implemented that clients pay me after they see results," says Vince. His marketing strategies help businesses that are 3+ years old achieve a trackable return of their marketing investment. "Unlike most campaigns, my marketing program can be measured and monitored," says the former creative advertising director. In addition to customizing successful marketing programs for companies, Vince assists with waste reduction in all departments and staff training. For more information call him at (818) 225-7979 or visit [praxismedia.com](http://praxismedia.com).

**Mission Statement:** The purpose of the Calabasas Chamber of Commerce is to enhance and support our members' business success.

## ACURA 101 West



2004 RSX



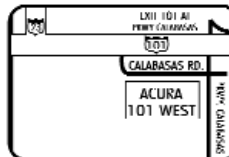
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**(818)222-5555**

**SALES HOURS:** Mon-Fri 9 am to 9pm, Sat. 9am to 8 pm, Sun. 10am to 7pm  
**SERVICE HOURS:** Mon-Fri 6:30am to 6pm, Sat. 7am to 4 pm (By Appt.)



**Rotary Club**  
of Calabasas / Agoura Hills

Rotary is a service organization focused on fulfilling community needs on both local and international levels.

We are always eager to hear from individuals interested in our mission and becoming a Rotarian.

For more information, call **(818) 888-0138**



24650 Calabasas Rd., Calabasas, CA 91302

**Joe Donato**

Marketing Manager  
Sales & Leasing Consultant



(818) 222-5555  
Fax (818) 222-6495  
ciaodonato@aol.com

**City of Calabasas**  
**Domestic/Family Violence Prevention**

If you are the victim of Domestic Violence

*There is Help Available For:*

- Temporary Shelter
- Information & Referrals
- Restraining Orders
- Crisis Intervention Counseling
- Teen Dating Violence Prevention Programs

**Domestic Violence Hotlines**

*City of Calabasas*

1-888-499-CARE (2273)

*Malibu / Lost Hills Sheriff Station*

818-878-1808

*Los Angeles County Domestic Violence Hotline*

1-800-978-3600

*Los Angeles Elder Abuse Hotline*

1-800-992-1660

**In an Emergency Dial 9-1-1**

This information is brought to you through a cooperative effort of the City of Calabasas and the Los Angeles Sheriff's Department, Malibu/Lost Hills Station

**Thank You,  
Renewing Members**

**1983**

A Rental Connection

**1993**

Cosmos Grill  
Richard Woolard  
Parker, Milliken et al.

**1994**

Maria's Italian Kitchen

**1995**

The Johnston Group

**1996**

The UPS Store #2906  
Payroll Plus  
Cypress Land Company

**1998**

Andy's Catering  
Law Office of George Slotnick  
Forman Interiors  
Digital Insight Corporation  
Swiss Reunderwriters

**2000**

Gelson's Village  
Calabasas Veterinary Center

**2001**

RE/MAX On The Boulevard Calabasas  
Don Goodrow – Past President of Chamber  
Coldwell Banker – Marc and Rory Shevin

**2002**

Eden Surgical Center  
PGM Technical Services

**2003**

Blue Table  
Mountains Restoration Trust  
State Express Messenger Service  
Paramount Properties  
VALPAK/Cox Target Media  
Triunfo Institute

# JULY 2004

- 4 Sunday, 5:00 to 9:00 p.m.  
**July 4th Fireworks Spectacular**  
Calabasas High School  
22855 W. Mulholland Highway  
Tickets required in advance
- 5 Monday - Legal Holiday  
**Office Closed**
- 6 Tuesday, 5:00 p.m.  
**Deputy Meeting**  
Chamber Office
- 8 Thursday, 7:15 a.m.  
**Good Morning Calabasas!**  
**Chamber Networking Breakfast**  
Calabasas Tennis & Swim Center  
23400 Park Sorrento
- 12 Monday, 4:30 p.m.  
**ELAC Committee Meeting**  
Calabasas City Hall
- 12 Monday, 6:00 p.m.  
**Calabasas Business Roundtable**  
Calabasas City Hall  
26135 Mureau Road
- 14 Wednesday, 5:00 p.m.  
**Executive Committee Meeting**  
Caruso Affiliated
- 15 Thursday, 5:30 to 7:00 p.m.  
**Business Mixer at Kaufman Realty/Superior Mortgage**  
23759 Roscoe Blvd., West Hills  
(near Valley Circle)
- 20 Tuesday, 5:00 to 6:30 p.m.  
**Business Workshop 3**  
*Topic: Business Owners...  
Solve Your H.R. Problems!*  
Calabasas City Library  
23975 Park Sorrento
- 22 Thursday, 11:30 a.m.  
**Chamber Luncheon**  
*Topic: Time Management*  
Calabasas Inn  
23500 Park Sorrento
- 27 Tuesday, 5:00 p.m.  
**Board of Directors Meeting**  
Acura 101 West  
24650 Calabasas Road

## Wine Tasting and Silent Auction Highlights!



**The Committee!** Chairman of the Board Shirlee Kingsley, center, congratulates (l-r) Carol Washburn; Co-Chair Steve Brevidoro; Co-Chair Barbara McDaniel and Liz Long.



**The Winner!** Katheryn Hren



**The Music!**



**The Wines!**



**The Gifts!**

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