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Pomona Chamber of Commerce



Member

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Thousands turn out with Supervisor Solis for three-day Whittier Narrows World Cup 'Fan Zone'

By Jeff Schenkel, Publisher

Between 8,000 and 9,000 soccer fans over a three-day period this month participated in a free family-friendly "Los Angeles FIFA World Cup 26 Fan Zone" viewing venue at Los Angeles County's Whittier Narrows in South El Monte bringing a piece of history to the people.

While there were a lot of viewing events throughout Los Angeles County for the FIFA (Fédération Internationale de Football Association, the sport's global governing body) competition, Whittier Narrows was selected as an "official FIFA event" fan zone for the county.

And what a fan zone it was – from the huge viewing screens

Pomona Chamber CEO reports at awards banquet that membership is at record high of 431

Pomona Chamber of Commerce Executive Director Monique Robles told nearly 200 guests at last week's annual installation and awards banquet at Pomona's Fox Theater that the chamber welcomed 51 new members last year for a total of a record high of 431.

"When I first came in almost eight years ago, we had 236 members," she said.

She said the Pomona Chamber also partnered with the California Hispanic Chamber of Commerce in putting on the 2025 convention this past August, which attracted 1,800 attendees.

And the chamber established a TEAM Referral Network chapter, the Pomona

Pomona Chamber... pg. 12



'LUAU' THEME FOR THE CHAMBER -- Last week's annual awards and installation ceremony for the Pomona Chamber of Commerce once again was on a "luau" theme with hula dancers on stage at the Fox Theater and a singer playing a traditional Hawaiian ukulele and singing Hawaiian songs during a reception in the lobby.



A LITTLE SOCCER PRACTICE AT WHITTIER NARROWS WORLD CUP FAN ZONE -- There were plenty of opportunities for kids -- and adults -- lining up to get their kicks in at a practice inflatable net, courtesy of the Los Angeles Soccer Club, at this month's three-day "World Cup Fan Zone" in Whittier Narrows.

(the biggest was a 21-foot by 37-foot LED screen) and outdoor concert-style seating to a public address system with speakers throughout the park.

It really all happened everywhere in the park – from kids of all ages practicing their soccer skills with the Los Angeles Football Club to music, drum lines, art activities, a community marketplace and even the USC Marching Band and mariachis from the Los

Angeles Philharmonic.

Board Chair and First District Los Angeles County Supervisor Hilda Solis, who brought together an entire team to make the event possible, called it an "awesome" event.

"This is once in a lifetime," she said, as she was concerned that everyone would not be able to view the matches in person at "Los Angeles Stadium" (a temporarily branded name for SoFi Stadium in

Inglewood) with a seating capacity of 70,000 with front row single tickets for the finals reportedly going for as much as \$34,500 and resale platforms listing individual tickets for more than \$172,000.

But in Whittier Narrows, Solis may have outdone herself this time.

"I love to see the kids and the families," she said in an exclusive interview with La Nueva Voz.

World Cup 'Fan Zone'... pg. 2

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World Cup 'Fan Zone'... from pg. 1

“This is about them.”

Solis is terming out as county supervisor at the end of the year and is the leading contender for the 38th District Congressional seat with 48 percent of the vote heading into the November runoff election.

She previously served in Congress from 2001 to 2009 before resigning to become U.S. Secretary of Labor under President Obama. She was first elected to the Los Angeles County Board of Supervisors in 2014.

The Whittier Narrows event left her first supervisorial district constituents with something to remember her by.

Then how did the “Fan Zone” event come into being?

Solis said as a Metro board member, she traveled two years ago to the 2024 Summer Olympics in Paris to see what preparations the transportation agency was making to bring World Cup 26 to Los Angeles.

“We wanted to take that opportunity to see how we could also prepare here in Los Angeles but also use that model for the fan zones because we saw the fan zones over there for their Olympics and Paralympics,” she said. “So, we felt, OK, we’re going to do this right, we’ve got to bring it out to the communities so people don’t have to pay, make it free, make it accessible, take it to places that are away from where you have to go (and pay in) Downtown or Inglewood, because our community can’t really afford that.”

“But we made it accessible,” she said. “There are shuttle services coming in, we got some money from the (federal government) for security because you have to have that. If it’s an official FIFA event... you have to have all that personnel strategically planning out the security. So that takes months.”

Solis added that they were also awarded grants from Metro because of an “open streets” event on Saturday, July 11, the last of the three-day fan zone celebration with a big finish of closing down Rosemead Boulevard outside Whittier Narrows between Rush Street and Durfee Avenue – “the first time they’re ever doing it.”

That closure as part of the three-day finale – what Solis called “kind of a prelude to LA28 (Olympic Games) as well” – brought out people on bicycles, walking, on skateboards, roller skating, “whatever it is you want to do to have fun.”

And the music, dancing, food booths and more was all set to just move out into the street in addition to all the activity in the park itself.

A crowd total of 2,700 on Thursday repeated on Friday and even more were expected at the finale on Saturday.

“I think a lot of school children are coming with parents – it’s very intergenerational,” Solis told La Nueva Voz. “You see seniors, you see everybody, you see disability folks here that also need to be recognized and participate, so we try to make everything family



Los Angeles County Supervisor Hilda Solis, at left, and Renee Barbee of La Nueva Voz pose for the camera during this month’s World Cup Fan Zone, hosted by Los Angeles County’s Whittier Narrows. The “big screen” behind them shows the action on the soccer field at “Los Angeles Stadium,” a temporary name that was used for SoFi Stadium in Inglewood.



Kids of all sizes, ages and abilities pretty much were all getting the hang of it on a soccer practice field at this month’s World Cup Fan Zone at Los Angeles County’s Whittier Narrows in South El Monte. Vendor and sponsor exhibits and food trucks can be seen in the background.



A half a dozen food trucks were on hand at the World Cup Fan Zone in South El Monte, along with food booths under the “easy-ups.”



Los Angeles County Supervisor Hilda Solis poses for photos with mariachis from the Hacienda La Puente Unified School District who performed at this month’s World Cup Fan Zone in South El Monte. Solis grew up in the school district and went to Temple Elementary School, Sparks Middle School and La Puente High School before graduating from Cal Poly Pomona with a bachelor’s degree in political science.

friendly and safe.”

The event had everything – from half a dozen food trucks to food booths to live music, disc jockeys, booths offering “everything soccer,” and even a booth from Bank of America where guests were lining up for free official “collector quality” charm bracelets with the names of favorite teams – all celebrating the San Gabriel Valley community as Los Angeles took the global stage for the World Cup.

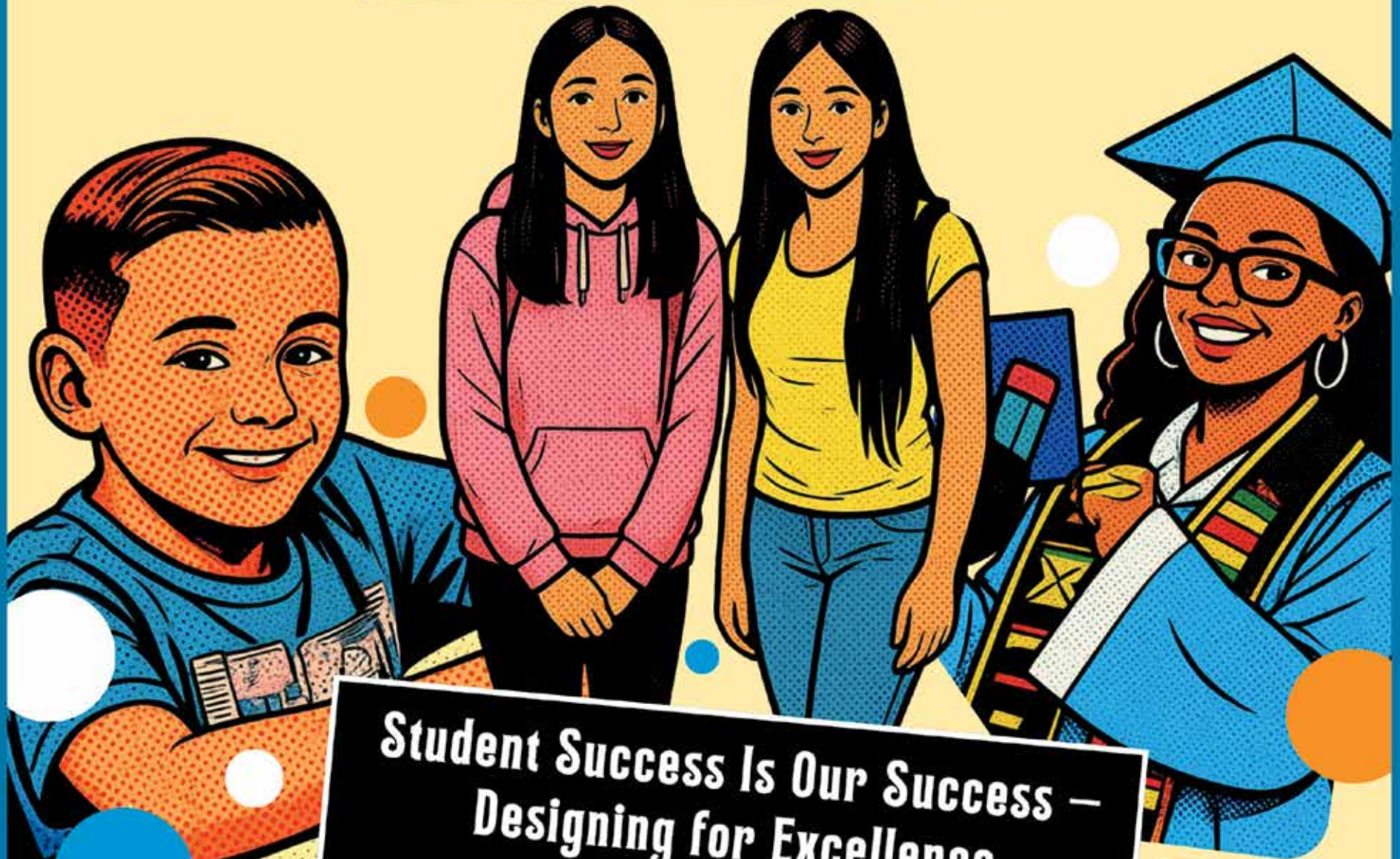
More than 30 booths from a wide variety of Los Angeles County departments were on hand along with another 40 or 50 vendor and



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First-ever diaper drive held at Pomona Valley Hospital

By Victoria Miranda
Contributing writer

Pomona Valley Hospital Medical Center last month partnered with the African American Infant and Maternal Mortality Prevention Initiative (AAIMM) to host its first-ever diaper drive/health resource fair with a goal of supporting expectant mothers and families in need by providing essential baby care items, including diapers, baby wipes, diaper rash ointment, infant formula, and other necessities.

Through this community initiative, the hospital and AAIMM aimed to help ease the financial burden of preparing for a new baby while ensuring families had access to critical resources that promote the health and well-being of both mothers and infants.

The diaper drive was hosted at the hospital to reach as many expectant mothers and families as possible.

According to Leilani Charles, Equity and Social Change Program Specialist for the San Gabriel Valley YWCA, the hospital was selected for its high birth volume and the opportunity to connect directly with the community it serves.

"Pomona Valley is one of the biggest hospitals in terms of the highest number of births, so we know there is heavy foot traffic," Charles said. "We wanted to meet the needs of this population while also meeting mothers where they

are."

She said she hopes the event helps families recognize the YWCA as a trusted resource for mothers in need. She explained that the organization's goal is to connect with mothers and provide essential baby supplies, noting that some families struggle to afford necessities such as clean diapers. By offering these resources, the YWCA aims to support parents during times of need and help ensure their babies have access to essential care.

Jonathan Wicks, Licensed Clinical Social Worker and Associate Director of Social Change and Innovation for the YWCA, emphasized the importance of partnering with hospitals throughout the San Gabriel Valley to provide essential resources to families in need.

He noted that these collaborations help connect expecting parents with vital support and services where they are most accessible. "Community engagement is so important to share a safe space to support families," he said.

Along with the diaper drive, a health resource fair collaborated with many other resource centers in the surrounding area. Some of these resources included Baby2Baby, Foothill Family, SPIRITT Family Centers, and Partnership For Families (PFF).



Leilani Charles of the San Gabriel Valley YWCA shows off the bag of "diaper drive" resources that were handed out at the event.



Workers at the SPIRITT Family Centers booth pose for the camera while waiting for their next "customer" at the giveaway event.

Yadira Carreon, Program Coordinator for SPIRITT Family Services Prevention Aftercare, highlighted the organization's wide range of support services, explaining that SPIRITT provides outpatient mental health care, fatherhood resources, domestic violence support, substance use treatment and recovery resources, and partnerships with family service programs.

The inaugural diaper drive highlighted the shared commitment of the participating organizations to improving maternal and infant health throughout the region. By combining the

distribution of essential baby supplies with access to health education and community resources, the event provided meaningful support to expectant parents and growing families.

The program was expected to serve as the foundation for future partnerships that continue to reduce barriers to care, connect families with vital services, and promote healthier outcomes



Photos by Victoria Miranda
Jonathan Wicks of the San Gabriel Valley YWCA poses for the La Nueva Voz camera at the YWCA resource booth.

for mothers, infants, and the community as a whole.

Keep your hips and knees healthy by stretching and strengthening

By Suzi Johnson PT, MPT, OCS

Orthopedic Clinical Coordinator, Casa Colina Hospital and Centers for Healthcare



Suzi Johnson

Our hips and knees play an essential role in nearly every movement we make, from standing up out of bed in the morning to walking, climbing stairs, or sitting down in a chair. Because these joints are so central to daily life, maintaining their health is critical to preserving mobility and independence. While genetics and the natural aging process contribute to arthritis risk, lifestyle choices – particularly regular stretching and strengthening exercises – can significantly reduce the impact arthritis has on the joints.

Consistent exercise maintains joint health and function. Strengthening the muscles surrounding the hips and knees

provides support and stability, reducing stress on the joints. Weak hip and thigh muscles can increase the load placed on the knees, leading to pain, joint deterioration, and, over time, mobility limitations. By contrast, strong and balanced muscles act like shock absorbers, protecting the joints from overuse, decreasing the risk of injuries such as sprains and strains.

Flexibility is equally important. Stretching maintains the functional range of motion of the hips and knees, preventing the tightness that can interfere with posture, alignment, and movement patterns. Loss of flexibility makes even simple activities –

like putting on shoes or rising from a chair – more difficult. Over time, tight muscles restrict mobility and can accelerate joint wear and tear. Stretching also improves circulation, increasing the oxygen and nutrients delivered to the joints, which supports their long-term health.

Regular exercise offers another major benefit: weight control. Extra body weight places a disproportionate amount of stress on the hips and knees. Maintaining a healthy weight through exercise can significantly reduce the risk of arthritis progression and joint replacement.

Good news – it's never too late to begin. Even those who already have arthritis can benefit from stretching and strengthening, as these exer-

cises reduce pain, preserve mobility, and slow disease progression. Programs can start simply – with body weight, walking, and gentle stretching – and gradually progress to include resistance bands, light weights, or gym equipment. Whether done at home, with a friend, or in a structured class, the most important factor is consistency.

Ultimately, stretching and strengthening preserve independence, prevent injury, and ensure that everyday movements remain pain-free for years to come.

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Final election results show minor changes in ballot count but no change in outcome

Los Angeles County Registrar-Recorder/County Clerk Dean C. Logan certified the final results for the June 2 primary election late last month, only one day after publication of the La Nueva Voz June issue, with virtually no changes in outcome from the semi-official numbers in Pomona races.

The controversial Measure Z ballot measure proposed by the City of Pomona to modify Measure Y, a citizens' initiative approved by voters in 2024, passed in a two to one vote.

The final count was 67.10 percent or 14,250 votes for and 32.90 percent or 6,986 votes against.

Second District City Councilmember Victor Preciado, the incumbent, received 45.38 percent or 1,154 votes and will head off to the runoff in November against Jacky Elizalde, who received 33.03 percent or 840 votes.

California bill re-thinks life in prison sentences for young adults

By Suzanne Potter, California News Service

Juvenile justice groups are pressing California lawmakers to allow parole consideration after 25 years for some people who were sentenced to life without parole for crimes committed as young adults.

Under current law, people who committed serious crimes before age 18 can petition the state's parole board after serving 25 years. Senate Bill 672 (Youth Rehabilitation and Opportunity Act), introduced last year by State Sen. Susan Rubio (D-West Covina) would extend the opportunity to people who were 18 to 25 at the time of their offense.

Karina Cardenas, a third-year law student at the University of the Pacific who recently wrote a paper on life without parole, said youth offenders should be able to plead their case by demonstrating growth and rehabilitation.

The parole board would evaluate an offender's personal development through psychological assessments, risk evaluation measures and statements from family members, academic professionals, community advocates and victims.

State Sen. Brian Jones (R-Santee) said on X, "California Demo-

Crats are about to pass SB 672 to open the prison gates for over 1,600 cold-blooded killers."

Supporters of the bill stressed people convicted of the most heinous crimes would not be eligible. They also argued in the U.S., people involved in a deadly crime can be convicted of murder even if they did not pull the trigger. Supporters said the bill would show mercy to someone who acted as a getaway driver if the crime took place before they turned 18.

Cardenas pointed out research shows until about age 25, young adults are still developing cognitive and social processes involved in decision-making, impulse control, risk assessment and social awareness.

"Combine that with trauma and it's the absence of emotionally available caregivers, it really increases the risk of juveniles to resist peer pressure," Cardenas emphasized. "They are more likely to underestimate the consequences of their actions, which is the reason why they end up behind bars."

The bill is currently in limbo. It was introduced in February 2025 and passed the state Senate in June, but it has not yet received a hearing in the Assembly.

Pomona Valley Hospital Medical Center Foundation dedicates shuttle to former volunteer shuttle driver

Gift from estate of volunteer funds purchase of hospital shuttle

A \$10,000 gift from the estate of a longtime volunteer shuttle driver to the Pomona Valley Hospital Medical Center Foundation has been used to fund a brand new and larger hospital shuttle.

In turn, the new shuttle has been dedicated with a plaque in memory of Stuart Elliott, a resident of Upland who logged 4,089 hours as a volunteer between 2004 and 2020. Elliott died in March of 2025.

Shuttles are driven by volunteers of the hospital to help patients and visitors more comfortably access different areas of the hospital campus.

Before Elliott volunteered at Pomona Valley Hospital, he was one of the original General Telephone & Electronics Corp. (GTE) phone technicians. During his many visits to the hospital to manage phone line issues, he befriended associates in the telecommunications department.

After retiring, he decided to become a volunteer at the hospital, often spending time with them in the switchboard room. He was also a former member of the Hospital Auxiliary, a not-for-profit organization dedicated to raising funds for the hospital, in part through its "Sick Baby and Hospital Assistance Fund."

According to fellow hospital volunteers, Stuart, known as "Stu," was a kind, humble and

generous man. He was a frequent donor to foundation programs and active in volunteering beyond the wheels of the shuttle. Elliott and his wife once opened their home for the auxiliary's annual "Holiday Homes Tour" fundraiser, a more than six-year-tradition that raised a significant amount of money for the "Sick Baby and Hospital Assistance Fund."

"We are deeply grateful to Mr. Elliott for his gift to the foundation," said hospital President and CEO Rich Yochum. "Each day dozens of patients, visitors and associates rely on the shuttles

to navigate our campus. The shuttles are vital for those with mobility issues, and our shuttle drivers, like Elliott, are often the first friendly face they encounter during their visit."

To learn more about volunteering at Pomona Valley Hospital Medical Center, visit pvhmc.org/volunteer.



Photo courtesy of PVHMC

HOSPITAL FOUNDATION DEDICATES NEW SHUTTLE TO FORMER SHUTTLE DRIVER -- Retired GTE employee Stuart Elliott volunteered for 16 years driving a parking lot shuttle at Pomona Valley Hospital Medical Center. He died last year but his estate left \$10,000 to the hospital foundation. What better way to honor Elliott than to buy a new and bigger shuttle for patients and staff and install a plaque naming it in his memory. Pictured is Elliott behind the wheel of a shuttle at the hospital's main entrance.

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From Pomona to Taipei: Rotary leadership, mentorship, and service on a global stage

By Andrew Quiñones

When I boarded a plane bound for Taiwan earlier this month, I knew I was traveling halfway around the world. What I didn't know was how much the experience would reinforce what I've believed all along: service, kindness, and community are universal languages.

As the incoming president of the Rotary Club of Pomona, I had the honor of representing our city at the Rotary International Convention in Taipei, Taiwan. The convention brought together nearly 40,000 Rotarians from more than 100 countries, all united by a common commitment to making their communities better places to live.

For many attendees, Rotary is more than a club. It is a network of people who choose to invest their time, energy, and resources into helping others. Throughout the week, I met individuals from every corner of the globe who shared stories of service, leadership, and hope. While our cultures, languages, and backgrounds were often very different, our values were remarkably similar.

One of the most memorable moments came during the opening session, when representatives from countries around the world carried their national flags across the stage. Looking around the arena, I was reminded that positive change is happening everywhere. In a time when headlines often focus on division, it was inspiring to see thousands of people gathering

with a shared purpose.

Taiwan itself left a strong impression on me. I found the country to be clean, safe, welcoming, and surprisingly easy to navigate. Despite language differences, people were friendly and eager to help. Whether riding public transportation, exploring local neighborhoods, or visiting the famous night markets, I experienced a culture that values community, hospitality, and respect.

One of the highlights of the trip was sharing the experience with Angel Arellano, a young man I have had the privilege of mentoring for several years. Watching him confidently engage with people from different countries, ask questions, navigate unfamiliar places, and embrace new experiences reminded me why mentorship matters.

Many years ago, others opened doors for me and encouraged me to see more of the world. This trip gave me an opportunity to pay that forward. Angel's growth through-

out the journey reinforced my belief that travel can be one of the most powerful forms of education.

The convention also provided valuable ideas that I hope to bring back to Pomona. I was especially inspired by Rotary's international youth exchange programs and by conversations with Rotary leaders from around the world. These discussions reinforced the importance of investing in young people, developing future leaders, and creating opportunities for cultural exchange.



NEARLY HALFWAY AROUND THE WORLD -- Incoming Pomona Rotary President Andy Quiñones, at right, and Pomona's Angel Arellano hang out in one of Taipei, Taiwan's famous night markets with traditional lanterns in the mountainous Ruifang District's Chongwen Village. The area is known for its narrow alleys, traditional tea houses and a mining-era history. The two were in Taiwan earlier this month to attend the Rotary International Convention.

Perhaps the most important lesson I brought home is that there are good people everywhere. In every country represented at the convention, there were individuals dedicating themselves to improving their communities. They may speak different languages, but they share the same desire to help others and leave the world better than they found it.

I am grateful to the Rotary Club of Pomona for entrusting me with the opportunity to represent our city on an international stage. Everywhere I traveled, I proudly shared where I come from and the work being done in our community. People from around the

world got to hear about Pomona, our history, our challenges, and our commitment to making our city a better place.

As I begin my year as Rotary president, I look forward to applying these lessons here at home. My hope is to strengthen local partnerships, expand opportunities for youth leadership, encourage cultural exchange, and continue building a Rotary Club that reflects the best of Pomona.

The world is a big place, but meaningful change still begins with local people willing to serve. That is a lesson I carried to Taiwan – and one I proudly brought back home.

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Canceled!

**The Historical Society of Pomona Valley's
annual Adobe Summer Barbecue,
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at the Adobe de Palomares and advertised in
last month's La Nueva Voz, has been canceled.**

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Photo by Renee Barbee

A GOOD YEAR FOR SUNFLOWERS -- There's one spot in the middle of Westmont -- on the corner of Westmont Avenue and Grier Street -- where a garden full of sunflowers can be seen every year. And this year appeared to be exceptionally good for the sunflowers (with a little help from somebody who clearly has a green thumb) as seen in this photo last month. Not only were there a lot of them but they towered over the lawn from as high as 10 feet or a little more.



Photo by Renee Barbee

BOOK SIGNING AT POMONA CHAMBER -- Joshua Munoz, known as “Lover Boy in Space,” signs his book “Welcome to my World” during a book signing last month inside the Pomona Chamber of Commerce offices. Munoz was on a California tour with the book he describes as a story of love, loss, growth and the journey back home. It features a collection of more than 100 vivid, dark and colorful poems spanning two decades exploring themes of love, mental health and the cosmos with a goal of providing relatable stories that help people navigate reality without feeling alone.



Photos by Renee Barbee

POMONA POLICE DEPARTMENT HOSTS ANNUAL SUMMER DAY CAMP FOR THE KIDS AT FAIRPLEX -- A total of 280 kids ages 8 through 12 from Pomona schools participated in this month's annual "Summer Day Camp" where they saw police equipment up close, made friends with numerous police officers, had plenty of snacks, music and games like laser tag and arts and crafts, races, a magician, and generally just had a great time as always. Pictured are Pomona Police Officer Aaron Salgado and "K9" Zola introducing their K9 demonstration for the kids. The annual program, this year a six-hour event, was produced by Pomona Police Corporal Jeff Hayward Programs and Pomona Resource Officers' unit. Also pictured are some of the kids and their dog and handler come out. "This is our opportunity to connect with kids in a different light, and hopefully if they're ever involved in a situation that we can be able to understand that we're here to help them and that we're people who care."



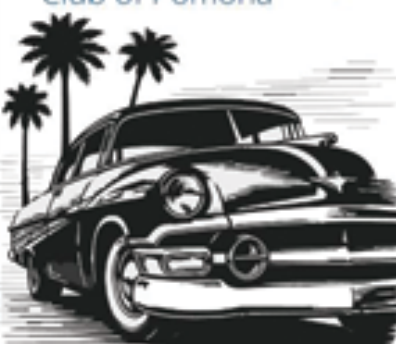


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AUGUST NIGHT

'70s Disco & Classic Car Fundraiser



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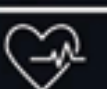
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Photo by Renee Barbee
HISPANIC CHAMBER OPENS ART ALLEY -- Guest artist Felipe Orozco, a painter, singer, television host and producer, cuts the ribbon this month at a special presentation of the Hispanic Chamber of Commerce of Pomona opening a new feature, an "Art Alley: Arts and Crafts with the Pomona Hispanic Chamber of Commerce" exhibit with artwork by local artists for sale and viewing. A business mixer also included a performance by Danza Azteca PAPALOTL. Pictured, from left, are Orozco, Hispanic Chamber President and Founder Minerva Hernandez, Pomona City Councilmembers Victor Preciado and Lorraine Canales, Aline M. Hernandez of Danza Azteca Papalotl, Heidi Ortega of Downtown Pomona, and Pomona City Councilmember Nora Garcia. Spaces are available for future exhibits, offered free to artists who complete an application, always during "Second Saturday" in Downtown Pomona, next door to Minerva's Flowers and Craft, 146 E. Third St., where Hispanic Chamber offices are located right upstairs. For more information, call (909) 568-7917 or visit the web site at www.cdchdvp.com.



GIFTS FOR CANCER PATIENTS -- As part of the "Subaru Loves to Care" initiative, Subaru Puente Hills staff and representatives of The Leukemia and Lymphoma Society delivered 80 blankets and 10 patient care kits last month to cancer patients at the Pomona Valley Hospital Medical Center's Robert and Beverly Lewis Family Cancer Care Center. Also delivered were "messages of hope," completed by customers who visited the dealer's showroom during the month of June, to show support to patients who are battling cancer. Pictured, from left, with four employees and volunteers are Lloyd Reese, Love Encore Manager for the auto dealer; Pomona Valley Hospital Vice President of Development Jim Dale; Hospital Chief Operating Officer Darlene Scafiddi, Cancer Care Center Administrative Director Shellee Reese; and hospital and Leukemia Society staff and volunteers. It was the group's second annual visit bringing gifts.

Young musicians non-profit seeks donations to complete new equipment trailer

Royal Cavaliers Performing Arts, a Pomona-based performing arts organization for young musicians that has competed in national championships since 2019, is in need of donations to complete upgrades to a new trailer that carries more than \$500,000 in equipment.

The new trailer, which still needs to build out two levels and add lighting, stairs, a hoisting system, ramps and shelving, replaces a decades-old trailer no longer cost-effective to repair.

Percussion instruments, electronics, audio systems, performance floors and custom props are stored and transported in the trailer.

Robert Lowery, director of



POMONA PERFORMING ARTS GROUP LOOKING FOR SUPPORTERS -- Pomona's non-profit Royal Cavaliers Performing Arts group, which rehearses at Diamond Ranch High School and competes throughout the country, is looking for donations to help build out its new replacement trailer used to store and transport half a million dollars worth of drums, musical instruments and equipment. Pictured are members of the Meraki Percussion group at a recent rehearsal.

Meraki Percussion, Photismos Color Guard and Quixotic Indoor Winds, said the new 53-foot trailer is a long-term investment that would protect the group's equipment and keep its performers competing at the highest level.

The group – which includes

teenagers and young adults from Pomona and surrounding communities – rehearses at Diamond Ranch High School and competes across California and throughout the United States.

Participants pay an annual membership fee, but the orga-

nization relies on fundraisers to help cover operating expenses. All equipment is provided to the performers.

For more information, visit the web site at www.marakipercussion.org or contact rob.lowery@royalcavaliers.org.

County property values surpass \$2.2 trillion

Despite what was termed a challenging year due to recent devastating wildfires and a cooling real estate market, Los Angeles County Assessor Jeff Prang last week announced that the 2026 Assessment Roll reached a record \$2.272 trillion in total net taxable value.

That total represented an increase of \$96 billion, or 4.42 percent, over the previous year, extending Los Angeles County's streak of annual growth to 16 consecutive years, according to a news release.

The increase will generate more than \$27 billion in property tax revenue to support vital public services for education, public safety, healthcare, libraries, parks and other local government services throughout the county.

Prang said the total, an important economic benchmark used by local governments, reflects the assessed value of all taxable property in the county as of Jan. 1, 2026.

OBITUARIES AVAILABLE

Contact Renee
(909) 629-2292

www.lanuevavoz.net

A new La Nueva Voz publishes each month on the fourth Thursday of the month.

Pick up your free copy of La Nueva Voz at these locations and dozens more:

- Pomona City Hall lobby
- Pomona library
- Downtown Pomona Owners Association, 119 W. 2nd St., Pomona
- Pomona Post Office (rack on sidewalk)
- Claremont library
- Claremont City Hall lobby
- La Verne City Hall lobby
- La Verne Senior Citizens Center
- Walgreens, 795 E. Foothill Blvd., Pomona
- CVS, 150 W. Willow St., Pomona
- Western University of Health Sciences Patient Care Center
- El Famoso Pancho Market, 416 N. Park Ave., Pomona
- Fairplex Chevron, Fairplex Drive and San Bernardino Freeway, Pomona
- Discount Market, Philadelphia Street and Towne Avenue, Pomona
- LaundryLand Coin Op Laundry, 744 E. Holt Ave., Pomona
- Pomona Eagles, 854 W. Mission Blvd., Pomona



La Nueva Voz

Pomona's only community newspaper!

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September 15 - October 15

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Hispanic heritage Month runs from Sept. 15 to Oct. 15, and this special section each year in the August issue (this year publishing on Aug. 27) of La Nueva Voz gives advertisers the opportunity to show their support for the community.

For information and to reserve your space,
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TUESDAY

JULY
28
2026

2:00-4:00 P.M.

PRESENTED BY



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255 East Bonita Avenue, Pomona
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HOW TO REGISTER?

 Online at casacolina.org/communityevents

 Call 866/724-4132

 Scan the QR code





www.casacolina.org



NEW CHAMBER MEMBER -- Members of the Pomona Chamber of Commerce and Pomona officials help cut the ribbon this month to officially open Amoura LLC, a year-old lingerie and accessories store at 151 W. 4th St., Pomona. Pictured from left are Chamber Executive Board member Renee Barbee of La Nueva Voz, Chamber Ambassador Frank Carrillo of On Time Photo Booth Rentals, Chamber Executive Board member Jill Dolan of Mt. San Antonio College, Chamber Ambassador Victor Khair of OnSite Expert Computers, Chamber Board member Daniela Franco of Metro Event Center, Amoura owner Leticia Valdez, Chamber Board member and Ambassadors Chair Ron Garner, Jr. (at rear), of WC Construction Services, Fernando Negron of Amoura, Amoura owner Andrew Valdez, and Pomona City Councilmember Victor Preciado.

Photo by Johnny Rios, of Jaayyy Studio
NEW BOOKS AND RECORDS STORE IN THE UNION -- Representatives of the Pomona Chamber of Commerce helped DBZ Books 'N' Records Pomona team members, friends and family last month open a new book and records (remember those?) store at its grand opening inside The Union at 350 N. Garey Ave., Pomona. Pictured, from left, are Pomona Chamber President and CEO Monique Robles, Chamber Board member and Ambassadors Chair Ron Garner, Jr. (at rear), of WC Construction Services, Chamber Board Vice Chairman Jeff Johannsen of Pomona Hope, Chamber Ambassador Victor Khair of OnSite Expert Computers, owners Karen and Dilver Lizama (at center), and, at right, Chamber Executive Board member Renee Barbee of La Nueva Voz.

Interested in who has been arrested
by Pomona Police in Pomona?

Please check our weekly listing at <http://www.lanuevavoz.net>
and click on "Arrest Logs" on our home page.

La Nueva Voz Newspaper in Pomona, CA
The New Voice (La Nueva Voz), a Bilingual (English/Spanish) Publication.

SAVE THE DATE

POMONA

Fest 2026!



Safe Space for youth to enjoy an alcohol and drug-free youth-only (13-18) music festival. This event is FREE to youth.

ART

GAMES



Food!



FRIDAY, SEPTEMBER 18, 2026

Scan the QR code to visit our Instagram for more event details!



Pomona Chamber... from pg. 1

TEAM Chapter, which launched four months ago and has about 13 members.

“Also, we established a partnership with the Office of Economic and Business Affairs for the City of Pomona to help better serve our business community,” Robles said. “So we’ve been that liaison between our businesses and the City of Pomona which has been a great partnership.”

Chamber Board Chair Daniel Thomas representing Pomona Rotary was re-installed for a second year and two new Board members were sworn in – Joshua McFarlen of Western University of Health Sciences and Marcus Jackson of Fairplex.

State Sen. Susan Rubio administered the oath of office for all 20 new and returning Board members.

Image award

This year’s image award was presented to Ray Zamorano of WinSupply Company.

Zamorano, a native of Pomona and a Pomona High School graduate, said growing up he never knew anything about dreams.

“And now I’m living my dream – I run and own a multi-million-dollar company and I have 15 employees,” he said.

He added that next year he has plans to reach out to high school students in Pomona to create a salesmanship program on “how to sell and how to talk to people and how to win relationships” as his effort to give back to the community.

The company provides quality plumbing and industrial products helping customers and neighbors with their plumbing needs.

The image award goes to a business or organization that continually demonstrates pride in ownership by maintaining the business or organization in a positive manner.

Community service award

The community service award went to Joe Antonelli and Sospeso, a new non-profit café on Second Street in Pomona, that soon will include a market, a counseling center and a thrift store.

“Pomona’s been very welcoming and it’s been a pleasure to be here,” Antonelli said. “We’ve only been here since March – we bought our property in ’21 – and we have a lot of plans and moving forward, things we want to do.”

He said Sospeso is already offering a tutoring center and on “Second Saturday” Aug. 8 will be conducting its first health fair for the community.

And, he added, volunteers are welcome.

“We will do our very best to be a great organization here, standing in solidarity with the community,” he said.

Sospeso is located at 290 E. Second St., Pomona.

The community service award goes to a non-profit organization that has demonstrated

Pomona Chamber... pg. 14

EMPLOYER OF THE YEAR

-- DoubleTree by Hilton Pomona was named employer of the year at last week’s Pomona Chamber of Commerce installation and awards banquet. Pictured receiving the award from Chamber Vice President Jeff Johannsen of Pomona Hope is DoubleTree General Manager Christine Garcia.



POMONA CHAMBER'S NEW BOARD FOR 2026-2027 -- Posing for the La Nueva Voz camera after being sworn in by State Sen. Susan Rubio are the new and returning board members of the Pomona Chamber of Commerce. From left are Marco Argote, of Arteco Partners; Luis Rodriguez, of San Antonio Regional Occupational Program; Heidi Ortega, of Downtown Pomona District; Marcus Jackson, of Fairplex; Daniel Martinez, of Athens Services; Joshua McFarlen, of Western University of Health Sciences; Josh Landis, of Foothill Transit; Victor Caceres, of the Youth and Family Club; Daniela Franco, of Metro Event Center; Nef Cortez, of Re/Max Galaxy; Jill Dolan, of Mt. San Antonio College; Ron Garner, of WC Construction Services; Renee Barbee, of La Nueva Voz; Jeff Johannsen, of Pomona Hope; Jim Dale, of Pomona Valley Hospital Medical Center; and Daniel Thomas, of Pomona Rotary. Not pictured are David Perez, Valley Vista Services; Annie Yea, Cal Poly Pomona; Joseph Perez, Credit Union of Southern California; and Karla Aceves, of Pomona Valley America's Job Center.



COMMUNITY SERVICE AWARD -- Joe Antonelli and Sospeso, Pomona’s new non-profit cafe, was the winner of the Pomona Chamber’s community service award last week. Pictured is Antonelli with State Sen. Susan Rubio. Rubio was on hand to personally hand out certificates from the state to award winners and to officially administer the oath of office to new and returning Chamber Board members.



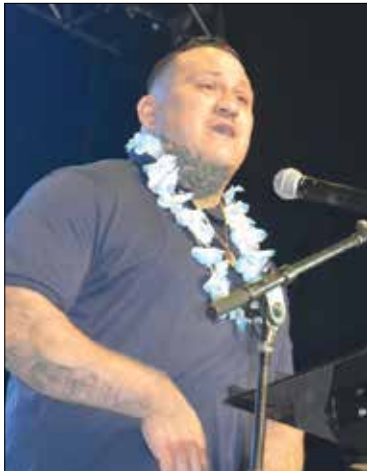
MEMBER OF THE YEAR -- The Pomona Chamber’s member of the year award this year went to WC Construction Services in San Dimas. Pictured, from left, representing WC Construction Services, are Ron Garner, business development manager, Gage Cota, Brett Campagna and owner Will Cota.



Ray Zamorano
WinSupply Company
Image award



Ron Garner
WC Construction Services
Ambassador of the year



Virgil Castillo
GNG Boxing
New business of the year



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Pomona Unified School District students shine at 2026 Los Angeles County Science and Engineering Fair

Four Pomona Unified School District students received “special awards” for two “senior division” projects and one “junior division” project won an honorable mention at this year’s Los Angeles County Science and Engineering Fair, according to a school district news release.

In all, 20 district students presenting 15 projects participated in the annual competition.

Special award winners were Alejandra Ordonez and Sofia

Schatz of Ganesha High School for their project “Asphalt vs. Concrete,” and Jocelyn Benitez and Natasha Garcia, also of Ganesha High School, for their project “Watts Up With Heat?”

In addition, Guadalupe Rojas of Cortez Magnet School earned an honorable mention for the project “The Great Bake-Off.”

Students from across the district participated, representing schools including Golden

Springs, Pantera, Armstrong, Decker, La Verne, Ranch Hills, Vejar, and Westmont. Their projects explored topics ranging from plant growth and water filtration to renewable energy and materials science, reflecting both scientific rigor and real-world relevance.

“This achievement is a testament to the talent, curiosity, and dedication of our students, as well as the support of our educators and families,” said Supt.

Darren Knowles. “We are incredibly proud of how our students represented Pomona Unified on a countywide stage and demonstrated the power of hands-on learning in science and engineer-

ing.”

“These accomplishments highlight the strength of our instructional programs and our commitment to preparing students for

PUSD students shine... pg. 17

Pomona Chamber... from pg. 12

outstanding dedication to service in civic and community efforts.

New business of the year

The new business of the year award went to Virgil Castillo and GNG Boxing.

Castillo thanked the city and the chamber for the award.

“This recognition means so much because it reflects the trust and encouragement we receive from our customers, family, friends and team,” he said. “We couldn’t have done it without you – GNG is here for the community, the youth, now and for many years to come.”

“I’m here to be who I needed growing up,” he added. “I know I can’t save them all but I’m going to do my best.”

The award goes to a new Pomona business, open one year or less, that has demonstrated an active role in providing a valuable service to the community and has

Pomona Chamber... pg. 15



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Photo by Renee Barbee

BRUSH FIRE VISIBLE FOR MILES -- A brush fire that was visible for miles from the 210 Freeway turned out to be located in Irwindale next to the 605 Freeway and between the 210 and the 10 on Sunday afternoon, July 5 -- one of many brush fires plaguing area fire departments during the current heat wave. Los Angeles County Fire Department officials said this one burned 10 acres of brush. County firemen had help from state Cal Fire crews both on the ground and in the air conducting water drops from helicopters. Firemen received the original call at 3:36 p.m. and it was upgraded to a second alarm brush fire at 4:42 p.m. at 2300 Buena Vista St. Flames were visible burning all the way up the slope to the edge of the 605 Freeway. No structures were threatened and no injuries were reported.

World Cup 'Fan Zone'... from pg. 2

sponsor booths.

There were even activities for children, and CultivaLA, a non-profit community farm which leases a five-acre site next door to Whittier Narrows teaching people how to grow fruits and vegetables, was on hand showing children how to grow organic foods.

Solis, who in her opening comments at the Friday event said that “soccer is one of those games that unites us,” told guests the huge event was even attracting visitors from around the world who planned to use the fan zone as a model for their own future event planning.

“We celebrate through soccer our cultures, our languages, our food and all of those beautiful things – that’s why we’re here today,” she said.



Dozens of vendors and exhibitors turned out for the World Cup Fan Zone at Whittier Narrows to distribute resource materials or offer items for sale.



Los Angeles County Supervisor Hilda Solis kicks off the day's ceremonies with her comments from the main stage at this month's World Cup Fan Zone at Whittier Narrows -- heard by guests throughout the park over an impressive public address system with speakers everywhere -- as a video photographer, at right, captures the moment.



Mariachis from Palmdale perform on the main stage at the World Cup Fan Zone at Whittier Narrows.

Please visit our web site at www.lanuevavoz.net
to see the latest issue of La Nueva Voz, past issues and more!

Pomona Chamber... from pg. 14

enhanced the workforce pool in Pomona.

Employer of the year

The employer of the year award this year went to DoubleTree by Hilton Pomona and Christine Garcia, general manager.

Board Vice Chair Jeff Johannsen of Pomona Hope presented the award to the hotel he said features “spacious accommodations, an outdoor pool, fitness center, versatile event spaces and on-site dining (with) warm hospitality (and) contemporary comfort.”

“We really enjoy working with the community,” Garcia said in accepting the award. She thanked her team for coming out to support her.

“If we haven’t connected, I would love to connect with you,” she added.

The award each year goes to a business that promotes employee growth and development and demonstrates leadership in the business sector while providing resources and support in the development of other local businesses.

Member of the year

This year’s member of the year award went to WC Construction Services in San Dimas and owner Will Cota.

Thomas presented the award to the full-service commercial construction company “focused on hospitality, theme parks and tenant improvements.”

“Their team of experts delivers unparalleled quality that exceeds expectations,” he said. “They are committed to bringing your vision to life with a reliable and honest approach.”

Cota said he grew up in the area spending a lot of time in Pomona.

“But at the end of the day, it’s just an honor to come here and renovate different buildings,” he said, adding he has worked on projects at the old Lanterman State Hospital, Pomona DoubleTree, Cal Poly Foundation and others.

“So, we’ve been honored to work in the community that we used to run around in,” he said. “We’re honored to be a part of Pomona.”

Pomona Chamber... pg. 16



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Pomona Valley Memorial Park is a nonprofit corporation.

OPINION

House of Ruth working to end domestic violence through support

By Melissa Pitts, Chief Program Officer, House of Ruth

When another young woman loses her life to domestic violence, the public response is often painfully predictable: Why didn't she just leave?

It is a question rooted in misunderstanding, and too often, blame.

Last month in Pomona, 24-year-old Veronica Lopez was allegedly murdered by her 48-year-old boyfriend while trying to end their relationship. A neighbor, Richard Brady, 48, who reportedly stepped in to help was also killed. The suspect then fled, leading law enforcement on a high-speed pursuit that captured public attention. But long before the chase, there was

another pursuit happening – one many survivors know too well, the relentless pursuit of control, intimidation, fear, and violence behind closed doors.

As someone who has spent over two decades working in the domestic violence field, I can tell you this truth plainly, leaving an abusive relationship is not simple. In fact, it is often the most lethal time.

We live in a society that still places too much responsibility on victims and not enough accountability on those causing harm. We tell survivors to "just leave" without understanding the financial dependence, emotional trauma,

threats, stalking, manipulation, and very real danger that can follow.

Abuse is not just about bruises. It is about power. It is about isolation. It is about convincing someone that surviving another day is safer than trying to escape.

And when a survivor does make the brave decision to leave, they often need far more than courage. They need safety planning. They need housing. They need legal advocacy. They need counseling. They need community.

That is why organizations like House of Ruth exist.

For decades, House of Ruth has been a pillar in Pomona and the surrounding communities, walking alongside survivors and their children as they navigate some of the most dangerous and painful moments of their lives. We know

that healing and safety are not linear. We know that judgment keeps people silent. We know that support saves lives.

Domestic violence is not a private family matter. It is a public health crisis. It is a community issue. And if we are serious about prevention, we must stop asking victims why they stayed and start asking what systems, communities, and individuals can do to make leaving safer.

To every survivor reading this: you are not alone. There is help. There is support. There is a path forward.

And to our Pomona community, House of Ruth is here. We have always been here.

And we will continue to be here.

Note: The House of Ruth 24-hour crisis hotline can be reached at (877) 988-5559.

Pomona Chamber... from pg. 15

The award goes to a business that provides exceptional support to the chamber through active participation, volunteerism, and community involvement while demonstrating leadership and a strong commitment to the growth and success of the local business community.

Ambassador of the year

The ambassador of the year program was presented to Ron Garner, business development manager for WC Construction Services.

The award goes to an individual who has demonstrated exceptional commitment, leadership and advocacy in promoting the local business community.

And it honors a member who exemplifies the spirit of collaboration and outreach, serving as a bridge between the chamber and its diverse stakeholders.

Pomona Chamber... pg. 18

The following public service ads are courtesy of La Nueva Voz

Project Sister Family Services
Sexual Assault and
Child Abuse Services
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or 626-966-4155
www.projectsister.org

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24-hour hotline:
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Pomona Public Library Hours
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Monday through Thursday:
Noon to 7 p.m.
Saturday: 11 a.m. to 5 p.m.
Friday and Sunday: Closed

Info on student group programs at AGRIsCapes:
www.agriscapes.cpp.edu
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La Nueva Voz is a proud member of
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Need an income tax deduction? Donate your car!
Contact Pastor Doug Brissette, Greater New Foundation Fellowship Church, 841 S. Main St., Pomona, in a building designated a historic landmark by the Pomona City Council!

(The church building, constructed in 1922 and 1923, originally was the home of Pomona's Mount Zion Baptist Church, believed by historians to be the city's first Black church to hold on-going programs.)

Info: greaternewfoundfellchurch@gmail.com

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Private Party loans generally have higher interest rates, points & fees than conventional discount loans



An official FIFA booth was on hand just across the midway from the Fan Zone at Fairplex this month with everything available to fans from t-shirts to posters and more. Pictured is the back side of what La Nueva Voz was assured was the most popular shirt at the event.



One good kick got that green VELCRO soccer ball properly attached to the target -- just like the red ball already up there -- as fans of all ages got a little footwork practice in at this month's Fairplex Fan Zone event. There were vendors on hand, organizations providing resource materials, a "free play zone" for the kids with corn hole, foosball, sidewalk chalk and more, plus there were craft tables where guests could design their own jersey and make their own soccer pennants.



Exhibition hall 10 was packed on day two of its Los Angeles World Cup 26 Fan Zone at Fairplex. The action on the field may have moved out of Los Angeles and to Atlanta where Argentina defeated England, but that didn't seem to curb the enthusiasm of the fans packing Building 10 at Fairplex. The big screen can be seen at the far end of the hall, smaller screens were inside and outside everywhere on the Fairplex campus, and fans of all ages turned out to support their team -- including a large and loud group of young men from England who did a pretty good job of joining fans on the screen in the singing of their national anthem, "God Save the King." Fairplex cranked up their own Fan Zone for the semi-finals on July 14, 15, 18 and 19.

PUSD students shine... from pg. 14

college, careers, and beyond," said Pomona Unified School District Board President Dr. Lisa Nashua. "Our students are not only learning science, they are applying it in meaningful and impactful ways."

The Los Angeles County Science and Engineering Fair was held earlier this year at the Shrine Expo Hall in Los Angeles

and is one of the region's premier academic competitions, bringing together top student researchers from across the county.

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HONORING OUTSTANDING STUDENTS -- Members of the local Vietnamese community and their honor students pose for a group photo during an annual end of school year achievement awards presentation at the Phap Van Buddhist Temple in Pomona which hosts the event each year. Ten of the high school students achieved grade point averages well above 4.0 and the 11th received exactly 4.0. Representing Pomona was Kim Nguyen of Garey High School, with a 4.8 GPA, who will be attending UC Irvine. From left (at center) are Renee Barbee of La Nueva Voz, Dr. Huu Vo, president of the Vietnamese Community of Pomona Valley, Pomona City Councilmember Lorraine Canales, and Thich (Reverend) Chon Tri of the Phap Van Temple.

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Pomona Chamber... from pg. 16

It shines a spotlight on the recipient's achievements and encourages others to aspire towards building a stronger, more connected business landscape.

Garner is an executive board member where he serves as the new chief financial officer and is co-chair of the ambassador committee.

"I truly believe that being a part of the chamber is about building relationships," Garner said. "And when we're out in the community, people want to do business with the people they trust and believe in. And the chamber helps cultivate those relationships."

He said the chamber ambassadors are "like family" and "I wouldn't be up here without them, and any

Pomona Chamber... pg. 19

POMONA CITY COUNCIL RECOGNIZES BUFFALO SOLDIERS ANNIVERSARY -- Members of the Pomona City Council approved a proclamation this month recognizing the 160th anniversary of the formation of the U.S. Buffalo Soldiers regiments in July 1866. Congress created six all-Black regiments later reorganized into four regiments -- the 9th and 10th Cavalries and the 24th and 25th Infantries where members were nicknamed Buffalo Soldiers by the Native Americans because of their reputation for fighting ferociously to the end in a battle, according to the proclamation. Congress passed a law in 1992 designating July 28 as National Buffalo Soldiers Day. "It is important to preserve the history of the Buffalo Soldiers and commemorate the sacrifices they have made to the United States," the proclamation said. The proclamation was presented to Pomona's Donna Houston, dressed in an authentic replica uniform. Houston is President and Founder of the Nogales Buffalo Soldiers Legacy Association. Her grandfather, Lucius Jackson, was a Buffalo Soldier in the U.S. Army's 25th Infantry. Pictured with Houston, from left, are Pomona City Councilmembers Lorraine Canales, Steve Lustro, Elizabeth Ontiveros-Cole, Victor Preciado and Nora Garcia.



Photos by Renee Barbee

BACK TO SCHOOL TIME ALREADY! -- Believe it or not, it is almost back to school time -- the first day of school for the new school year in Pomona is Aug. 12. And that means it is backpacks give-away time around town. The Youth and Family Club of Pomona Valley held its own version at The Club last month -- one free backpack per customer and they had to be an existing member of The Club. As seen in these photos, they gave away a lot of backpacks to satisfied customers and received a lot of smiles in the process.



FIREWORKS POMONA STYLE -- It was fireworks "Pomona style" again this year on the Fourth of July -- with sights and sounds going off pretty much all night -- as shown here in this photo from just up the hill in Westmont looking out across the Pomona Valley. One display is visible at left and a smaller display at the same time can be seen at rear on the right closer to Downtown Pomona. Pomona Police Department officials, who remind the community each year that all fireworks are illegal in Pomona, reported 438 calls for service related to fireworks and 13 calls for service related to fireworks-caused fires between the hours of 4 p.m. and 2 a.m. Saturday night. In addition, 17 fireworks citations were issued with assistance from the police department drone, and the Major Crimes Task Force conducted fireworks enforcement and recovered approximately \$2,000 worth of illegal fireworks.



SLOW DAY ON THE GOLF COURSE ON FOURTH OF JULY -- Surprisingly, it was a slow day on the golf course on Independence Day at Glen Oaks Golf Course in Glendora. Of course, “slow day on the golf course” is really a misnomer in golf -- it may be slow for business, but the players are able to make their way around the course in record time with no waiting. There were a few hard-core golfers out on the holiday -- if you look carefully, you'll see a twosome on the far left (one golfer and two golf bags) in the fairway on the sixth hole, and a threesome chipping onto the green on seven. (We're not really bragging, but we know somebody around here who parred the first hole on the Fourth of July and went back on that Wednesday and birdied it. We're just saying.)



FULL HOUSE AT THE FOX -- It was a full house at Pomona's Fox Theater on June 30 during a watch party for World Cup 26 in Los Angeles where it was Mexico taking on Ecuador. Mexico nailed it 2-0. Thanks to Frank Carrillo and his family of On Time Photo Booth Rentals for sending in the picture.

Pomona Chamber... from pg. 18

one of them could be standing up here.”

President and CEO’s award of the year

The President and CEO’s award is a special recognition to an individual or organization that has demonstrated exceptional leadership, unwavering dedication and a profound commitment to the mission and values of the Pomona Chamber of Commerce.

The recipient is chosen each year by Chamber President and CEO Robles.

“This honoree embodies the spirit of service, collaboration and innovation, consistently going above and beyond to support business, foster economic growth and uplift the Pomona community and surrounding communities,”

Robles said.

“This award does not only represent the accomplishments but also their integrity, the vision and the impact as a true champion for our business community,” she added.

This year’s award went to Kelli Holmes of TEAM Referral Network, a business referral organization she founded in 2002.

“I’ve lived my entire life in La Verne, spent a lot of time in Pomona growing up . . . I love this city, I love this chamber,” Holmes said. “I love the opportunity to be able to work with great team mem-



Pomona Chamber of Commerce President and CEO Monique Robles, at right, presents her president’s and CEO award of the year to Kelli Holmes of TEAM Referral Network.

bers.” “I couldn’t do any of this without our members and support team and my staff,” she added.



RIBBON CUTTING AT POMONA'S 'LASSIE HOUSE' -- Members of the Pomona Chamber of Commerce held a ribbon cutting ceremony this month to welcome Pomona's "Lassie House" as their newest member. The historic home, constructed in 1897, has been preserved as a Pomona landmark by owners Ray and Michelle Adamyk. They open their home regularly for weddings, corporate events, private gatherings and even overnight accommodations. Ray Adamyk, owner of Spectra Company, a leading historic restoration firm, said he and his wife wanted to breathe new life into the property while honoring its remarkable past. It is perhaps best known as the childhood residence of actor Jon Provost, who portrayed "Timmy Martin" in the television series "Lassie." Provost, who lived there in the 1950s, visited the home in 2019 when the Adamyks hosted a grand opening for the eight-bedroom, 7,000 square foot Craftsman-style home which was moved from its original location on Holt Avenue by mules in 1927. The Lassie House is located at 1195 Washington Ave., Pomona. Spectra Company, which restored the home, includes projects like Hearst Castle in San Simeon, the Biltmore Hotel in Los Angeles and even The Union, formerly Pomona's YMCA, on its list of references. Pictured helping Adamyk cut the ribbon are, from left, Pomona Chamber Board Chair Daniel Thomas representing Pomona Rotary, Chamber Past Chairman Nef Cortez of Re/Max Galaxy, Michelle and Ray Adamyk, Chamber Executive Board Vice Chairman Jeff Johannsen of Pomona Hope (at rear), Chamber Ambassadors Frank Carrillo of On Time Photo Booth Rentals and Victor Khair of OnSite Expert Computers, Chamber Executive Board member Renee Barbee of La Nueva Voz, Pomona City Councilmember Lorraine Canales, Ambassador Isabel Valdovinos of Athena Premier Insurance Services, Ambassadors Kobe and Domenica Carrillo of On Time Photo Booth Rentals, Chamber Executive Board member Jill Dolan of Mt. San Antonio College, and Chamber President and CEO Monique Robles.

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The poster features a rustic wooden background with autumn-themed illustrations. At the top, a sunburst graphic frames the text 'CAL POLY POMONA'. Below it, the main title 'PUMPKIN FEST' is written in a large, red, stylized font. Underneath, 'AT KELLOGG RANCH' is in a smaller, dark brown font. A green banner with white and yellow text announces the dates 'OCTOBER 10-31' and 'SATURDAYS & SUNDAYS ONLY'. To the right, there's a detailed illustration of pumpkins, corn cobs, and a sunflower. Below the banner, the text 'DON B. HUNTLEY COLLEGE OF AGRICULTURE' is centered. A row of four photographs shows children enjoying the festival: a boy holding a pumpkin, three girls in hats holding pumpkins, two children walking through a cornfield, and a girl petting a black dog. At the bottom, the phrase 'Learn by Farming' is written in a white script font on a green brushstroke background. To its right is a QR code with a red arrow pointing to it. Below the QR code, the text 'SCAN TO EXPLORE ATTRACTIONS AND PLAN YOUR VISIT' is written. At the very bottom, the website 'PUMPKINFESTIVAL.CPP.EDU' is displayed in a bold, yellow, sans-serif font on a dark green background.