



CHAMBER *of* COMMERCE

FOUNDED 1923

# Centennial Celebration

—∞—

*Program*

# Welcome



A century ago, in a quiet town midway between Los Angeles and the sea, a handful of entrepreneurs got together.

Their goal: **empower business. And build a city.**

Their creation: **the Beverly Hills Chamber of Commerce.**

For 100 years, the Chamber has lifted up Beverly Hills businesses at every step—connecting people, building a vibrant community, and growing our City's iconic magic.

Today, we're still going strong.

And tonight, **we celebrate.**

## The Beverly Hilton

Wednesday, November 8, 2023

6 - 9 pm

# Event Program



- |         |   |
|---------|---|
| 6:00 pm | Reception Commences, Guests Arrive<br><i>featuring Alfiya Glow, electric violinist &amp; DJ</i> |
| 6:30 pm | Opening Remarks from Ernie G<br><i>featuring Abi Koya, vocalist</i>                             |
| 6:45 pm | Address from Todd Johnson, President & CEO - BHCC   |
| 6:55 pm | Address from David Mirharooni, Chairperson - Board of BHCC                                      |
| 7:00 pm | Address from Mayor Dr. Julian Gold  |
| 7:10 pm | Address from Beverly Hilton, Presenting Sponsor   |
| 7:15 pm | Honorary Members Presentation   |
| 7:30 pm | Reception Resumes<br><i>again featuring Alfiya Glow</i>   |
| 9:00 pm | Event Concludes   |

# Thanks & Acknowledgement


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This event focuses on gratitude—and rightfully so.

Business flourishes in Beverly Hills because of the community—from business owners to employees, from City Hall to residents, from distant past to present.

By sharing your time, your creativity, and your enthusiasm, you've made Beverly Hills vibrant—**and tonight special.**

We have many shoutouts to give...

An aerial photograph of Beverly Hills, California, showing a dense urban landscape with numerous buildings, streets, and green spaces. In the background, rolling hills are visible under a clear sky. Overlaid on the image is a large, stylized number '100' in a light beige color. The '1' is a simple vertical line, while the '0's are composed of two overlapping circles. The text of the '100th Anniversary' is integrated into the design, with '100' being the most prominent element.

The “Business Triangle” was originally nothing more than a residential neighborhood of modest bungalows. A handful of these humble structures remained until the post-war era, when the City’s center grew into a vibrant commercial district.

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# Thanks & Acknowledgement

## Centennial Sponsors



### Gold



### Silver



### Bronze

Southern California Edison  
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Bernadette Advincula Realtor  
MIDWAY Car Rental  
Optimum Seismic  
LVMH

### Additional Support



## More Thanks



### Board of Directors

David Mirharooni, Brickstar Capital, LLC (2023-2024 Chair)  
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Gregory Barton, Beverly Hills Fire Department  
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Kathleen M. Chapman, Torrey Pines Bank  
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# Thanks & Acknowledgement

## Ambassadors

Graciella Boltiansky, Nonna's Empanadas  
Connor Brumfield, Runyan Capital | Wedbush Securities  
Kathi DeLuca, Kathi DeLuca  
Jonathan Pier Durante, Flagstar Bank  
Jeff Forsythe, Torrey Pines Bank  
Cheryl J. Kagan, Optimum Seismic, Inc.  
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Anna Stavaridis, JPMorgan Chase & Co  
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Jessica Varone, Beverly Hills Living Magazine  
Christopher Westlund, Waldorf Astoria Beverly Hills  
DeAnne Yamada, Beverly Hills Car Rental

## Chamber Staff

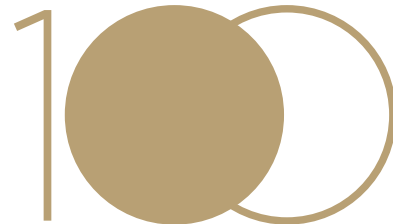
Todd Johnson, President & Chief Executive Officer  
Farimah Fayyad, Chief Financial Officer & Office Manager  
Brittany Ganson, Director of Economic Development  
& Government Affairs  
Melissa Brady, Director of Marketing & Events  
Melissa Case, Director of Sales  
Daniel Bermudez, Event Manager  
Greg Sefain, Economic Development Manager  
Michelle Dwyer, Membership Coordinator  
Emilyn Zazueta, Marketing Coordinator

## Committee Chairs

Jeff Forsythe, FLAIR  
Dr. Allison Adams, Health & Wellness  
Connor Brumfield, Young Professionals Network  
Diana Nguyen, Women's Business Network

## Event Committee

John Bendheim, Bendheim Enterprises, Inc.  
Graciella Boltiansky, Nonna's Empanadas  
Anne Kim, LA Social  
David Mirharooni, Brickstar Capital, LLC  
Josh Morgerman, Symblaze  
Kim Ruggles, Kim Ruggles Events  
Heather Shuemaker, HOS Consulting



## Previous Board Chairs

William E. Woods 1923  
James L. Kennedy 1924  
Ralph W.C. Schull 1925  
A.C. Heegaard 1926  
Harrison Lewis 1927  
Richard L. Hargreaves 1928  
Edward E. Newman 1929  
John R. Scantlin 1930  
Frank H. Bernaby 1931  
William F. Brandt 1932  
Milo W. Bekins 1933  
Charles J. Griffin 1934  
John W. Eagle 1935  
William J. Gage 1936  
Carl B. Bickel 1937  
Don Milton 1938  
Raymond L. Dunham 1939  
Neil F. Dodge 1939  
H.L. Geary 1940  
T. Owen Dorsey 1941  
A.J. Beaudette 1942  
P. Roger Graham 1943  
E. Roy Payne 1944  
Harold Lloyd 1945  
Edward G. Wormhoudt 1946  
James C. Doyle M.D. 1947

Myles E. Andrews 1948  
Anthony C. Todd 1949  
James F. McHugh 1950  
A.C. Robbins. Jr. 1951  
Gene Gunther 1952  
George W. Davis 1953  
James W. McDonald 1954  
Guy E. Ward 1955  
Louis M. Fabian 1956  
John F. Glick 1957  
Jack Freeman 1958  
Lon A. Brooks 1959  
Randolph Winslow 1960  
Robert A. Groves 1961  
M.F. "Cal" Killen 1962  
George Vandenhoff 1963  
Douglas Doan 1964  
Jack Matthes 1965  
William Larrabee 1966  
Warren F. Ackerman 1967  
David B. Heyler, Sr. 1968  
Solly Laub 1969  
Claude Dickinson 1970  
George W. Fenimore 1971  
George A. George 1972  
George H. Pabst 1973



# Thanks & Acknowledgement

## Previous Board Chairs (cont'd)

John A. Norlander 1974  
Benjamin F. Sanford 1975  
James Braunschweiger 1976  
George White 1977  
Solon C. Soteras 1978  
Gordon Gelfond 1979  
Charles Bolla 1980  
Jack Hupp 1981  
Leonard Wasserstein 1982  
Charles W. Slonaker 1983  
David Orgell 1984  
Bernice Hutter 1985  
Murray M. Hausner, M.D. 1986  
Max Factor III 1987  
Karl Schurz 1988  
Charles Reilly 1989  
Edward Brown 1990  
Murray D. Fischer 1991  
Les Bronte 1992  
Kerman Beriker 1993  
Charles Avis 1994  
Ali Kasikci 1995  
Tom Voltin 1996  
Martin Barab 1997  
Richard S. Rosenzweig 1998

Tom Korey 1999  
Lee I. Silver 2000  
Lisa Detanna 2001  
Ali Soltani 2002  
Nellie Seddigh 2003  
Step Jones 2004  
Thomas J. Blumenthal 2005  
Denny Fitzpatrick 2006  
Sean R. O'Donnell 2007  
Vicky Mense 2008  
James W. Jahant 2009  
Todd Johnson 2010  
Bruce Schulman 2011  
Steve Chysels 2012  
John Bendheim 2013  
Marc Wolf 2014  
Kelly O. Scott 2015  
David Haimovitz 2016  
Jennifer Kullmann 2017  
Charles L. Black III 2018  
Deborah Kallick 2019  
Jonathan Pier Durante 2020  
Giorgio Cyphaeus Sease 2021  
Kathleen Chapman 2022  
David Mirharooni 2023



Our Board of Directors has members representing over 20 different industries throughout the City—including real estate, law, finance, restaurants, retail, hotels, and more.

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MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS  
OF THE BEVERLY HILLS CHAMBER OF COMMERCE MONDAY  
NOON JUNE 11th, AT THE BEVERLY INN CA

The first meeting of the Board of Directors of the Beverly Hills Chamber of Commerce, duly elected at the open meeting held June 4th, was held Monday noon June 11th, at the Beverly Inn. 1923

ROLL CALL

The following Directors were present:

W. E. WOODS	FRANK HOMER
S.W.P. STRELINGER	FRANK G. DENISON
J. L. KENNEDY	DWIGHT STABLER
M. C. MOORE	LELAND REEDER.

Absent

EUGENE CONSIGNY.

MINUTATIONS

On motion made by Mr. Reeder, seconded by Mr. Denison, Mr. W. E. Woods was nominated for President of the Chamber of Commerce and was duly elected.

On motion made by Mr. Stabler, seconded by Mr. Moore, S.W.P. Strelinger was duly elected First Vice-President.

On motion made by Mr. Moore, seconded by Mr. Reeder, Mr. Kennedy was duly elected Second Vice-President.

On motion made by Mr. Kennedy, seconded by Mr. Strelinger, Mr. Moore was duly elected Third Vice-President.

A chamber of commerce is an organization of businesses joining together to increase business, advocate for business issues, and support a positive business environment. Chambers of commerce have existed in the United States for more than two centuries.



# Thanks & Acknowledgement

## Honored Long-Term Members



### **The Beverly Wilshire, A Four Seasons Hotel**

*Opened in 1928. Chamber member since 1945.*

Located on the famous intersection of Wilshire Blvd. and Rodeo Dr. - the Beverly Wilshire Hotel is an iconic landmark in the heart of Beverly Hills. Showcasing Italian Renaissance architectural design - it is recognized as the setting for many television shows and films - including the film *Pretty Woman* and tv shows such as *Entourage* - the hotel is an homage to Beverly Hills' longstanding history.

### **The Beverly Hilton Hotel**

*Opened in 1955. Chamber member since at least 1955.*

*Home to the Golden Globes since 1961.*

The Beverly Hilton is known for hosting many awards shows, charity benefits, and entertainment and motion picture industry events. It is particularly famous as the venue of the annual Golden Globe Awards ceremony, which has been held there since 1961. The hotel has also been the site of many iconic moments in Hollywood history, such as the wedding of actors Richard Burton and Elizabeth Taylor in 1964, and the press conference of John F. Kennedy during the 1960 presidential campaign. The hotel has recently undergone a renovation that has modernized its rooms and facilities, while maintaining its classic elegance and glamour. The Beverly Hilton is a landmark of Los Angeles' hospitality scene and a symbol of the city's celebrity culture.

### **The Beverly Hills Hotel**

*Established 1912. Chamber member since at least 1955.*

Referred to affectionately as the "Pink Palace" - The Beverly Hills Hotel has been all sorts of famous people's home away from home. Anyone who is anyone in the entertainment industry has stayed, eaten, or partied there. It has even drawn in the likes of the British Royal Family. Many people assume that the city of Beverly Hills grew, and then the ritzy hotel was built to suit the city and its glamorous people. The opposite is actually true. The hotel was constructed before the city in order to draw in people coming to the area to look at buying and developing the land.

### **Greater LA Realtors Association**

*Established & Chamber member since 1963.*

The term "realtor" is a professional trade association designation and symbolizes the distinction between the average real estate licensee and a member of organized real estate. Realtors agree to adopt and abide by the National Association of Realtors Code of Ethics. The GLAR represents over 13,600 Realtors and affiliate members in the cities of Beverly Hills, Culver City, Los Angeles, Santa Monica, West Hollywood, and unincorporated areas of Los Angeles County. Realtor members set themselves apart and above thousands of other real estate licensees who are outside of organized real estate and who do not benefit from the strong positioning of a leadership organization. The GLAR provides a wide array of benefits and services designed to assist members in pursuing the real estate profession with fairness, integrity and competence. In addition, the GLAR provides legislative advocacy to ensure a favorable climate for the real estate industry.

# Thanks & Acknowledgement

## Cedars-Sinai Medical Center

*Opened in 1902. Chamber member since 1993.*

Cedars-Sinai Medical Center is a nonprofit, teaching hospital and multi-specialty academic health science center. Part of the Cedars-Sinai Health System, the hospital has a staff of over 2,000 physicians and 10,000 employees, supported by a team of thousands of volunteers and more than 40 community groups. As of 2022-23, U.S. News & World Report ranked Cedars-Sinai among the top performing hospitals in the western United States. Cedars-Sinai is a teaching hospital affiliate of David Geffen School of Medicine at the University of California, Los Angeles (UCLA), which was ranked in the top 20 on the U.S. News 2023 Best Medical Schools: Research.

## Mickey Fine Pharmacy & Grill

*Opened in 1962. Chamber member since 1964.*

A Beverly Hills landmark, Mickey Fine is the only original pharmacy with a soda fountain in all of Los Angeles. They have been serving the residents of Los Angeles since 1962. Both a full service pharmacy and dine-in restaurant with a counter and soda fountain (it is the only remaining pharmacy in Southern California with a soda fountain) - Mickey Fine provides an experience that most pharmacies today are not able to offer.



## GEARYS Beverly Hills

*Opened in 1930. Chamber member since 1998.*

GEARYS Beverly Hills first opened its doors in 1930, as a small neighborhood store where hardware and dinnerware were found only aisles apart. It was named after its founder, H.L. Geary, a former President of the Beverly Hills Chamber of Commerce. In 1953, H.L. Geary retired, selling GEARYS Beverly Hills to the Meyer family and their transformative vision. Fred, along with his wife Ruth, solidified GEARYS position as a true landmark in the city of Beverly Hills. Into the 1970s, Fred and Ruth's son Bruce partnered with world-class names like Baccarat and Lalique to establish GEARYS Beverly Hills as one of the country's preeminent destinations for luxury dinnerware and gifts. A couple decades later - Ruth and Fred's grandson Thomas Blumenthal at the helm as CEO, GEARYS Beverly Hills charted a thriving partnership with Rolex. Having inherited the family passion for bringing the GEARYS tradition to the world, Thomas followed up GEARYS Beverly Hills on Rodeo with a much celebrated Rolex boutique at the Westfield Century City Mall in 2009. A landmark in Beverly Hills and beyond, GEARYS Beverly Hills resonates with the traditions that define Beverly Hills. For nearly a century, GEARYS has flourished because of its incredible ability to expertly define luxury according to the times.

## What is a Chamber of Commerce?



THE CHAMBER OF COMMERCE IS THE BUSINESS COMMUNITY WORKING TOGETHER. It is the central agency that corals the forces of the community for its improvement and development — in business, in industry, and in the professions. Together, the chamber does what no one person can do by himself.

The chamber is a **voluntary organization**. It is eight years older than the Declaration of Independence. New York State's chamber was first, in 1768, then Charleston, South Carolina, in 1773. From this early beginning the total number has blossomed to 4,000, with the number of chambers in the United States on a constant incline.

## How is it Organized?



THE BOARD OF DIRECTORS OF THE CHAMBER, ELECTED BY ITS MEMBERS, SETS THE POLICY FOR THE CHAMBER. It serves without pay. The board also supervises several committees which are set up to handle specific projects. The paid head of the chamber is the manager, who has a paid staff under him. The size of the staff depends on the demands and needs of the community and the amount of work that the chamber carries out. As a matter of fact, in some smaller communities the manager may be a voluntary or part-time employee. His title will vary in different communities from "manager" to "general manager" or "executive secretary," or others.

## What does it do?



THE CHAMBER'S JOB IS COMMUNITY DEVELOPMENT. This includes development of industry and trade, handling of civic activities, publicity and public relations for the community, and many others. The variety and scope of activities is **virtually unlimited**, depending on the needs of the community and the desire and ability of the chamber to carry them out. The chamber may aim to increase community payrolls, improve the buying power of its citizens, attract more customers to the trading and retail area, solve city zoning problems, improve the parking situation,



## City Hall

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Rich in tradition and rich in accomplishment, the Chamber of Commerce has helped create the brand known around the world as **Beverly Hills**.

The United States Census of 1920 counted 674 people as residents of the newly incorporated City of Beverly Hills. Known as “Midway between Los Angeles and the Sea,” the new community, while steeped in pride and optimism, faced tough challenges in those early years.

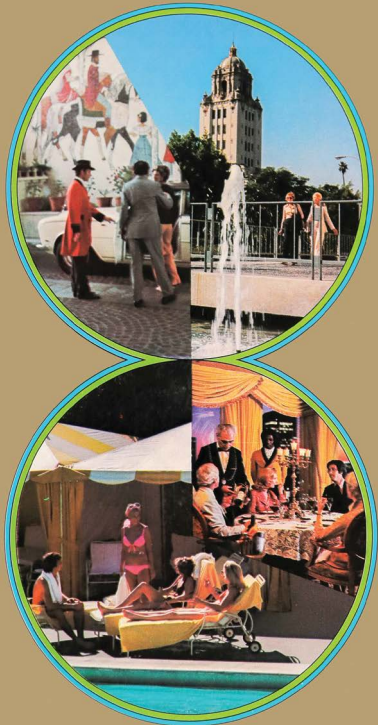
The real estate boom of the early 1920s created a series of issues for residents, and new businesses needed to support the growing population. On May 1, 1923, sixty community members gathered in the first meeting of what would quickly become the Beverly Hills Chamber of Commerce.

On June 11, 1923, an organization and a motion to incorporate a Chamber of Commerce into the City of Beverly Hills were approved. One hundred years later, the deep partnership between the Chamber of Commerce and the City of Beverly Hills continues to flourish. The close collaboration gives Chamber members a direct line of contact to all City Hall resources—invaluable when it comes to things like permits, parking, and even neighborhood ribbon-cuttings by the Mayor.

We cherish our partnership with City Hall. Business in Beverly Hills would not be as vibrant without the passionate support of our elected officials and City staffers alike.

We’re looking forward to another century—and beyond!





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U.S. Bank strives to make a positive impact in the community. That's why we support community events that bring us together for the greater good. When we work together, anything is possible.

U.S. Bank is proud to support the Beverly Hills Chamber of Commerce Centennial Celebration.

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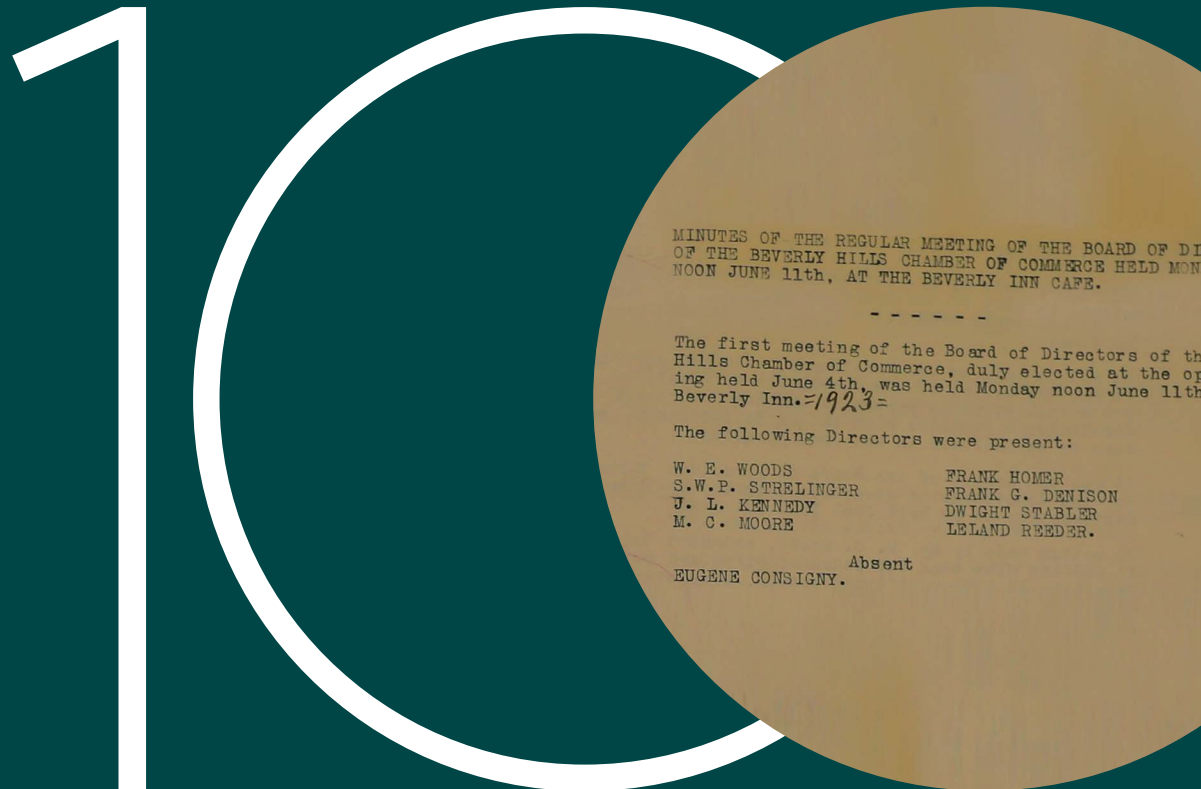
Elite Home Staging, Southern California's Premier Staging Company, proudly introduces Elite Maison, a new furniture website featuring a stylish and modern collection of luxury furniture curated by Sam Senia, LA's leading designer, home stager, and style innovator. We've staged over 10,000 homes in Southern California. Use code: MAISON25 and get 25% off your order!

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The first commercial building in town opened in 1907 as a real-estate office and hardware store. The location later became the First National Bank, the Bank of America, and finally the Paley Center for Media, designed by renowned architect Richard Meier—creator of the Getty Center.

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# Cheers to 100 Years!

**GLAR is proud to congratulate the Beverly Hills Chamber of Commerce on 100 years of supporting the business community!**



GLAR is more than just tools, knowledge and continuing education for Los Angeles area REALTORS® including those here in Beverly Hills.

We are a community partner committed to working together to make positive changes that enhance where we live & work.









find us online @  
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## ALFIYA GLOW

DJ | VIOLINIST | PRODUCER

In the heart of LA, Alfiya Glow, an acclaimed violinist, music producer, and DJ, weaves sonic tapestries that resonate deep within the soul. With a journey that spans the grand stages of Carnegie Hall, Lincoln Center, and the Walt Disney Concert Hall, Alfiya's artistry transcends genres, captivating audiences worldwide. Transitioning seamlessly from classical virtuoso to electrifying DJ, Alfiya has graced stages at premier festivals like Insomniac events, Electric Forest, and iconic brands such as Google, Ferrari, and Netflix. Her live sets, accompanied by her electric violin, create unforgettable musical experiences, blending the classical finesse of yesteryears with the pulsating beats of today. Under the prestigious Enormous Tunes label, where Nora En Pure and Sons of Maria also call home, Alfiya has released melodic house tracks that have resonated across the EDM landscape. Her compositions have been lauded in leading EDM blogs and magazines, showcasing her innovative fusion of classical elegance and modern beats. Yet, Alfiya's artistry extends beyond the dancefloor. Teaming up with collaborator Luna Maye, she delves into the realms of healing, meditation, and psychedelic assisted therapy. Their track 'Invocation of Peace' has become a sensation, amassing over 100k plays in under a month. Their creativity also caught the attention of renowned platforms like Field Trip App and Splice, leading to the creation of 'Feminine Frequency,' a custom pack featuring ethereal vocals, ancient gong frequencies, and mesmerizing string instrumentation. Every Wednesday, Alfiya invites listeners into her world through her DJ/violin mix sessions Haus Glow on YouTube, where she crafts musical journeys that uplift the spirit and soothe the soul. Alfiya Glow's artistry knows no bounds. She is available for bookings worldwide. For inquiries, email [alfiya@alfiyaglow.com](mailto:alfiya@alfiyaglow.com).

[watch videos](#)



*past clients*



















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work: 424.330.7084  
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In 1978, the Beverly Hills Chamber of Commerce boasted that Rodeo Drive was the “best of all the shopping centers of the world”. By 1980, the City estimated that Rodeo Drive accounted for as much as 25% of its sales-tax revenues.

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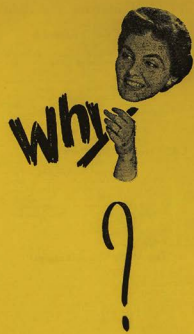
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AND  
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- ...a Builder of Industry
- ...a Leader in Thinking
- ...a Source of Service

The Chamber of Commerce represents the combined efforts of business and professional leaders who recognize that organized effort is always more effective than individual effort. The only aim of these community leaders is ... COMMUNITY PROGRESS AND BETTERMENT.

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NOVEMBER 2023



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and power of a  
community to  
make an impact

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Beverly Hills Chamber of Commerce  
for 100 years of continually championing  
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## Meet the Chamber CEO—Todd Johnson



Todd Johnson is the President and CEO of the Beverly Hills Chamber of Commerce. He's been at the helm of the Chamber for over 12 years.

### *Where are you from originally?*

Wellsboro, Pennsylvania.

### *When did you start working at the Chamber?*

While I was in the restaurant world, I was involved with the Chamber for 12 years on their Board, and I served as Chair of the Board in 2010. I took over as President & CEO of the Chamber in 2015. Being on both sides, I feel that I have a unique perspective on both sides of the table—being a member and part of the staff.

### *What were you doing before you started working at the Chamber?*

I was in the restaurant business for 28 years, and 17 years was with Lawry's. I was the General Manager for the Beverly Hills location, then served as Regional Manager for six and a half years.

### *Favorite thing about your job:*

Being an extrovert, I enjoy meeting people and listening to their opinions and perceptions. It's also not a normal 9-to-5 job, which I've never wanted—hence going into the restaurant world. When you find what you're passionate about, you don't mind working 50-60 hours a week, because it's no longer work—it's a lifestyle.

### *What do you enjoy doing outside of work?*

I love doing stuff with my wife and dogs! Also, scuba diving, skiing, the gym, and long walks.

### *What are the best and worst things about living in LA?*

Worst: The traffic. It's overpopulated, but hey—there's always other places to live. My hometown has a population of 3,000 and a total of four stop lights!

Best: It's so culturally diverse—people from every conceivable background—and that makes it very interesting. And, of course, the weather. There's also a lot to do here!

### *One piece of advice for Chamber members:*

Get involved! I always tell people, "You have to join the Chamber for the right reasons. And you're going to get out of it what you put into it." It's like a gym membership. You have to go to see results. Our Chamber offers over 150 events a year, and you can choose which to get involved in—but, bottom line, get involved!

### *Three bucket list items:*

My wife and I are avid scuba divers and there are some other tropical locations we want to go to.

I want to be remembered for making a difference in someone's life in a positive way. I try to make sure that people who work for me leave better than when they started. I want to make sure that I'm doing my best for them.

But, truthfully, I don't really have a bucket list—because when there's something I want to do, I go do it!

### *What is one thing you wish you could tell your fifteen-year-old self?*

Don't sweat the small stuff. This was a piece of advice my mother gave my wife and me when we got married, and my parents are celebrating 60 years next month. And, ultimately, you grow and learn when things aren't good. It's great when you're loving life and things are rosy, but I think your faith is never tested until it's stretched and, in the end, that makes you a better person.

### *If you could have one superhuman power, what would it be?*

The ability to communicate with everyone on the planet.







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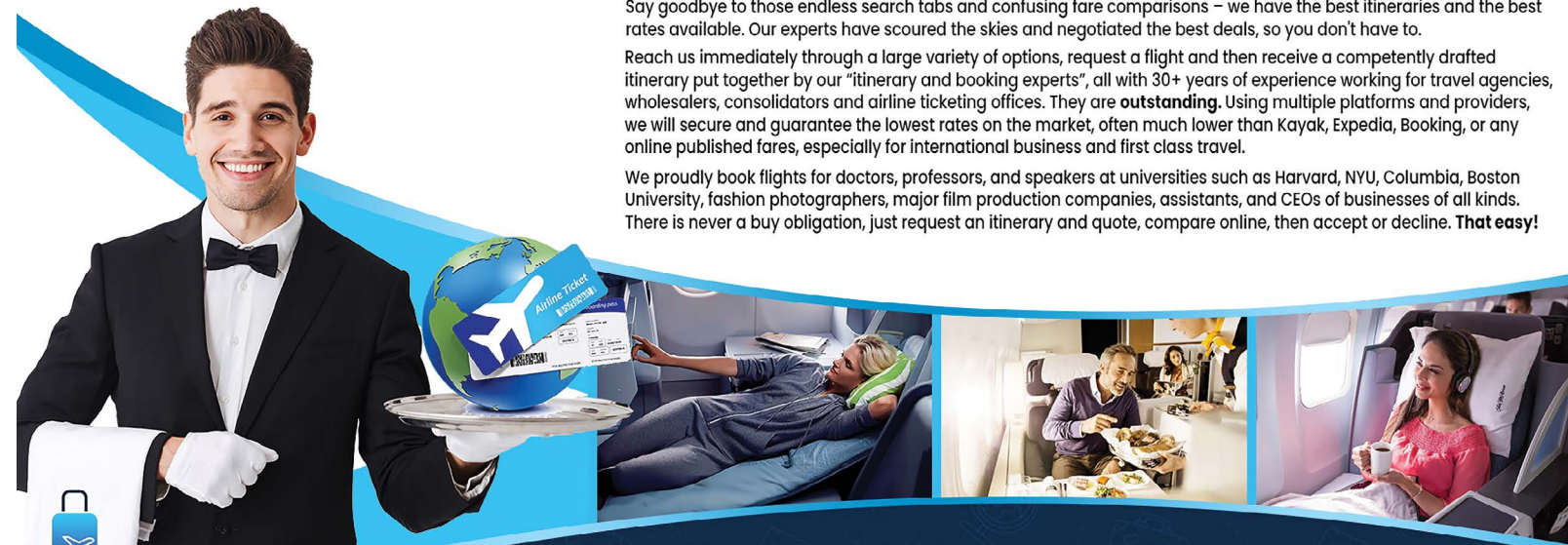
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During the Roaring '20s  
the construction of a  
huge, banked wooden  
racetrack, dominated  
most of the southern  
section of the City.  
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Beverly Hills further  
toward the center of  
America's popular  
imagination via radio  
broadcasts of races that  
were on the same scale  
as today's Indy 500.

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