



eZONE NEWS

Business Resources for your Business Needs

SEPTEMBER—OCTOBER 2009

Pasadena Enterprise Zone Needs Your Assistance

The California State Assembly Committee on Jobs, Economic Development and Economy (JEDE) is currently reviewing the effectiveness of the Enterprise Zone Program. Previous attempts from the JEDE Committee sought to eliminate the Enterprise Zone Program indefinitely and eliminate the Targeted Employment Area criteria from the Hiring Credit Program.

During the months of September and October 2009, the JEDE will hold a series of public hearings to receive input from those that approve of or oppose the Enterprise Zone Program. This is where we need your help. Please find a [sample testimonial letter](#) that we would like to ask if your business or organization can use and modify to explain why the Enterprise Zone Program is a viable tool necessary to assist your business development. ***If you would like to help us, please fax your testimonial letter on your letterhead to the JEDE Committee by Monday, September 14, 2009 to (916) 319-2190.***

The Pasadena Enterprise Zone would also greatly appreciate a copy of your letter for our records as well. We need your help to keep this program alive and thriving in Pasadena and throughout California. *Written by [Melissa Alva, Pasadena Enterprise Zone Manager](#).*

One Essential To Thrive in Any Economic Condition

In your business you should have a goldmine within your grasp if you have done your job well and that is past and current clients or customers.

Within your data base (you do have one?) is a treasure chest to be opened if you take the time to get in touch with current and past customers or clients; and it will continue to provide a return on your investment if you do this.

Communicate with them on a regular basis. The companies and businesses that are continuing to prosper in these times are those who kept in contact with their customers even when they are not actively buying from them or using their services.

In fact, if you communicate with them regularly as a welcome guest and not as an unwelcome pest, you will build trust and loyalty that will keep you prosperous in any economic condition. *Written by Dennis Buckley, DC; Owner of The Performance Advantage Consulting*

Will You Be Counted in 2010? Pasadena's Counting On It

Census Day is April 1, 2010 and the City of Pasadena 2010 Census Complete Count Committee is looking to ensure that all Pasadena residents are counted. But why should this be a concern for business; because by having a complete count Pasadena can better position itself for government funding for critical community and economic development services. Additionally, businesses use demographic and economic census data to locate retail stores, new housing and other facilities. In 2010, the census questionnaire will only consist of 10 questions and will only take 10 minutes to complete.

As an influential business leader, were asking you to raise awareness of and encourage participation from your Pasadena employees. With your help the Census will continue to produce accurate data, which will directly affect the quality of life within Pasadena. Want to become more involved? Contact Gregory Robinson, Assistant to the City Manager at (626) 744-7696 or by email at grobinson@cityofpasadena.net. *Written by Melissa Alva, Pasadena Enterprise Zone Manager.*

Business Resources Links

- [Pasadena Enterprise Zone](#)
- [Economic Development](#)
- [Foothill Workforce Investment Board](#)
- [Pasadena Chamber of Commerce](#)
- [North Lake Village Business Association](#)
- [South Lake Business Association](#)
- [Playhouse District](#)
- [Old Pasadena Management Company](#)
- [Pasadena Visitors Bureau](#)
- [Northwest Commission](#)

- *Pasadena Chamber of Commerce 12th Annual Business Showcase and Career Expo scheduled for Thursday, September 24, 2009 from 4pm to 8pm at the Pasadena Convention Center. For more information call the Chamber of Commerce at (626)795-3355*

