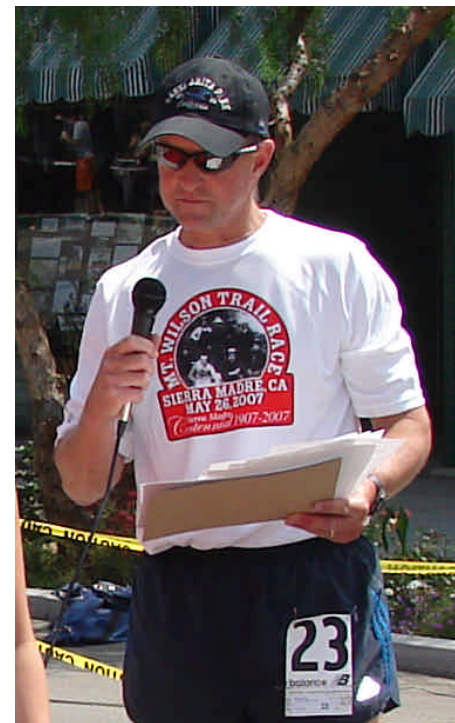


The Sierra Madre Chamber of Commerce

presents the

42nd Annual

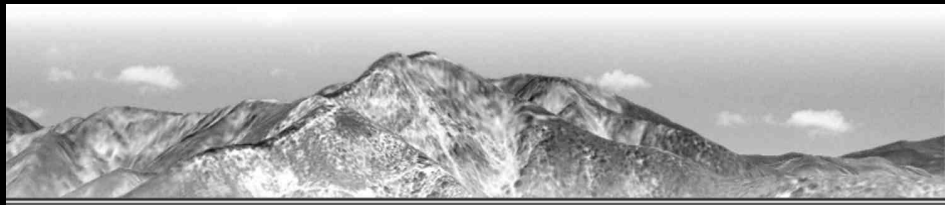
Citizen of the Year Presentation and



2008 Officer's Installation Dinner

January 25, 2008

6:30 p.m.



Mountain Views-Observer

January 26, 2008

Extra Extra Read All About It!

*Pete Siberell is Sierra Madre's
Citizen Of The Year*



Congratulations

&

Thanks For All You Do

From The Staff Of The MountainViews-Observer
Susan Henderson, Publisher/Editor

41st Annual

**Citizen of the Year
Presentation
&
2008 Officer's
Installation Dinner**

Previous Honorees as Citizen of the Year

William Wark	1966
Ruth Barden	1967
Carl Hobson	1968
Janet Wood	1969
Rudolph Hartman	1970
Myrtis Waite	1971
H. Clay Reavis	1972
Earl LaLone	1973
George Maurer	1974
John Goodall	1975
Sam Tesoro	1976
R. Robert Evans	1977
Charles Brown	1978
Gertrude Gerke	1979
Phyllis Chapman	1980
Mary Tumulty	1981
Marjorie Peterson	1982
Hugh Campbell	1983
Joseph Delgatto	1984
A. Virginia Liskow	1985
Royden F. Estoppey	1986
Howard L. Wagner	1987
Harry C. Martin	1988
Celeste McCreary	1989
Helen Walker	1990
Doug Hayes	1991
Dorothy Hobiak	1992
Michael Sizer	1993
Jan Reed	1994
Lew Watanabe	1995
Shirley McGillicuddy	1996
William McKernan	1997
Judy Webb-Martin	1998
George Enyedi	1999
Marilyn McKernan	2000
Carol Canterbury	2001
Bill Messersmith	2002
Rob Stockly	2003
Hank Landsberg	2004
John Grijalva	2005



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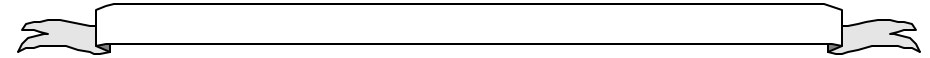
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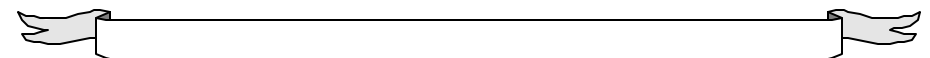
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Tonight's Program

Opening	John Buchanan Master of Ceremonies
Welcome	Patricia Hall Chamber President
Recognition of Committee	Patricia Hall Chair
Invocation	Rev. Michael Bamberger Episcopal Church of the Ascension
Dinner	
Entertainment	Southern California Lyric Theater
Introduction of Board	Patricia Hall
Installation of Officers	Enid Joffe
Citizen of the Year Program	
Chamber of Commerce Presentation of 2007 Citizen of the Year Award	Patricia Hall





Pete Siberell, Director of Community Service & Special Projects at Santa Anita Park, looks on as jockey Aaron Gryder autographs copies of the READ poster, a joint project of Santa Anita Park and the Arcadia Library.
Photo courtesy of Bill Coburn

Pete Siberell
Sierra Madre's 2007 Citizen of the Year

Pete Siberell was born in Los Angeles, and grew up in New Canaan, CT and Hillsborough, CA. He attended UCLA, receiving his B.A. in Communications Studies, in the class of 1979). After graduating, he was in the advertising business in Los Angeles and San Francisco, working for Grey Advertising, J. Walter Thompson, Dentsu Young & Rubicam among others, with clients such as Princess Cruises, Westin Hotels, Goodyear, Vons, Suzuki Motorcycles, Hollywood Park, Bay Meadows and Golden Gate Fields. In 1993, he moved down from San Francisco to take a Director of Sales job at Santa Anita Park.

He is responsible now at Santa Anita for 1) working with the City of Arcadia and the community, 2) local and corporate donations, 3) the recreational facility and programs designed for stable workers on the backside of the racetrack, 4) use of the racetrack and its grounds for non-profit and/or community events and 5) use of the racetrack and its grounds for revenue events. Special projects have included the proposed Caruso (continued)

**Pete Siberell -
Congratulations
on being named
Sierra Madre's
Citizen of the Year
for 2007!!**



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**Congratulations to
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Congratulations Pete!!

*Ann and Jerry Durgarian
and family*

("The Shops at Santa Anita"), formation of a host committee for the 2003 and 2008 Breeders' Cup event (acquiring off-site parking, local transportation systems and more than 300 volunteers) and the coordination of the filming of "Seabiscuit" for a two-month period at the end of 2002 and many film, TV and commercial projects at Santa Anita, including "Bobby," "American Dream Derby," "Alias" and "Las Vegas."

He is also involved with various marketing events at Santa Anita. Upon joining Santa Anita, started the Santa Anita Derby Day 5K Run & Walk, one of the largest 5K runs in Los Angeles, which benefits the Arcadia HS Athletic Boosters Club and the Arcadia Historical Museum. He is a member of the Board of Directors of the Arcadia Chapter of the American Red Cross and Arcadia Chamber of Commerce.

But not everything Pete does is at Santa Anita and/or in Arcadia, and tonight he is being honored for the work he has done for the community of Sierra Madre.

Siberell has chaired the Mt. Wilson Trail Race Committee for several years, and has overseen major growth in the event. The Trail Race, which was once just a run up the hill, now includes a pre-race pasta feed the night before, a community children's art show, booths featuring information and product for the runner, massage for runner's aches and pains, and for the last two years, with the help of major sponsor CATZ, a kid's fun run up and down Baldwin Ave. Siberell has also been instrumental in bringing the race, California's second oldest trail race, into the 21st century, with the introduction of computer chips that monitor racer's time and streamline the tracking of the performance of the 300+ runners who participate each year.

Siberell has also taken on leadership of the Sierra Madre Little League, serving as President of the Board of Directors, and also brought it to a new level, with improvements on the field, such as new sprinkler systems, shaded dugouts, and a new scoreboard. Opening day has also been expanded, with the addition of game booths and bouncy houses for the kids.

He is a past Chairman of the Community Services Commission for the City of Sierra Madre (eight years), and a member of Sierra Madre Rotary Club. He plans to continue his involvement with City of Sierra Madre's Community Services department, helping to design scheduled athletic events to raise awareness of, and prevent, childhood obesity.

Pete is married to Marianne, a flight attendant for United Airlines. The couple has two sons, P.J. (11) and George (10), who both attend Don Benito School in Pasadena.

His interests when not keeping himself busy with all of the above? "Anything athletic and exercise-inducing, reading, opera and writing endless Sierra Madre Little League newsletters. Golf would be my be-all, end-all passion if only I had more time to play!"

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*Congratulations Pete Siberell,
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Above—Pete finds out from Patricia Hall that he's been named Citizen of the Year, December, 2007

Below—Pete, fifth from right, with Mt. Wilson Trail Race Committee, May, 2007. Photos courtesy of Bill Coburn



**Congratulations to Pete and
to the 2008 Chamber Board of Directors!!**

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Above—Dianne Chapman, Rick Lemmo, Pete, and Beth Costanza at Arcadia Chamber Board Christmas Party, December, 2007. Photo courtesy of Beth Costanza

Below—Opening Day of Sierra Madre Little League, February, 2007. Photo courtesy of Bill Coburn

COCKTAILS LUNCH DINNER GOURMET PIZZA

A collage of images for Cafe 322. It includes a martini glass, a pizza, a sign that says "CAFE 322 ITALIAN KITCHEN AND BAR", and a musician playing a saxophone.

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Attitude	Harmony Spa
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Café 322	Los Angeles Turf Club, Inc.
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Our sincere congratulations go out to Pete Siberell, for being named Sierra Madre's 2007 Citizen of the Year!!



Way to go Pete! Congratulations on being named Sierra Madre's Citizen of the Year for 2007!!

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2008 Board of Directors
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**Pete: Congratulations on being named
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Our sincere
congratulations to
you, **Pete**, on being
named Sierra Madre's
Citizen of the Year.

Congratulations as
well to the new 2008
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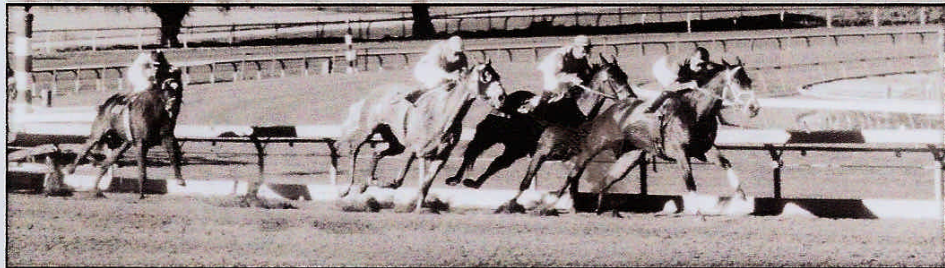


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Congratulations to Pete Siberell
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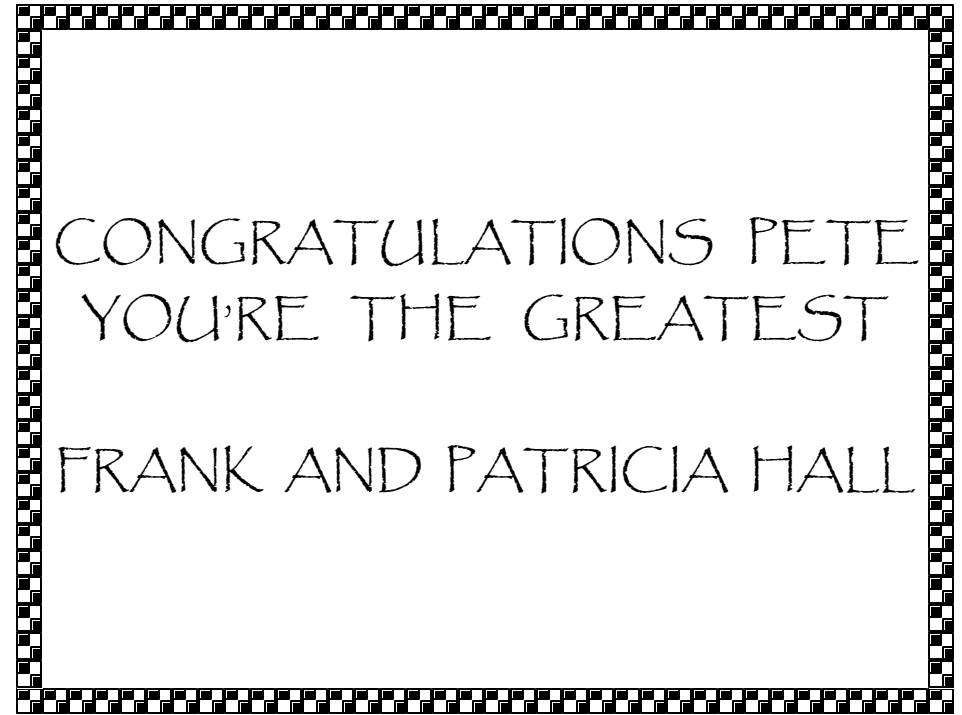
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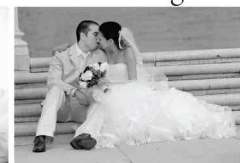
Thanks for your hard work and dedication to our community.

- Neil Vance Photography and The Vance Family

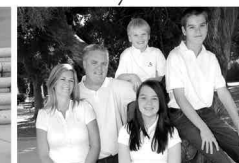
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**The Mayor and the City Council congratulate
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CONGRATULATIONS, PETE!!

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*Congratulations Pete
and thanks for everything you
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Enid Joffe, Mayor

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*Congratulations Pete, from the
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President Gilbert Stromsoe*



**American
Red Cross**

*Congratulations Pete Siberell,
Sierra Madre Citizen of the Year!
From the American Red Cross
Arcadia Chapter*

As a volunteer led organization, the Red Cross applauds the contributions of time and talent from community volunteers. A Red Cross volunteer since 2002, Pete was selected as the 2006-2007 Arcadia Chapter Volunteer of the Year. We can think of no one more deserving of the title of Sierra Madre Citizen of the Year.

Congratulations Pete!